Social Media Summary

Facebook - DaytonaBeach

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Published Posts	43	59		
Followers	839,126	647,808	+639	+191,318
Impressions - Organic	811,395	801,714	16.1%	1.2%
Impressions - Paid	21,162,473	26,040,010	-6.4%	-18.7%
Engagements - Organic	35,616	18,728	-54.8%	90.2%
Engagements - Paid	423,455	856,162	-1.7%	-50.5%
Engagement Rate Per Impression - Organic	4.4%	2.3%	-61.1%	91.3%
Engagement Rate Per Impression - Paid	2.0%	3.3%	5.3%	-39.4%

Instagram - DiscoverDaytonaBeach

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Published Posts	42	59		
Followers	40,237	32,487	+658	+7,750
Views - Organic	70,648	123,760	-26.0%	-42.9%
Views - Paid	2,970,084	2,511,448	128.9%	18.3%
Engagements - Organic	1,914	2,958	-29.4%	-35.3%
Engagements - Paid	19,585	51,724	145.1%	-62.1%
Engagement Rate Per Impression - Organic	2.7%	2.4%	-3.6%	12.5%
Engagement Rate Per Impression - Paid	0.7%	2.1%	16.7%	-66.7%

Threads - DiscoverDaytonaBeach

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Published Posts	28	28		
Followers	5,216	4,774	+19	+442
Views	610	791	-61.3%	-22.9%
Engagements	538	28	380.4%	1821.4%

X - DaytonaBeachFun

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Published Posts	29	28		
Followers	11,725	11,791	+6	-66
Impressions	9,646	5,460	24.2%	76.7%
Engagements	376	159	38.7%	136.5%
Engagement Rate Per Impression	3.9%	2.9%	11.4%	34.5%

TikTok - DiscoverDaytonaBeach

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Published Posts	6	10		
Followers	134,740	61,731	+905	+73,009
Impressions	9,260,860	1,145,432	28.8%	708.5%
Engagements	16,317	10,521	-68.5%	55.1%
Engagement Rate Per Impression	0.2%	0.9%	-71.4%	-77.8%

YouTube - VisitDaytonaBeach

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Subscribers	1,128	1,055	+5	+73
Impressions	17,522	21,772	-8.2%	-19.5%
Video Views	579,501	72,609	13.3%	698.1%
New Viewers	6,464	40,486	-2.2%	-84.0%
Click-Thru Rate	3.1%	3.0%	-18.4%	3.3%

Pinterest - DiscoverDaytonaBeach

	Aug 26	Aug 25	v. July 2026	v. Aug 2025
Audience	191	177	no change	+14

Facebook Top Posts

Daytona Beach Area Con...
Thu 8/13/2026 12:19 pm EDT

🟠 Summer may be winding down, but the vacation values are still going strong in the Daytona Beach area! 🏖️...

Engagements	17,529
Reactions	6,992
Comments	69
Shares	81
Post Link Clicks	55
Other Post Clicks	10,332

Boosted

Daytona Beach Area Con...
Fri 8/14/2026 8:37 am EDT

🌅 Good morning from the Daytona Beach area, where the sky puts on a show before the day even begins. Here's to a beautiful d...

Engagements	10,518
Reactions	8,587
Comments	211
Shares	161
Post Link Clicks	4
Other Post Clicks	1,555

Boosted

Daytona Beach Area Con...
Fri 8/7/2026 8:35 am EDT

🎉 Happy **#NationalLighthouseDay**! Celebrate the day with a visit to the iconic Ponce Inlet Lighthouse — Florida's tallest...

Engagements	7,498
Reactions	3,141
Comments	110
Shares	197
Post Link Clicks	336
Other Post Clicks	3,714

Boosted

Daytona Beach Area Con...
Tue 8/4/2026 11:07 pm EDT

🌟 One evening. So much fun! 🎉 Head to Downtown Daytona Beach Aug. 7 from 5-9 PM for an evening of 🍋 food...

Engagements	3,702
Reactions	395
Comments	24
Shares	78
Post Link Clicks	159
Other Post Clicks	3,046

Daytona Beach Area Con...
Sun 8/9/2026 7:35 am EDT

🎶 Get ready to dance the night away with the music of Lionel Richie and Stevie Wonder at the FREE Sounds of Summer Concert...

Engagements	3,103
Reactions	660
Comments	64
Shares	110
Post Link Clicks	262
Other Post Clicks	2,007

Facebook Top Viewed Videos

Daytona Beach Area Con...
Wed 8/19/2026 10:42 am EDT

🌊 Happy Wave Wednesday from sunny Ormond Beach, Florida! 🟠 ...

Video Views	37,458

Boosted

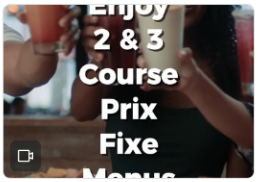
Daytona Beach Area Con...
Sat 8/1/2026 5:29 pm EDT

🟠 August is packed with reasons to visit the Daytona Beach area! From live music 🎶 and seaside fireworks 🟪 to street fests and...

Video Views	30,906

Daytona Beach Area Con...
Wed 8/19/2026 7:11 pm EDT

September is serving up something delicious! 🍽️ Savor specially priced $20, $40 and $60 prix fixe meals at participating Daytona Bea...



Video Views	18,173

Boosted

Daytona Beach Area Con...
Mon 8/24/2026 11:27 am EDT

One more chance to soak up summer. Spend Labor Day weekend in Daytona Beach with 23 miles of beaches, sunshine and plenty of...

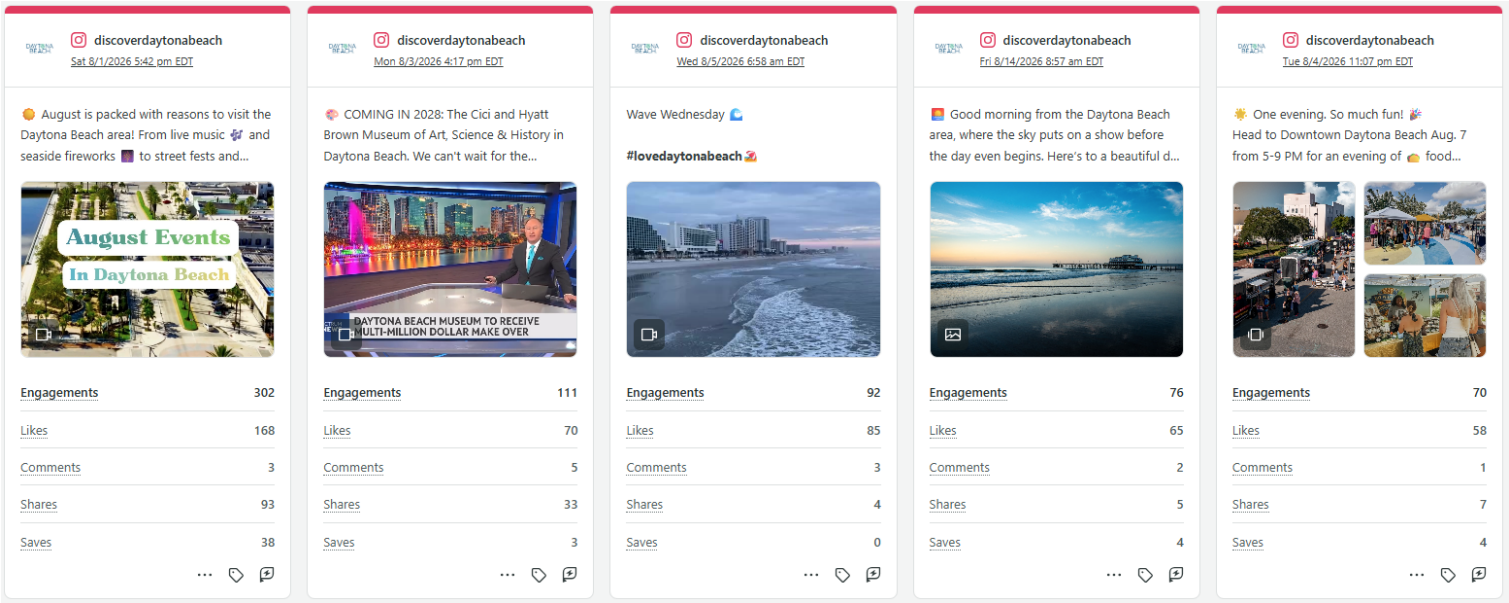
Video Views	10,246

Daytona Beach Area Con...
Wed 8/5/2026 6:47 am EDT

Wave Wednesday 🌊

Video Views	8,804

Instagram Top Posts



discoverdaytonabeach
Sat 8/1/2026 5:42 pm EDT

🟠 August is packed with reasons to visit the Daytona Beach area! From live music 🎶 and seaside fireworks 🌆 to street fests and...

Engagements	302
Likes	168
Comments	3
Shares	93
Saves	38

discoverdaytonabeach
Mon 8/3/2026 4:17 pm EDT

🎨 COMING IN 2028: The Cici and Hyatt Brown Museum of Art, Science & History in Daytona Beach. We can't wait for the...

Engagements	111
Likes	70
Comments	5
Shares	33
Saves	3

discoverdaytonabeach
Wed 8/5/2026 6:58 am EDT

Wave Wednesday 🌊

#lovedaytonabeach 🏖️

Engagements	92
Likes	85
Comments	3
Shares	4
Saves	0

discoverdaytonabeach
Fri 8/14/2026 8:57 am EDT

🌅 Good morning from the Daytona Beach area, where the sky puts on a show before the day even begins. Here's to a beautiful d...

Engagements	76
Likes	65
Comments	2
Shares	5
Saves	4

discoverdaytonabeach
Tue 8/4/2026 11:07 pm EDT

☀️ One evening. So much fun! 🎉
Head to Downtown Daytona Beach Aug. 7 from 5-9 PM for an evening of 🍋 food...

Engagements	70
Likes	58
Comments	1
Shares	7
Saves	4

Instagram Top Viewed Videos

X Top Posts

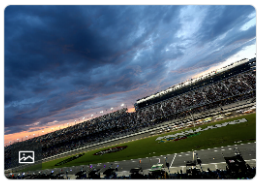
@DaytonaBeachFun
Tue 8/4/2026 11:08 pm EDT

☀️ One evening. So much fun! 🎉
Head to Downtown Daytona Beach Aug. 7 from 5-9 PM for an evening of 🍔 food...

Engagements	51
Likes	9
@Replies	1
Shares	4
Post Link Clicks	1
Other Post Clicks	6
Other Engagements	30

@DaytonaBeachFun
Tue 8/18/2026 8:41 am EDT

🏁 It's almost time for Coke Zero Sugar 400 Weekend (Aug. 28–29) at the "World Center of Racing" Daytona International Speedway!...



Engagements	28
Likes	8
@Replies	0
Shares	4
Post Link Clicks	6
Other Post Clicks	6
Other Engagements	4

@DaytonaBeachFun
Sat 8/8/2026 3:55 pm EDT

⚾ 🌧️ Batter up! Come root for the home team as the Daytona Tortugas take on the Palm Beach Cardinals (Aug. 11-16) and the ...

Engagements	25
Likes	4
@Replies	1
Shares	2
Post Link Clicks	0
Other Post Clicks	5
Other Engagements	13

@DaytonaBeachFun
Thu 8/6/2026 4:23 pm EDT

🌴 🎶 Good vibes are calling! Reggae ON the Rock is bringing two days of island rhythms, delicious food trucks, local vendors and all...

Engagements	25
Likes	4
@Replies	2
Shares	5
Post Link Clicks	0
Other Post Clicks	8
Other Engagements	6

@DaytonaBeachFun
Sun 8/30/2026 3:29 pm EDT

There's always something new to discover in the Daytona Beach area! ✨
...

Engagements	21
Likes	6
@Replies	1
Shares	1
Post Link Clicks	4
Other Post Clicks	4
Other Engagements	5

X Top Video Views

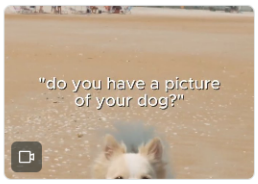
@DaytonaBeachFun
Sat 8/15/2026 10:23 am EDT

✨ Celebrate **#NationalRelaxationDay** by slowing down, putting the phone away and making time to relax together. A little...

Video Views 266

@DaytonaBeachFun
Wed 8/26/2026 8:58 pm EDT

Sandy paws, wagging tails and plenty of seaside smiles! 🐾 🏖️
...



Video Views 130

@DaytonaBeachFun
Sun 8/2/2026 10:16 am EDT

👭 Best friends + beach days = the perfect combo. Happy **#FriendshipDay**!
📱 Plan your trip at **DaytonaBeach.com**. ...

Video Views 130

@DaytonaBeachFun
Sat 8/1/2026 5:21 pm EDT

🌕 August is packed with reasons to visit the Daytona Beach area! From live music 🎶 and seaside fireworks 🎆 to street fests and...

Video Views 107

@DaytonaBeachFun
Mon 8/3/2026 2:09 pm EDT

💥 Smash, splatter, throw and play at Just Smash That — Daytona Beach's newest adrenaline-packed attraction featuring...

Video Views 85

TikTok Top Posts

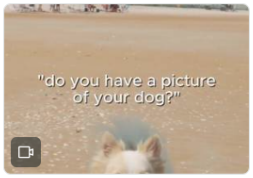
@discoverdaytonabeach
Sat 8/1/2026 6:37 pm EDT

🌞 August is packed with reasons to visit the Daytona Beach area! From live music 🎶 and seaside fireworks 🎆 to street fests and...

Engagements	79
Likes	62
Comments	1
Shares	16

@discoverdaytonabeach
Wed 8/26/2026 9:02 pm EDT

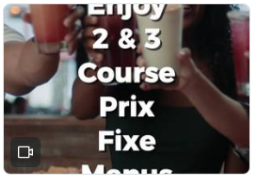
Sandy paws, wagging tails and plenty of seaside smiles! 🐾🏖️ This National Dog Day, we're celebrating the four-legged friends...



Engagements	46
Likes	45
Comments	0
Shares	1

@discoverdaytonabeach
Wed 8/19/2026 7:02 pm EDT

September is serving up something delicious! 🍽️ Savor specially priced $20, $40 and $60 prix fixe meals at participating Daytona Bea...



Engagements	43
Likes	41
Comments	1
Shares	1

@discoverdaytonabeach
Mon 8/3/2026 12:00 pm EDT

💥 Prepare to blow off some steam at Just Smash That! 💨 Smash, splatter, throw and play at Daytona Beach's newest adrenaline-...

Engagements	37
Likes	28
Comments	1
Shares	8

@discoverdaytonabeach
Sat 8/15/2026 1:16 am EDT

💅 Spa day with your favorite person? Yes, please! ✋ ✨ Celebrate **#NationalRelaxationDay** by slowing down,...

Engagements	36
Likes	17
Comments	0
Shares	19

TikTok Top Viewed Videos

@discoverdaytonabeach
Sat 8/1/2026 6:37 pm EDT

🌞 August is packed with reasons to visit the Daytona Beach area! From live music 🎶 and seaside fireworks 🎆 to street...

Video Views	1,954
Follow Video Views	9
For You Video Views	1,524
Hashtag Video Views	—
Business Account Video Views	91
Others Video Views	17
Search Video Views	310
Sound Video Views	0
Unspecified Video Views	3

@discoverdaytonabeach
Mon 8/3/2026 12:00 pm EDT

💥 Prepare to blow off some steam at Just Smash That! 💨 Smash, splatter, throw and play at Daytona Beach's newest...

Video Views	383
Follow Video Views	21
For You Video Views	162
Hashtag Video Views	—
Business Account Video Views	102
Others Video Views	3
Search Video Views	92
Sound Video Views	0
Unspecified Video Views	3

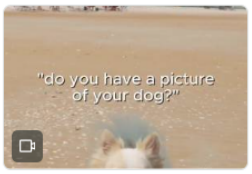
@discoverdaytonabeach
Sat 8/15/2026 1:16 am EDT

💅 Spa day with your favorite person? Yes, please! ✋ ✨ Celebrate **#NationalRelaxationDay** by slowing...

Video Views	335
Follow Video Views	46
For You Video Views	215
Hashtag Video Views	—
Business Account Video Views	55
Others Video Views	4
Search Video Views	13
Sound Video Views	0
Unspecified Video Views	2

@discoverdaytonabeach
Wed 8/26/2026 9:02 pm EDT

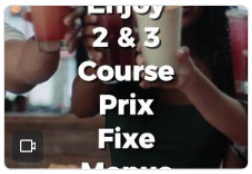
Sandy paws, wagging tails and plenty of seaside smiles! 🐾🏖️ This National Dog Day, we're celebrating the four-legged...



Video Views	288
Follow Video Views	19
For You Video Views	250
Hashtag Video Views	—
Business Account Video Views	7
Others Video Views	3
Search Video Views	7
Sound Video Views	0
Unspecified Video Views	2

@discoverdaytonabeach
Wed 8/19/2026 7:02 pm EDT

September is serving up something delicious! 🍽️ Savor specially priced $20, $40 and $60 prix fixe meals at...



Video Views	277
Follow Video Views	29
For You Video Views	195
Hashtag Video Views	—
Business Account Video Views	32
Others Video Views	4
Search Video Views	16
Sound Video Views	0
Unspecified Video Views	1

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	576	517	459	263.6359979	195
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	388	363	334	112.4557587	45
/blog/post/fun-free-things-to-do-in-daytona-beach	219	190	152	275.2673256	47
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	187	170	157	147.6367716	17
/blog/post/how-to-make-the-most-of-coke-zero-sugar-400-weekend-in-daytona-beach	177	161	154	140.9927827	11
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	163	148	130	82.89545904	14
/blog/post/whats-new-in-daytona-beach-for-2026-exciting-experiences-await-travelers	156	152	144	77.26515293	2
/blog/post/5-unique-restaurants-in-daytona-beach-you-need-to-experience	138	124	107	147.2923121	40
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	134	128	119	139.2019932	9
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	131	115	98	233.7985705	16
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	127	111	89	158.8963653	3
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	127	112	103	97.6310953	15
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	119	115	108	145.6396413	15
/blog/post/beyond-the-ballroom-8-ways-to-keep-attendees-happy-after-hours	107	107	109	0.666407374	2
/blog/post/beach-bars-with-live-music-in-daytona-beach	99	84	68	284.7420034	45
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	94	85	78	114.6786439	24
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	92	85	75	79.56716391	4
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	92	74	63	223.7713895	26
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	80	50	48	142.3964532	3
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	79	70	68	116.5319745	2

eNewsletters

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
474,505	4.5%	.31%	.14%
9.7%	6.2%	11.1%	-16.7%

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	New viewers	Thumbnail impressions	Thumbnail click-through rate	Views	Average view duration	Watch time (hours)
Total			**6,464**	**17,522**	**3.1%**	**579,501**	**0:20**	**3,104.0**
Are you ready for the best family beach vacation? ...	0:16		2,910	78	3.9%	155,861 26.9%	0:15	630.0 20.3%
She'll Never Forget Her First Wave 🏄‍♀️🌊 #Shorts ...	0:16		1,039	20	0%	123,308 21.3%	0:14	505.0 16.3%
What to Do in Daytona Beach at Night 🔥 Nightlife,...	0:16		988	416	5.8%	119,481 20.6%	0:15	491.4 15.8%
Daytona Beach, FL: Your Next Family Road Trip De...	0:39		256	131	3.8%	281 0.1%	0:28	2.2 0.1%
The Ultimate Florida Family Road Trip Destination: ...	0:31		233	70	12.9%	89,541 15.5%	0:29	729.5 23.5%
From surfing lessons, white sand beaches, find ma...	0:31		187	36	8.3%	89,188 15.4%	0:29	726.0 23.4%
Mary McLeod Bethune Home - Step into a Remark...	2:01		48	146	10.3%	54 0.0%	1:34	1.4 0.1%
Daytona Beach Ale Trail	1:13		43	56	1.8%	53 0.0%	0:59	0.9 0.0%
ONE DAYTONA - the Newest Entertainment Compl...	2:01		43	228	4.4%	48 0.0%	1:17	1.0 0.0%
Unlimited Fun in Daytona Beach, Florida	1:14		40	13	0%	43 0.0%	0:54	0.7 0.0%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views	Impressions	Third-party impressions	Unique impressions	Unique viewers	Total time watched	Avg. time watched
Total	610	17,435	40,342	4,796	585	06:16:25	00:00:37
Main Street Pier and Sunglow ... (01:00) Uploaded Nov 14, 2019	513	4,493	0	787	501	05:33:16	00:00:38
2024 Coke Zero Sugar 400 (00:30) Uploaded Aug 14, 2024	36	1,297	0	280	35	00:09:55	00:00:16
Discover Daytona Beach: Hist... (00:58) Uploaded Nov 8, 2019	19	596	0	92	19	00:09:47	00:00:30
Eco Adventures in Daytona Be... (01:38) Uploaded Jan 13, 2020	11	717	0	101	11	00:09:39	00:00:52
Southeast Museum Of Photog... (01:01) Uploaded Jan 6, 2020	10	433	0	68	10	00:02:15	00:00:13
The Ultimate Daytona Beach T... (01:00) Uploaded Feb 18, 2021	5	10	0	7	5	00:02:57	00:00:35
Oceanfront and Riverfront Din... (01:33) Uploaded Oct 30, 2019	3	117	0	20	3	00:01:40	00:00:33
Sports in Daytona Beach (01:30) Uploaded Jan 22, 2026	3	3	531	3	3	00:04:09	00:01:23
30 Things to Do in 60 Seconds (01:04) Uploaded Jun 13, 2023	2	5,213	0	903	2	00:01:04	00:00:32
Famous for More Than You Thi... (00:25) Uploaded Oct 7, 2025	2	3	0	2	2	00:00:49	00:00:24