

# DAYTONA BEACH®

September 2025  
End of Month Reports  
Social - eNewsletters - Blogs

# Social Media Summary

## Facebook - DaytonaBeach

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Published Posts	43	52		
Followers	666,916	352,254	+30,144	+314,662
Impressions - Organic	1,074,624	406,291	-0.7%	164.5%
Impressions - Paid	16,880,374	19,640,208	-2.2%	-14.1%
Engagements - Organic	15,779	6,100	-11.4%	158.7%
Engagements - Paid	794,794	856,015	-7.2%	-7.2%
Engagement Rate Per Impression - Organic	1.5%	1.5%	-10.8%	-2.2%
Engagement Rate Per Impression - Paid	4.7%	4.4%	19.0%	8.0%
Post Link Clicks - Organic	1,456	105	349.4%	1286.7%
Post Link Clicks - Paid	471,792	454,275	-8.8%	3.9%

## Instagram - DiscoverDaytonaBeach

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Published Posts	36	37		
Followers	32,770	25,543	+283	+7,227
Views - Organic	109,603	80,066	-11.4%	36.9%
Views - Paid	901,522	1,668,483	-64.1%	-46.0%
Engagements - Organic	2,112	3,627	-27.4%	-41.8%
Engagements - Paid	3,227	6,515	-93.8%	-50.5%
Engagement Rate Per Impression - Organic	1.9%	4.5%	-18.0%	-57.5%
Engagement Rate Per Impression - Paid	0.4%	0.4%	-82.6%	-8.3%

## Threads - DiscoverDaytonaBeach

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Published Posts	24	28		
Followers	4,841	0	+67	
Views	616	72	-22.1%	755.6%
Engagements	13	4	-53.6%	225.0%

## X - DaytonaBeachFun

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Published Posts	23	21		
Followers	11,802	11,927	+11	-125
Impressions	5,216	3,306	-4.5%	57.8%
Engagements	107	118	-32.7%	-9.3%
Engagement Rate Per Impression	2.1%	360.0%	-29.6%	-42.5%
Post Link Clicks	33	41	-25.0%	-19.5%

## TikTok - DiscoverDaytonaBeach

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Published Posts	6	4		
Followers	64,759	4,688	+5,728	+60,071
Impressions	2,551,337	1,892,885	122.7%	34.8%
Engagements	14,406	4,222	36.9%	241.2%
Engagement Rate Per Impression	0.6%	0.2%	-38.5%	153.2%

## YouTube - VisitDaytonaBeach

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Subscribers	1,062	978	+7	+84
Impressions	12,270	14,080	-43.6%	-12.9%
Video Views	59,969	46,048	-17.4%	30.2%
New Viewers	35,701	36,351	-11.8%	-1.8%
Click-Thru Rate	3.8%	3.8%	26.7%	0.0%

## Pinterest - DiscoverDaytonaBeach

	Sep 25	Sep 24	v. Aug 2025	v. Sep 2024
Audience	442	353		
Pins	0	0	0.0%	0.0%

## Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Tue 9/2/2025 10:12 am EDT	3,918	596	80	126	381	2,735
Mon 9/8/2025 9:01 am EDT	2,904	465	61	57	292	2,029
Wed 9/3/2025 11:19 am EDT	1,033	511	41	34	—	447
Wed 9/17/2025 9:29 am EDT	962	540	48	43	—	331
Wed 9/24/2025 7:08 am EDT	817	428	29	30	—	330

## Facebook Top Viewed Videos

Post Date	Video Views
Wed 9/3/2025 3:40 pm EDT	15,807
Wed 9/17/2025 9:29 am EDT	9,645
Wed 9/3/2025 3:41 pm EDT	8,803
Wed 9/24/2025 7:08 am EDT	8,003
Wed 9/3/2025 11:19 am EDT	7,056

## Instagram Top Posts

<p><b>discoverdaytonabeach</b> Wed 9/3/2025 4:04 pm EDT</p> <p>by <b>@paulabendfeldt</b> 🌟 If you're looking for a family-friendly oceanfront stay in Daytona Beach that's more than...</p>  <table border="1"> <tr><td>Total Engagements</td><td>208</td></tr> <tr><td>Likes</td><td>152</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>25</td></tr> <tr><td>Saves</td><td>29</td></tr> </table>	Total Engagements	208	Likes	152	Comments	2	Shares	25	Saves	29	<p><b>discoverdaytonabeach</b> Sun 9/28/2025 5:04 pm EDT</p> <p>Looking for good eats in the Daytona Beach area? We've got you! 🍷 🍷 Watch this video and visit this link for more ide...</p>  <table border="1"> <tr><td>Total Engagements</td><td>179</td></tr> <tr><td>Likes</td><td>95</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>49</td></tr> <tr><td>Saves</td><td>31</td></tr> </table>	Total Engagements	179	Likes	95	Comments	4	Shares	49	Saves	31	<p><b>discoverdaytonabeach</b> Tue 9/2/2025 8:48 am EDT</p> <p>Come for the riffs, stay for the fireworks! 🎆 Each Saturday, through September 27, you can enjoy free live...</p>  <table border="1"> <tr><td>Total Engagements</td><td>134</td></tr> <tr><td>Likes</td><td>103</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>24</td></tr> <tr><td>Saves</td><td>7</td></tr> </table>	Total Engagements	134	Likes	103	Comments	0	Shares	24	Saves	7	<p><b>discoverdaytonabeach</b> Wed 9/24/2025 7:23 am EDT</p> <p>Wave Wednesday 🌊 <b>#lovedaytonabeach</b></p>  <table border="1"> <tr><td>Total Engagements</td><td>109</td></tr> <tr><td>Likes</td><td>102</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>7</td></tr> <tr><td>Saves</td><td>0</td></tr> </table>	Total Engagements	109	Likes	102	Comments	0	Shares	7	Saves	0	<p><b>discoverdaytonabeach</b> Wed 9/17/2025 9:27 am EDT</p> <p>Wave Wednesday 🌊 <b>#lovedaytonabeach</b></p>  <table border="1"> <tr><td>Total Engagements</td><td>104</td></tr> <tr><td>Likes</td><td>92</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>6</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Total Engagements	104	Likes	92	Comments	4	Shares	6	Saves	2
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## Instagram Top Viewed Videos

<p><b>discoverdaytonabeach</b> Sat 9/20/2025 4:14 pm EDT</p> <p>Calling all craft beer and spirits enthusiasts! Whether you prefer a cozy taproom vibe or lively outdoor sips, the...</p>  <p>Reels Video Views 4,941</p>	<p><b>discoverdaytonabeach</b> Wed 9/3/2025 4:04 pm EDT</p> <p>by <b>@paulabendfeldt</b> 🌟 If you're looking for a family-friendly oceanfront stay in Daytona Beach that's more than...</p>  <p>Reels Video Views 4,828</p>	<p><b>discoverdaytonabeach</b> Sun 9/28/2025 5:04 pm EDT</p> <p>Looking for good eats in the Daytona Beach area? We've got you! 🍷 🍷 Watch this video and visit this link for more ide...</p>  <p>Reels Video Views 3,577</p>	<p><b>discoverdaytonabeach</b> Wed 9/17/2025 9:39 am EDT</p> <p>We approve! 🍷 <b>#LoveDaytonaBeach</b> by <b>@paulabendfeldt</b> 🌟 The Best Things to Do in Daytona Beach with Teens —...</p>  <p>Reels Video Views 2,165</p>	<p><b>discoverdaytonabeach</b> Wed 9/10/2025 3:34 pm EDT</p> <p>We ❤️ The Daytona, Autograph Collection at ONE DAYTONA! 🍷 by <b>@jonesjetsetjournal</b>: 📍 The Daytona,...</p>  <p>Reels Video Views 2,109</p>
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## X Top Posts

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
<p>🔥 Come for the riffs, stay for the fireworks! 🎆 Each Saturday, through Sept. 27, rock out to free, live concerts at the...</p> 	13	5	0	1	3	4	0
<p>📅 Register to win dinner for two at a Daytona Beach area restaurant participating in our Savor September...</p> 	11	2	0	0	4	5	0
<p>🎵 Music lovers won't want to miss the 7th Annual Ormond Beach Live Original Music &amp; Art Festival on Sept. 27! Enjoy a...</p> 	6	1	0	0	2	3	0
<p>🍪 Satisfy your sweet tooth while in Daytona Beach! Treat yourself at these local favorites: <a href="https://bit.ly/3dlq1Mc">bit.ly/3dlq1Mc</a> 🍪...</p> 	5	2	0	0	2	1	0
<p>🌊 Hello, fall! 🍂 Celebrate the first day of the season Daytona Beach-style. Paddle into adventure with kayaking, soak up th...</p> 	5	3	0	1	0	1	0

## X Top Video Views

Post Content	Video Views
<p>🍂 Make this fall one to remember with a getaway to the Daytona Beach area. 🌞 Soak up the sunshine, explore exciting...</p> 	66
<p>🍪 Satisfy your sweet tooth while in Daytona Beach! Treat yourself at these local favorites: <a href="https://bit.ly/3dlq1Mc">bit.ly/3dlq1Mc</a> 🍪...</p> 	56
<p>🌊 What's your perfect Daytona Beach day? Start planning your fall escape to the Daytona Beach area today! Go to...</p> 	32

## TikTok Top Posts

<p><b>discoverdaytonabeach</b> Sat 9/20/2025 3:28 pm EDT</p> <p>Calling all craft beer and spirits enthusiasts! Whether you prefer a cozy taproom vibe or lively outdoor sips, the...</p>  <table border="1"> <tr><td>Total Engagements</td><td>25</td></tr> <tr><td>Likes</td><td>21</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>3</td></tr> </table>	Total Engagements	25	Likes	21	Comments	1	Shares	3	<p><b>discoverdaytonabeach</b> Sun 9/28/2025 10:13 am EDT</p> <p>Looking for good eats in the Daytona Beach area? We've got you! Watch this video and visit this link for more ide...</p>  <table border="1"> <tr><td>Total Engagements</td><td>21</td></tr> <tr><td>Likes</td><td>19</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>1</td></tr> </table>	Total Engagements	21	Likes	19	Comments	1	Shares	1	<p><b>discoverdaytonabeach</b> Tue 9/30/2025 11:51 am EDT</p> <p>What's your perfect Daytona Beach day? Start planning your fall escape to the Daytona Beach area today! Go to...</p>  <table border="1"> <tr><td>Total Engagements</td><td>14</td></tr> <tr><td>Likes</td><td>12</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>2</td></tr> </table>	Total Engagements	14	Likes	12	Comments	0	Shares	2	<p><b>discoverdaytonabeach</b> Tue 9/16/2025 11:50 am EDT</p> <p>Make this fall one to remember with a getaway to the Daytona Beach area. Soak up the sunshine, explore exciting...</p>  <table border="1"> <tr><td>Total Engagements</td><td>13</td></tr> <tr><td>Likes</td><td>11</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>1</td></tr> </table>	Total Engagements	13	Likes	11	Comments	1	Shares	1	<p><b>discoverdaytonabeach</b> Mon 9/29/2025 7:06 pm EDT</p> <p>Satisfy your sweet tooth while in Daytona Beach! Treat yourself at these local favorites: <a href="https://bit.ly/3dlq1Mc">https://bit.ly/3dlq1Mc</a> ...</p>  <table border="1"> <tr><td>Total Engagements</td><td>12</td></tr> <tr><td>Likes</td><td>10</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>1</td></tr> </table>	Total Engagements	12	Likes	10	Comments	1	Shares	1
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## eNewsletter Performance Overview

<p>Total Sends</p> <p><b>698,659</b></p> <p>9.6%</p>	<p>Open Rate</p> <p><b>4.2%</b></p> <p>-1.7%</p>	<p>Click Rate</p> <p><b>.46%</b></p> <p>-0.98%</p>	<p>Unsubscribe Rate</p> <p><b>.20%</b></p> <p>-21.5%</p>
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## Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement	
				Time Per Session	Key Events
/blog/post/brazilians-love-these-local-attractions-and-hotel-deals	125497	102712	98289	0.929002287	3205
/blog/post/fun-free-things-to-do-in-daytona-beach	577	477	407	92.49740035	109
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	395	362	307	44.20253165	55
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	247	211	161	86.68016194	68
/blog/post/where-is-americas-best-bar-its-the-ocean-deck-in-daytona-beach	229	201	163	67.29694323	64
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	209	191	177	46.16746411	8
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	198	196	189	15.48989899	5
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	191	169	144	92.98429319	43
/blog/post/beach-bars-with-live-music-in-daytona-beach	162	137	111	99.22839506	78
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	151	136	103	74.98675497	29
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	146	122	113	69.99315068	28
/blog/post/4-day-itinerary-for-biketoberfest-in-daytona-beach	133	118	106	33.60150376	12
/blog/post/explore-daytona-beach-area-restaurants-with-savor-september-dining-month	123	113	87	69.28455285	72
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-ton	122	109	96	40.57377049	21
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-a	119	106	69	65.4789916	50
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	111	90	62	70.36936937	15
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	109	95	70	63.16513761	40
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	100	88	74	63.39	17
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	100	90	71	50.57	6
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	92	83	72	51.18478261	9

## YouTube - Top 10 Video Analytics

Content		Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours) ↓	
Duration	Publish date							
<input type="checkbox"/>	<b>Total</b>	<b>12,270</b>	<b>3.8%</b>	<b>59,969</b>		<b>0:18</b>	<b>301.7</b>	
<input type="checkbox"/>	 0:16 Are you ready for the best family beach vacation? Noth...	65	4.6%	32,934	54.9%	0:15	137.7	45.7%
<input type="checkbox"/>	 0:16 Looking for things to do in Daytona Beach, FL? You'd b...	334	0.9%	17,338	28.9%	0:15	72.5	24.0%
<input type="checkbox"/>	 0:31 Find things to do with kids in Daytona Beach, the best ...	75	0%	3,160	5.3%	0:31	27.4	9.1%
<input type="checkbox"/>	 0:31 10000 steps a day with a view at Daytona Beach FL.	35	2.9%	2,880	4.8%	0:31	25.3	8.4%
<input type="checkbox"/>	 0:31 Bike on Daytona Beach FL: Explore Florida's Most Fam...	16	0%	1,823	3.0%	0:30	15.6	5.2%
<input type="checkbox"/>	 27:03 Florida's Best Scenic Ride? Exploring the Ormond Beac...	120	5.0%	76	0.1%	1:53	2.4	0.8%
<input type="checkbox"/>	 0:39 Daytona Beach, FL: Your Next Family Road Trip Destina...	76	0%	215	0.4%	0:28	1.7	0.6%
<input type="checkbox"/>	 2:01 ONE DAYTONA - the Newest Entertainment Complex in...	231	4.8%	63	0.1%	1:29	1.6	0.5%
<input type="checkbox"/>	 2:01 Mary McLeod Bethune Home - Step into a Remarkable ...	90	10.0%	41	0.1%	1:27	1.0	0.3%
<input type="checkbox"/>	 3:31 Best vacation destination in Florida, visit Ormond Beac...	50	6.0%	33	0.1%	1:26	0.8	0.3%

## Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views ↓	Impressions ↓	Third-party impressions ↓	Unique impressions ↓	Unique viewers ↓	Total time watched ↓
<input type="checkbox"/> Total	65,403	428,110	218,846	71,868	20,275	169:31:31
<input checked="" type="checkbox"/>  00:15 The Arrival - Daytona Beach (-15) Uploaded Oct 16, 2024	28,510	181,158	0	20,148	9,729	73:05:32
<input checked="" type="checkbox"/>  00:15 First Surf Lesson - Daytona Bea... Uploaded Oct 16, 2024	24,031	151,117	0	16,945	8,512	61:27:42
<input checked="" type="checkbox"/>  00:15 Daytona Beach Nightlife Uploaded Oct 16, 2024	12,423	84,662	0	10,767	4,858	30:20:18
<input checked="" type="checkbox"/>  01:00 Main Street Pier and Sunflow P... Uploaded Nov 14, 2019	337	3,128	0	681	159	03:49:47
<input checked="" type="checkbox"/>  00:58 Discover Daytona Beach: Histo... Uploaded Nov 8, 2019	39	1,101	0	205	22	00:12:15
<input type="checkbox"/>  01:01 Southeast Museum Of Photogr... Uploaded Jan 6, 2020	30	954	0	178	20	00:06:25
<input type="checkbox"/>  01:33 Oceanfront and Riverfront Dini... Uploaded Oct 30, 2019	7	119	0	16	4	00:06:13
<input type="checkbox"/>  01:00 The Ultimate Daytona Beach Tr... Uploaded Feb 18, 2021	6	22	0	11	5	00:05:11
<input type="checkbox"/>  01:38 Eco Adventures in Daytona Be... Uploaded Jan 13, 2020	5	222	0	35	3	00:02:51
<input type="checkbox"/>  02:23 Sports Daytona Beach_ Challe... Uploaded Jul 28, 2025	4	6	0	2	2	00:03:15