

DAYTONA BEACH®

November 2025
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Published Posts	59	63		
Followers	690,829	390,143	+12,122	+300,539
Impressions - Organic	1,382,453	364,184	131.2%	279.6%
Impressions - Paid	9,405,534	14,670,400	-44.8%	-35.9%
Engagements - Organic	27,283	5,001	254.5%	445.6%
Engagements - Paid	408,737	587,528	-7.9%	-30.4%
Engagement Rate Per Impression - Organic	2.0%	1.4%	53.3%	43.7%
Engagement Rate Per Impression - Paid	4.3%	4.0%	66.6%	8.5%
Post Link Clicks - Organic	1,414	163	895.8%	767.5%
Post Link Clicks - Paid	158,125	298,725	-23.0%	-47.1%

Instagram - DiscoverDaytonaBeach

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Published Posts	45	68		
Followers	33,507	25,991	+467	+7,516
Views - Organic	101,504	334,929	53.0%	-69.7%
Views - Paid	909,279	3,026,593	-74.5%	-70.0%
Engagements - Organic	2,595	2,379	58.1%	9.1%
Engagements - Paid	7,822	216,902	-93.0%	-96.4%
Engagement Rate Per Impression - Organic	2.6%	0.7%	3.3%	259.9%
Engagement Rate Per Impression - Paid	0.9%	7.2%	-72.5%	-88.0%

Threads - DiscoverDaytonaBeach

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Published Posts	32	6		
Followers	4,918	0	+35	
Views	471	151	2.2%	211.9%
Engagements	17	12	70.0%	41.7%

X - DaytonaBeachFun

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Published Posts	34	21		
Followers	11,739	11,840	-53	-101
Impressions	5,240	3,489	153.9%	50.2%
Engagements	162	96	390.9%	68.8%
Engagement Rate Per Impression	3.1%	2.8%	93.4%	12.4%
Post Link Clicks	32	28	357.1%	14.3%

TikTok - DiscoverDaytonaBeach

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Published Posts	6	4		
Followers	80,100	12,191	+5,907	+67,909
Impressions	218,858	1,394,912	-21.1%	-84.3%
Engagements	8,954	9,309	-30.7%	-3.8%
Engagement Rate Per Impression	4.1%	0.7%	-12.2%	513.1%

YouTube - VisitDaytonaBeach

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Subscribers	1,076	989	+7	+87
Impressions	9,209	10,639	-34.8%	-13.4%
Video Views	271,222	50,527	-5.3%	436.8%
New Viewers	8,025	35,060	-66.9%	-77.1%
Click-Thru Rate	3.9%	3.9%	18.2%	No Change

Pinterest - DiscoverDaytonaBeach

	Nov 25	Nov 24	v. Oct 2025	v. Nov 2024
Audience	447	365	+1	+82

Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Mon 11/10/2025 3:45 pm EST	11,974	5,502	122	246	678	5,426
Sun 11/2/2025 11:22 am EST	11,284	10,187	60	250	6	781
Tue 11/18/2025 3:10 pm EST	9,721	1,311	175	181	853	7,201
Sat 11/8/2025 5:47 pm EST	7,195	6,527	57	50	8	553
Fri 11/7/2025 2:06 pm EST	6,044	4,561	25	108	123	1,227

Facebook Top Viewed Videos

Post Date	Video Views
Sat 11/22/2025 4:24 pm EST	198,966
Wed 11/5/2025 11:24 am EST	193,110
Wed 11/5/2025 5:31 pm EST	43,922
Wed 11/26/2025 6:47 am EST	39,665
Fri 11/21/2025 3:39 pm EST	28,581

Instagram Top Posts

<p>discoverdaytonabeach Wed 11/5/2025 11:24 am EST</p> <p>Calendars marked! ✓ #LoveDaytonaBeach by @racingsnorthturn23: Mark it...</p>  <p>Total Engagements 271 Likes 185 Comments 6 Shares 63 Saves 17</p>	<p>discoverdaytonabeach Fri 11/21/2025 8:18 am EST</p> <p>Load up the fam and drive through a dazzling holiday wonderland at Magic of Lights at Daytona International Speedwa...</p>  <p>Total Engagements 187 Likes 102 Comments 5 Shares 67 Saves 13</p>	<p>discoverdaytonabeach Wed 11/5/2025 6:04 pm EST</p> <p>November's packed with festival fun in the Daytona Beach area! Don't catch a case of FOMO — join in the fun!...</p>  <p>Total Engagements 181 Likes 97 Comments 6 Shares 54 Saves 24</p>	<p>discoverdaytonabeach Mon 11/17/2025 10:40 am EST</p> <p>New mural drop! Check out one of the area's newest murals at Tanger Outlets Daytona Beach...</p>  <p>Total Engagements 180 Likes 141 Comments 5 Shares 30 Saves 4</p>	<p>discoverdaytonabeach Sat 11/22/2025 4:25 pm EST</p> <p>We're ready! 🥳 #LoveDaytonaBeach by @foodeesfest: DAYTONA...</p>  <p>Total Engagements 156 Likes 63 Comments 0 Shares 73 Saves 20</p>
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Instagram Top Viewed Videos

<p>discoverdaytonabeach Wed 11/5/2025 11:24 am EST</p> <p>Calendars marked! ✓ #LoveDaytonaBeach by @racingsnorthturn23: Mark it...</p>  <p>Reels Video Views 4,021</p>	<p>discoverdaytonabeach Wed 11/5/2025 6:04 pm EST</p> <p>November's packed with festival fun in the Daytona Beach area! Don't catch a case of FOMO — join in the fun!...</p>  <p>Reels Video Views 3,652</p>	<p>discoverdaytonabeach Sat 11/22/2025 4:25 pm EST</p> <p>We're ready! 🥳 #LoveDaytonaBeach by @foodeesfest: DAYTONA...</p>  <p>Reels Video Views 3,106</p>	<p>discoverdaytonabeach Fri 11/21/2025 8:18 am EST</p> <p>Load up the fam and drive through a dazzling holiday wonderland at Magic of Lights at Daytona International Speedwa...</p>  <p>Reels Video Views 2,330</p>	<p>discoverdaytonabeach Sat 11/29/2025 8:59 am EST</p> <p>Celebrate #SmallBusinessSaturday by exploring the Daytona Beach area's vibrant downtown districts! Find local treasures,...</p>  <p>Reels Video Views 1,762</p>
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X Top Posts

<p>@DaytonaBeachFun Sat 11/8/2025 3:55 pm EST</p> <p>In need of a fall-tastic beach getaway? Explore these special offers from Daytona Beach area hotels and attractions and sa...</p>  <p>Total Engagements 13</p> <p>Likes 2</p> <p>@Replies 0</p> <p>Reposts 2</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 8</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Tue 11/18/2025 1:35 pm EST</p> <p>Holiday magic awaits at the Christmas Spectacular at Stetson Mansion! Through Jan. 18, guests can wander through the...</p>  <p>Total Engagements 12</p> <p>Likes 4</p> <p>@Replies 0</p> <p>Reposts 2</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 6</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Sat 11/15/2025 4:14 pm EST</p> <p>College hoop fans, get ready! From Nov. 20-29, it's game on at the Ocean Center in Daytona Beach! For game time...</p>  <p>Total Engagements 11</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 6</p> <p>Other Post Clicks 5</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Sun 11/23/2025 1:36 pm EST</p> <p>Get ready for full-court action! The Sunshine Slam College Basketball Tournament is coming to the Ocean...</p>  <p>Total Engagements 10</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 6</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Thu 11/13/2025 11:14 am EST</p> <p>Kick off the holiday season at Tanger Outlets Daytona Beach! Join in the fun at the annual Tree Lighting Celebration on...</p>  <p>Total Engagements 10</p> <p>Likes 3</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 6</p> <p>Other Engagements 0</p>
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X Top Video Views

<p>@DaytonaBeachFun Tue 11/4/2025 11:11 am EST</p> <p>Happy #NationalCandyDay! Today, we're spotlighting two of Daytona Beach's legendary sweet spots: Angell...</p>  <p>Video Views 64</p>	<p>@DaytonaBeachFun Sat 11/22/2025 4:15 pm EST</p> <p>Want insider access to the Daytona Beach area's best festivals and events, perks and adventures? Sign up for ou...</p>  <p>Video Views 40</p>	<p>@DaytonaBeachFun Fri 11/21/2025 3:48 pm EST</p> <p>Load up the fam and drive through a dazzling holiday wonderland at Magic of Lights at Daytona International Speedwa...</p>  <p>Video Views 35</p>	<p>@DaytonaBeachFun Wed 11/5/2025 4:58 pm EST</p> <p>November's packed with festival fun in the Daytona Beach area! Don't catch a case of FOMO — join in the fun!...</p>  <p>Video Views 33</p>	<p>@DaytonaBeachFun Wed 11/26/2025 10:47 am EST</p> <p>Rev up your engines and gobble up the fun! It's Daytona Turkey Run time! Classic cars, swap meets, and plenty of...</p>  <p>Video Views 30</p>
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TikTok Top Posts

<p>discoverdaytonabeach Wed 11/26/2025 1:50 pm EST</p> <p>Rev up your engines and gobble up the fun! It's Daytona Turkey Run time! Classic cars, swap meets, and plenty of...</p>  <p>Total Engagements 20</p> <p>Likes 15</p> <p>Comments 0</p> <p>Shares 5</p>	<p>discoverdaytonabeach Fri 11/21/2025 5:58 am EST</p> <p>Load up the fam and drive through a dazzling holiday wonderland at Magic of Lights at Daytona International Speedwa...</p>  <p>Total Engagements 17</p> <p>Likes 13</p> <p>Comments 0</p> <p>Shares 4</p>	<p>discoverdaytonabeach Sat 11/22/2025 1:56 pm EST</p> <p>Want insider access to the Daytona Beach area's best festivals and events, perks and adventures? Sign up for ou...</p>  <p>Total Engagements 7</p> <p>Likes 6</p> <p>Comments 0</p> <p>Shares 1</p>	<p>discoverdaytonabeach Tue 11/11/2025 8:53 am EST</p> <p>Freedom isn't free. Today, we thank every veteran who answered the call. The Daytona Beach area is proud to honor o...</p>  <p>Total Engagements 7</p> <p>Likes 7</p> <p>Comments 0</p> <p>Shares 0</p>	<p>discoverdaytonabeach Thu 11/20/2025 2:20 pm EST</p> <p>Explore prehistory with Expedition: Dinosaur at the Museum of Arts & Sciences in Daytona Beach! See lifelike...</p>  <p>Total Engagements 3</p> <p>Likes 3</p> <p>Comments 0</p> <p>Shares 0</p>
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TikTok Top Viewed Videos

<p>discoverdaytonabeach Wed 11/26/2025 1:50 pm EST</p> <p>Rev up your engines and gobble up the fun! It's Daytona Turkey Run time! Classic cars, swap meets, and plenty of...</p>  <p>Total Video Views 1,045</p> <p>Follow Video Views 24</p> <p>For You Video Views 847</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 13</p> <p>Others Video Views 14</p> <p>Search Video Views 145</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>discoverdaytonabeach Fri 11/21/2025 5:58 am EST</p> <p>Load up the fam and drive through a dazzling holiday wonderland at Magic of Lights at Daytona International Speedwa...</p>  <p>Total Video Views 741</p> <p>Follow Video Views 54</p> <p>For You Video Views 437</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 22</p> <p>Others Video Views 11</p> <p>Search Video Views 214</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 3</p>	<p>discoverdaytonabeach Tue 11/11/2025 8:53 am EST</p> <p>Freedom isn't free. Today, we thank every veteran who answered the call. The Daytona Beach area is proud to honor o...</p>  <p>Total Video Views 256</p> <p>Follow Video Views 14</p> <p>For You Video Views 187</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 27</p> <p>Others Video Views 11</p> <p>Search Video Views 14</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 3</p>	<p>discoverdaytonabeach Sat 11/22/2025 1:56 pm EST</p> <p>Want insider access to the Daytona Beach area's best festivals and events, perks and adventures? Sign up for ou...</p>  <p>Total Video Views 238</p> <p>Follow Video Views 14</p> <p>For You Video Views 184</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 11</p> <p>Others Video Views 16</p> <p>Search Video Views 10</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 3</p>	<p>discoverdaytonabeach Thu 11/20/2025 2:20 pm EST</p> <p>Explore prehistory with Expedition: Dinosaur at the Museum of Arts & Sciences in Daytona Beach! See lifelike...</p>  <p>Total Video Views 205</p> <p>Follow Video Views 9</p> <p>For You Video Views 148</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 18</p> <p>Others Video Views 12</p> <p>Search Video Views 17</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 1</p>
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Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	12274	11499	11374	11.03470751	432
/blog/post/brazilians-love-these-local-attractions-and-hotel-deals	11173	10416	10317	0.66365345	675
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	773	689	574	73.38809832	249
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	751	674	617	70.60186418	367
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	478	419	376	38.96025105	39
/blog/post/fun-free-things-to-do-in-daytona-beach	426	350	302	93.63615023	92
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	259	230	196	75.93050193	85
/blog/post/celebrate-veterans-all-november-long-in-daytona-beach	227	205	165	79.16299559	73
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	221	209	205	22.98642534	4
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	196	185	186	43.73469388	8
/blog/post/beach-bars-with-live-music-in-daytona-beach	175	156	110	91.54857143	70
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	140	123	112	90	44
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and	139	126	113	32.6618705	12
/blog/post/big-events-for-the-daytona-beach-area	124	109	95	71.34677419	25
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	95	84	69	46.58947368	2
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	92	82	64	56.2173913	16
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	92	80	67	61.10869565	10
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	80	77	64	53.075	9
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-bea	67	66	60	43.40298507	17
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	61	52	46	88.04918033	0

YouTube - Top 10 Video Analytics

Content		Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours) ↓	
Duration	Publish date							
<input type="checkbox"/> Total		9,209	3.9%	271,222		0:23	1,132.8	
<input type="checkbox"/>	 0:16 Are you ready for the best family beach vacation? Noth...	28	3.6%	95,432	35.2%	0:15	393.3	34.7%
<input type="checkbox"/>	 0:16 Daytona Beach Surf Lesson 15	15	0%	92,343	34.1%	0:15	380.5	33.6%
<input type="checkbox"/>	 0:16 Daytona Beach Nightlife	57	0%	74,958	27.6%	0:15	307.8	27.2%
<input type="checkbox"/>	 0:31 From surfing lessons, white sand beaches, find many f...	14	0%	3,240	1.2%	0:30	14.5	1.3%
<input type="checkbox"/>	 0:31 Daytona Beach Kids Arrival	28	3.6%	3,227	1.2%	0:30	14.3	1.3%
<input type="checkbox"/>	 0:39 Daytona Beach, FL: Your Next Family Road Trip Destina...	42	0%	253	0.1%	0:28	2.0	0.2%
<input type="checkbox"/>	 1:10 Stetson Mansion Christmas Spectacular, Perfect Back...	37	2.7%	109	0.0%	0:54	1.6	0.2%
<input type="checkbox"/>	 3:31 Best vacation destination in Florida, visit Ormond Beac...	23	8.7%	44	0.0%	1:51	1.4	0.1%
<input type="checkbox"/>	 1:34 Oceanfront and Riverfront Dining in Daytona Beach, Flo...	300	4.0%	78	0.0%	1:01	1.3	0.1%
<input type="checkbox"/>	 1:11 Daytona Lagoon - Premier Water Park and Arcade in D...	59	5.1%	153	0.1%	0:52	1.2	0.1%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views ↓	Impressions ↓	Third-party impressions ↓	Unique impressions ↓	Unique viewers ↓	Total time watched ↓	Avg. time watched ↓
<input type="checkbox"/> Total	377	15,174	69,928	6,443	188	03:54:48	00:00:37
<input checked="" type="checkbox"/>  01:00 Main Street Pier and Sunglow P... <small>Uploaded Nov 14, 2019</small>	293	2,957	0	578	133	03:11:16	00:00:39
<input checked="" type="checkbox"/>  00:58 Discover Daytona Beach: Histo... <small>Uploaded Nov 8, 2019</small>	26	798	0	150	20	00:08:30	00:00:19
<input checked="" type="checkbox"/>  01:38 Eco Adventures in Daytona Be... <small>Uploaded Jan 13, 2020</small>	17	816	0	146	10	00:13:25	00:00:47
<input checked="" type="checkbox"/>  01:01 Southeast Museum Of Photogr... <small>Uploaded Jan 6, 2020</small>	16	701	0	128	9	00:07:40	00:00:28
<input checked="" type="checkbox"/>  01:00 The Ultimate Daytona Beach Tr... <small>Uploaded Feb 18, 2021</small>	4	8	0	7	4	00:02:43	00:00:40
<input type="checkbox"/>  01:03 Discover Daytona Beach: Kaya... <small>Uploaded Aug 6, 2020</small>	3	51	0	6	1	00:01:24	00:00:28
<input type="checkbox"/>  01:50 Free Things to Do in Daytona B... <small>Uploaded Sep 26, 2019</small>	3	44	0	5	2	00:02:17	00:00:45
<input type="checkbox"/>  01:33 Oceanfront and Riverfront Dini... <small>Uploaded Oct 30, 2019</small>	3	111	0	18	3	00:02:20	00:00:46
<input type="checkbox"/>  00:25 Famous for More Than You Thin... <small>Uploaded Oct 7, 2025</small>	2	4	0	2	2	00:00:49	00:00:24
<input type="checkbox"/>  00:16 Bike Week 2025 <small>Uploaded Jan 29, 2025</small>	2	3	0	2	2	00:00:05	00:00:02