

DAYTONA BEACH®

February 2024
End of Month Reports
Social - eNewsletters - Blogs

Social Media Overview - February 2024

FACEBOOK: The CVB's Facebook page ended February with **263,399 total followers, gaining 4,508**. The page saw **767,168 engagements, up 13.6%**, and **22,213,651 impressions, up 15.4%**. The **engagement rate (per impression) was 3.5%, down 1.6%**.

INSTAGRAM: The CVB's Instagram page gained **383 new followers** in February ending the month with **22,857 total followers**. Overall Instagram efforts generated **1,303,108 impressions, down 35.2%** and **5,009 engagements, down 6.5%**. The **engagement rate (per impression) was 0.4%, up 44.3%**.

TWITTER: The Daytona Beach Twitter account ended February with **11,852 followers, up 8**. Twitter content generated **8,676 impressions, down 30.3%** and **225 engagements, down 3.4%**. The **engagement rate (per impression) was 2.6%, up 38.6%**.

TIKTOK: The Daytona Beach TikTok account February with **2,513 followers, gaining 188**. TikTok content generated **1,209,790 video views, down 39.8%**.

YOUTUBE: The Daytona Beach YouTube account ended February with **920 subscribers, gaining 10 subscribers**. YouTube content generated **20,345 impressions, down 5.3%**, **107,579 new viewers, down 38.9%** and the **click-thru rate was 4.0%, up 2.6%**.

Facebook Summary

Organic Impressions

403,928 ↘ 17.6%

Organic Engagement Rate (per Impression)

4.9% ↘ 30.6%

Organic Post Link Clicks

4,678 ↘ 76%

Organic Engagements

19,952 ↘ 42.8%

Paid Impressions

21,789,298 ↗ 16.3%

Paid Engagement Rate (per Impression)

2.4% ↘ 1.8%

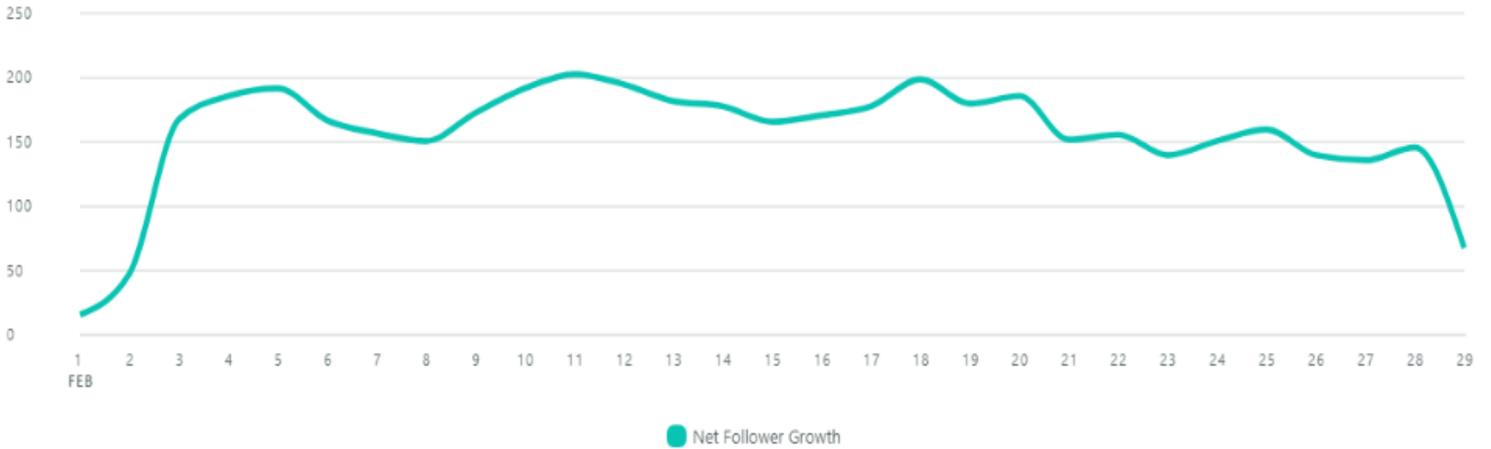
Paid Post Link Clicks

457,154 ↗ 16.3%

Paid Engagements

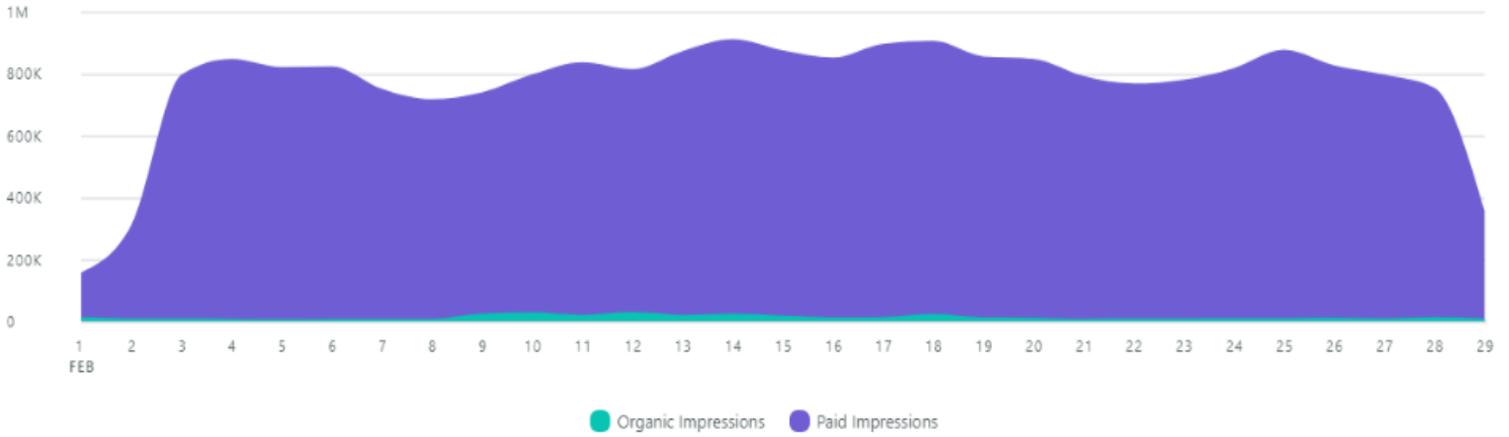
528,665 ↗ 14.2%

Audience Growth



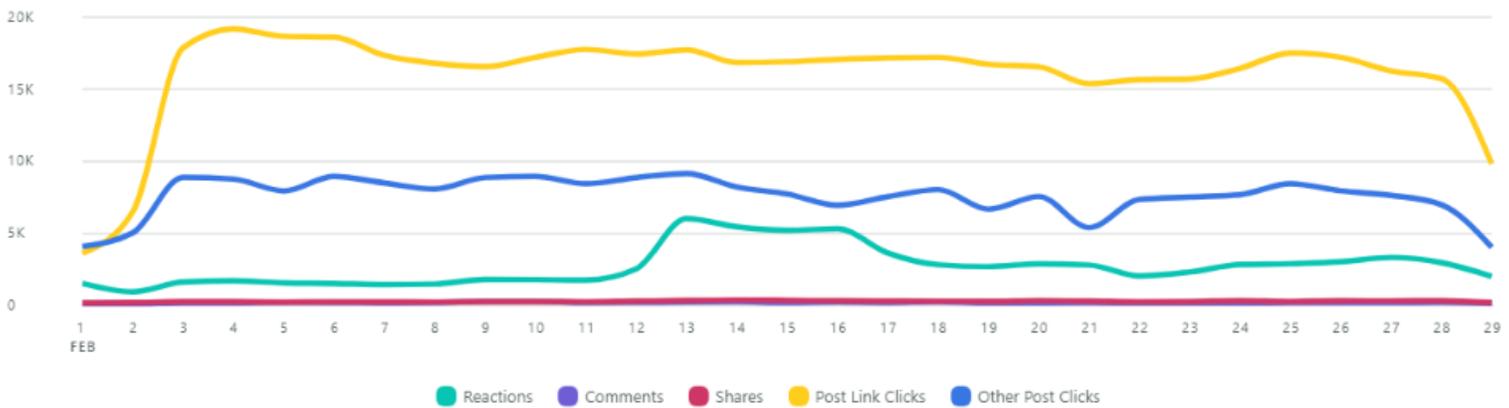
Audience Metrics	Totals	% Change
Followers ⚠	263,399	↗ 1.7%
Net Follower Growth	4,508	↗ 15.1%
Fans	254,857	↗ 1.6%
Net Page Likes	4,216	↗ 15.5%
Organic Page Likes	713	↘ 8.4%
Paid Page Likes	3,671	↗ 16.6%
Page Unlikes	234	↘ 15.2%

Facebook Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	403,928 ↘ 17.6%	21,789,298 ↗ 16.3%	22,213,651	↗ 15.4%
Average Daily Impressions per Page	13,928.55 ↘ 11.9%	751,355.1 ↗ 24.3%	765,987.97	↗ 23.4%
Average Daily Reach per Page	10,332.1 ↘ 2.5%	695,766.62 ↗ 26.5%	705,504.28	↗ 26%

Facebook Engagement



Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	19,952 ↘ 43%	528,665 ↗ 14%	767,168	↗ 13.6%
Reactions	12,544 ↘ 3%	63,756 ↗ 1%	76,300	↗ 0.4%
Comments	1,737 ↗ 17%	2,267 ↗ 8%	4,004	↗ 11.6%
Shares	993 ↗ 7%	5,488 ↗ 14%	6,481	↗ 12.8%
Post Link Clicks	4,678 ↘ 76%	457,154 ↗ 16%	461,832	↗ 12%
Other Post Clicks	N/A	N/A	218,551	↗ 22.9%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.
Descending by Lifetime Engagements

Daytona Beach Area Conventi...
Thu 2/15/2024 8:11 am PST

The carnival is in town! Don't miss the Daytona Beach Carnival's electrifying midway with exciting rides 🎡 and games...

Daytona Beach Carnival | Daytona Be...



Total Engagements	6,500
Reactions	4,864
Comments	60
Shares	179
Post Link Clicks	391
Other Post Clicks	1,006

Daytona Beach Area Conventi...
Tue 2/6/2024 7:52 am PST

You won't want to miss the Daytona Beach area's stellar 2024 festival and event lineup! Mark your calendar for these major festival...

Major Events to Watch for in 2024 fo...



Total Engagements	6,427
Reactions	4,771
Comments	66
Shares	132
Post Link Clicks	387
Other Post Clicks	1,071

Daytona Beach Area Conventi...
Tue 2/13/2024 8:13 am PST

It's time for a girls trip! Plan your girlfriends getaway to the Daytona Beach area and treat you and your crew to lazy beach days...



Total Engagements	3,460
Reactions	2,971
Comments	34
Shares	32
Post Link Clicks	5
Other Post Clicks	418

Facebook Top Viewed Videos

Daytona Beach Area Conventi...
Mon 2/12/2024 10:24 am EST

Discover the natural wonders of Tomoka State Park in Ormond Beach! Learn more: <https://bit.ly/3zHXF1G> #LoveDaytonaBeach...



Video Views 61,702

Boosted

Daytona Beach Area Conventi...
Sun 2/11/2024 1:45 pm EST

It's giving #Kenergy. Yep! #LoveDaytonaBeach



Video Views 39,102

Boosted

Daytona Beach Area Conventi...
Sat 2/17/2024 9:21 am EST

You can satisfy your craving for all things motorsports year-round in Daytona Beach at the World Center of Racing — Daytona...



Video Views 34,711

Boosted

Instagram Performance Summary

Organic Impressions 📈
224,673 ↗ 99.5%

Organic Engagement Rate (per Impression)
1.4% ↘ 55.6%

Organic Engagements
3,221 ↘ 11.5%

Profile Actions
88 ↘ 26.1%

Paid Impressions
1,078,435 ↘ 43.2%

Paid Engagement Rate (per Impression)
0.2% ↗ 83.2%

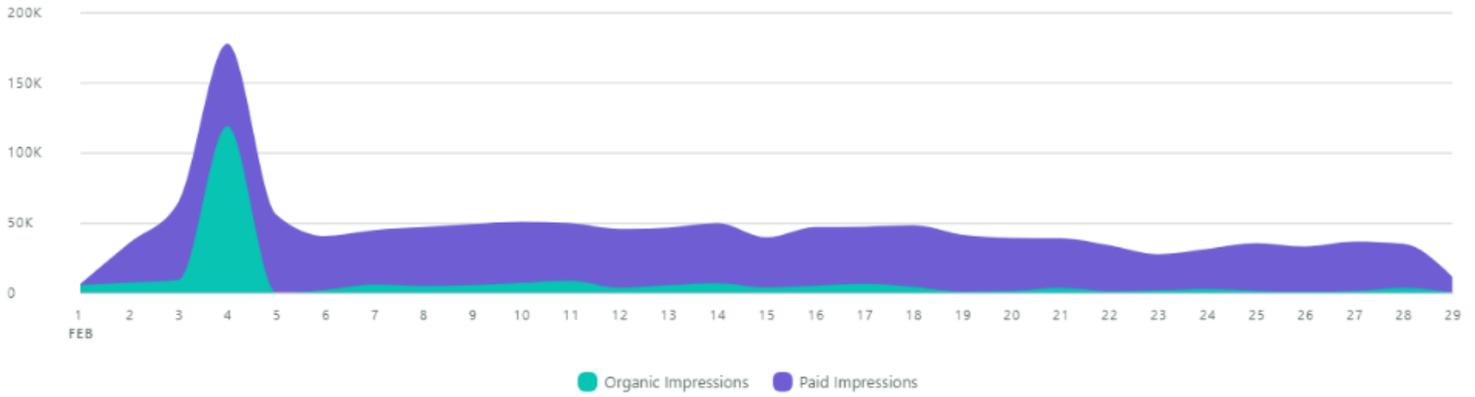
Paid Engagements
1,788 ↗ 4%

Instagram Audience Growth



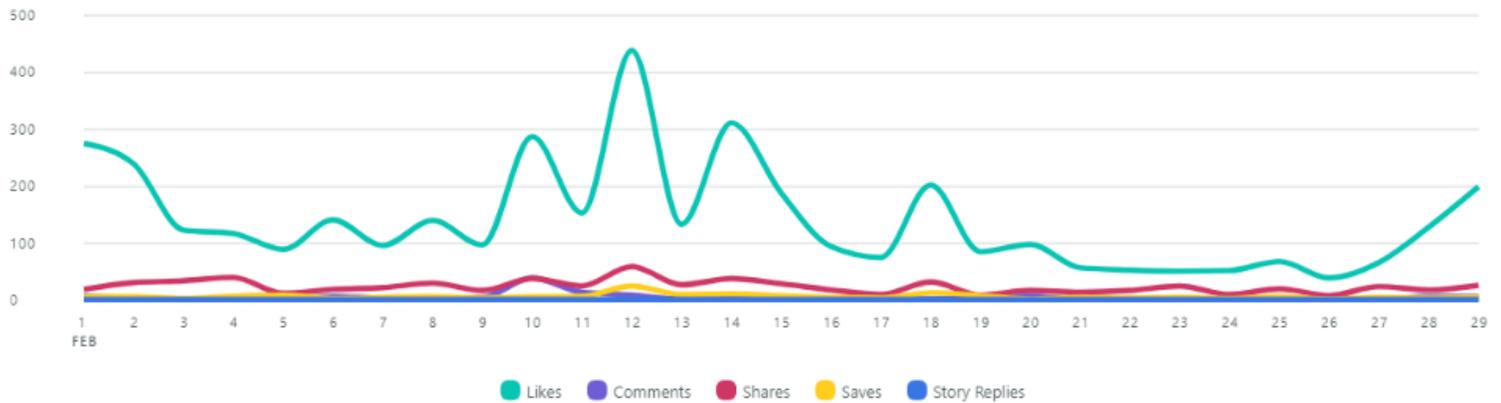
Audience Metrics	Totals	% Change
<u>Followers</u>	22,857	↗ 1.7%
<u>Net Follower Growth</u>	383	↘ 19%
<u>Followers Gained</u>	542	↘ 19.5%
<u>Followers Lost</u>	159	↘ 20.5%

Instagram Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	224,673 ↗ 99.5%	1,078,435 ↘ 43.2%	1,303,108	↘ 35.2%
Average Daily Impressions per Profile	7,747.34 ↗ 113.3%	37,187.41 ↘ 39.3%	44,934.76	↘ 30.8%
Average Daily Reach per Profile	N/A	N/A	37,604.07	↘ 38.5%

Instagram Engagement



Impression Metrics	Organic	Paid	Totals	% Change
Engagements	3,221 ↘ 11.5%	1,788 ↗ 4%	5,009	↘ 6.5%
Likes	2,771 ↘ 1.3%	1,294 ↗ 8%	4,065	↗ 1.5%
Comments	106 ↗ 68.3%	21 ↗ 31.3%	127	↗ 60.8%
Shares	242 ↘ 56.9%	417 ↘ 2.6%	659	↘ 33.4%
Saves	102 ↘ 50.5%	56 ↘ 27.3%	158	↘ 44.2%

Instagram Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance. Descending by Lifetime Engagements

 discoverdaytonabeach
Fri 2/9/2024 1:49 pm PST

The last time I visited the Daytona Beach area was _____ 🌊
#LoveDaytonaBeach 🌟



Total Engagements	429
Likes	364
Comments	56
Shares	7
Saves	2

 discoverdaytonabeach
Thu 2/1/2024 11:20 am PST

What a gorgeous view of the historic Daytona Beach Main Street Pier! 🌊 📷 by @captivain: Relax 🌊 🌊 . . . #ocean #waves #beach #pier #relax #relaxation #calm #daytonabeach #beachlife #sunrise...



Total Engagements	364
Likes	323
Comments	1
Shares	34
Saves	6

 discoverdaytonabeach
Sun 2/11/2024 10:45 am PST

It's giving #Kenergy. Yep! #LoveDaytonaBeach 🌊

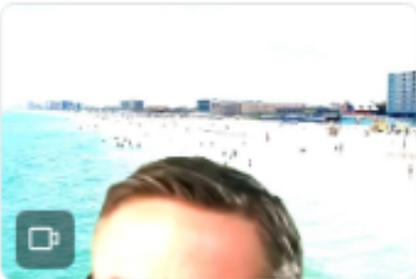


Total Engagements	351
Likes	303
Comments	1
Shares	38
Saves	9

Instagram Top Viewed Videos

 discoverdaytonabeach
Sun 2/11/2024 1:45 pm EST

It's giving #Kenergy. Yep!
#LoveDaytonaBeach 🌊



Video Views 5,549

 discoverdaytonabeach
Thu 2/1/2024 2:20 pm EST

What a gorgeous view of the historic Daytona Beach Main Street Pier! 🌊 📷 by @captivain: Relax 🌊 🌊 . . . #ocean...



Video Views 3,863

 discoverdaytonabeach
Sat 2/17/2024 9:21 am EST

You can satisfy your craving for all things motorsports year-round in Daytona Beach at the World Center of...



Video Views 3,099

Twitter Performance Summary.

Impressions
8,676 ↘ 30.3%

Engagements
225 ↘ 3.4%

Post Link Clicks
54 ↘ 5.3%

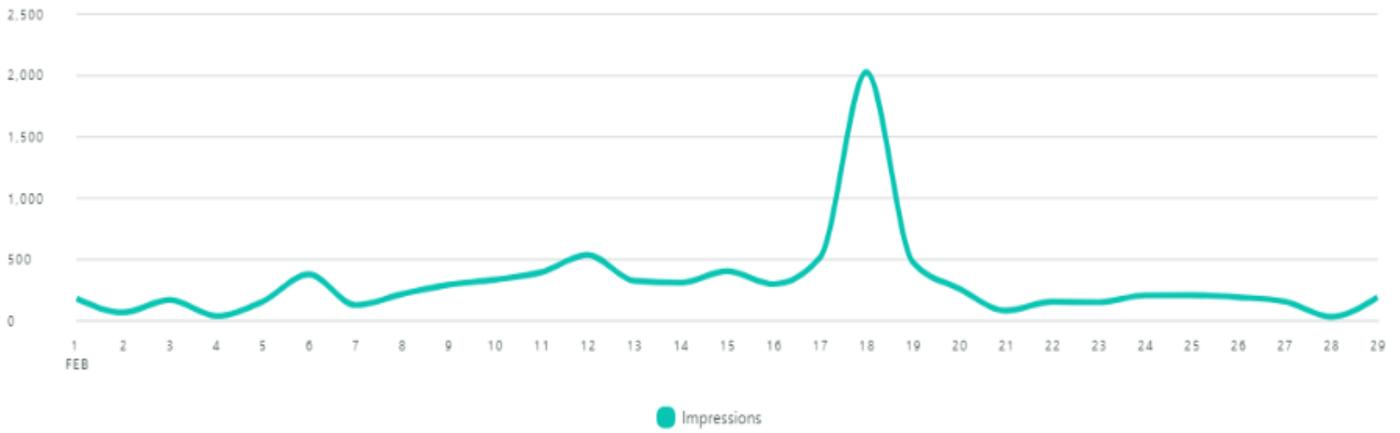
Engagement Rate (per Impression)
2.6% ↗ 38.6%

Twitter Audience Growth



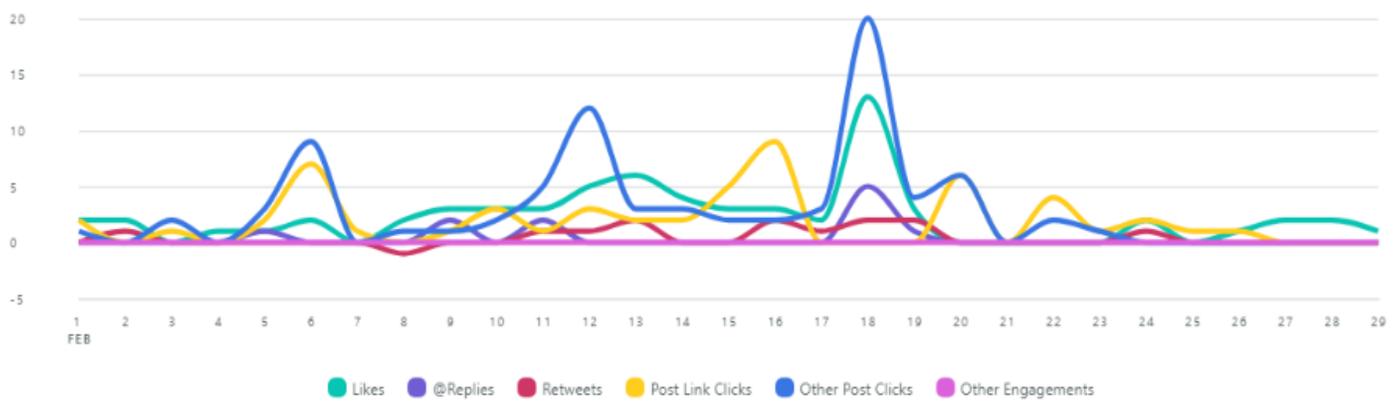
Audience Metrics	Totals	% Change
Followers	11,852	↗ 0.1%
Net Follower Growth	8	↘ 42.9%
Followers Gained	29	↗ 7.4%
Followers Lost	21	↗ 61.5%
Following	4,483	↘ 0.2%

Twitter Impressions



Impression Metrics	Totals	% Change
Impressions	8,676	↘ 30.3%

Twitter Engagement



Engagement Metrics	Totals	% Change
Total Engagements	225	↘ 3.4%
Likes	66	↘ 1.5%
@Replies	11	↗ 120%
Retweets	12	↘ 29.4%
Post Link Clicks	54	↘ 5.3%
Other Post Clicks	82	↘ 5.7%
Other Engagements	0	→ 0%

Top Twitter Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.
Descending by Lifetime Engagements

@DaytonaBeachFun
Sun 2/18/2024 1:37 pm UTC

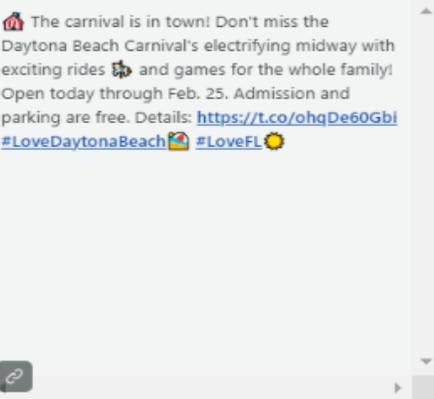
📢 Raise your hand if you're watching the 66th DAYTONA 500 today on FOX at 2:30 pm? #LoveDaytonaBeach 🏎️ #DAYTONA500 🗣️ #LoveFL 🌟 <https://t.co/4f1EgNj9ap>



Total Engagements	45
Likes	14
@Replies	5
Retweets	2
Post Link Clicks	—
Other Post Clicks	24
Other Engagements	0

@DaytonaBeachFun
Thu 2/15/2024 4:11 pm UTC

🏠 The carnival is in town! Don't miss the Daytona Beach Carnival's electrifying midway with exciting rides 🎡 and games for the whole family! Open today through Feb. 25. Admission and parking are free. Details: <https://t.co/ohqDe60Gbl> #LoveDaytonaBeach 🎡 #LoveFL 🌟



Total Engagements	14
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	12
Other Post Clicks	2
Other Engagements	0

@DaytonaBeachFun
Mon 2/12/2024 3:24 pm UTC

🌿 Discover the natural wonders of Tomoka State Park in Ormond Beach! Learn more: <https://t.co/uyNqekcs94> #LoveDaytonaBeach #LoveFL #floridastateparks <https://t.co/A3mVn8HsGo>



Total Engagements	12
Likes	5
@Replies	0
Retweets	0
Post Link Clicks	1
Other Post Clicks	6
Other Engagements	0

Twitter Top Viewed Videos

@DaytonaBeachFun
Sat 2/17/2024 9:21 am EST

🚩 You can satisfy your craving for all things motorsports year-round in Daytona Beach at the World Center o...



Video Views	161
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@DaytonaBeachFun
Sun 2/11/2024 1:45 pm EST

It's giving #Kenergy. Yep! #LoveDaytonaBeach 🎡



Video Views	95
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@DaytonaBeachFun
Mon 2/12/2024 10:24 am EST

🌿 Discover the natural wonders of Tomoka State Park in Ormond Beach! Learn more: [bit.ly/3zHXFIG...](https://t.co/bit.ly/3zHXFIG...)



Video Views	82
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TikTok Performance Summary

Published Posts

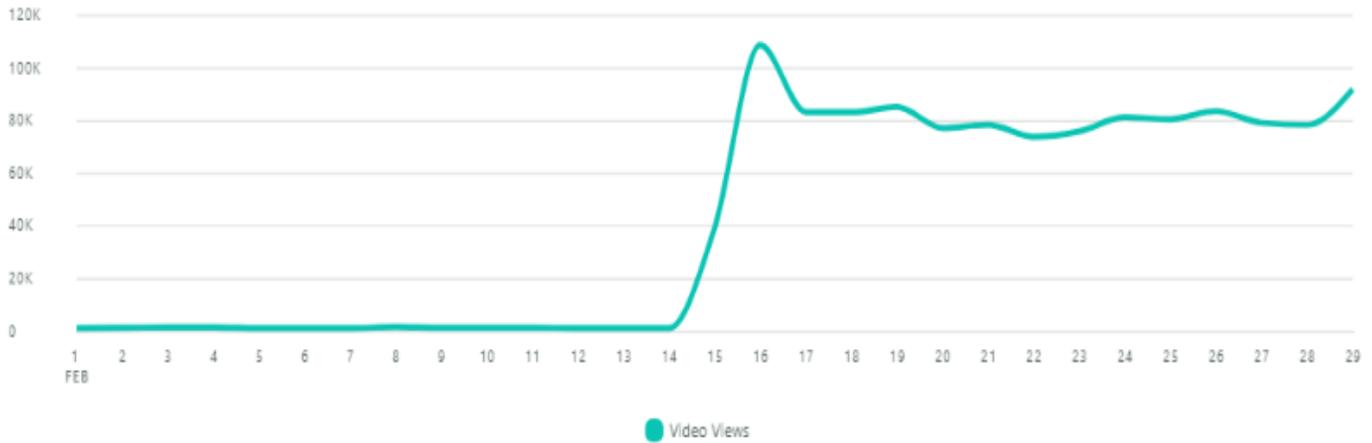
3 ↘ 57.1%

Video Views

1,209,790 ↘ 39.8%

Engagements

2,902 ↘ 62.2%



Video Metrics

Totals

% Change

Video Views

1,209,790

↘ 39.8%

TikTok Audience Growth



Audience Metrics

Totals

% Change

Followers

2,513

↗ 8.1%

Net Follower Growth

190

↘ 45.7%

Top TikTok Posts

Review your top posts published during the selected time period, based on the post's lifetime performance. Descending by Lifetime Engagements

discoverdaytonabeach
Thu 2/8/2024 9:25 pm UTC

Top 10 Reasons to Visit Daytona Beach #fyp #LoveDaytonaBeach 🇺🇸
#DaytonaBeach #thingstodoinDaytonaBeach



Total Engagements	18
Likes	17
Comments	0
Shares	1

discoverdaytonabeach
Thu 2/8/2024 8:39 pm UTC

The Daytona Beach area's Share the Heritage Trail includes stops at several important African American cultural and historical sites. Learn more about them here: <https://bit.ly/34Vg3Yi> #BlackHistoryMonth...



Total Engagements	17
Likes	17
Comments	0
Shares	0

discoverdaytonabeach
Sun 2/11/2024 6:45 pm UTC

It's giving #Kenergy. Yep! #LoveDaytonaBeach 🇺🇸



Total Engagements	8
Likes	7
Comments	0
Shares	1

TikTok Top Viewed Videos

discoverdaytonabeach
Thu 2/8/2024 4:25 pm EST

Top 10 Reasons to Visit Daytona Beach #fyp #LoveDaytonaBeach 🇺🇸
#DaytonaBeach...



Total Video Views	710
Follow Video Views	67
For You Video Views	408
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	10

discoverdaytonabeach
Thu 2/8/2024 3:39 pm EST

The Daytona Beach area's Share the Heritage Trail includes stops at several important African American cultural...



Total Video Views	503
Follow Video Views	41
For You Video Views	278
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	12

discoverdaytonabeach
Sun 2/11/2024 1:45 pm EST

It's giving #Kenergy. Yep! #LoveDaytonaBeach 🇺🇸



Total Video Views	311
Follow Video Views	2
For You Video Views	80
Hashtag Video Views	0
Business Account Video Views	3
Sound Video Views	0
Unspecified Video Views	10

eNewsletter Performance Overview



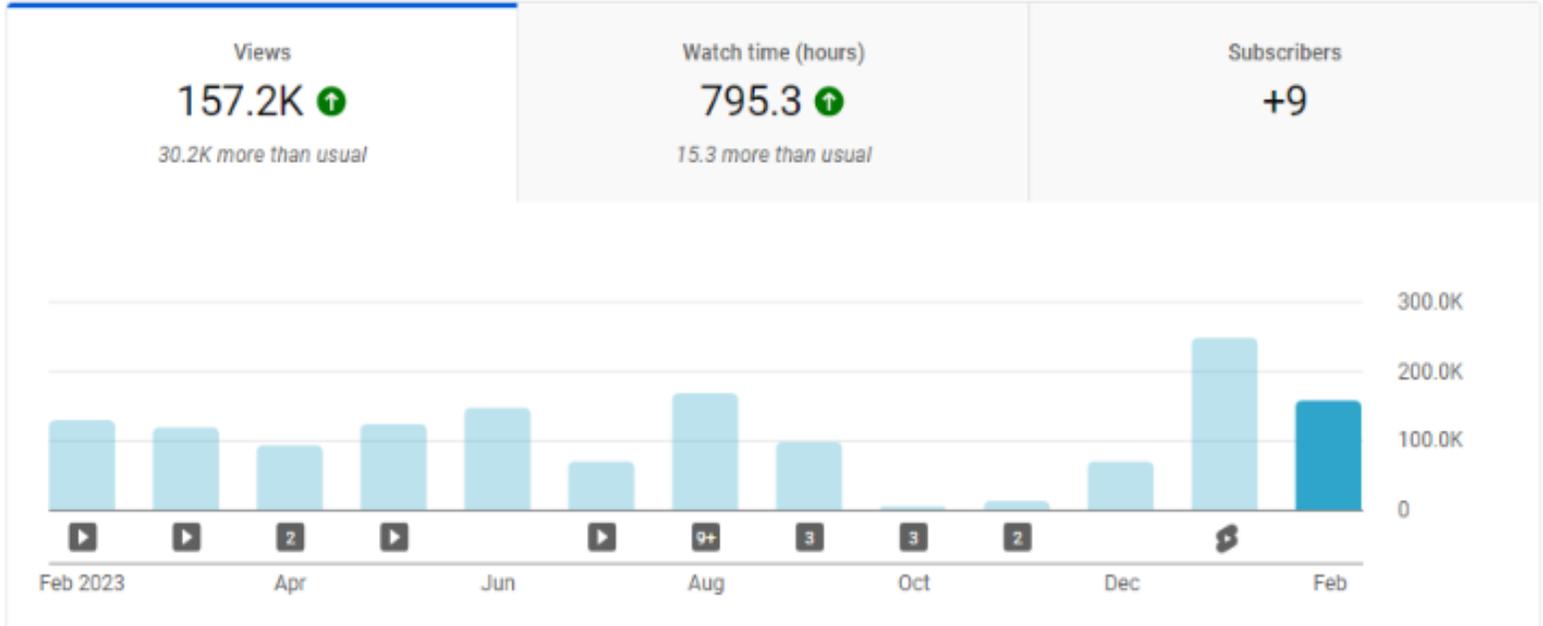
eNewsletters Sent

Email	Click rate	Recipients	Open rate	Unsubscribe rate
Harley-Davidson Dream Giveaway Ebla... <small>Sent on Feb. 15, 2024</small>	1.6%	43,345	27%	0.33%
DaytonaBeach-24-19-02-Daytona Bike ... <small>Sent on Feb. 20, 2024</small>	1.2%	43,135	31%	0.25%

Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Conversions
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1852	1682	1604	39.92332613	77
/blog/post/fun-free-things-to-do-in-daytona-beach	1679	1439	1150	101.6486004	392
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	1585	1410	1155	67.29148265	595
/blog/post/big-events-for-the-daytona-beach-area	1330	1219	1109	59.26541353	192
/blog/post/things-to-pack-for-a-day-at-the-track	1198	1013	958	74.95742905	50
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	1137	1002	794	90.98065084	502
/blog/post/top-reasons-to-get-revved-up-for-daytona-bike-week	589	548	485	83.22920204	124
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	421	379	329	70.5391924	45
/blog/post/restaurants-youll-fall-in-love-with-this-valentines-day-in-daytona-beach	399	353	315	94.4962406	295
/blog/post/beach-bars-with-live-music-in-daytona-beach	386	340	272	104.7305699	261
/blog/post/cant-beat-brunch-spots-in-daytona-beach	326	292	237	63.57361963	100
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	299	259	208	80.08695652	89
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	291	254	216	94.48109966	43
/blog/post/quirky-hidden-gems-in-daytona-beach	276	253	192	89.62681159	73
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	273	217	180	61.38095238	34
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	258	245	205	64.08527132	30
/blog/post/whats-new-in-the-daytona-beach-area-in-2024	228	213	177	109.8026316	35
/blog/post/the-best-beach-bars-in-daytona-beach	219	193	165	56.6347032	70
/blog/post/things-to-do-at-the-daytona-beach-boardwalk	188	178	144	87.32978723	58
/blog/post/ready-to-run-the-best-2-mile-6-mile-10-mile-running-routes-in-daytona-beac	184	165	159	21.75543478	6

YouTube Channel Analytics



Top 10 Video Analytics

Content	Views ↓	Watch time (hours)	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	1,426,202	8,384.9	206,219	4.8%
<input type="checkbox"/> Daytona Beach Nightlife	396,662 27.8%	1,661.2 19.8%	4,838	2.7%
<input type="checkbox"/> Kid's Arrival - 15 Second	317,706 22.3%	1,326.4 15.8%	0	-
<input type="checkbox"/> Kid's Arrival - 30 Seconds	213,439 15.0%	1,781.0 21.2%	0	-
<input type="checkbox"/> Daytona Beach Surf Lesson	190,090 13.3%	793.8 9.5%	0	-
<input type="checkbox"/> Daytona Beach Surf Lesson	182,085 12.8%	1,519.3 18.1%	0	-
<input type="checkbox"/> First Surf Lesson - Daytona Beach	34,663 2.4%	288.6 3.4%	4,407	3.6%
<input type="checkbox"/> The Arrival - Daytona Beach	26,023 1.8%	213.7 2.6%	2,367	4.3%
<input type="checkbox"/> 10,000 Steps - Daytona Beach	13,988 1.0%	114.6 1.4%	1,697	1.9%
<input type="checkbox"/> Virtual Drive on Daytona Beach	7,372 0.5%	59.6 0.7%	1,060	2.6%
<input type="checkbox"/> Daytona Beach - Beach On 9:16	2,920 0.2%	12.3 0.2%	0	-