

DAYTONA BEACH®

March 2024
End of Month Reports
Social - eNewsletters - Blogs

Social Media Overview - March 2024

FACEBOOK: The CVB's Facebook page ended March with **264,149 total followers, gaining 750**. The page saw **130,961 engagements, down 82.9%**, and **4,110,337 impressions, down 81.5%**. The **engagement rate (per impression) was 3.2%, down 7.7%**.

INSTAGRAM: The CVB's Instagram page gained **377 new followers** in March ending the month with **23,234 total followers**. Overall Instagram efforts generated **1,068,915 impressions, down 18.0%** and **5,317 engagements, up 6.1%**. The **engagement rate (per impression) was 0.5%, up 29.4%**.

TWITTER: The Daytona Beach Twitter account ended March with **11,865 followers, up 13**. Twitter content generated **9,029 impressions, up 7.8%** and **320 engagements, up 46.1%**. The **engagement rate (per impression) was 3.5%, up 35.6%**.

TIKTOK: The Daytona Beach TikTok account March with **2,688 followers, gaining 175**. TikTok content generated **80,322 video views, down 93.4%**.

YOUTUBE: The Daytona Beach YouTube account ended March with **935 subscribers, gaining 15 subscribers**. YouTube content generated **19,536 impressions, down 4.0%**, **102,423 new viewers, down 4.8%** and the **click-thru rate was 4.7%, up 17.5%**.

Facebook Summary

Organic Impressions

149,159 ↘ 63.1%

Organic Engagement Rate (per Impression)

1.9% ↘ 53.6%

Organic Post Link Clicks

0 ↘ 100%

Organic Engagements

2,861 ↘ 82.9%

Paid Impressions

3,957,446 ↘ 81.8%

Paid Engagement Rate (per Impression)

3.6% ↗ 46.1%

Paid Post Link Clicks

90,591 ↘ 80.3%

Paid Engagements

141,110 ↘ 73.5%

Audience Metrics

Followers ⚠

Totals % Change

264,149 ↗ 0.3%

Net Follower Growth ⚠

750 ↘ 83.4%

Fans

255,809 ↗ 0.4%

Net Page Likes

1,007 ↘ 76.1%

Organic Page Likes

171 ↘ 76.7%

Paid Page Likes

909 ↘ 75.5%

Page Unlikes

73 ↘ 68.8%

Impression Metrics

Impressions

Organic Paid Totals % Change

149,159 ↘ 63.1% 3,957,446 ↘ 81.8% 4,110,337 ↘ 81.5%

Average Daily Impressions per Page

4,811.58 ↘ 65.5% 127,659.55 ↘ 83% 132,591.52 ↘ 82.7%

Average Daily Reach per Page

3,441.06 ↘ 66.7% 118,962.55 ↘ 82.9% 122,217.26 ↘ 82.7%

Engagement Metrics

Total Engagements

Organic Paid Totals % Change

2,861 ↘ 83% 141,110 ↘ 73% 130,961 ↘ 82.9%

Reactions

2,861 ↘ 77% 49,254 ↘ 23% 8,806 ↘ 88.5%

Comments

0 ↘ 100% 566 ↘ 78% 566 ↘ 85.9%

Shares

0 ↘ 100% 699 ↘ 88% 699 ↘ 89.2%

Post Link Clicks

0 ↘ 100% 90,591 ↘ 80% 90,591 ↘ 80.4%

Other Post Clicks

N/A N/A 30,299 ↘ 86.1%

Facebook Top Posts

Daytona Beach Area C...	Daytona Beach Area C...	Daytona Beach Area C...	Daytona Beach Area C...	Daytona Beach Area C...
Thu 3/28/2024 10:36 am EDT	Sun 3/24/2024 11:27 am EDT	Wed 3/13/2024 1:09 pm EDT	Mon 3/25/2024 1:06 pm EDT	Sun 3/10/2024 11:07 am EDT
<p>Want the latest on what to see and do on your Daytona Beach getaway? Sign up for our monthly eNewsletter! You...</p> 	<p>Picture yourself here relaxing along our 23 miles of world-famous shoreline. Download the new Dayton...</p> 	<p>The Daytona Aquarium and Rainforest Adventure offers a unique experience with close to 40 captivating exhibits!...</p> 	<p>CALLING ALL VISITORS! We want to hear from you! Take the 2024 Daytona Beach Visitors' Choice Surve...</p> 	<p>The Cultvue Photography Exhibition, "We Are Art," will be on display at the Bethune-Cookman University...</p> 
Total Engagements 7,795	Total Engagements 6,528	Total Engagements 4,926	Total Engagements 4,395	Total Engagements 4,393
Reactions 6,932	Reactions 5,715	Reactions 4,157	Reactions 3,942	Reactions 4,038
Comments 63	Comments 98	Comments 31	Comments 43	Comments 50
Shares 144	Shares 82	Shares 90	Shares 53	Shares 54
Post Link Clicks 12	Post Link Clicks 3	Post Link Clicks 16	Post Link Clicks 16	Post Link Clicks 3
Other Post Clicks 644	Other Post Clicks 630	Other Post Clicks 632	Other Post Clicks 341	Other Post Clicks 248
Boosted	Boosted	Boosted	Boosted	Boosted

Facebook Top Viewed Videos

Daytona Beach Area C...	Daytona Beach Area C...	Daytona Beach Area C...	Daytona Beach Area C...	Daytona Beach Area C...
Sat 3/16/2024 10:07 am EDT	Thu 3/28/2024 2:59 pm EDT	Fri 3/15/2024 5:35 pm EDT	Sat 3/9/2024 9:08 am EST	Thu 3/14/2024 3:42 pm EDT
<p>The rich history of Daytona Beach comes alive on the trails of historic homes, sugar mill ruins, and the iconi...</p> 	<p>Daytona Beach at sunset. 🌅 by @gusita74: Feliz día Mujer 🇺🇸🇲🇪 # # # # #</p> 	<p>Miles and miles of beaches - that's why visitors ❤️ Daytona Beach. #lovedaytonabeach #loveit #surfing...</p> 	<p>It's always a beach day on the World's Most Famous Beach! #LoveDaytonaBeach...</p> 	<p>Experience the essence of craftsmanship by exploring the art of distilling at Copper Bottom Craft...</p> 
Video Views 136,960	Video Views 13,545	Video Views 6,919	Video Views 5,933	Video Views 1,802
...

Instagram Performance Summary

Organic Impressions 📈
123,325 ↘ 45.1%

Organic Engagement Rate (per Impression)
3.1% ↗ 118.5%

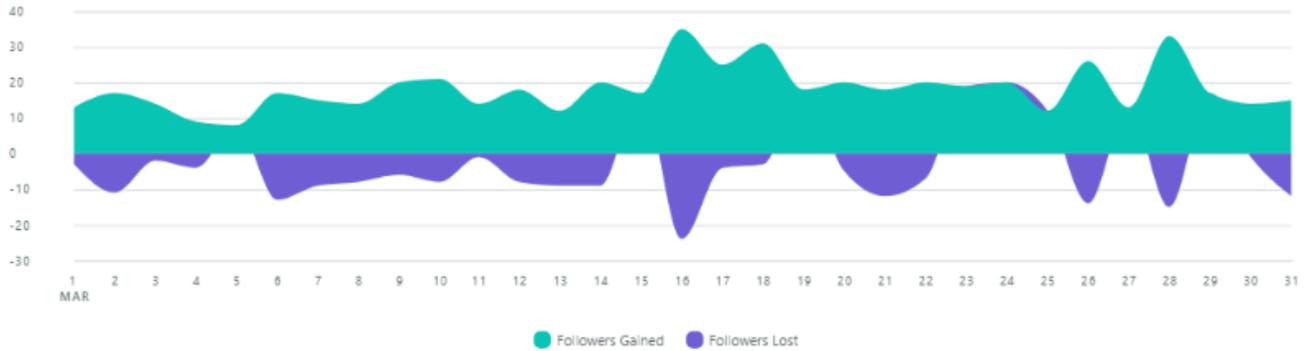
Organic Engagements
3,864 ↗ 20%

Profile Actions
134 ↗ 52.3%

Paid Impressions
945,590 ↘ 12.3%

Paid Engagement Rate (per Impression)
0.2% ↘ 7.3%

Paid Engagements
1,453 ↘ 18.7%

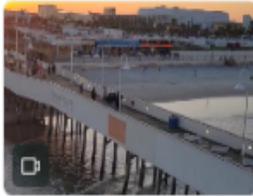


Audience Metrics		Totals	% Change
Followers		23,234	↗ 1.6%
Net Follower Growth		377	↘ 1.6%
Followers Gained		565	↗ 4.2%
Followers Lost		188	↗ 18.2%

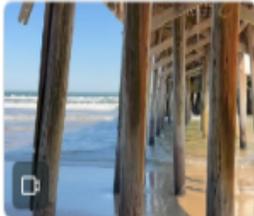
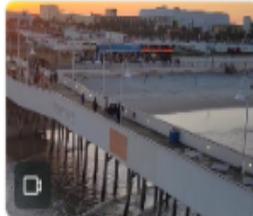
Impression Metrics	Organic	Paid	Totals	% Change
Impressions 📈	123,325 ↘ 45.1%	945,590 ↘ 12.3%	1,068,915	↘ 18%
Average Daily Impressions per Profile 📈	3,978.23 ↘ 48.7%	30,502.9 ↘ 18%	34,481.13	↘ 23.3%
Average Daily Reach per Profile	N/A	N/A	31,438.42	↘ 16.4%

Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	3,864 ↗ 20%	1,453 ↘ 18.7%	5,317	↗ 6.1%
Likes	3,061 ↗ 10.5%	1,118 ↘ 13.6%	4,179	↗ 2.8%
Comments	70 ↘ 34%	30 ↗ 42.9%	100	↘ 21.3%
Shares	473 ↗ 95.5%	226 ↘ 45.8%	699	↗ 6.1%
Saves	260 ↗ 154.9%	79 ↗ 41.1%	339	↗ 114.6%
Story Replies	0 → 0%	N/A	0	→ 0%

Instagram Top Posts

Post ID	Post Date	Caption	Total Engagements	Likes	Comments	Shares	Saves
discoverdaytonabeach	Sat 3/16/2024 10:08 am EDT	The rich history of Daytona Beach comes alive on the trails of historic homes, sugar mill ruins, and the iconic... 	1,009	700	12	161	136
discoverdaytonabeach	Fri 3/15/2024 5:35 pm EDT	Miles and miles of beaches - that's why visitors ❤️ Daytona Beach. #lovedaytonabeach #lovefl #surfing... 	355	294	10	39	12
discoverdaytonabeach	Thu 3/28/2024 3:10 pm EDT	Daytona Beach at sunset. 🌅 📷 by @gusita74: Feliz día Mujer 🇺🇸🇲🇪 # # # 	291	247	14	27	3
discoverdaytonabeach	Sat 3/9/2024 9:11 am EST	It's always a beach day on the World's Most Famous Beach! #LoveDaytonaBeach... 	281	251	0	25	5
discoverdaytonabeach	Wed 3/6/2024 10:36 am EST	It's Wave Wednesday! 🌊 Check out the waves from the area's four live beach cams. https://bit.ly/2yf6rTO... 	208	189	0	15	4

Instagram Top Viewed Videos

Post ID	Post Date	Caption	Video Views
discoverdaytonabeach	Sat 3/9/2024 9:11 am EST	It's always a beach day on the World's Most Famous Beach! #LoveDaytonaBeach... 	18,104
discoverdaytonabeach	Sat 3/16/2024 10:08 am EDT	The rich history of Daytona Beach comes alive on the trails of historic homes, sugar mill ruins, and the iconic... 	8,627
discoverdaytonabeach	Fri 3/15/2024 5:35 pm EDT	Miles and miles of beaches - that's why visitors ❤️ Daytona Beach. #lovedaytonabeach #lovefl #surfing... 	3,208
discoverdaytonabeach	Thu 3/28/2024 3:10 pm EDT	Daytona Beach at sunset. 🌅 📷 by @gusita74: Feliz día Mujer 🇺🇸🇲🇪 # # # 	3,089
discoverdaytonabeach	Thu 3/14/2024 3:42 pm EDT	Experience the essence of craftsmanship by exploring the art of distilling at Copper Bottom Craft... 	1,267

Twitter Performance Summary.

Impressions
9,029 ↗ 7.8%

Engagements
320 ↗ 46.1%

Post Link Clicks
54 ↗ 1.9%

Engagement Rate (per Impression)
3.5% ↗ 35.6%



Audience Metrics	Totals	% Change
Followers	11,865	↗ 0.1%
Net Follower Growth	13	↗ 62.5%
Followers Gained	31	↗ 6.9%
Followers Lost	18	↘ 14.3%
Following	4,481	↘ 0%

Impression Metrics	Totals	% Change
Impressions	9,029	↗ 7.8%

Engagement Metrics	Totals	% Change
Total Engagements	320	↗ 46.1%
Likes	150	↗ 134.4%
@Replies	4	↘ 63.6%
Retweets	25	↗ 108.3%
Post Link Clicks	54	↗ 1.9%
Other Post Clicks	86	↗ 8.9%
Other Engagements	1	↗ —

Top Twitter Posts

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

Descending by Lifetime Engagements

Post Content	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
<p>@DaytonaBeachFun Sat 3/9/2024 9:08 am EST</p> <p>It's always a beach day on the World's Most Famous Beach! #LoveDaytonaBeach...</p> 	33	14	1	2	—	16	0
<p>@DaytonaBeachFun Fri 3/15/2024 5:35 am EDT</p> <p>Miles and miles of beaches - that's why visitors ❤️ Daytona Beach. #lovedaytonabeach #lovefl #surfing...</p> 	29	16	3	2	—	7	1
<p>@DaytonaBeachFun Sat 3/16/2024 10:07 am EDT</p> <p>The rich history of Daytona Beach comes alive on the trails of historic homes, sugar mill ruins, and the iconi...</p> 	22	11	0	0	—	11	0
<p>@DaytonaBeachFun Thu 3/28/2024 2:59 pm EDT</p> <p>Daytona Beach at sunset. 🌅📸 by @gusita74: Feliz día Mujer 🇲🇪🇺🇵🇸 👉 #🇺🇸 #🇲🇪</p> 	16	7	0	1	—	8	0
<p>@DaytonaBeachFun Wed 3/6/2024 10:36 am EST</p> <p>It's Wave Wednesday! 🌊 Check out the waves from the area's four live beach cams. bit.ly/2yf6rtO...</p> 	15	5	0	1	5	4	0

Twitter Top Viewed Videos

Post Content	Video Views
<p>@DaytonaBeachFun Sat 3/9/2024 9:08 am EST</p> <p>It's always a beach day on the World's Most Famous Beach! #LoveDaytonaBeach...</p> 	204
<p>@DaytonaBeachFun Fri 3/15/2024 5:35 pm EDT</p> <p>Miles and miles of beaches - that's why visitors ❤️ Daytona Beach. #lovedaytonabeach #lovefl #surfing...</p> 	168
<p>@DaytonaBeachFun Sat 3/16/2024 10:07 am EDT</p> <p>The rich history of Daytona Beach comes alive on the trails of historic homes, sugar mill ruins, and the iconi...</p> 	160
<p>@DaytonaBeachFun Thu 3/28/2024 2:59 pm EDT</p> <p>Daytona Beach at sunset. 🌅📸 by @gusita74: Feliz día Mujer 🇲🇪🇺🇵🇸 👉 #🇺🇸 #🇲🇪</p> 	84
<p>@DaytonaBeachFun Thu 3/14/2024 3:42 pm EDT</p> <p>Experience the essence of craftsmanship by exploring the art of distilling at Copper Bottom Craft...</p> 	82

TikTok Performance Summary

Published Posts

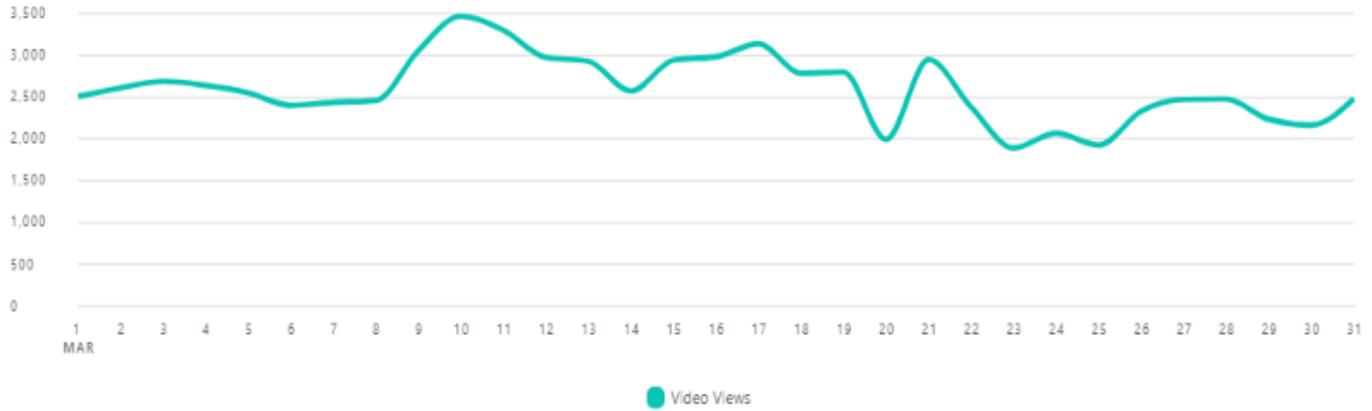
4 ↗ 33.3%

Video Views

80,323 ↘ 93.4%

Engagements

2,052 ↘ 29.3%



Video Metrics

Totals % Change

Video Views

80,323 ↘ 93.4%

TikTok Audience Growth



Audience Metrics

Totals % Change

Followers

2,688 ↗ 7%

Net Follower Growth

175 ↘ 7.9%

Top TikTok Posts

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

Post ID	Post Date	Total Engagements	Likes	Comments	Shares
discoverdaytonabeach	Tue 3/26/2024 10:00 pm EDT	74	37	0	37
discoverdaytonabeach	Sat 3/16/2024 10:07 am EDT	20	17	0	3
discoverdaytonabeach	Fri 3/15/2024 5:35 pm EDT	19	18	1	0
discoverdaytonabeach	Thu 3/14/2024 3:42 pm EDT	10	10	0	0

TikTok Top Viewed Videos

Post ID	Post Date	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Sound Video Views	Unspecified Video Views
discoverdaytonabeach	Tue 3/26/2024 10:00 pm EDT	987	299	32	0	1	0	23
discoverdaytonabeach	Sat 3/16/2024 10:07 am EDT	980	79	26	0	6	0	23
discoverdaytonabeach	Fri 3/15/2024 5:35 pm EDT	588	68	315	1	5	0	28
discoverdaytonabeach	Thu 3/14/2024 3:42 pm EDT	263	77	22	0	0	0	16

eNewsletter Performance Overview



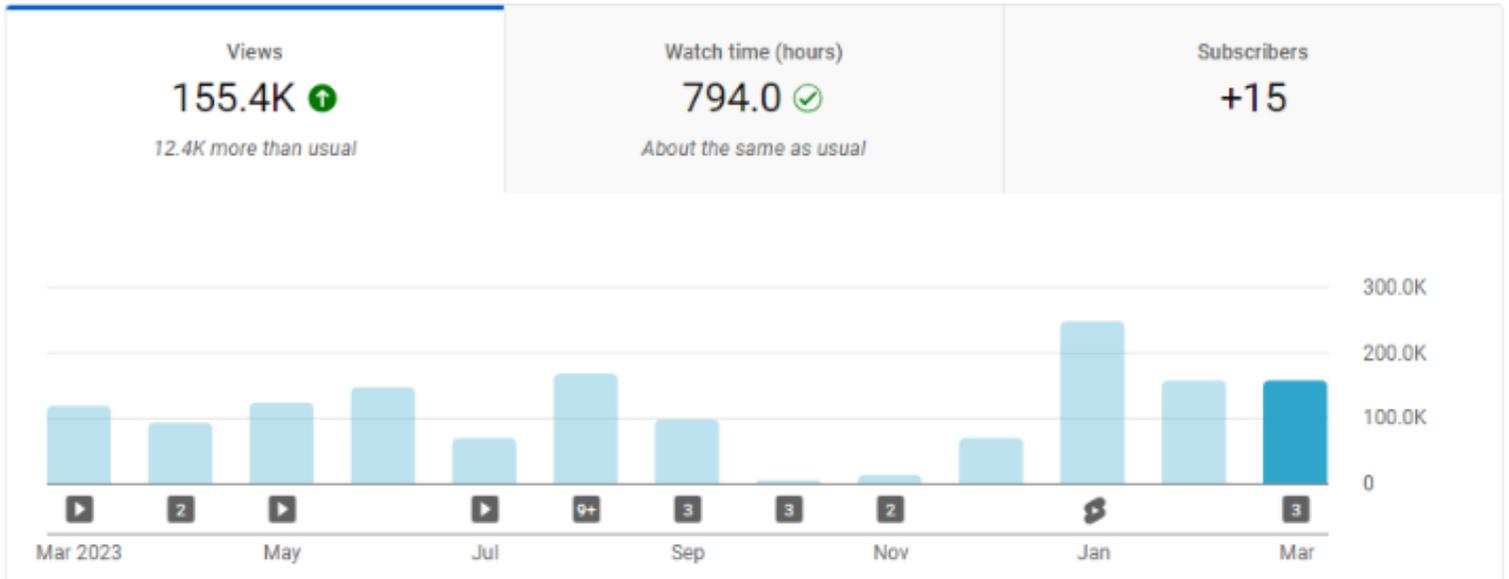
eNewsletters Sent

	Send dates	Sends	Open rate	Click rate	Unsubs
Daytona Beach-March: Spring Events	Mar 08, 2024 2:41 pm	221,289	26.2%	0.7%	649
Harley-Davidson Dream Giveaway Eblast 3-13-2024	Mar 13, 2024 11:00 am	42,808	28.2%	1.2%	129
2024 Visitors' Choice	Mar 14, 2024 8:00 pm	25,377	42.0%	4.2%	39
2024 Visitors' Choice - Email 2	Mar 28, 2024 9:00 am	25,325	38.4%	3.4%	52
From Art Shows & Exhibits to Festivals & Historic Sites, the Daytona Beach Area has it all!	Mar 29, 2024 11:00 am	38,071	28.3%	1.2%	118

Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Key events
/blog/post/fun-free-things-to-do-in-daytona-beach	3017	2804	2417	76.74975141	586
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	2204	2025	1940	37.36388385	82
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	1889	1712	1449	74.97882478	741
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	1314	1164	900	78.50989346	672
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	1273	1202	1157	18.92772977	54
/blog/post/cant-beat-brunch-spots-in-daytona-beach	824	784	715	25.97087379	115
/blog/post/big-events-for-the-daytona-beach-area	772	709	606	74.43005181	150
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	638	501	388	73.43416928	62
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	502	443	359	59.78286853	32
/blog/post/the-best-beach-bars-in-daytona-beach	426	397	360	23.71361502	56
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	422	369	298	80.82227488	159
/blog/post/beach-bars-with-live-music-in-daytona-beach	406	339	249	86.92364532	183
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	363	327	268	67.49035813	51
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	263	218	179	94.62357414	73
/blog/post/plan-the-perfect-beach-getaway-when-traveling-with-teenagers	261	244	214	75.82375479	113
/blog/post/places-to-putt-around-in-daytona-beach	244	208	167	64.6147541	72
/blog/post/quirky-hidden-gems-in-daytona-beach	241	224	170	78.25311203	63
/blog/post/ready-to-run-the-best-2-mile-6-mile-10-mile-running-routes-in-daytona-beach	209	197	191	12.0861244	3
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	188	182	162	84.53191489	75
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	186	167	142	114.0913978	54

YouTube Channel Analytics



Top 10 Video Analytics

Content	Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	19,536	4.7%	155,258	0:18	792.3
<input type="checkbox"/> 0:16 Daytona Beach Nightlife	705	3.4%	124,653 80.3%	0:15	521.6 65.8%
<input type="checkbox"/> 0:31 The Arrival - Daytona Beach	3,889	5.5%	13,070 8.4%	0:28	104.5 13.2%
<input type="checkbox"/> 0:31 First Surf Lesson - Daytona Beach	897	2.2%	9,250 6.0%	0:29	76.0 9.6%
<input type="checkbox"/> 0:31 10,000 Steps - Daytona Beach	176	1.1%	4,327 2.8%	0:28	34.7 4.4%
<input type="checkbox"/> 0:39 Virtual Drive on Daytona Beach	138	4.4%	814 0.5%	0:27	6.3 0.8%
<input type="checkbox"/> 1:14 Unlimited Fun in Daytona Beach, Florida	113	0.9%	193 0.1%	0:56	3.0 0.4%
<input type="checkbox"/> 1:01 Main Street Pier and Sunglow Pier in Daytona Beach, FL...	467	5.1%	193 0.1%	0:47	2.5 0.3%
<input type="checkbox"/> 2:01 ONE DAYTONA - the Newest Entertainment Complex in...	412	4.4%	180 0.1%	1:26	4.3 0.6%
<input type="checkbox"/> 3:03 Daytona Beach, FL - Virtual Paradise	242	2.1%	165 0.1%	0:51	2.4 0.3%
<input type="checkbox"/> 1:19 Daytona Flea & Farmers Market in Daytona Beach, Flori...	355	5.6%	161 0.1%	0:59	2.7 0.3%