

May 2024
End of Month Reports
Social - eNewsletters - Blogs



## May 2024 Social Media Summary

#### Facebook - DaytonaBeach

Published Posts: 51

Followers: 274,443- gained 3,981

Organic Impressions: 503,267 - down 6.3%

Paid Impressions: 22,673,680 - up 52.5%

Organic Engagements: 18,199 - up 18.0%

Paid Engagements: 35,990 - down 5.1%

Organic Engagement Rate Per Impression: 3.6% - up 26.0%

Paid Engagement Rate Per Impression: 0.2% - down 37.7%

Organic Post Link Clicks: 145 - up 27.2%

Paid Post Link Clicks: 416 - down 26.0%

#### Instagram - DiscoverDaytonaBeach

Published Posts: 34

Followers: 24,098 - gained 342

Organic Impressions: 210,852 - down 15.5%

Paid Impressions: 2,209,302 - up 86.4%

Organic Engagements: 2,092 - down 67.3%

Paid Engagements: 3,931 - up 87.7%

Organic Engagement Rate Per Impression: 1.0% - down 61.3%

Paid Engagement Rate Per Impression: 0.2% - up 0.7%

Profile Actions: 82 - down 35.4%

#### X - DaytonaBeachFun

Published Posts: 22

Followers: 11,868 - lost 11

Impressions: 4,883 - down 28.9%

Engagement: 139 - down 42.8%

Engagement Rate Per Impression: 2.8% - down 19.6%

Post Link Clicks: 33 - down 40.0%

## TikTok - DiscoverDaytonaBeach

Published Posts: 0

Followers: 3,286 - gained 332

Video Views: 1,966,521 - up 42.5%

• Engagements: 6,334 - up 19.4%

Engagement Rate Per Impression: 0.3% - down 16.2%

#### YouTube - VisitDaytonaBeach

• Subscribers: 951 - gained 9

Impressions: 15,529 - down 5.9%

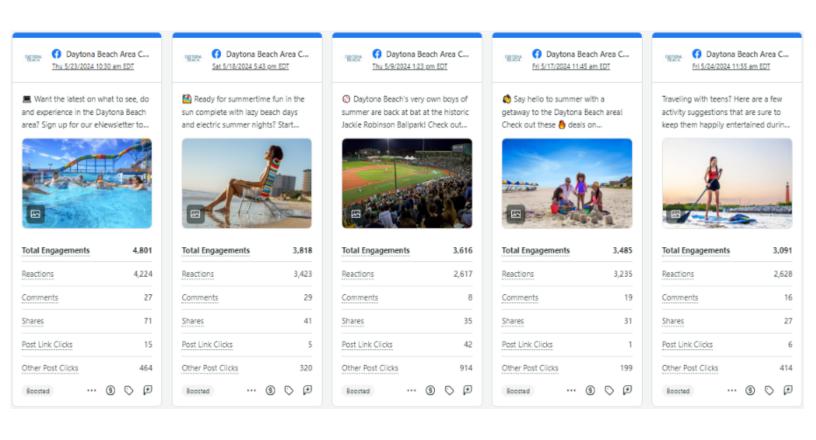
Video Views: 53,899 - up 1.6%

• New Viewers: 42,087 - up 4.6%

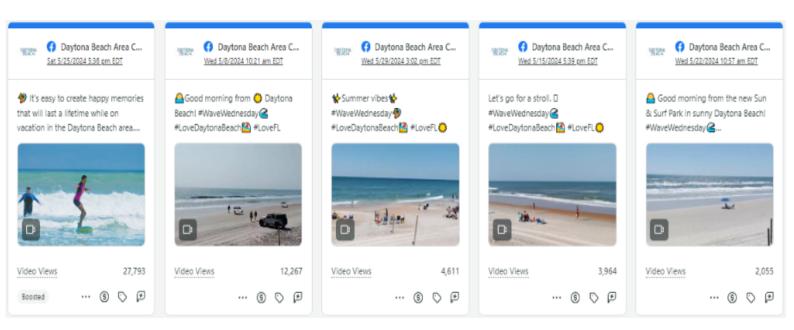
Click-Thru Rate: 4.8% - up 6.7%



#### **Facebook Top Posts**

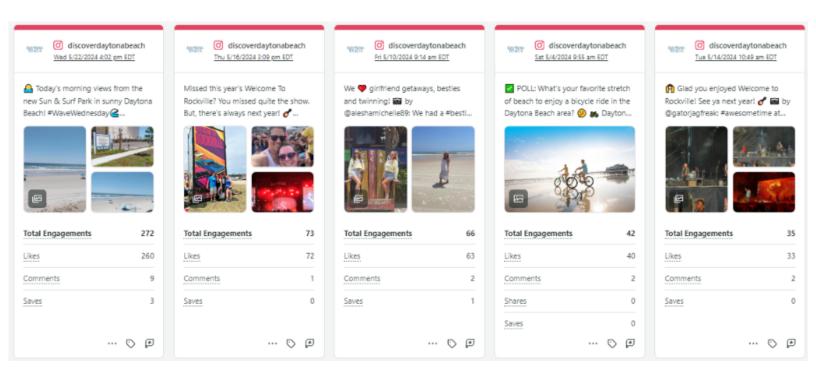


### **Facebook Top Viewed Videos**

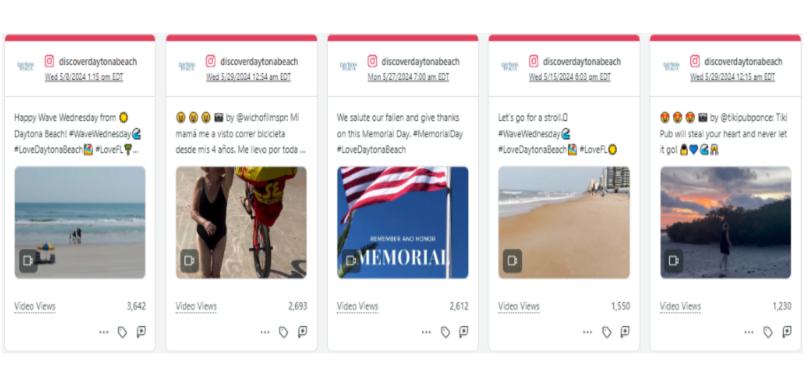




### **Instagram Top Posts**

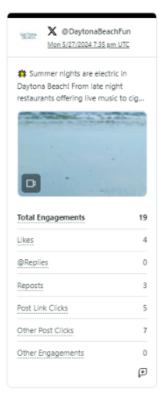


## **Instagram Top Viewed Videos**

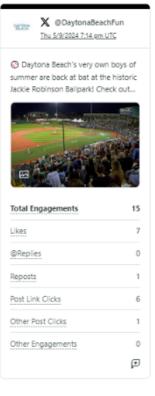


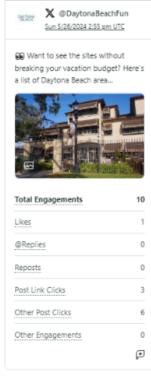


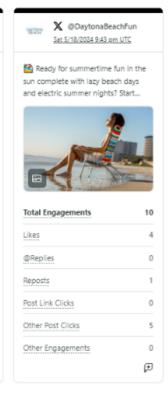
#### **Top X Posts**









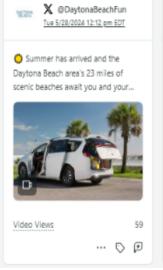


### **X Top Viewed Videos**













# YouTube, eNewsletters & Blog Report

## YouTube - Top 10 Video Analytics

Content	Impressions	Impressions click-through rate	Average view Views duration		Watch time (hours) ↓	
☐ Total	15,529	4.8%	53,899	0:20	308.0	
Daytona Beach Nightlife	854	2.2%	40,877 75.8%	0:15	171.1 55.6%	
The Arrival - Daytona Beach	327	5.5%	4,187 7.8%	0:29	34.8 11.3%	
Daytona Beach	204	7.4%	2,581 4.8%	0:30	21.5 7.0%	
10,000 Steps - Daytona Beach	39	10.3%	1,628 3.0%	0:30	13.6 4.4%	
Virtual Drive on Daytona Beach	200	5.0%	728 1.4%	0:27	5.7 1.8%	
10 Free Things To Do In Daytona Beach, Florida	48	2.1%	275 0.5%	1:13	5.6 1.8%	
0.55 Angell and Phelps Chocolate Factory in Daytona Beach	100	2.0%	373 0.7%	0:44	4.6 1.5%	
Eco Adventures in Daytona Beach, Florida	54	0%	261 0.5%	1:00	4.4 1.4%	
ONE DAYTONA - the Newest Entertainment Complex in	307	5.5%	126 0.2%	1:33	3.3 1.1%	
Mary McLeod Bethune Home - Step into a Remarkable	143	4.9%	119 0.2%	1:12	2.4 0.8%	

#### **eNewsletter Performance Overview**



#### **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	3473	3275	3018	42.85747193	373
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1446	1336	1271	41.65698479	58
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	913	813	643	91.5958379	453
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	443	380	303	63.6027088	34
/blog/post/beach-bars-with-live-music-in-daytona-beach	398	330	260	90.82663317	178
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	395	359	290	80.63037975	138
/blog/post/big-events-for-the-daytona-beach-area	395	359	305	69.85063291	79
/blog/post/cant-beat-brunch-spots-in-daytona-beach	333	294	255	55.07507508	66
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	317	282	217	64.70977918	148
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	273	232	198	98.04761905	73
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	270	245	207	53.91111111	34
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	264	244	212	39.06060606	40
/blog/post/quirky-hidden-gems-in-daytona-beach	238	223	179	89.26890756	58
/blog/post/saluting-those-who-served-5-ways-to-celebrate-memorial-day-weekend-in-daytona-beach	225	205	151	66.05777778	36
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	215	183	155	76.65581395	57
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	214	175	153	95.08878505	14
/blog/post/places-to-putt-around-in-daytona-beach	205	180	146	60.07804878	60
/blog/post/bring-the-heat-how-to-have-a-cookout-in-daytona-beach	201	160	146	56.39800995	23
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	200	166	128	71.645	39