

DAYTONA BEACH®

June 2024 End of Month Reports Social - eNewsletters - Blogs

June 2024 Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 64
- Followers: 283,093- gained 8,650
- Organic Impressions: 398,625 - down 20.8%
- Paid Impressions: 16,994,909 - down 25.0%
- Organic Engagements: 10,824 - down 10.3%
- Paid Engagements: 45,588 - up 14.0%
- Organic Engagement Rate Per Impression: 2.7% - up 13.2%
- Paid Engagement Rate Per Impression: 0.3% - up 52.1%
- Organic Post Link Clicks: 129 - down 9.2%
- Paid Post Link Clicks: 2,720- up 576.6%

Instagram - DiscoverDaytonaBeach

- Published Posts: 59
- Followers: 24,423 - gained 535
- Organic Impressions: 138,985 - down 34.1%
- Paid Impressions: 1,025,228 - down 53.6%
- Organic Engagements: 3,107 - up 48.0%
- Paid Engagements: 2,403 - down 38.9%
- Organic Engagement Rate Per Impression: 2.2% - up 124.6%
- Paid Engagement Rate Per Impression: 0.2% - up 31.7%
- Profile Actions: 89 - up 8.5%

X - DaytonaBeachFun

- Published Posts: 22
- Followers: 11,882 - gained 26
- Impressions: 5,942 - up 25.3%
- Engagement: 176 - up 29.4%
- Engagement Rate Per Impression: 3.0% - up 3.3%
- Post Link Clicks: 48 - up 45.5%

TikTok - DiscoverDaytonaBeach

- Published Posts: 9
- Followers: 3,586 - gained 290
- Video Views: 1,696,953 - down 14.0%
- Engagements: 9,841 - up 55.4%
- Engagement Rate Per Impression: 0.6% - up 86.6%

YouTube - VisitDaytonaBeach

- Subscribers: 961 - gained 10
- Impressions: 16,967 - up 9.3%
- Video Views: 54,338 - up 0.8%
- New Viewers: 40,353 - down 4.1%
- Click-Thru Rate: 4.5% - down 6.3%

Facebook Top Posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>Daytona Beach Area C... Sun 6/9/2024 10:52 am EDT</p> <p>Come for the amazing tribute bands, stay for the spectacular fireworks! The Daytona Beach Summ...</p> 	5,501	3,976	68	158	68	1,231
<p>Daytona Beach Area C... Thu 6/20/2024 10:52 am EDT</p> <p>Need ideas on what to see, do and experience while you're vacationing in the Daytona Beach area? Download ...</p> 	4,554	4,101	29	30	5	389
<p>Daytona Beach Area C... Fri 6/28/2024 12:11 pm EDT</p> <p>Stay in the know! Sign up for our free eNewsletter and receive information on Daytona Beach...</p> 	4,334	3,982	40	36	2	274
<p>Daytona Beach Area C... Fri 6/14/2024 11:49 am EDT</p> <p>Looking for activity suggestions to keep the kids happily entertained during your Daytona Beach getaway?...</p> <p>10 Kid-Friendly Activities to Enj...</p> 	3,166	2,930	30	23	75	108
<p>Daytona Beach Area C... Sat 6/8/2024 8:00 am EDT</p> <p>Good morning! ☀️ #LoveDaytonaBeach 🌊 by @asiangirl_power: Sunrise ☀️ #sunri...</p> 	1,494	255	25	13	—	1,201

Facebook Top Viewed Videos

Video Content	Video Views
<p>Daytona Beach Area C... Wed 6/5/2024 10:15 am EDT</p> <p>Be sure to check out World Famous Boat Tours on your next visit to Daytona Beach! #LoveDaytonaBeach...</p> 	66,088
<p>Daytona Beach Area C... Fri 6/21/2024 11:55 am EDT</p> <p>Seeking a laid-back getaway with all the amenities needed to make your beach vacation memorable? You'll fin...</p> 	27,715
<p>Daytona Beach Area C... Sat 6/1/2024 5:40 pm EDT</p> <p>Dive into the Daytona Beach area's exciting foodie scene! Diners can enjoy casual or fine dining fare served with...</p> 	24,362
<p>Daytona Beach Area C... Thu 6/27/2024 11:00 am EDT</p> <p>Summer's here! Time to get outdoors and play. Our 23 miles of iconic beaches offer plenty of room to enjo...</p> 	22,729
<p>Daytona Beach Area C... Wed 6/26/2024 1:30 pm EDT</p> <p>Happy #WaveWednesday! Let's take a stroll on beautiful Ormond Beach. #LoveDaytonaBeach...</p> 	12,491

Instagram Top Posts

<p>discoverdaytonabeach Sun 6/9/2024 10:52 am EDT</p> <p>Come for the amazing tribute bands, stay for the spectacular fireworks! The Daytona Beach Summ...</p>  <table border="1"> <tr><td>Total Engagements</td><td>287</td></tr> <tr><td>Likes</td><td>221</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>50</td></tr> <tr><td>Saves</td><td>12</td></tr> </table>	Total Engagements	287	Likes	221	Comments	4	Shares	50	Saves	12	<p>discoverdaytonabeach Wed 6/26/2024 9:09 am EDT</p> <p>Gorgeous! 🌊 by @nikkiip11: I couldn't believe how pretty the water was this day 🌊 #daytona #beach...</p>  <table border="1"> <tr><td>Total Engagements</td><td>275</td></tr> <tr><td>Likes</td><td>241</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>24</td></tr> <tr><td>Saves</td><td>4</td></tr> </table>	Total Engagements	275	Likes	241	Comments	6	Shares	24	Saves	4	<p>discoverdaytonabeach Thu 6/13/2024 6:40 am EDT</p> <p>Beautiful! 🌊 #LoveDaytonaBeach by @cheiceybreaity: Enjoying our beach evenings on the dally. Watchin...</p>  <table border="1"> <tr><td>Total Engagements</td><td>185</td></tr> <tr><td>Likes</td><td>158</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>22</td></tr> <tr><td>Saves</td><td>1</td></tr> </table>	Total Engagements	185	Likes	158	Comments	4	Shares	22	Saves	1	<p>discoverdaytonabeach Wed 6/12/2024 9:48 am EDT</p> <p>Enjoy scenic riverfront views while dining at Mama Foo Foo. 🌊 by @mffdaytona: The view from the...</p>  <table border="1"> <tr><td>Total Engagements</td><td>176</td></tr> <tr><td>Likes</td><td>122</td></tr> <tr><td>Comments</td><td>8</td></tr> <tr><td>Shares</td><td>36</td></tr> <tr><td>Saves</td><td>10</td></tr> </table>	Total Engagements	176	Likes	122	Comments	8	Shares	36	Saves	10	<p>discoverdaytonabeach Thu 6/20/2024 11:32 am EDT</p> <p>Nice! 🌊 by @lindsaystallardga: First time in Daytona @discoverdaytonabeach 🌊...</p>  <table border="1"> <tr><td>Total Engagements</td><td>140</td></tr> <tr><td>Likes</td><td>134</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Saves</td><td>4</td></tr> </table>	Total Engagements	140	Likes	134	Comments	2	Saves	4
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Top X Posts

Post ID	Date	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
@DaytonaBeachFun	Sat 6/1/2024 5:40 pm EDT	20	4	1	0	5	10	0
@DaytonaBeachFun	Sun 6/23/2024 11:12 am EDT	14	2	0	2	2	8	0
@DaytonaBeachFun	Sat 6/29/2024 9:59 am EDT	13	1	0	0	3	9	0
@DaytonaBeachFun	Sat 6/15/2024 9:57 am EDT	13	4	0	1	3	5	0
@DaytonaBeachFun	Mon 6/17/2024 11:39 am EDT	12	3	0	4	2	3	0

X Top Viewed Videos

Post ID	Date	Video Views
@DaytonaBeachFun	Thu 6/13/2024 9:57 am EDT	139
@DaytonaBeachFun	Sat 6/1/2024 5:40 pm EDT	89
@DaytonaBeachFun	Sat 6/29/2024 9:59 am EDT	58
@DaytonaBeachFun	Sun 6/30/2024 11:16 am EDT	—
@DaytonaBeachFun	Fri 6/28/2024 12:11 pm EDT	—

Top TikTok Posts

<p>discoverdaytonabeach Thu 6/6/2024 10:38 am EDT</p> <p>See native wildlife and learn about sharks from a safe space aboard Sea Spirit! #LoveDaytonaBeach...</p>  <p>Total Engagements 70</p> <p>Likes 66</p> <p>Comments 2</p> <p>Shares 2</p>	<p>discoverdaytonabeach Thu 6/13/2024 6:40 pm EDT</p> <p>Beautiful! 🤩 #LoveDaytonaBeach 🤩 by @chelceybrealty: Enjoying our beach evenings on the daily. Watchin...</p>  <p>Total Engagements 18</p> <p>Likes 17</p> <p>Comments 0</p> <p>Shares 1</p>	<p>discoverdaytonabeach Thu 6/13/2024 9:57 am EDT</p> <p>Cheers! It's #ThirstyThursday! Be sure to stop by Riptides Raw Bar & Grill in Ormond Beach for delicious...</p>  <p>Total Engagements 17</p> <p>Likes 15</p> <p>Comments 1</p> <p>Shares 1</p>	<p>discoverdaytonabeach Wed 6/5/2024 10:15 am EDT</p> <p>Be sure to check out World Famous Boat Tours on your next visit to Daytona Beach! #LoveDaytonaBeach...</p>  <p>Total Engagements 13</p> <p>Likes 9</p> <p>Comments 0</p> <p>Shares 4</p>	<p>discoverdaytonabeach Sat 6/1/2024 5:40 pm EDT</p> <p>🤩 Dive into the Daytona Beach area's exciting foodie scene! Diners can enjoy casual or fine dining fare served with...</p>  <p>Total Engagements 13</p> <p>Likes 13</p> <p>Comments 0</p> <p>Shares 0</p>
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TikTok Top Viewed Videos

<p>discoverdaytonabeach Thu 6/6/2024 10:38 am EDT</p> <p>See native wildlife and learn about sharks from a safe space aboard Sea Spirit! #LoveDaytonaBeach...</p>  <p>Total Video Views 75,440</p> <p>Follow Video Views 264</p> <p>For You Video Views 43,498</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 37</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 41</p>	<p>discoverdaytonabeach Sat 6/1/2024 5:40 pm EDT</p> <p>🤩 Dive into the Daytona Beach area's exciting foodie scene! Diners can enjoy casual or fine dining fare served with...</p>  <p>Total Video Views 852</p> <p>Follow Video Views 41</p> <p>For You Video Views 599</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 7</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 22</p>	<p>discoverdaytonabeach Mon 6/17/2024 11:35 am EDT</p> <p>🤩🤩🤩 #LoveDaytonaBeach #thingstodoindaytonabeach by @peddlepubb: Let's P A R T Y on P ...</p>  <p>Total Video Views 818</p> <p>Follow Video Views 8</p> <p>For You Video Views 683</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 0</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 9</p>	<p>discoverdaytonabeach Fri 6/14/2024 1:13 pm EDT</p> <p>Yum! 🤩 #LoveDaytonaBeach #wheretoeatindaytona #ormondbeach by @dalmareormond: This is...</p>  <p>Total Video Views 533</p> <p>Follow Video Views 85</p> <p>For You Video Views 262</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 3</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 15</p>	<p>discoverdaytonabeach Thu 6/13/2024 6:40 pm EDT</p> <p>Beautiful! 🤩 #LoveDaytonaBeach 🤩 by @chelceybrealty: Enjoying our beach evenings on the daily. Watchin...</p>  <p>Total Video Views 514</p> <p>Follow Video Views 48</p> <p>For You Video Views 285</p> <p>Hashtag Video Views 0</p> <p>Business Account Video Views 5</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 17</p>
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YouTube - Top 10 Video Analytics

Content	Impressions ↓	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Total	16,967	4.5%	54,338	0:20	311.5
 Oceanfront and Riverfront Dining in Daytona Beach, Flo...	865	2.9%	41 0.1%	1:00	0.7 0.2%
 Daytona Beach Nightlife	860	2.6%	40,885 75.2%	0:15	171.1 54.9%
 Landshark Bar & Grill - Dine in Paradise in Daytona Bea...	567	6.2%	55 0.1%	1:14	1.1 0.4%
 The Arrival - Daytona Beach	558	3.8%	4,162 7.7%	0:29	34.6 11.1%
 Sea Spirit Deep Sea Fishing - Get Away From it All on a ...	474	6.8%	38 0.1%	1:14	0.8 0.3%
 Unique Shopping Districts in Daytona Beach, Florida	386	4.4%	67 0.1%	1:03	1.2 0.4%
 Main Street Pier and Sunglow Pier in Daytona Beach, FL...	379	5.8%	251 0.5%	0:45	3.2 1.0%
 Daytona Beach Parasail - A Birds' Eye View of Daytona ...	370	3.8%	26 0.1%	1:22	0.6 0.2%
 Daytona Flea & Farmers Market in Daytona Beach, Flori...	362	6.9%	125 0.2%	0:59	2.1 0.7%
 Daytona Beach Bandshell Free Summer Concerts	360	10.0%	72 0.1%	0:41	0.8 0.3%

eNewsletter Performance Overview

<p>Total sends 556,229</p> <p>↑ 74%</p> <p>100% 556,229</p>	<p>Open rate 23%</p> <p>↑ 67%</p> <p>23%</p>	<p>Click rate 0.53%</p> <p>↓ 27%</p> <p>0.53%</p>	<p>Unsubscribe rate 0.37%</p> <p>↑ 28%</p> <p>0.37%</p>
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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	3055	2841	2566	52.24451718	438
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	1503	1328	1131	73.1996008	264
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1058	951	906	41.72873346	45
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	936	840	659	83.44444444	452
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	785	698	537	68.29044586	338
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	612	539	424	60.10784314	37
/blog/post/kid-friendly-activities-to-enjoy-in-daytona-beach	596	542	466	68.05872483	167
/blog/post/canadians-love-these-local-attractions-and-hotel-deals	471	461	459	0.602972399	1
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	376	338	266	75	106
/blog/post/beach-bars-with-live-music-in-daytona-beach	355	305	237	81.57183099	141
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	350	282	226	86.32285714	77
/blog/post/places-to-putt-around-in-daytona-beach	335	286	228	58.03283582	89
/blog/post/big-events-for-the-daytona-beach-area	305	278	241	73.60327869	80
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	264	237	207	49.22727273	21
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	250	219	180	94.364	19
/blog/post/cant-beat-brunch-spots-in-daytona-beach	239	208	165	53.82426778	42
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	235	213	165	90.07234043	79
/blog/post/quirky-hidden-gems-in-daytona-beach	230	219	162	77.56956522	56
/blog/post/plan-the-perfect-beach-getaway-when-traveling-with-teenagers	191	181	154	100.0628272	113
/blog/post/whats-new-in-the-daytona-beach-area-in-2024	187	172	144	94.83957219	31