

DAYTONA BEACH®

July 2024 End of Month Reports Social - eNewsletters - Blogs

July 2024 Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 66
- Followers: 301,122 - gained 17,857
- Organic Impressions: 434,698 - up 9.0%
- Paid Impressions: 18,736,354 - up 10.2%
- Organic Engagements: 10,265 - down 5.5%
- Paid Engagements: 77,543 - up 64.8%
- Organic Engagement Rate Per Impression: 2.4% - down 13.3%
- Paid Engagement Rate Per Impression: 0.4% - up 49.5%
- Organic Post Link Clicks: 104 - down 20.6%
- Paid Post Link Clicks: 3,674 - up 35.0%

Instagram - DiscoverDaytonaBeach

- Published Posts: 89
- Followers: 24,855 - gained 432
- Organic Impressions: 144,684 - up 15.2%
- Paid Impressions: 1,897,225 - up 81.6%
- Organic Engagements: 4,488 - up 43.5%
- Paid Engagements: 5,197 - up 110.1%
- Organic Engagement Rate Per Impression: 3.1% - up 24.6%
- Paid Engagement Rate Per Impression: 0.3% - up 15.7%
- Profile Actions: 125 - up 40.4%

X - DaytonaBeachFun

- Published Posts: 23
- Followers: 11,900 - gained 18
- Impressions: 5,694 - down 4.0%
- Engagement: 144 - down 25.0%
- Engagement Rate Per Impression: 2.5% - down 21.9%
- Post Link Clicks: 35 - down 30.0%

TikTok - DiscoverDaytonaBeach

- Published Posts: 24
- Followers: 4,083 - gained 490
- Video Views: 2,161,345 - up 27.4%
- Engagements: 26,169 - up 148.3%
- Engagement Rate Per Impression: 1.2% - up 94.9%

YouTube - VisitDaytonaBeach

- Subscribers: 968 - gained 7
- Impressions: 19,410 - up 14.4%
- Video Views: 147,146 - up 170.8%
- New Viewers: 109,231 - up 162.2%
- Click-Thru Rate: 4.1% - down 8.9%

Facebook Top Posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>👁️ Looking for things to see, do and experience that won't burst your vacation budget during your Dayton...</p> 	5,373	4,514	17	52	33	757
<p>👁️ Haven't had a chance to take a summer vacay? There's still plenty of summer left for you to enjoy! Check...</p> 	4,934	4,273	62	43	4	552
<p>👁️ Need ideas on what to see, do and experience while you're vacationing in the Daytona Beach...</p> 	4,930	4,457	39	29	1	404
<p>👁️ Looking for attractions and activities for the youngest members of your Daytona Beach vacation cre...</p> 	4,511	3,843	41	109	12	506
<p>📧 Stay in the know! Sign up for our free eNewsletter and receive information on Daytona Beach...</p> 	3,803	3,498	39	37	5	224

Facebook Top Viewed Videos

Video Content	Video Views
<p>The Daytona Beach area is ready to welcome you for an unforgettable summertime getaway! Experience all...</p> 	76,666
<p>👁️ Did you know the Ponce Inlet Lighthouse is a National Historic Landmark and Florida's tallest...</p> 	40,281
<p>👁️ Beach concessionaires can be conveniently found along the Daytona Beach area's 23 miles of...</p> 	33,871
<p>👁️ When you visit Daytona Beach, a visit to the Museum of Arts & Sciences, a Smithsonian Institution...</p> 	25,858
<p>🐬 Dolphins! Amazing! 🐬 #LoveDaytonaBeach #LoveFL 📍 by @forjmedia: We were joined by a...</p> 	10,244

Instagram Top Posts

Post ID	Post Date	Total Engagements	Likes	Comments	Shares	Saves
discoverdaytonabeach	Fri 7/12/2024 11:47 am EDT	339	265	13	49	12
discoverdaytonabeach	Thu 7/25/2024 6:57 am EDT	335	258	10	48	19
discoverdaytonabeach	Wed 7/3/2024 1:44 pm EDT	261	225	4	27	5
discoverdaytonabeach	Fri 7/5/2024 10:47 am EDT	231	214	5	11	1
discoverdaytonabeach	Tue 7/9/2024 11:50 am EDT	207	175	3	23	6

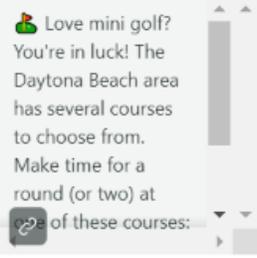
Instagram Top Viewed Videos

Post ID	Post Date	Video Views
discoverdaytonabeach	Thu 7/25/2024 6:57 am EDT	4,703
discoverdaytonabeach	Fri 7/12/2024 11:47 am EDT	4,175
discoverdaytonabeach	Tue 7/9/2024 11:50 am EDT	3,340
discoverdaytonabeach	Wed 7/3/2024 1:44 pm EDT	3,286
discoverdaytonabeach	Wed 7/10/2024 9:29 am EDT	2,832

Top X Posts

<p>@DaytonaBeachFun Mon 7/8/2024 11:36 am EDT</p> <p>🌮 Daytona Taco & Margarita Festival is coming to Jackie Robinson Ballpark in beautiful downtown Daytona Bea...</p>  <p>Total Engagements 52</p> <p>Likes 8</p> <p>@Replies 0</p> <p>Reposts 4</p> <p>Post Link Clicks 14</p> <p>Other Post Clicks 26</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Thu 7/4/2024 6:47 am EDT</p> <p>🎆 Happy Independence Day from your friends at the Daytona Beach Area Convention & Visitors Bureau!</p>  <p>Total Engagements 8</p> <p>Likes 2</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 6</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Tue 7/9/2024 8:45 am EDT</p> <p>On July 12-13, you're invited to the historic Hotchkiss House in Daytona Beach for a Whodunit Mystery and...</p>  <p>Total Engagements 7</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Sun 7/7/2024 9:00 am EDT</p> <p>🍫 Happy #WorldChocolateDay! On your next visit to Daytona Beach, be sure to stop by Angell & Phelps Chocolate Factory for the top-tier sweet</p>  <p>Total Engagements 7</p> <p>Likes 4</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p>@DaytonaBeachFun Tue 7/23/2024 12:12 pm EDT</p> <p>🎆 Come for the amazing tribute bands, stay for the spectacular fireworks! The Daytona Beach...</p>  <p>Total Engagements 6</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 2</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>
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X Top Viewed Videos

<p>@DaytonaBeachFun Tue 7/23/2024 1:52 pm EDT</p> <p>👀 Calling all thrill seekers! A visit to Daytona Beach's historic Boardwalk is not complete without braving the...</p>  <p>Video Views 107</p>	<p>@DaytonaBeachFun Thu 7/4/2024 6:47 am EDT</p> <p>🎆 Happy Independence Day from your friends at the Daytona Beach Area Convention & Visitors Bureau!</p>  <p>Video Views 39</p>	<p>@DaytonaBeachFun Mon 7/29/2024 11:40 am EDT</p> <p>📧 Stay in the know! Sign up for our free eNewsletter and receive information on Daytona Beach...</p>  <p>Video Views —</p>	<p>@DaytonaBeachFun Sun 7/28/2024 12:12 pm EDT</p> <p>🏌️ Love mini golf? You're in luck! The Daytona Beach area has several courses to choose from. Make time for a round (or two) at any of these courses:</p>  <p>Video Views —</p>	<p>@DaytonaBeachFun Sat 7/27/2024 9:44 am EDT</p> <p>🏄 Need ideas on what to see, do and experience while you're vacationing in the Daytona Beach...</p>  <p>Video Views —</p>
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Top TikTok Posts

Post	Engagements	Likes	Comments	Shares
<p>discoverdaytonabeach Fri 7/26/2024 3:53 pm EDT</p> <p>What are your favorite things to see and do while in the Daytona Beach area? For more ideas, go to...</p> 	53	49	3	1
<p>discoverdaytonabeach Fri 7/26/2024 4:22 pm EDT</p> <p>A um mundo de distância, e apenas a um voo de distância! Venha até Daytona Beach! DaytonaBeach.com...</p> 	46	44	1	1
<p>discoverdaytonabeach Fri 7/26/2024 4:49 pm EDT</p> <p>Need ideas on what to see and do in the Daytona Beach area? We've got you! Plan your trip at...</p> 	45	39	0	6
<p>discoverdaytonabeach Mon 7/15/2024 11:16 am EDT</p> <p>Good morning! ☀️ #LoveDaytonaBeach 📍 @travelingtakes2</p> 	36	35	0	1
<p>discoverdaytonabeach Tue 7/16/2024 8:42 am EDT</p> <p>📍 Did you know the Ponce Inlet Lighthouse is a National Historic Landmark and Florida's tallest...</p> 	33	28	1	4

TikTok Top Viewed Videos

Video	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Sound Video Views	Unspecified Video Views
<p>discoverdaytonabeach Fri 7/26/2024 4:22 pm EDT</p> <p>A um mundo de distância, e apenas a um voo de distância! Venha até Daytona Beach! DaytonaBeach.com...</p> 	22,511	200	21,678	0	15	0	27
<p>discoverdaytonabeach Fri 7/26/2024 4:49 pm EDT</p> <p>Need ideas on what to see and do in the Daytona Beach area? We've got you! Plan your trip at...</p> 	6,363	143	5,934	0	31	0	46
<p>discoverdaytonabeach Fri 7/26/2024 4:19 pm EDT</p> <p>Plan your vacay to Daytona Beach today! Book your stay at DaytonaBeach.com...</p> 	4,145	11	3,818	0	14	0	19
<p>discoverdaytonabeach Fri 7/26/2024 5:10 pm EDT</p> <p>Ready for your best vacation ever? Visit Daytona Beach! DaytonaBeach.com...</p> 	3,113	155	2,110	0	1	0	29
<p>discoverdaytonabeach Tue 7/16/2024 8:42 am EDT</p> <p>📍 Did you know the Ponce Inlet Lighthouse is a National Historic Landmark and Florida's tallest...</p> 	2,651	132	261	0	2	0	31

YouTube - Top 10 Video Analytics

Content	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> Total	19,410	4.1%	147,146	0:24	982.1
<input type="checkbox"/>  The Arrival - Daytona Beach	949	2.3%	70,104 47.6%	0:28	564.5 57.5%
<input type="checkbox"/>  Daytona Beach Nightlife	1,034	1.7%	59,110 40.2%	0:15	248.0 25.3%
<input type="checkbox"/>  First Surf Lesson - Daytona Beach	1,161	2.6%	9,964 6.8%	0:31	86.3 8.8%
<input type="checkbox"/>  10,000 Steps - Daytona Beach	164	2.4%	3,983 2.7%	0:26	29.7 3.0%
<input type="checkbox"/>  Virtual Drive on Daytona Beach	111	2.7%	759 0.5%	0:28	6.0 0.6%
<input type="checkbox"/>  ONE DAYTONA - the Newest Entertainment Complex in...	323	7.1%	132 0.1%	1:33	3.4 0.4%
<input type="checkbox"/>  Daytona Beach, FL - Virtual Paradise	174	4.0%	160 0.1%	1:03	2.8 0.3%
<input type="checkbox"/>  Main Street Pier and Sunglow Pier in Daytona Beach, FL...	313	10.2%	217 0.2%	0:42	2.6 0.3%
<input type="checkbox"/>  Mary McLeod Bethune Home - Step into a Remarkable ...	92	6.5%	123 0.1%	1:13	2.5 0.3%
<input type="checkbox"/>  Unlimited Fun in Daytona Beach, Florida	30	0%	136 0.1%	0:56	2.2 0.2%

eNewsletter Performance Overview

Total sends
136,568
↓ 75%
 100% 136,568

Open rate
21%
↓ 8.9%
 21%

Click rate
0.78%
↑ 45%
 0.78%

Unsubscribe rate
0.21%
↓ 46%
 0.21%

Top 20 Blogs

Blog	Sessions	Users	New users	Average engagement time per session	Key Events
/blog/post/canadians-love-these-local-attractions-and-hotel-deals	5254	5112	5101	0.211838599	11
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1383	1274	1209	39.05133767	58
/blog/post/fun-free-things-to-do-in-daytona-beach	1234	1037	832	93.36628849	274
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	1070	864	696	60.82523364	109
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	751	676	543	80.66178429	320
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	498	466	355	79.28514056	243
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	462	406	324	59.61904762	38
/blog/post/five-things-to-do-in-daytona-beach-during-biketoberfest	414	384	354	64.7705314	40
/blog/post/places-to-putt-around-in-daytona-beach	412	359	273	69.85436893	114
/blog/post/beach-bars-with-live-music-in-daytona-beach	346	292	223	86.48843931	171
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	330	292	240	89.93636364	67
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	280	258	213	70.59642857	81
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	276	248	211	73.23550725	73
/blog/post/cant-beat-brunch-spots-in-daytona-beach	249	216	170	57.19678715	58
/blog/post/big-events-for-the-daytona-beach-area	214	188	171	56.26635514	43
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	204	194	167	46.75980392	14
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	202	159	120	70.6980198	31
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	200	181	152	95.57	13
/blog/post/find-great-shopping-and-dining-at-daytona-beaches-tanger-outlets-and-tomoka-town-center	178	169	154	35.56179775	24
/blog/post/quirky-hidden-gems-in-daytona-beach	171	159	118	68.14619883	25