

DAYTONA BEACH®

October 2023
End of Month Reports
Social - eNewsletters - Blogs

Social Media Overview - October 2023

FACEBOOK: The CVB's Facebook page ended October with **245,204 total fans, gaining 3,085**. The page saw **338,824 engagements, down 1.6%**, and **9,180,199 impressions, up 31.7%**. The engagement rate (per impression) was **3.7%, down 25.3%**.

INSTAGRAM: The CVB's Instagram page gained **254 new followers** in October ending the month with **21,511 total followers**. Overall Instagram efforts generated **463,431 impressions, down 18.3%** and **5,216 engagements, down 4.5%**.

TWITTER: The Daytona Beach Twitter account ended October with **11,818 followers, up 16**. Twitter content generated **8,508 impressions, up 4.1%** and **219 engagements, down 9.9%**. The engagement rate (per impression) was **2.6%, down 13.4%**.

TIKTOK: The Daytona Beach TikTok account October with **1,800 followers, gaining 190**. TikTok content generated **1,812,786 video views, up 121%**.

YOUTUBE: The Daytona Beach YouTube account ended October with **890 subscribers, gaining 4 subscribers**. YouTube content generated **13,146 impressions, down 15.9%**, **2,726 new viewers, down 35.2%** and the **click-thru rate was 4.4%, down 6.4%**.

Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Oct 1, 2023 - Oct 31, 2023	584,800 ↗ 0.8%	4,876 ↗ 7.4%	276 ↗ 69.3%	11,325,253 ↗ 46.6%	461,037 ↗ 29%	4% ↘ 12%	3,327,203 ↗ 61.2%
Compare to Sep 1, 2023 - Sep 30, 2023	579,937	4,539	163	7,724,455	357,359	4.6%	2,063,659
 @Biketoberfest	4,138	44	38	18,937	1,012	5.3%	3,396
 @DaytonaBeach Fun	11,818	16	32	8,508	219	2.6%	558
 @SportsInDB	72	2	4	121	6	5%	0
 Biketoberfest	289,583	896	52	1,563,721	108,148	6.9%	93,773
 biketoberfestral ly	7,336	387	44	85,977	5,382	6.3%	56,811
 Daytona Beach Area Convention and Visitors Bureau	245,204	3,085	38	9,180,199	338,824	3.7%	1,308,705
 Daytona Beach Area CVB	1,247	0	8	3,887	572	14.7%	0
 Daytona Beach CVB	1,753	190	4	—	2,991	—	1,812,786
 discoverdaytona beach	21,511	254	45	463,431	3,867	0.8%	51,169
 Sports Daytona Beach	1,958	1	7	398	14	3.5%	5
 sportsdaytona beach	180	1	4	74	2	2.7%	0

Facebook Summary

Organic Impressions

270,854 ↘ 37%

Organic Engagement Rate (per Impression)

3.2% ↘ 7.2%

Organic Post Link Clicks

179 ↘ 96.1%

Organic Engagements

8,716 ↘ 41.5%

Paid Impressions

8,900,686 ↗ 36.3%

Paid Engagement Rate (per Impression)

2.8% ↘ 8.1%

Paid Post Link Clicks

209,496 ↗ 24.3%

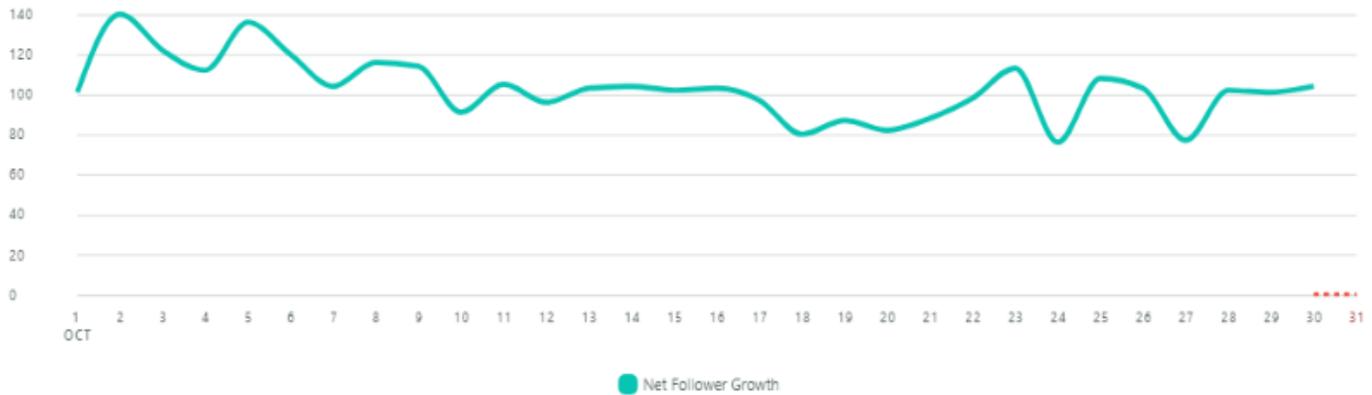
Paid Engagements

251,267 ↗ 25.3%

Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



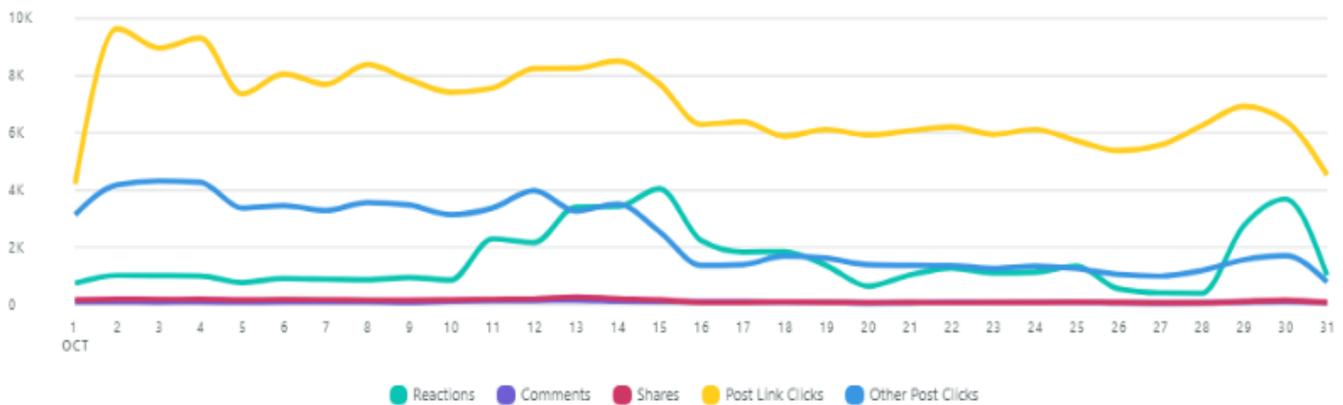
Audience Metrics	Totals	% Change
Followers	245,204	↗ 1.3%
Net Follower Growth	3,085	↘ 10.6%
Fans	243,357	↗ 1.2%
Net Page Likes	2,828	↗ 1.1%
Organic Page Likes	236	↘ 45.6%
Paid Page Likes	2,779	↗ 9.5%
Page Unlikes	167	↗ 3.9%

Facebook Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	270,854 ↘ 37%	8,900,686 ↗ 36.3%	9,180,199	↗ 31.7%
Average Daily Impressions per Page	8,737.23 ↘ 39%	287,118.9 ↗ 31.9%	296,135.45	↗ 27.5%
Average Daily Reach per Page	7,007.06 ↘ 39.6%	268,206.19 ↗ 34.1%	274,730.13	↗ 30.2%

Facebook Engagement



Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	8,716 ↘ 42%	251,267 ↗ 25%	338,824	↘ 1.6%
Reactions	7,230 ↘ 9%	37,922 ↗ 48%	46,106	↗ 37.1%
Comments	869 ↘ 42%	1,109 ↘ 7%	2,009	↘ 25.5%
Shares	438 ↘ 47%	2,740 ↘ 47%	3,218	↘ 46.6%
Post Link Clicks	179 ↘ 96%	209,496 ↗ 24%	214,114	↗ 23.7%
Other Post Clicks	N/A	N/A	73,377	↘ 43.1%

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...
Sun 10/29/2023 6:58 a...

The Daytona Beach area is home to several attractions that celebrate our nation's...

Celebrate Veterans Al...



Total Engagements	7,424
Reactions	6,325
Comments	78
Shares	163
Post Link Clicks	163
Other Post Clicks	695





Daytona Beach...
Mon 10/9/2023 9:28 am ...

Spending the day in Ponce Inlet is a must do when visiting Daytona Beach. This...

9 Great Things to Do ...



Total Engagements	6,290
Reactions	4,778
Comments	89
Shares	137
Post Link Clicks	571
Other Post Clicks	715





Daytona Beach...
Tue 10/10/2023 7:53 am...

🍷 Wine and chocolate 🍫 lovers won't want to miss the Fall Wine & Chocolate Walk i...



Total Engagements	4,190
Reactions	3,050
Comments	63
Shares	201
Post Link Clicks	32
Other Post Clicks	844

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Organic Impressions

127,659 ↗ 12.2%

Organic Engagement Rate (per Impression)

3% ↘ 25.5%

Organic Engagements

3,867 ↘ 16.4%

Profile Actions

69 ↘ 33%

Paid Impressions

340,875 ↘ 24.9%

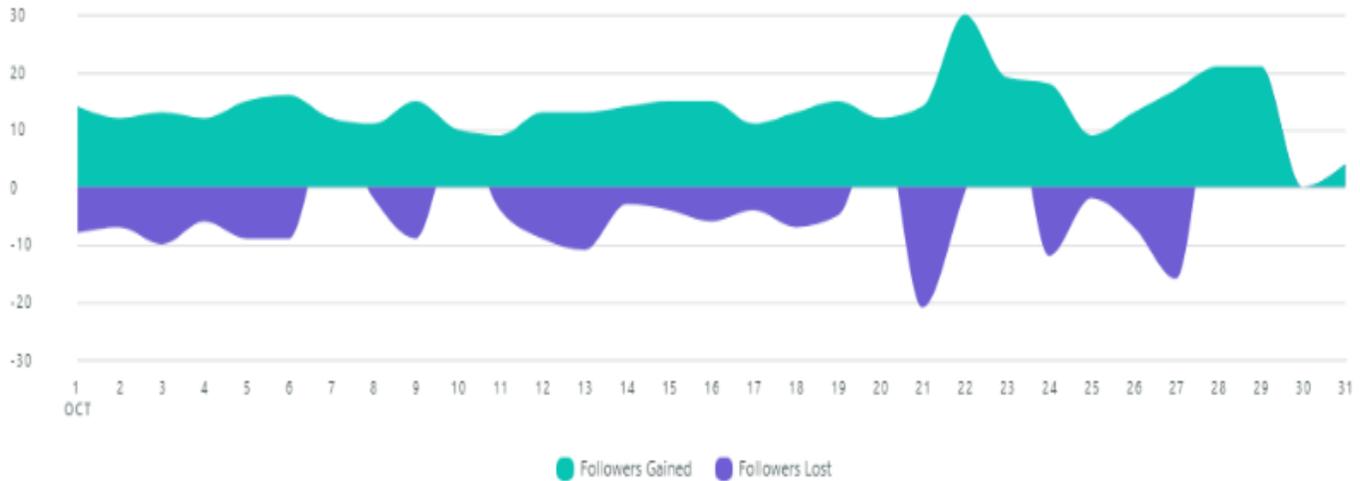
Paid Engagement Rate (per Impression)

0.4% ↗ 114.8%

Paid Engagements

1,349 ↗ 61.4%

Instagram Audience Growth



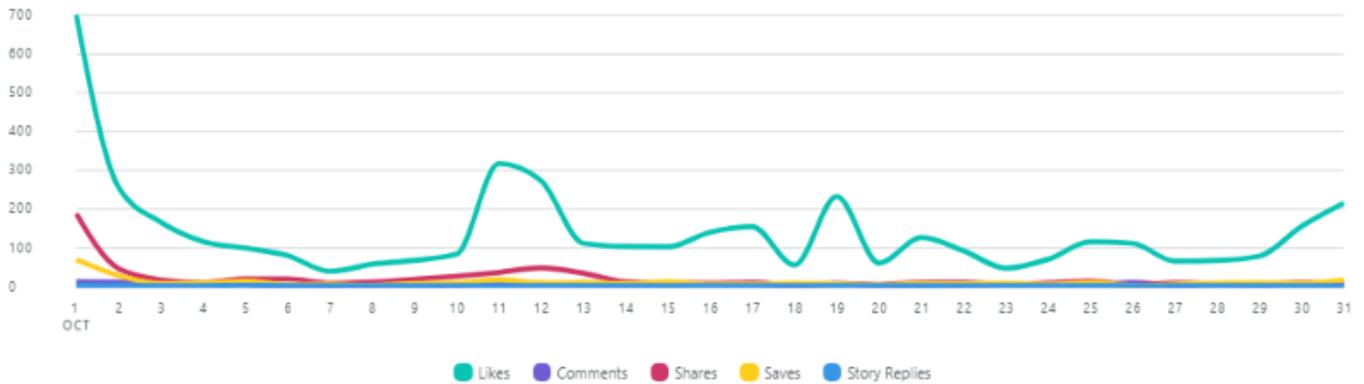
Audience Metrics	Totals	% Change
<u>Followers</u>	21,511	↗ 1.2%
<u>Net Follower Growth</u>	254	↗ 59.7%
<u>Followers Gained</u>	426	↗ 22.8%
<u>Followers Lost</u>	172	↘ 8.5%

Instagram Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	127,659 ↗ 12.2%	340,675 ↘ 24.9%	463,431	↘ 18.3%
Average Daily Impressions per Profile	4,118.03 ↗ 8.6%	10,995.97 ↘ 27.3%	14,949.39	↘ 21%
Average Daily Reach per Profile	N/A	N/A	13,000.23	↘ 22.2%

Instagram Engagement



Impression Metrics	Organic	Paid	Totals	% Change
Engagements	3,867 ↘ 16.4%	1,349 ↗ 61.4%	5,216	↘ 4.5%
Likes	3,169 ↘ 16.7%	1,121 ↗ 78.2%	4,290	↘ 3.2%
Comments	78 ↘ 19.6%	27 ↗ 575%	105	↗ 4%
Shares	424 ↘ 9%	135 ↘ 30.1%	559	↘ 15.2%
Saves	195 ↘ 23.8%	66 ↗ 560%	261	↘ 1.9%
Story Replies	1 → 0%	N/A	1	→ 0%

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



 **discoverdayto...**
Sun 10/1/2023 12:26 p...

✓ What's your Top 5? 📷 by @meghanonthemove: Five things you can't miss on you...



Total Engagements	294
Likes	210
Comments	10
Shares	39
Saves	35



 **discoverdayto...**
Tue 10/10/2023 9:39 pm...

Hidden Treasure Rum Bar & Grill in Ponce Inlet is a local favorite! 😊 📷 by...



Total Engagements	290
Likes	228
Comments	8
Shares	39
Saves	15



 **discoverdayto...**
Mon 10/30/2023 12:37 p...

🥰 Love the new oceanfront bar at the Boardwalk Inn and Suites in Daytona Beach! 📷...



Total Engagements	271
Likes	254
Comments	4
Saves	13

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

8,508 ↗ 4.1%

Engagements

219 ↘ 9.9%

Post Link Clicks

60 ↘ 30.2%

Engagement Rate (per Impression)

2.6% ↘ 13.4%

Twitter Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



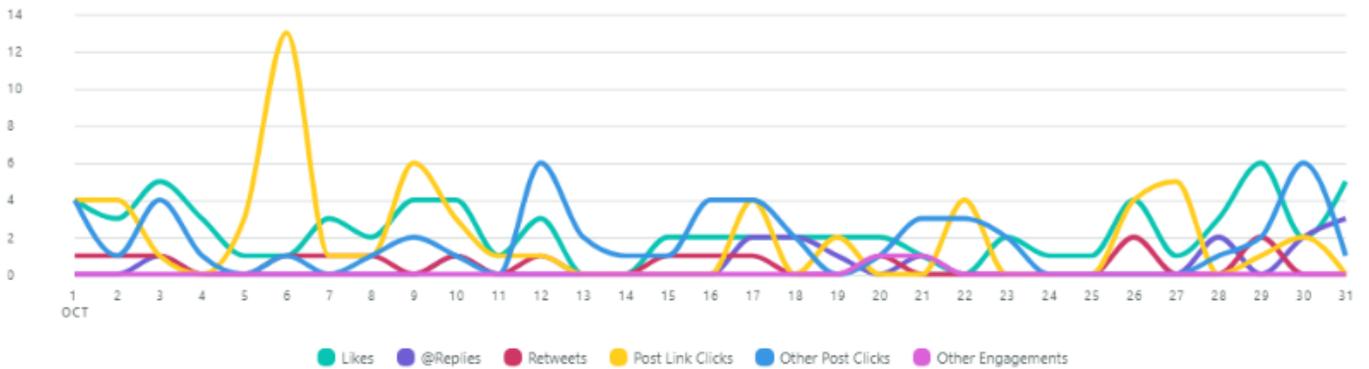
Audience Metrics	Totals	% Change
Followers	11,818	↗ 0.1%
Net Follower Growth	16	↗ 33.3%
Followers Gained	25	→ 0%
Followers Lost	9	↘ 30.6%
Following	4,507	↘ 0.1%

Twitter Impressions



Impression Metrics	Totals	% Change
Impressions	8,500	↗ 4.1%

Twitter Engagement



Engagement Metrics	Totals	% Change
Total Engagements	219	↘ 9.9%
Likes	72	→ 0%
@Replies	15	↗ 400%
Retweets	16	↘ 15.8%
Post Link Clicks	60	↘ 30.2%
Other Post Clicks	54	↘ 14.3%
Other Engagements	2	↗ —

Top Twitter Posts

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

Descending by Lifetime Engagements





@DaytonaBeac...

Thu 10/12/2023 4:25 p...

👁️ Looking for a fun way to explore the Daytona Beach area's world-famous...



Total Engagements	17
Likes	4
@Replies	1
Retweets	1
Post Link Clicks	1
Other Post Clicks	10
Other Engagements	0





@DaytonaBeac...

Mon 10/9/2023 4:28 pm ...

Spending the day in Ponce Inlet is a must do when visiting Daytona Beach. This former sleepy fishing village is home to Florida's tallest lighthouse, a marine

Total Engagements	17
Likes	6
@Replies	0
Retweets	0
Post Link Clicks	9
Other Post Clicks	2
Other Engagements	0





@DaytonaBeac...

Fri 10/6/2023 11:00 am ...

Don't miss the unveiling of the south side of the beautiful Riverfront Esplanade in downtown Daytona Beach TODAY at 5 pm! Details: <https://t.co/66n4VNT>

Total Engagements	13
Likes	1
@Replies	0
Retweets	1
Post Link Clicks	10
Other Post Clicks	1
Other Engagements	0

TikTok Performance Summary

Published Posts

12 ↗ 140%

Video Views

1,812,786 ↗ 121%

Engagements

2,991 ↗ 39.4%

Video Views

View your videos performance from the reporting period.

Video Views, by Day



Video Metrics

Video Views

Totals % Change

1,812,786 ↗ 121%

TikTok Audience Growth

View how your audience grew during the reporting period.

Net Follower Growth, by Day



Audience Metrics

Followers

Net Follower Growth

Totals % Change

1,800 ↗ 14.8%

190 ↘ 18.8%

Top TikTok Posts

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

Descending by Lifetime Engagements

D

discoverdayto...

Fri 10/20/2023 7:00 pm...

The best part of fall in Daytona Beach? It's still warm enough to enjoy water...



Total Engagements	18
Likes	16
Comments	1
Shares	1

D

discoverdayto...

Mon 10/16/2023 3:39 p...

From May 1 - October 31, Daytona Beach area beaches host the sea turtle. These...



Total Engagements	16
Likes	13
Comments	1
Shares	2

D

discoverdayto...

Mon 10/23/2023 3:22 p...

Introducing the newest addition to the Daytona Beach Mural Trail! This striking new...



Total Engagements	10
Likes	10
Comments	0
Shares	0

eNewsletter Performance Overview



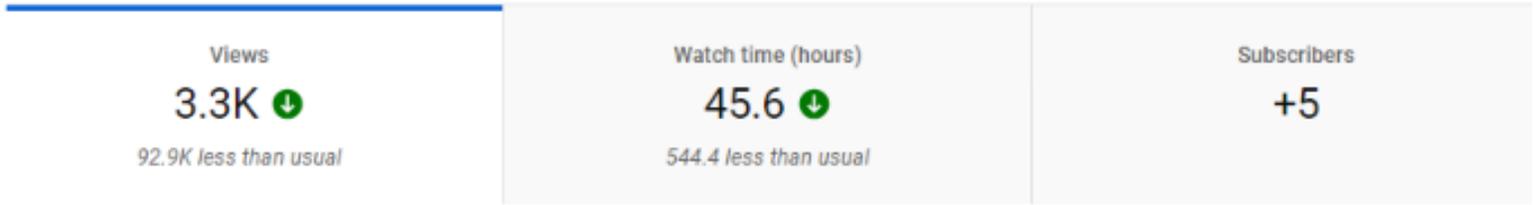
eNewsletters Sent

Email	Click rate	Recipients	Open rate	Unsubscribe rate
Score Two Iconic Harley-Davidson Mo... <small>Sent on Oct. 27, 2023</small>	1.3%	31,035	31%	0.19%
DaytonaBeach-11-10-23-BiketoberFest... <small>Sent on Oct. 12, 2023</small>	1.3%	24,894	29%	0.16%
DaytonaBeach-10-19-23-LevelUpYourVa... <small>Sent on Oct. 24, 2023</small>	0.65%	208,541	29%	0.31%

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	1520	1398	1315	40.28486842	69
/blog/post/6-local-gathering-spots-to-visit-during-biketoberfest	1025	885	760	30.49560976	138
/blog/post/fun-free-things-to-do-in-daytona-beach	702	625	495	99.05982906	132
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	598	553	509	27.15050167	34
/blog/post/everything-you-need-to-know-about-biketoberfest	510	457	348	90.1627451	147
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	470	404	348	93.8787234	113
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	395	356	293	51.44810127	49
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	394	359	274	92.54822335	168
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	312	259	187	98.76923077	47
/blog/post/biketoberfest-is-coming-soon-explore-all-the-reasons-to-get-revved-up	290	245	209	28.8	28
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	272	246	189	72.1875	28
/blog/post/cant-beat-brunch-spots-in-daytona-beach	259	238	209	48.59073359	50
/blog/post/where-to-find-all-the-tricks-and-treats-this-halloween-in-daytona-beach	249	229	174	49.57831325	18
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	229	217	191	95.66375546	90
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	217	190	150	75.48847926	28
/blog/post/beach-bars-with-live-music-in-daytona-beach	202	167	132	83.37623762	104
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	190	170	137	80.57368421	56
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka	187	174	157	44.18181818	31
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	178	168	152	94.62359551	58
/blog/post/great-reasons-to-visit-daytona-beach-in-the-fall	165	152	131	104.430303	57

YouTube Channel Analytics



Top 10 Video Analytics

Content	Views ↓	Watch time (hours)	Subscribers	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	3,372	46.6	5	13,146	4.4%
<input type="checkbox"/>  30 Things To Do In :60 in Daytona Beach	612 18.2%	8.4 18.1%	0 0%	157	0.6%
<input type="checkbox"/>  Virtual Drive on Daytona Beach	386 11.5%	3.0 6.5%	0 0%	38	2.6%
<input type="checkbox"/>  Oceanfront and Riverfront Dining in Daytona Beach, Flo...	156 4.6%	2.8 6.1%	0 0%	1,103	7.2%
<input type="checkbox"/>  ONE DAYTONA - the Newest Entertainment Complex in...	133 3.9%	3.1 6.7%	1 20%	373	6.2%
<input type="checkbox"/>  Main Street Pier and Sunglow Pier in Daytona Beach, Fl...	109 3.2%	1.4 3.0%	0 0%	181	7.7%
<input type="checkbox"/>  Daytona Flea & Farmers Market in Daytona Beach, Flori...	96 2.9%	1.6 3.4%	0 0%	238	5.9%
<input type="checkbox"/>  Unlimited Fun in Daytona Beach, Florida	87 2.6%	1.5 3.1%	0 0%	61	6.6%
<input type="checkbox"/>  Rolex 24 At DAYTONA in Daytona Beach, Florida	83 2.5%	1.1 2.3%	0 0%	53	3.8%
<input type="checkbox"/>  Daytona Beach Ale Trail	80 2.4%	1.1 2.4%	0 0%	65	4.6%
<input type="checkbox"/>  Halifax Historical Museum, Daytona Beach	79 2.3%	1.1 2.5%	0 0%	62	3.2%