

# DAYTONA BEACH®

December 2023  
End of Month Reports  
Social - eNewsletters - Blogs

## Social Media Overview - December 2023

**FACEBOOK:** The CVB's Facebook page ended December with **254,975 total followers, gaining 2,258**. The page saw **319,119 engagements, up 25.6%**, and **9,437,565 impressions, down 13.8%**. The **engagement rate (per impression) was 3.4%, up 45.7%**.

**INSTAGRAM:** The CVB's Instagram page gained **234 new followers** in December ending the month with **22,001 total followers**. Overall Instagram efforts generated **1,121,964 impressions, down 48.1%** and **3,228 engagements, up 1.2%**.

**TWITTER:** The Daytona Beach Twitter account ended December with **11,830 followers, up 1**. Twitter content generated **7,726 impressions, down 24.1%** and **257 engagements, down 4.8%**. The **engagement rate (per impression) was 3.3%, up 25.4%**.

**TIKTOK:** The Daytona Beach TikTok account December with **1,975 followers, gaining 54**. TikTok content generated **22,607 video views, up 97.8%**.

**YOUTUBE:** The Daytona Beach YouTube account ended December with **904 subscribers, gaining 10 subscribers**. YouTube content generated **12,543 impressions, up 18.0%**, **56,924 new viewers, up 438.5%** and the **click-thru rate was 4.4%, down 15.4%**.

# Facebook Summary

Organic Impressions

**281,974** ↗ 13.5%

Organic Engagement Rate (per Impression)

**5.1%** ↗ 25.9%

Organic Post Link Clicks

**3,094** ↗ 152.2%

Organic Engagements

**14,324** ↗ 43%

Paid Impressions

**9,145,800** ↘ 14.5%

Paid Engagement Rate (per Impression)

**2.8%** ↗ 45.4%

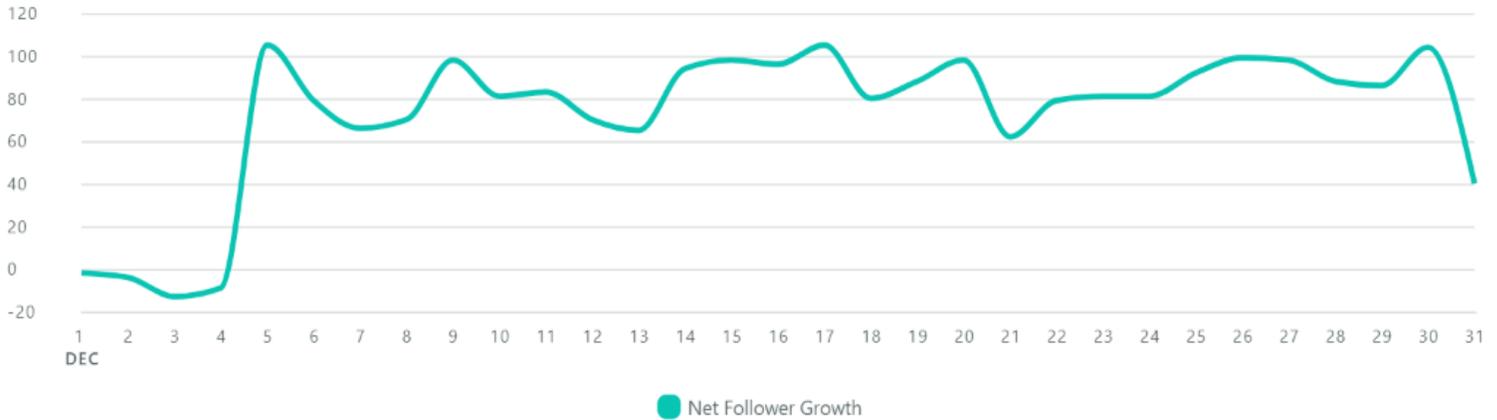
Paid Post Link Clicks

**201,354** ↗ 24.3%

Paid Engagements

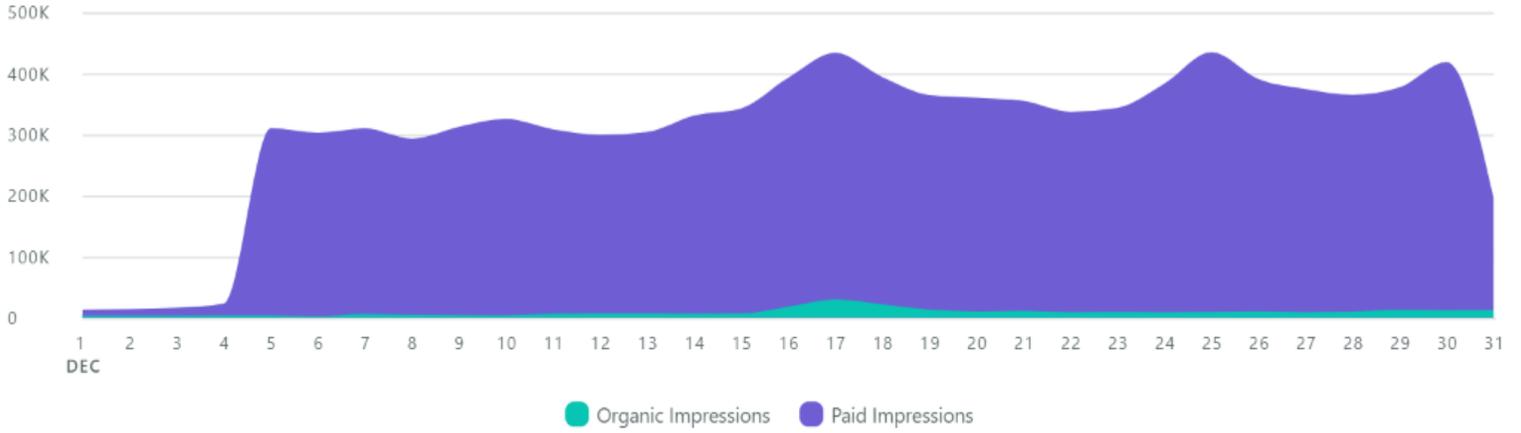
**251,981** ↗ 24.4%

## Audience Growth



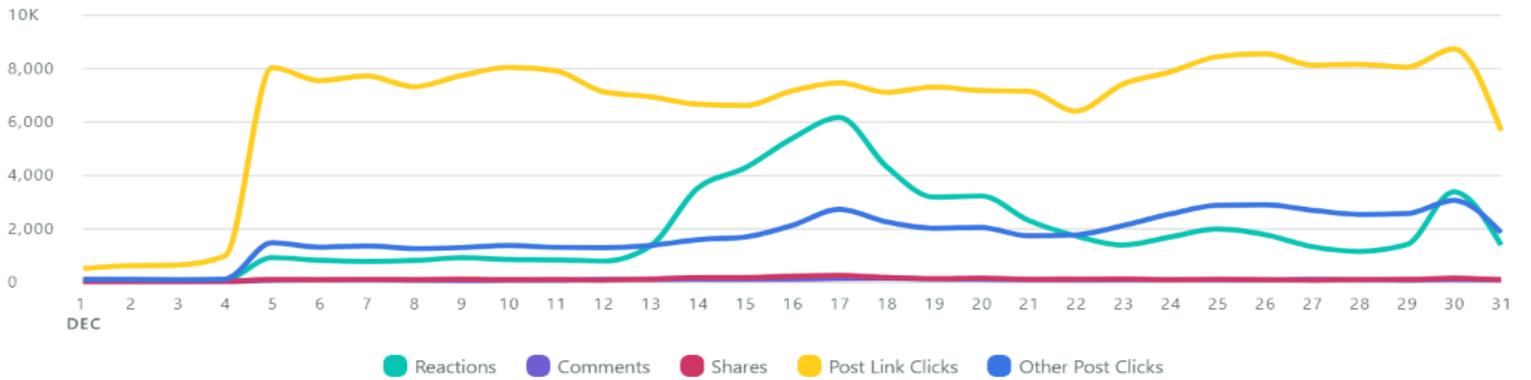
Audience Metrics	Totals	% Change
<b>Followers</b> ⚠	254,975	↗ 0.9%
<b>Net Follower Growth</b>	2,258	↗ 6.1%
<b>Fans</b>	247,285	↗ 0.8%
<b>Net Page Likes</b>	2,129	↗ 3.5%
Organic Page Likes	392	↗ 66.1%
Paid Page Likes	1,950	↘ 1.7%
Page Unlikes	213	↗ 31.5%

## Facebook Impressions



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	281,974 ↗ 13.5%	9,145,800 ↘ 14.5%	<b>9,437,565</b>	↘ 13.8%
<b>Average Daily Impressions per Page</b>	9,095.94 ↗ 9.9%	295,025.81 ↘ 17.2%	<b>304,437.58</b>	↘ 16.6%
<b>Average Daily Reach per Page</b>	7,499.55 ↗ 16.7%	272,051.1 ↘ 18.1%	<b>279,109.06</b>	↘ 15.9%

## Facebook Engagement



Engagement Metrics	Organic	Paid	Totals	% Change
<b>Total Engagements</b>	<b>14,324</b> ↗ 43%	<b>251,981</b> ↗ 24%	<b>319,119</b>	↗ 25.6%
<b>Reactions</b>	9,814 ↗ 27%	47,421 ↗ 25%	<b>57,235</b>	↗ 25.3%
<b>Comments</b>	768 ↗ 32%	1,143 ↗ 71%	<b>1,911</b>	↗ 53.2%
<b>Shares</b>	648 ↗ 42%	2,063 ↗ 4%	<b>2,711</b>	↗ 11.4%
<b>Post Link Clicks</b>	3,094 ↗ 152%	201,354 ↗ 24%	<b>204,448</b>	↗ 25.2%
<b>Other Post Clicks</b>	N/A	N/A	<b>52,814</b>	↗ 27.1%

## 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 Area Conve...**  
Sat 12/16/2023 5:43 am PST

It's beach campfire🔥 season! Did you know you can relax and enjoy a beach campfire with family and friends on our...



<b>Total Engagements</b>	<b>5,746</b>
Reactions	4,936
Comments	37
Shares	118
Post Link Clicks	43
Other Post Clicks	612

**Daytona Beach Area Conve...**  
Sat 12/9/2023 6:14 am PST

🎄 Through Jan. 5, visitors can stop by Rose Villa Southern Table and Bar's Gingerbread Fantasy Holiday Light Display to take...

Gingerbread Fantasy Holiday Light ...



<b>Total Engagements</b>	<b>5,654</b>
Reactions	4,840
Comments	55
Shares	144
Post Link Clicks	239
Other Post Clicks	376

**Daytona Beach Area Conve...**  
Mon 12/18/2023 7:42 am PST

🦅 On your next visit to the Daytona Beach area, be sure to check out the new Raptor Education and Conservation Exhib...



<b>Total Engagements</b>	<b>4,468</b>
Reactions	3,703
Comments	26
Shares	98
Post Link Clicks	92
Other Post Clicks	549

## Facebook Top Viewed Videos

**Daytona Beach Area Convent...**  
Wed 12/13/2023 1:37 pm EST

🌊 Happy #WaveWednesday! We're enjoying a beautiful beach day at Andy Romano Beachfront Park in Ormond Beach!...



**Video Views** 91,329

**Daytona Beach Area Convent...**  
Mon 12/18/2023 10:42 am EST

🦅 On your next visit to the Daytona Beach area, be sure to check out the new Raptor Education and Conservation Exhibit at the...



**Video Views** 77,740

**Daytona Beach Area Convent...**  
Fri 12/15/2023 4:34 pm EST

Have you visited the new Riverfront Esplanade in beautiful downtown Daytona Beach? Located in the heart of the city, the...



**Video Views** 67,010

## Instagram Performance Summary

Organic Impressions 

**73,411** ↘ 37.5%

Organic Engagement Rate (per Impression)

**2.6%** ↗ 59.6%

Organic Engagements

**1,881** ↘ 0.2%

Profile Actions

**56** ↘ 3.4%

Paid Impressions

**1,048,553** ↘ 48.7%

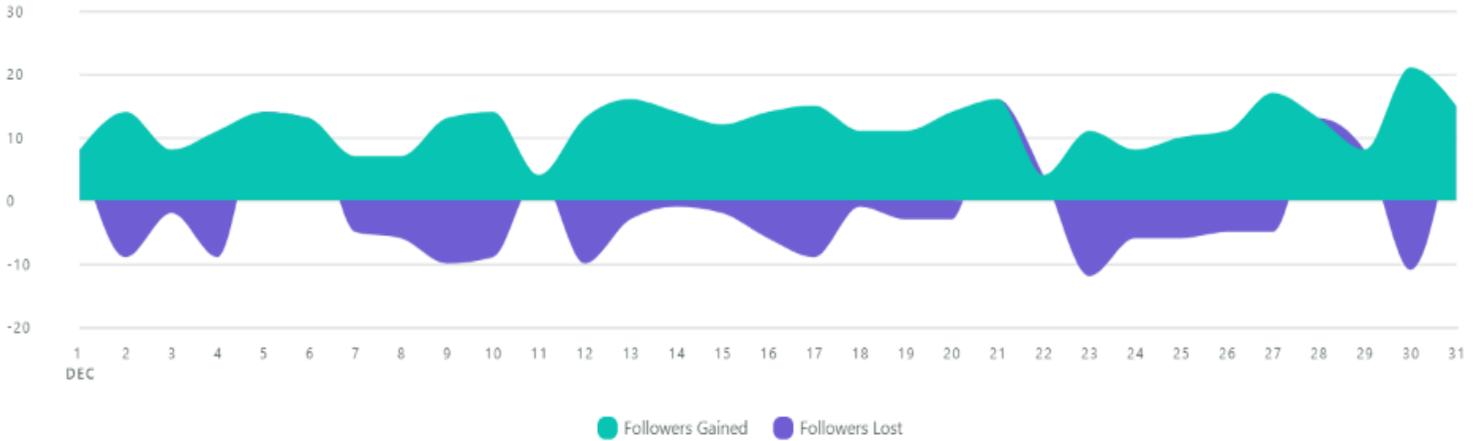
Paid Engagement Rate (per Impression)

**0.1%** ↗ 101.3%

Paid Engagements

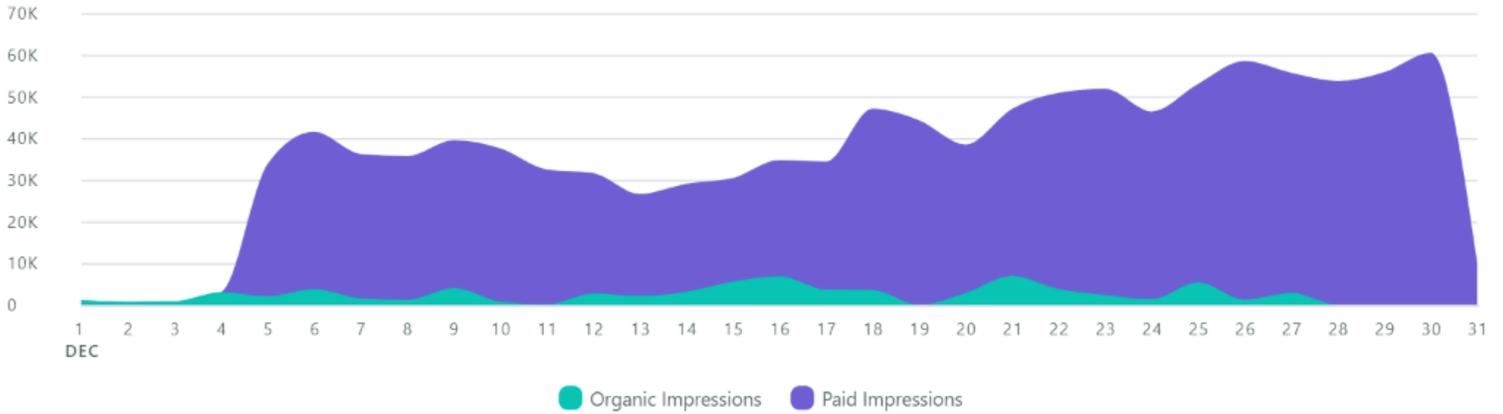
**1,347** ↗ 3.2%

## Instagram Audience Growth



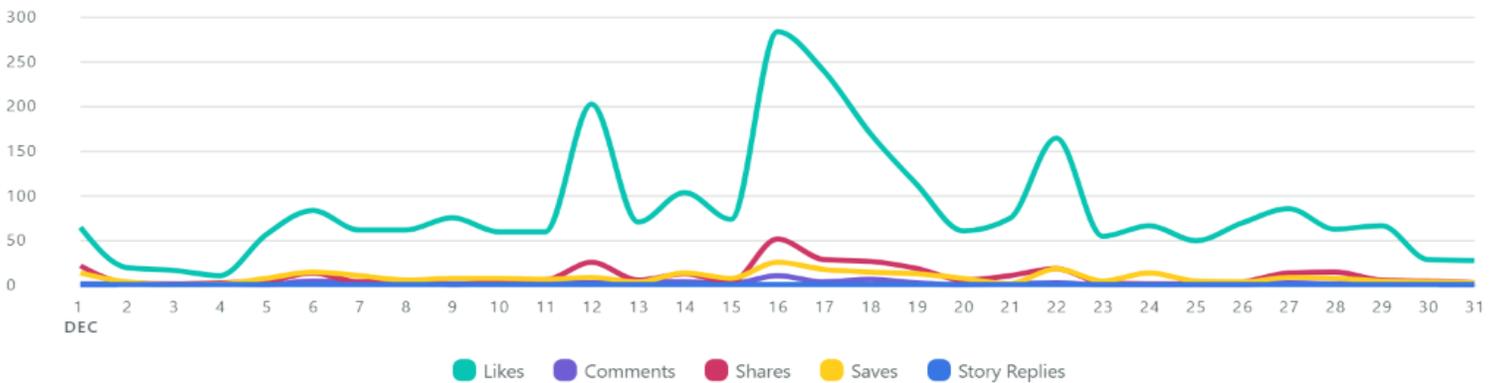
Audience Metrics	Totals	% Change
<b>Followers</b>	<b>22,001</b>	<b>↗ 1.1%</b>
<b>Net Follower Growth</b>	<b>234</b>	<b>↘ 8.6%</b>
Followers Gained	367	↘ 8.7%
Followers Lost	133	↘ 8.9%

## Instagram Impressions



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	73,411 ↘ 37.5%	1,048,553 ↘ 48.7%	<b>1,121,964</b>	↘ 48.1%
<b>Average Daily Impressions per Profile</b>	2,368.1 ↘ 39.5%	33,824.29 ↘ 50.4%	<b>36,192.39</b>	↘ 49.8%
<b>Average Daily Reach per Profile</b>	N/A	N/A	<b>34,135</b>	↘ 50.3%

## Instagram Engagement



Impression Metrics	Organic	Paid	Totals	% Change
<b>Engagements</b>	1,881 ↘ 0.2%	1,347 ↗ 3.2%	<b>3,228</b>	↗ 1.2%
<b>Likes</b>	1,434 ↘ 4.8%	1,184 ↗ 1.3%	<b>2,618</b>	↘ 2.2%
<b>Comments</b>	34 ↗ 78.9%	24 ↗ 50%	<b>58</b>	↗ 65.7%
<b>Shares</b>	267 ↗ 6.4%	39 ↘ 18.8%	<b>306</b>	↗ 2.3%
<b>Saves</b>	146 ↗ 36.4%	100 ↗ 38.9%	<b>246</b>	↗ 37.4%
<b>Story Replies</b>	0 ↘ 100%	N/A	<b>0</b>	↘ 100%

## 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

**discoverdaytonabeach**  
Fri 12/15/2023 1:34 pm PST

Have you visited the new Riverfront Esplanade in beautiful downtown Daytona Beach? Located in the heart of the city, the Riverfront Esplanade features a botanical garden,...



15 second walk in the new

Total Engagements	530
Likes	405
Comments	12
Shares	78
Saves	35

**discoverdaytonabeach**  
Sun 12/31/2023 9:15 pm PST

Wishing you and yours a year filled with love, laughter and travel! 🎉



HAPPY NEW YEAR 2024 DAYTONA BEACH

Total Engagements	262
Likes	145
Comments	4
Shares	112
Saves	1

**discoverdaytonabeach**  
Thu 12/21/2023 6:23 am PST

We agree! Daytona Beach is definitely a vibe. 🌟 Nice video! 📺 by @lk.travels\_: Daytona Beach is ALWAYS a vibe - ALWAYS ❤️ - sidenote! If you're looking to get your grub o...



Total Engagements	194
Likes	161
Comments	1
Shares	21
Saves	11

## Instagram Top Viewed Videos

**discoverdaytonabeach**  
Fri 12/15/2023 4:34 pm EST

Have you visited the new Riverfront Esplanade in beautiful downtown Daytona Beach? Located in the heart of the city, the...



15 second walk in the new

Video Views 8,407

**discoverdaytonabeach**  
Thu 12/21/2023 9:23 am EST

We agree! Daytona Beach is definitely a vibe. 🌟 Nice video! 📺 by @lk.travels\_: Daytona Beach is ALWAYS a vibe - ALWAYS...



Video Views 4,433

**discoverdaytonabeach**  
Mon 12/18/2023 10:42 am EST

On your next visit to the Daytona Beach area, be sure to check out the new Raptor Education and Conservation Exhibit at the...



Video Views 2,807

## Twitter Performance Summary.

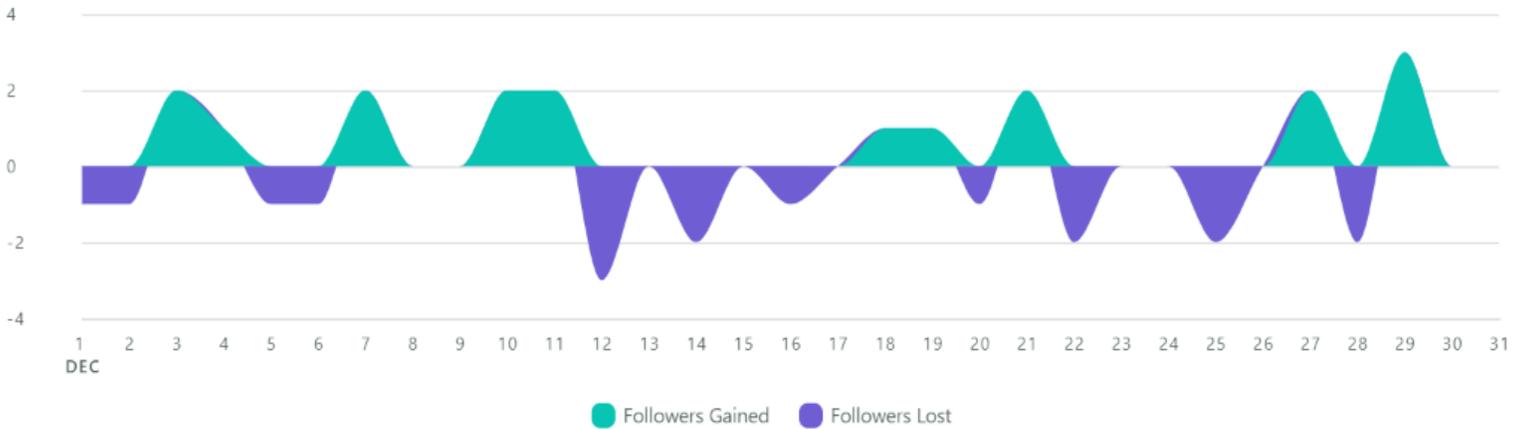
Impressions  
7,726 ↘ 24.1%

Engagements  
257 ↘ 4.8%

Post Link Clicks  
95 ↗ 63.8%

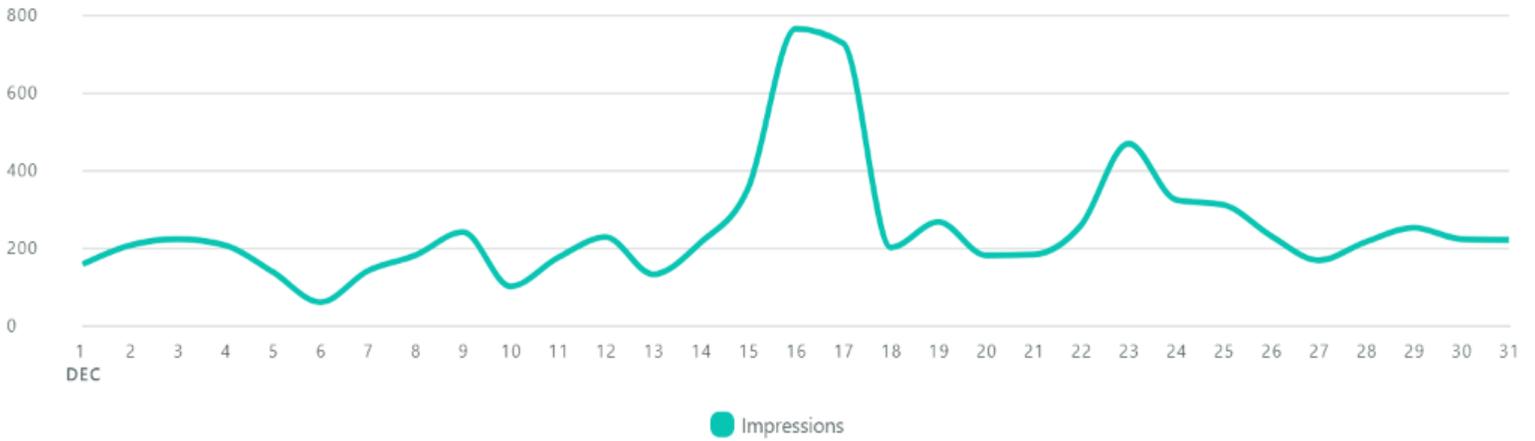
Engagement Rate (per Impression)  
3.3% ↗ 25.4%

## Twitter Audience Growth



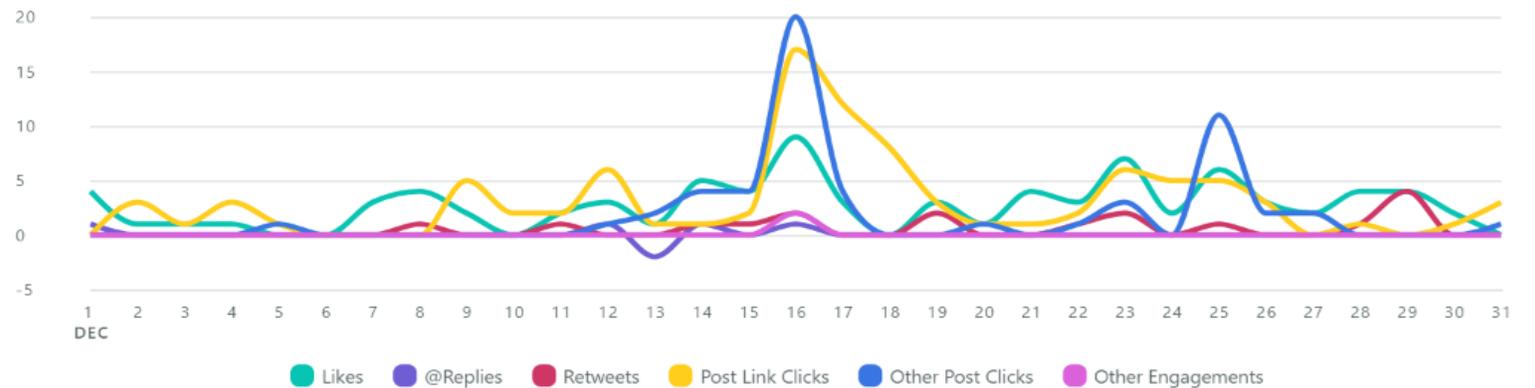
Audience Metrics	Totals	% Change
<b>Followers</b>	11,830	↗ 0%
<b>Net Follower Growth</b>	1	↘ 90.9%
<u>Followers Gained</u>	18	↘ 41.9%
<u>Followers Lost</u>	17	↘ 15%
<b>Following</b>	4,498	↘ 0.1%

## Twitter Impressions



Impression Metrics	Totals	% Change
<u>Impressions</u>	7,726	↘ 24.1%

## Twitter Engagement



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>257</b>	<b>↘ 4.8%</b>
<u>Likes</u>	84	↘ 16%
<u>@Replies</u>	2	↘ 81.8%
<u>Retweets</u>	17	↘ 43.3%
<u>Post Link Clicks</u>	95	↗ 63.8%
<u>Other Post Clicks</u>	57	↘ 19.7%
<u>Other Engagements</u>	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

  @DaytonaBeachFun  
Sat 12/16/2023 1:43 pm UTC

It's beach campfire🔥 season! Did you know you can relax and enjoy a beach campfire with family and friends on our world-famous shores? Learn more...



<b>Total Engagements</b>	<b>51</b>
Likes	8
@Replies	1
Retweets	1
Post Link Clicks	19
Other Post Clicks	20
Other Engagements	2



  @DaytonaBeachFun  
Mon 12/25/2023 2:41 pm UTC

<https://t.co/Que1fDSuNJ>



<b>Total Engagements</b>	<b>20</b>
Likes	7
@Replies	0
Retweets	1
Post Link Clicks	1
Other Post Clicks	11
Other Engagements	0



  @DaytonaBeachFun  
Sat 12/23/2023 2:10 pm UTC

The 50th running of WKA Daytona Kartweek, hosted by the World Karting Association, speeds into the "World Center of Racing" Daytona International Speedway, Dec. 28-30. Lear...



<b>Total Engagements</b>	<b>20</b>
Likes	7
@Replies	0
Retweets	2
Post Link Clicks	10
Other Post Clicks	1
Other Engagements	0



## TikTok Performance Summary

Published Posts

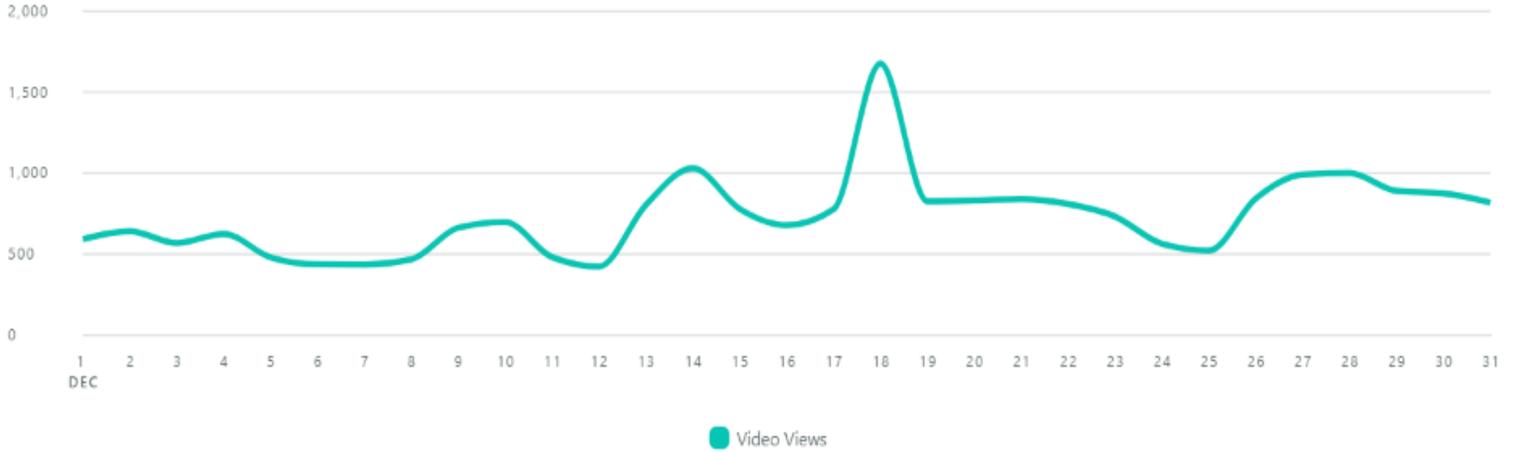
3 ↘ 50%

Video Views

22,607 ↘ 97.8%

Engagements

368 ↘ 79.7%



Video Metrics

Totals % Change

Video Views

22,607 ↘ 97.8%

## TikTok Audience Growth



Audience Metrics

Totals % Change

Followers

1,975 ↗ 2.8%

Net Follower Growth

54 ↘ 67.9%

## 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	Profile	Date	Caption	Image	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Sound Video Views	Unspecified Video Views
1	discoverdaytonabeach	Mon 12/18/2023 10:42 am EST	On your next visit to the Daytona Beach area, be sure to check out the new Raptor Education and Conservation Exhibit at the...		941	127	745	0	0	0	21
2	discoverdaytonabeach	Fri 12/15/2023 4:34 pm EST	Have you visited the new Riverfront Esplanade in beautiful downtown Daytona Beach? Located in the heart of the city, the...		249	138	15	0	3	0	22
3	discoverdaytonabeach	Thu 12/14/2023 9:35 am EST	On your next visit to the Daytona Beach and DeLand/West Volusia areas, be sure to check out these hidden gem attractions:...		128	47	12	0	8	0	20

## eNewsletter Performance Overview

 Emails sent

65,248

↓ 77%

 Open rate

26%

↓ 10%

 Click rate

1.2%

↑ 49%

 Unsubscribe rate

0.33%

↓ 8.1%

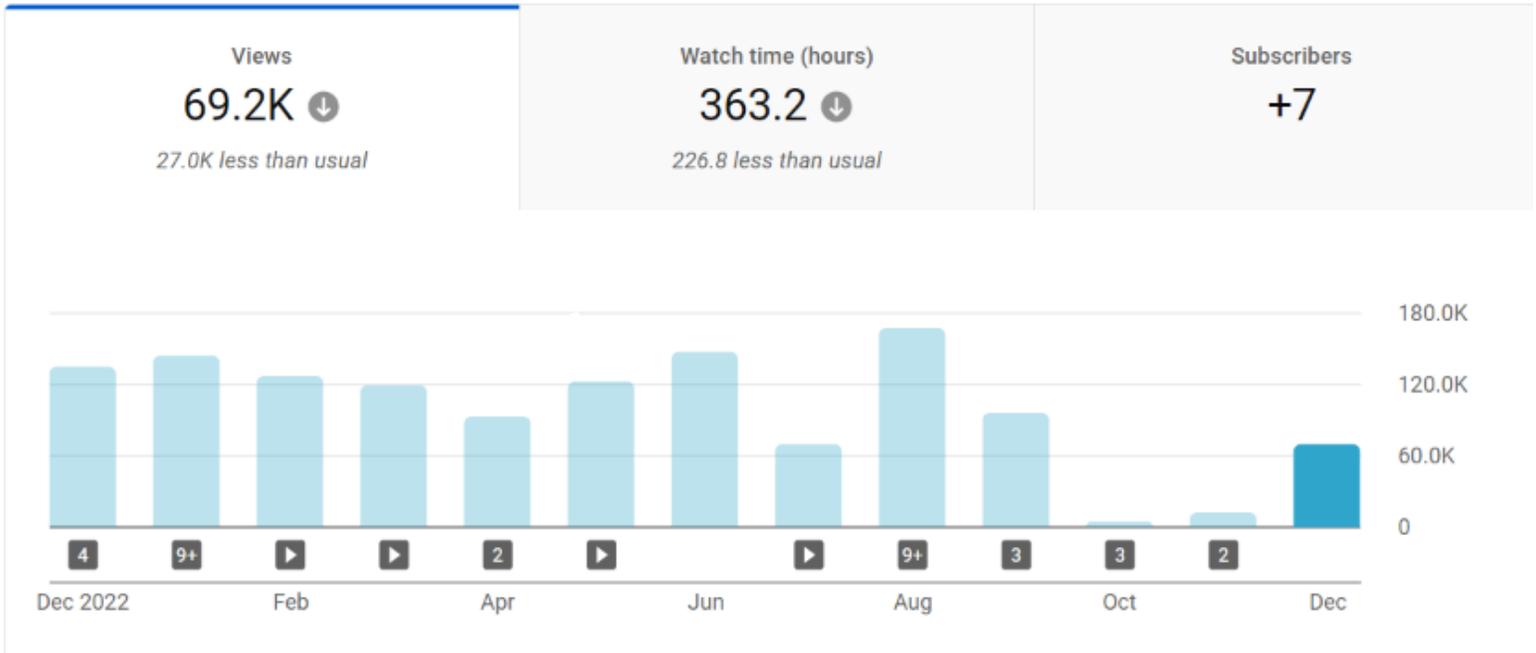
## eNewsletters Sent

Email	Click rate	Recipients	Open rate	Unsubscribe rate
<a href="#">Harley-Davidson Dream Giveaway Ebla...</a> Sent on Dec. 14, 2023	1.3%	35,977	26%	0.31%
<a href="#">DaytonaBeach-23-12-21-NYE-Dec-Hotel...</a> Sent on Dec. 21, 2023	1.0%	29,271	26%	0.25%

## Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Conversions
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	5489	4696	4200	45.87957734	593
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	5173	4356	3638	86.06417939	1836
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	2376	2181	2081	34.18728956	71
/blog/post/take-a-swing-at-pickleball-during-next-visit-to-daytona-beach-area	1741	1387	1374	2.399770247	12
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	704	631	522	91.58806818	320
/blog/post/fun-free-things-to-do-in-daytona-beach	678	585	459	91.95280236	163
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	662	585	438	93.2673716	278
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach	344	310	230	71.51744186	159
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	314	279	228	70.33757962	23
/blog/post/cant-beat-brunch-spots-in-daytona-beach	217	192	144	50.43317972	44
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tc	217	204	186	36.46082949	25
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	189	166	136	58.32804233	33
/blog/post/dont-miss-the-daytona-beach-christmas-boat-parade	178	163	135	63.1741573	56
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	167	153	122	94.44311377	63
/blog/post/beach-bars-with-live-music-in-daytona-beach	164	141	98	72.93902439	73
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	159	145	119	106.0754717	20
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	151	133	107	89.09271523	36
/blog/post/quirky-hidden-gems-in-daytona-beach	147	140	112	82.80952381	18
/blog/post/places-to-putt-around-in-daytona-beach	139	121	99	44.0647482	22
/blog/post/best-beaches-near-orlando	128	119	114	65.6328125	12

## YouTube Channel Analytics



## Top 10 Video Analytics

Content	Views ↓	Impressions	Impressions click-through rate	Average view duration	Watch time (hours)
<input type="checkbox"/> <b>Total</b>	<b>69,220</b>	<b>12,543</b>	<b>4.4%</b>	<b>0:18</b>	<b>363.2</b>
<input type="checkbox"/>  Daytona Beach Nightlife	55,611 80.3%	979	2.2%	0:15	232.8 64.1%
<input type="checkbox"/>  The Arrival - Daytona Beach	4,200 6.1%	60	6.7%	0:30	35.0 9.6%
<input type="checkbox"/>  First Surf Lesson - Daytona Beach	3,979 5.8%	70	5.7%	0:30	33.2 9.1%
<input type="checkbox"/>  10,000 Steps - Daytona Beach	2,379 3.4%	33	12.1%	0:30	19.8 5.5%
<input type="checkbox"/>  Virtual Drive on Daytona Beach	447 0.7%	67	3.0%	0:27	3.5 1.0%
<input type="checkbox"/>  Stetson Mansion Christmas Spectacular, Perfect Back...	265 0.4%	98	3.1%	0:51	3.8 1.0%
<input type="checkbox"/>  Rolex 24 At DAYTONA in Daytona Beach, Florida	152 0.2%	59	3.4%	0:47	2.0 0.6%
<input type="checkbox"/>  ONE DAYTONA - the Newest Entertainment Complex in...	134 0.2%	322	4.0%	1:15	2.8 0.8%
<input type="checkbox"/>  Oceanfront and Riverfront Dining in Daytona Beach, Flo...	110 0.2%	998	6.5%	1:01	1.9 0.5%
<input type="checkbox"/>  Unlimited Fun in Daytona Beach, Florida	110 0.2%	71	5.6%	0:55	1.7 0.5%