Social Media Executive Report

Key West Historic Seaport

June 1, 2016 - September 30, 2016

Cross Channel Report

1 Facebook Page

1 Instagram Account

1 Twitter Profile

1 TripAdvisor Attraction

Key West Historic Seaport
*Prepared by: ADEPT Strategy & Public Relations*

SUMMARY

Monitoring **4** accounts across **4** networks since **July 21, 2016**. Most active network was **Facebook**. During this period you had **1631** members. Membership **increased 0.17%** per day. Average member age was **47**. Overall activity **increased 0.06%** per day. Most active countries were **Canada, United States, United Kingdom**. Your links were clicked **0** times per day. Engagement level was **good**, **decreased -0.5%** per day. Your fastest growing network is **Facebook**.

MEMBERSHIP

- 23%
- 27%
- 41%
- 9%

TripAdvisor   Instagram   Twitter
Facebook
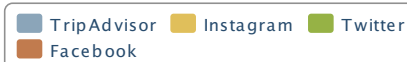
During this period you had on average **1631** members across your networks. Membership **increased** at a daily rate of **0.17%** this period. The number of new members added the period **614**. The number of lost members during this period is **375**. Your biggest network is **Instagram** with **529** friends.
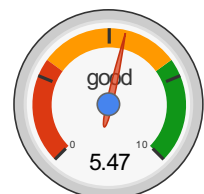
GEO

You have engaged audience in **56** countries, **5** continents, speaking **44** different languages. Most active countries are **Canada, United States, United Kingdom**. Most frequently spoken languages are **English, French, Spanish**. Most active cities are **New York, Key West, Florida**. Most active states are **District of Columbia, Washington, Nevada**.

0.33   79.12
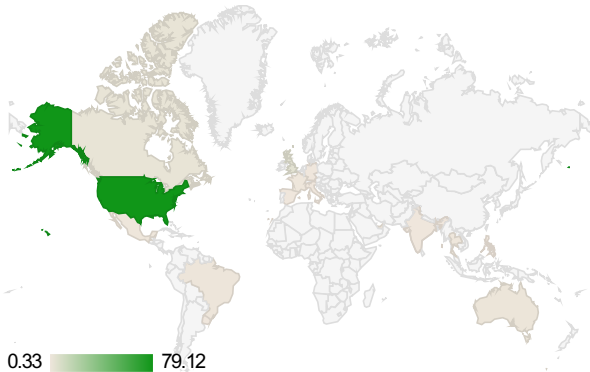
| Name	Code	Popularity %
United States	US	79.12
United Kingdom	GB	4.42
Canada	CA	2.65
Australia	AU	1.55
United Arab Emirates	AE	1.1
Brazil	BR	0.99
Mexico	MX	0.55

ENGAGEMENT

Your network engagement, meaning your ability to elicit feedback and responses from your members and friends, was **good** while it **decreased** by **-0.5%** this period. Engagement was strongest in **Twitter** ranked **4.851613** out of 10. Engagement was lowest in **Facebook** ranked **1.8790323** out of 10. Engagement grew the most on **null** at the rate of **0%** per day.

good
0   10
5.47

social report

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WORLD ACTIVITY

0.55 ▭ 79.12
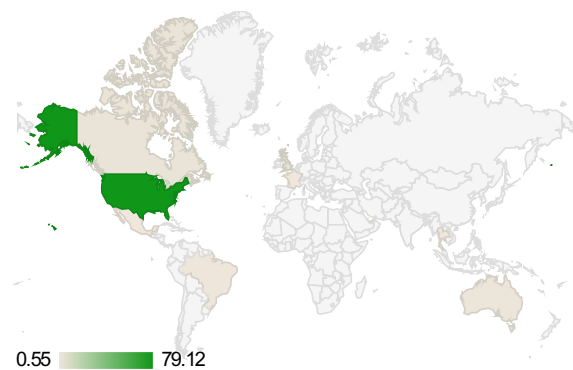
Country	%
United States	79.12
United Kingdom	4.42
Canada	2.65
Australia	1.55
United Arab Emirates	1.1
Brazil	0.99
Mexico	0.55
Guam	0.55
Thailand	0.55
France	0.55

UNITED STATES ACTIVITY

From: **TripAdvisor** members@e.tripadvisor.com
Subject: TripAdvisor Listing Update for Historic Seaport at Key West Bight
Date: July 23, 2016 at 9:18 AM
To: julienedr@hotmail.com

Book your ideal hotel on TripAdvisor
Millions of reviews to help you get it right

Hello Julie,

Thank you so much for the suggested changes you submitted. We're excited to tell you that we were able to update this location based on your input. As always, we appreciate the opportunity to keep our listings current for the TripAdvisor community!

View updated location
http://www.tripadvisor.com/Attraction_Review-d527263

Best Regards,
The TripAdvisor Support Team

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