

Audience Summary

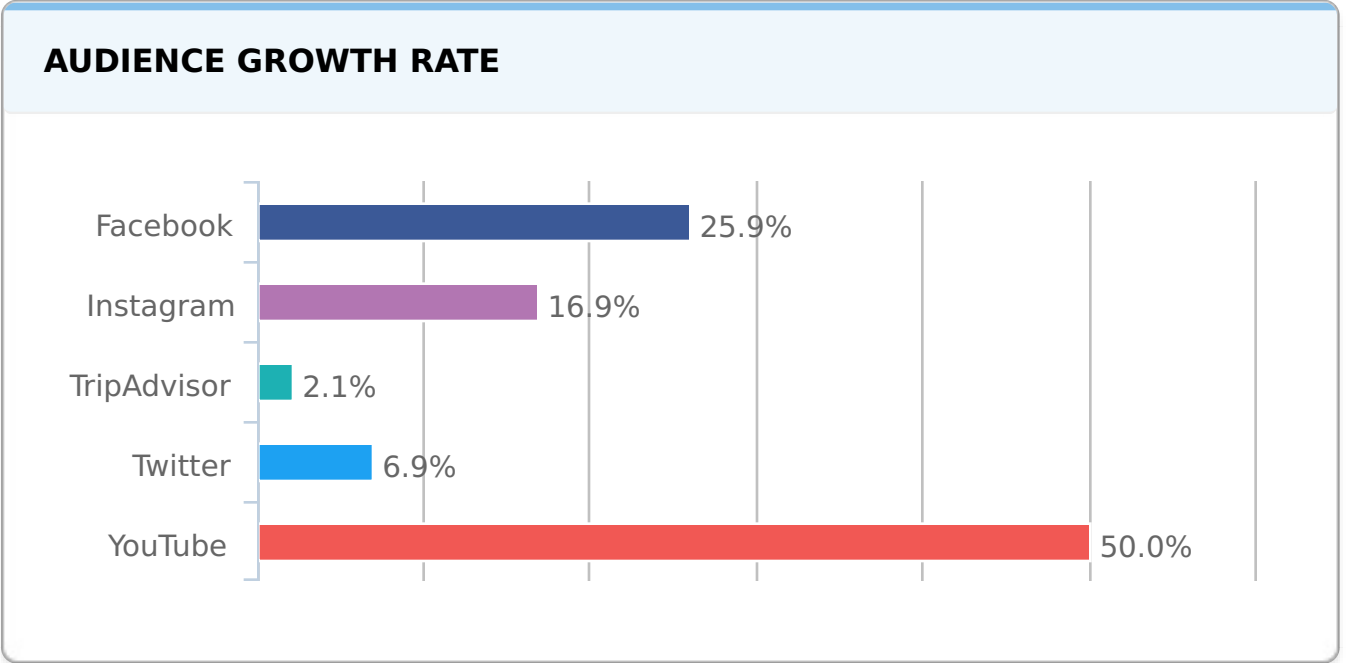
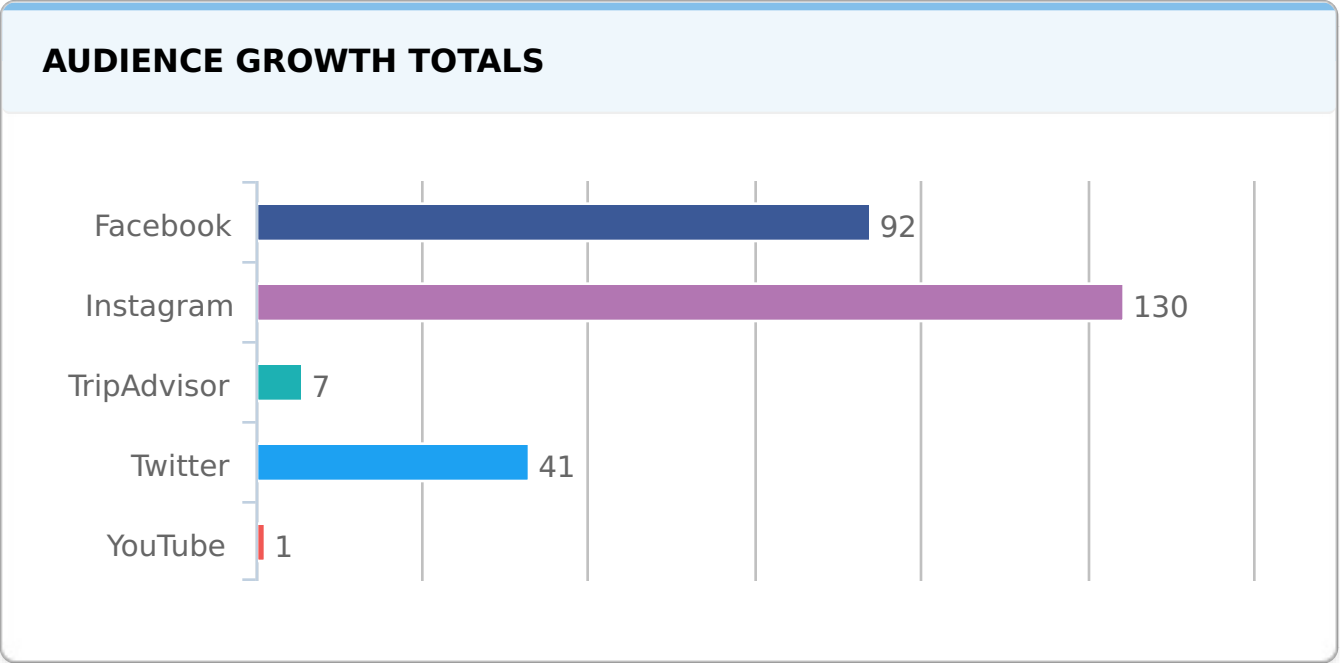
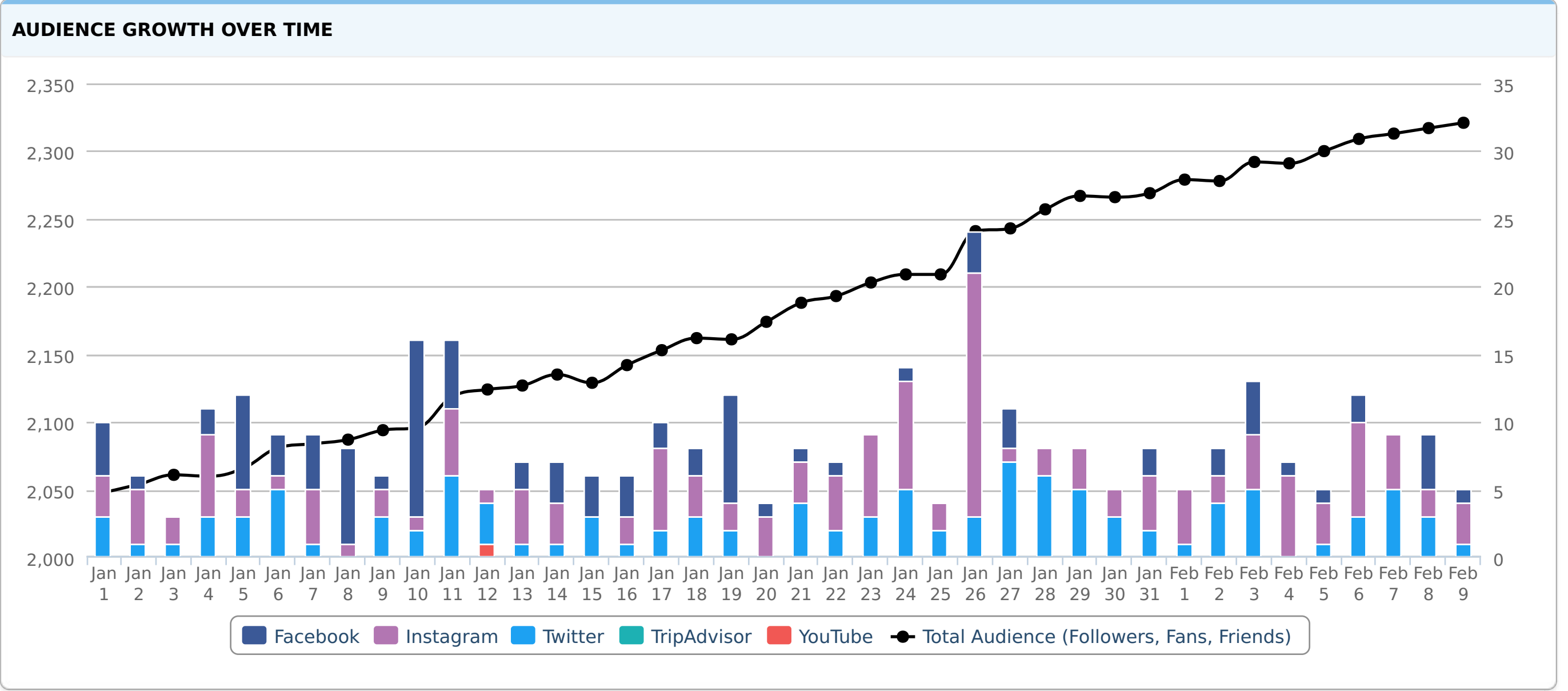
Key West Historic Seaport

January 1, 2017 - February 28, 2017

Cross Channel Report

Prepared by: ADEPT Strategy & Public Relations

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	92	25.92%	447
 Instagram	130	16.91%	899
 TripAdvisor	7	2.1%	340
 Twitter	41	6.94%	632
 YouTube	1	50%	3
	271	11.68%	2,321



Instagram accounted for the most audience growth, with **130** new followers added. **YouTube** was your fastest-growing channel, with **50%** friend growth.

