



**ADEPT**  
Strategy & Public Relations

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## MEMORANDUM

May 2, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

**SUBJECT: Key West Bight Management District Board April/May, 2017 Monthly Update  
Key West Historic Seaport Marketing Services Contract #10-015**

The following is a summary of ADEPT's April/May marketing activities for the Key West Historic Seaport:

### KWHS VIDEO

- YouTube: Increased to 10,762 views from 8,024 views last month.
- Airing daily on Destination Network [Key TV/TripSmarter.com]. Sample below shows broadcast report affidavit for month of April.
- Planning / Scripting of Editorial Video Shoot in June, 2017.

BROADCAST AD MANAGEMENT SYSTEM										
Key TV										
5450 MacDonald Avenue, Suite #10										
Key West, FL 33040										
Affidavit of Service Rendered										
04/01/17 - 04/30/17										
Key West Historic Seaport										
Spot Name	OOH Key West Historic Seaport 2017									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Apr-01-Sat	2	2	5	1	0	2	0	1	1	14
Apr-02-Sun	0	1	5	1	0	2	0	1	0	10
Apr-03-Mon	2	1	5	1	0	2	0	1	0	12
Apr-04-Tue	0	1	5	1	0	2	0	1	1	11
Apr-05-Wed	1	1	5	1	0	2	0	1	1	12
Apr-06-Thu	1	1	5	1	0	2	0	0	0	10
Apr-07-Fri	1	1	5	1	0	2	0	2	0	12
Apr-08-Sat	1	2	4	0	0	2	0	0	1	10
Apr-09-Sun	1	1	5	1	0	2	0	1	0	11
Apr-10-Mon	2	0	6	1	0	2	0	1	1	13
Apr-11-Tue	1	1	5	1	0	2	0	1	1	12
Apr-12-Wed	1	1	7	1	0	2	0	0	0	12
Apr-13-Thu	0	2	6	1	0	1	0	1	1	12
Apr-14-Fri	2	1	5	1	0	2	0	1	0	12
Apr-15-Sat	1	1	5	1	0	1	0	1	0	10
Apr-16-Sun	2	2	10	1	0	4	0	2	2	23
Apr-17-Mon	2	2	10	1	0	5	0	2	2	24
Apr-18-Tue	0	2	10	1	0	4	0	0	0	17
Apr-19-Wed	3	3	9	1	0	4	0	2	0	22
Apr-20-Thu	1	2	11	1	0	2	0	0	2	19
Apr-21-Fri	1	2	10	1	0	4	0	4	2	24
Apr-22-Sat	3	3	9	1	1	5	0	0	2	24
Apr-23-Sun	1	2	10	1	0	4	0	1	3	22
Apr-24-Mon	1	2	10	1	0	4	0	1	1	20
Apr-25-Tue	3	2	11	1	1	3	0	2	0	23
Apr-26-Wed	1	2	10	1	0	4	0	2	2	22
Apr-27-Thu	1	2	9	1	0	4	0	0	1	18
Apr-28-Fri	3	2	10	1	0	3	0	3	0	22
Apr-29-Sat	2	1	10	1	0	3	0	1	1	19
Apr-30-Sun	1	3	10	0	0	4	0	2	2	22
	41	49	227	28	2	85	0	35	27	494

## ADVERTISING / MEDIA BUYS

1. Tour Bus / Motor Coach - three rear bus wraps with daily service from Miami's Bayside Park - Key West Historic Seaport - Miami. Fully Installed. See samples below:





2. Ran month of March Digital Advertising (Google Adwords) campaign started March 1st targeting cruise ship passengers and spring breakers thru March 31st and included last week of April.. Our team gathered in April to strategize for May/June/July.
3. Delivered Half Page Image to Key West Chamber of Commerce for 2017-2018 Calendar Insertion.

**Live Music / Dining**  
**Family-Fun Museums**  
**Extraordinary Shops**  
**Watersport Excursions**  
**Fishing Adventures**





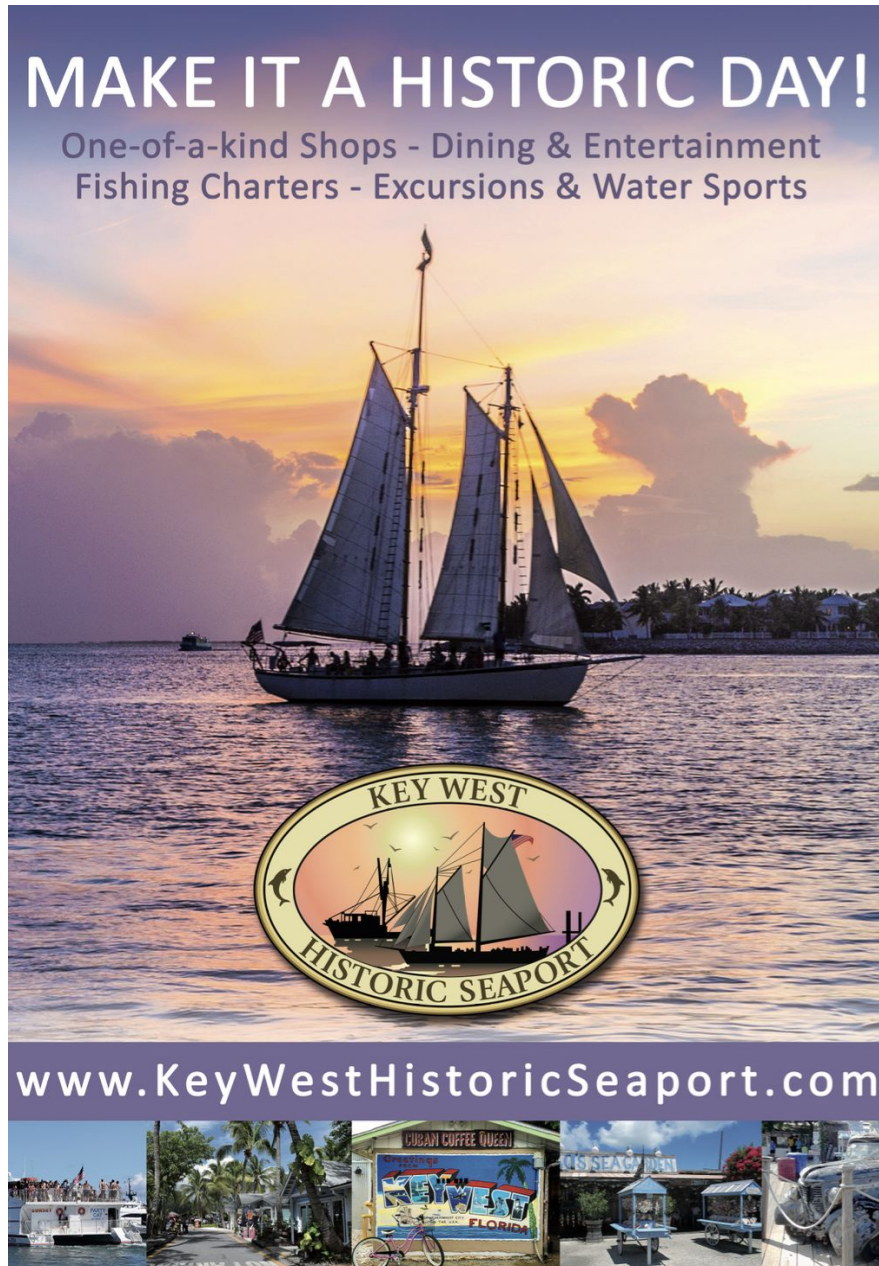


**KeyWestHistoricSeaport.com**

**Located along the Harborwalk  
Waterfront at the ends of  
Front Street, Greene Street,  
Elizabeth Street, William Street,  
Margaret Street & Grinnell Street**



4. Printing and Installation of US-1 Bus Shelter with Anderson Outdoor Advertising. See Bus Shelter Image below:



**KWHS Social Media (Facebook, Twitter, Instagram, Youtube)**

- Ongoing social media content creation and daily posting (Weekly Seaport Spotlight, Tenant Info. Events, etc.)
- See Attached Monthly Audience Summary Report and Comprehensive Social Media Report.

### KWHS Website

- Ongoing website maintenance and content creation (Tenant Info. Events, Blog, etc.)
- Regular content writing services, April Blog #8 Posted. [Website Link >>](#)
- Google Analytics for period April 1, 2017 to April 30, 2017 below:

### Audience Overview:



### Acquisition Overview:

Acquisition			
	Sessions	% New Sessions	New Users
	1,381	85.81%	1,185
1 Organic Search	573	<div></div>	
2 Referral	331	<div></div>	
3 Social	268	<div></div>	
4 Direct	198	<div></div>	
5 Paid Search	11	<div></div>	

## Top 10 Referral Sources:

<input type="checkbox"/>	Source ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		<b>331</b> % of Total: 23.97% (1,381)	<b>89.43%</b> Avg for View: 85.81% (4.22%)	<b>296</b> % of Total: 24.98% (1,185)
<input type="checkbox"/>	1. <a href="#">keywestfloridaspring.com</a>	<b>124</b> (37.46%)	<b>97.58%</b>	<b>121</b> (40.88%)
<input type="checkbox"/>	2. <a href="#">cityofkeywest-fl.gov</a>	<b>66</b> (19.94%)	<b>96.97%</b>	<b>64</b> (21.62%)
<input type="checkbox"/>	3. <a href="#">fla-keys.com</a>	<b>44</b> (13.29%)	<b>79.55%</b>	<b>35</b> (11.82%)
<input type="checkbox"/>	4. <a href="#">keywest.com</a>	<b>24</b> (7.25%)	<b>79.17%</b>	<b>19</b> (6.42%)
<input type="checkbox"/>	5. <a href="#">free-fb-traffic.com</a>	<b>12</b> (3.63%)	<b>100.00%</b>	<b>12</b> (4.05%)
<input type="checkbox"/>	6. <a href="#">keywestsoutheastsspringsummer.com</a>	<b>9</b> (2.72%)	<b>66.67%</b>	<b>6</b> (2.03%)
<input type="checkbox"/>	7. <a href="#">themarketkeywest.com</a>	<b>5</b> (1.51%)	<b>80.00%</b>	<b>4</b> (1.35%)
<input type="checkbox"/>	8. <a href="#">keywesttocubafest.com</a>	<b>4</b> (1.21%)	<b>25.00%</b>	<b>1</b> (0.34%)
<input type="checkbox"/>	9. <a href="#">accounts.google.com</a>	<b>3</b> (0.91%)	<b>0.00%</b>	<b>0</b> (0.00%)
<input type="checkbox"/>	10. <a href="#">floridarambler.com</a>	<b>3</b> (0.91%)	<b>100.00%</b>	<b>3</b> (1.01%)



# *Audience Summary*







## *Key West Historic Seaport*

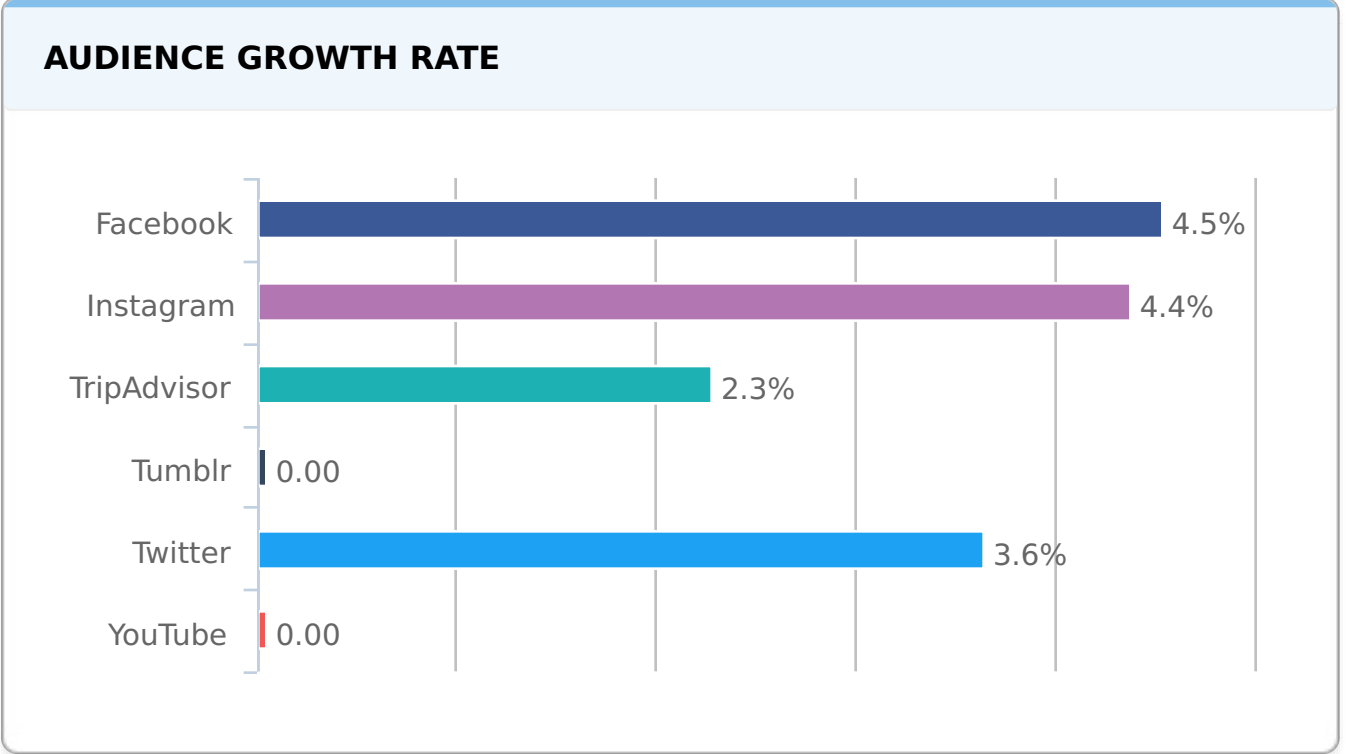
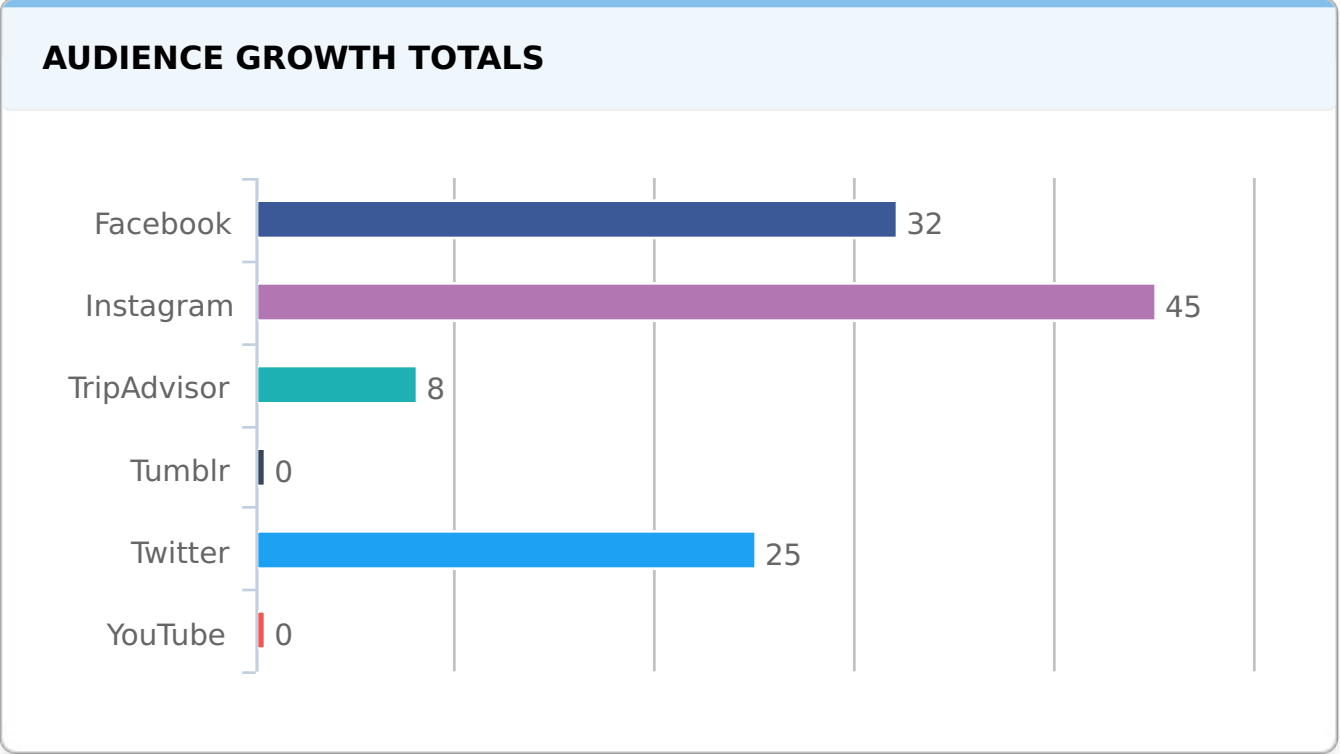
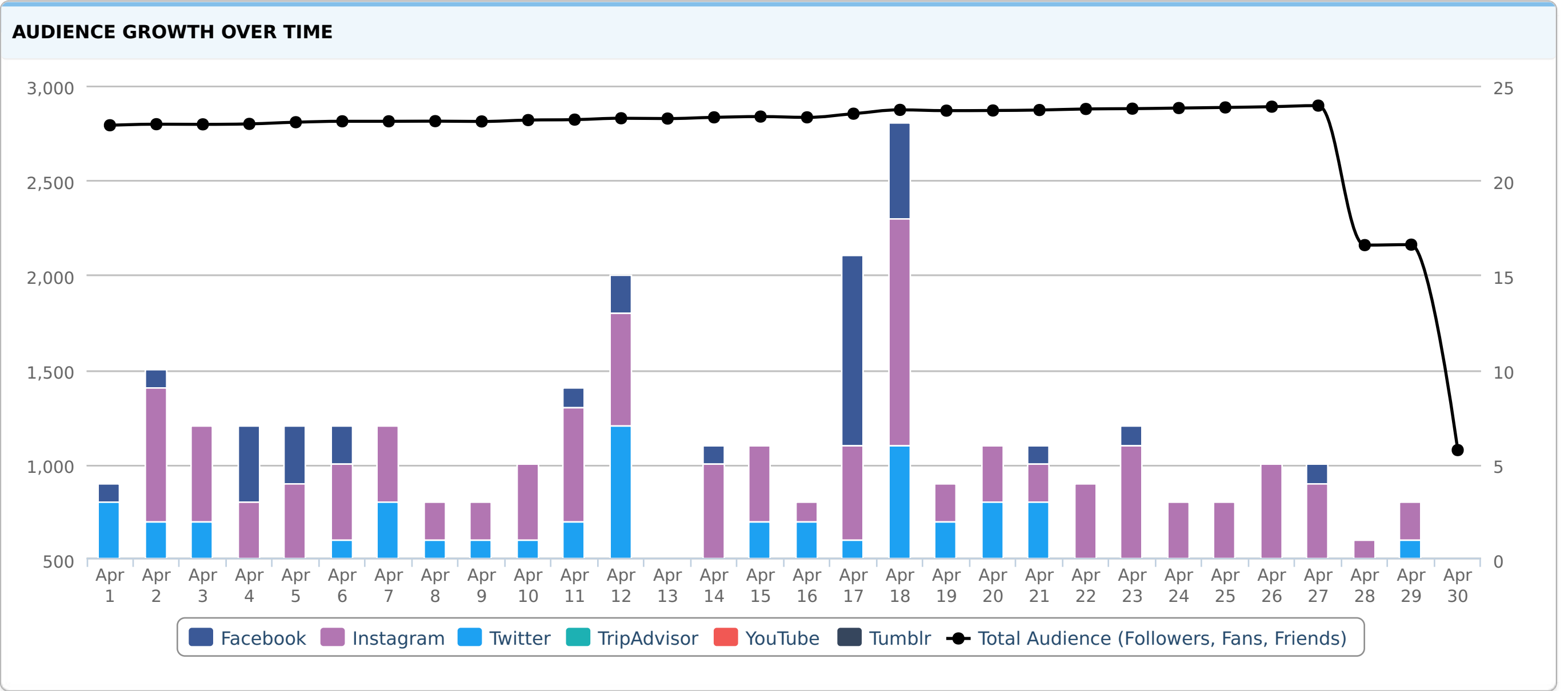
*April 1, 2017 - April 30, 2017*

*Cross Channel Report*

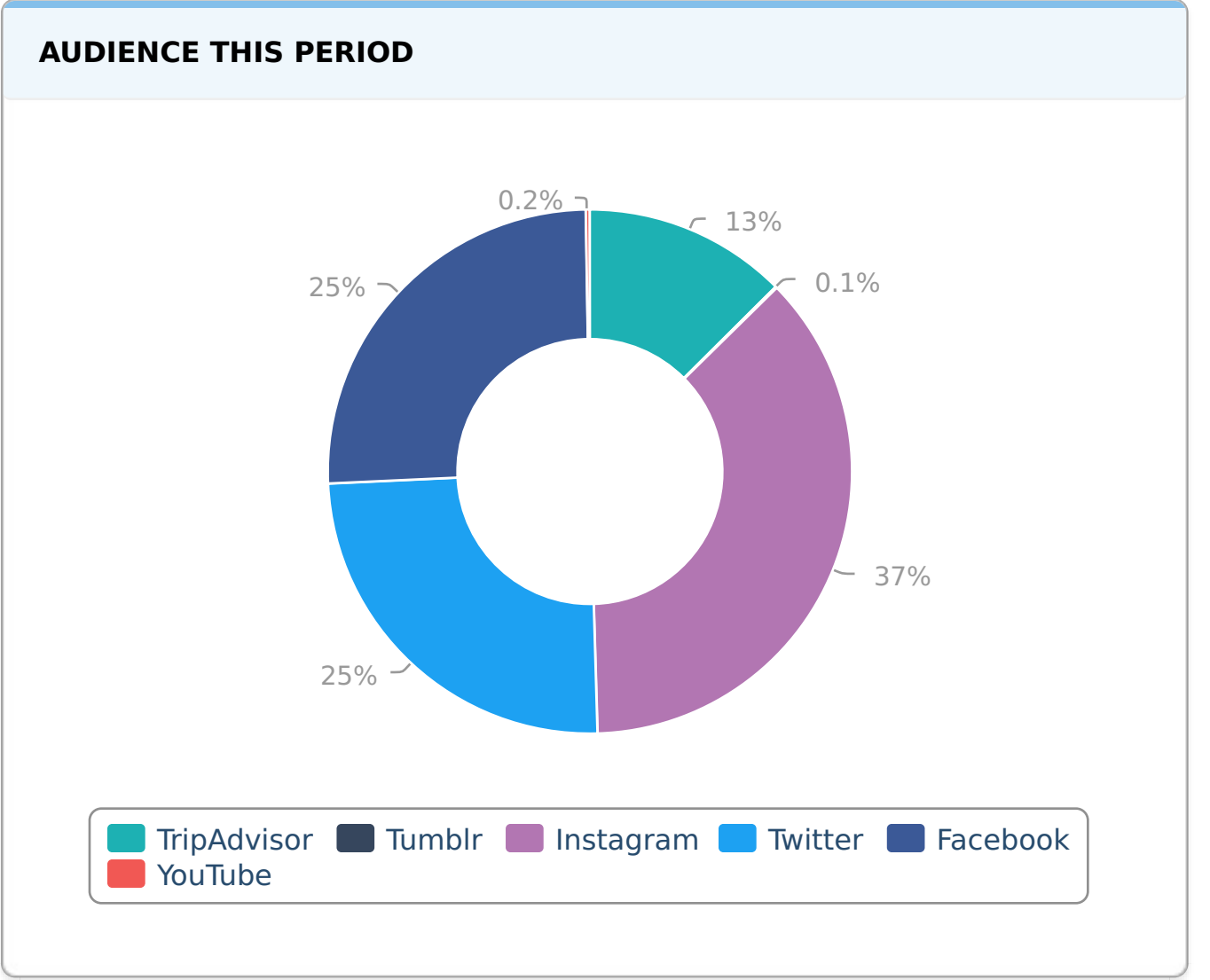
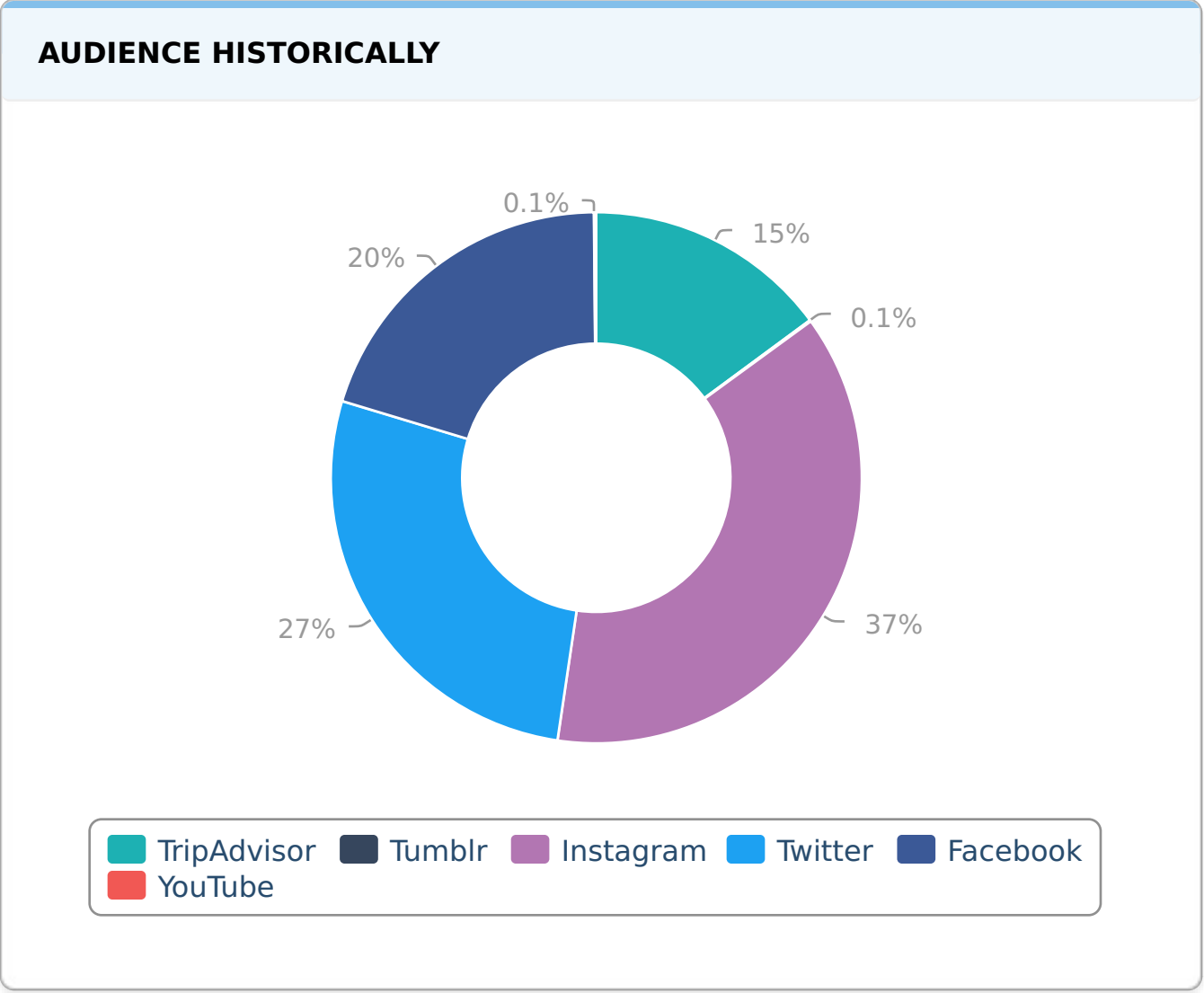
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*Prepared by: ADEPT Strategy & Public Relations*

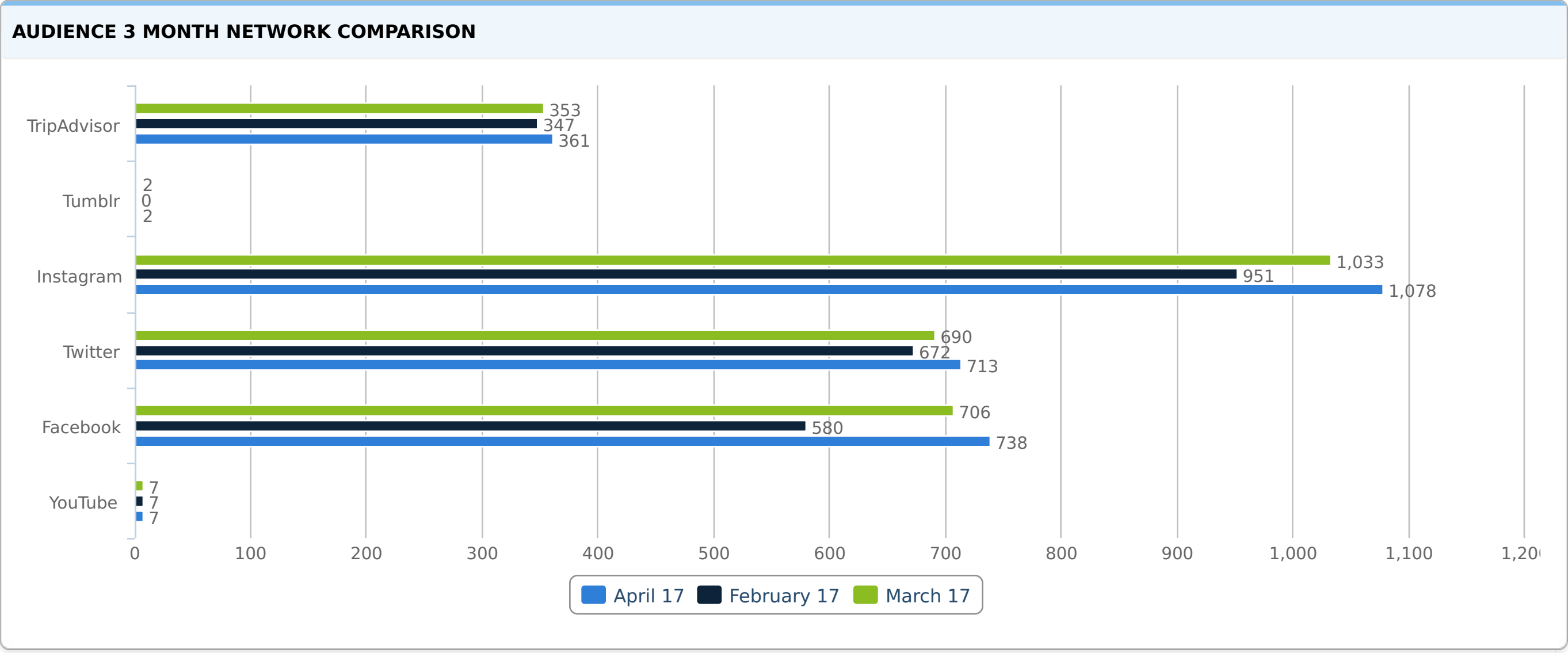
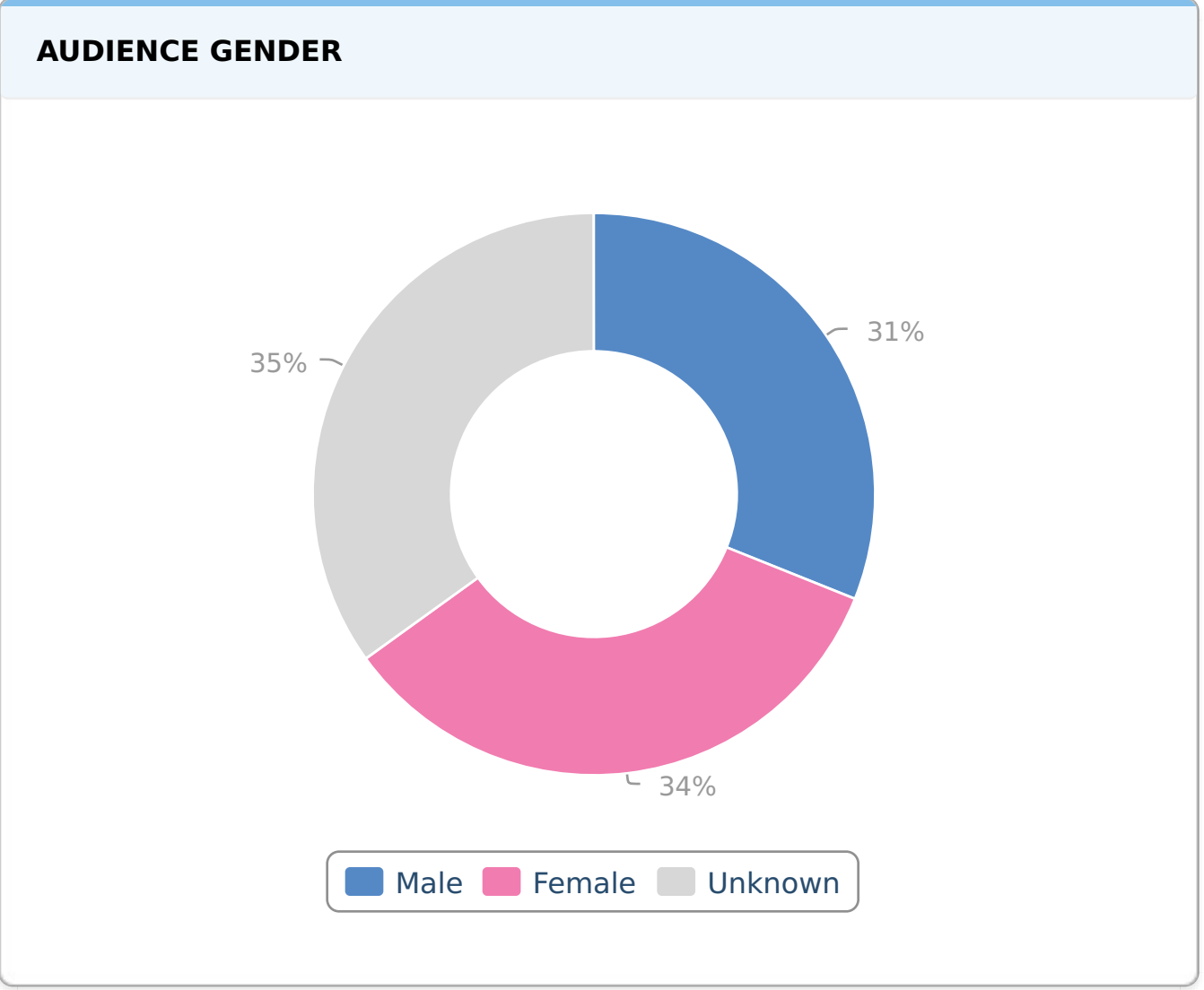
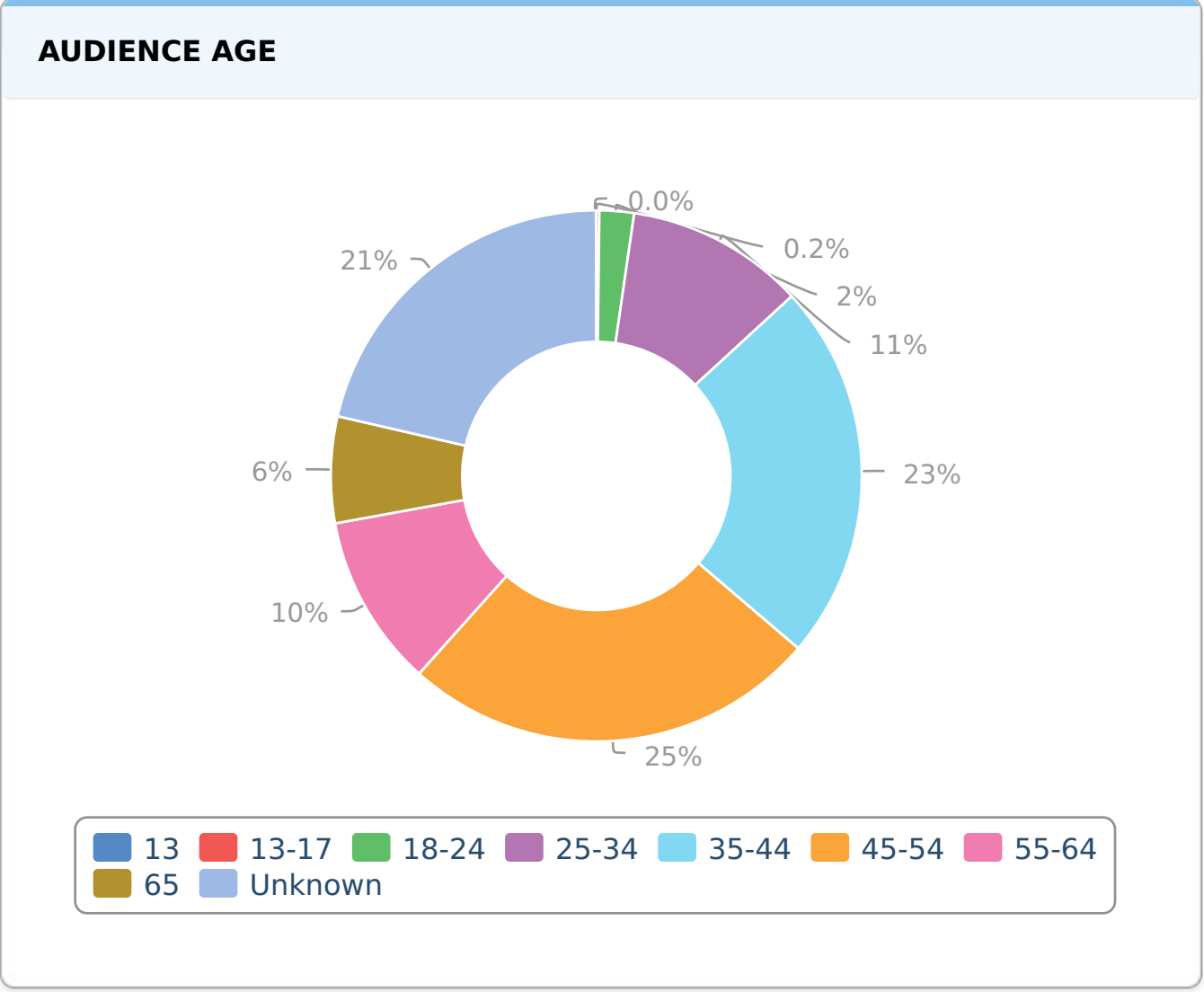
Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	32	4.53%	738
 Instagram	45	4.36%	1,078
 TripAdvisor	8	2.27%	361
 Tumblr	0	0%	2
 Twitter	25	3.63%	713
 YouTube	0	0%	7
	110	3.79%	2,899



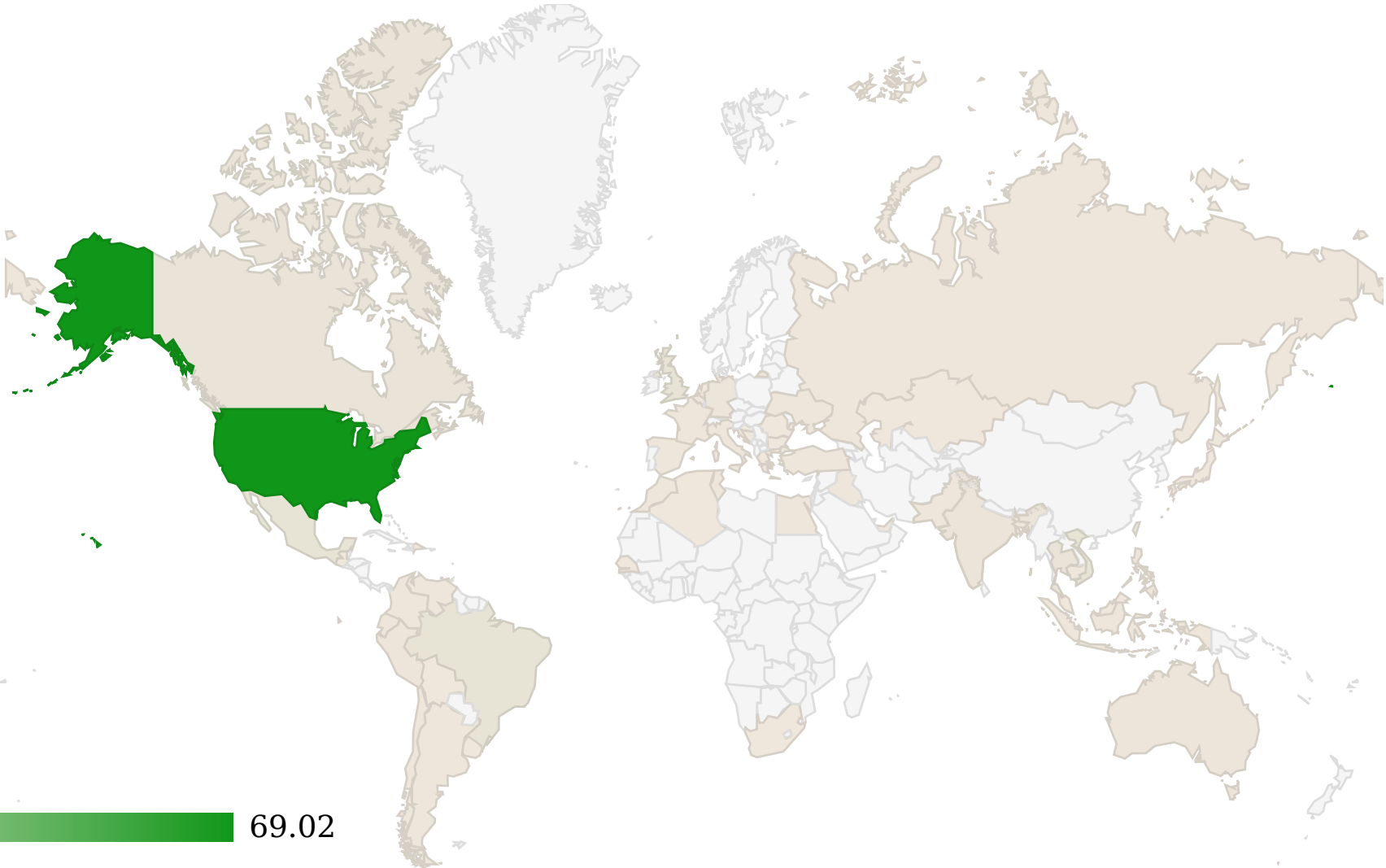
**Instagram** accounted for the most audience growth, with **45** new followers added. **Facebook** was your fastest-growing channel, with **4.53%** friend growth.







Audience World Distribution



Country	Code	%
United States	US	69.02
United Kingdom	GB	2.65
Brazil	BR	2.61
Viet Nam	VN	2.51
Mexico	MX	2.51
Canada	CA	1.94
Thailand	TH	1.85
India	IN	1.18
Germany	DE	0.9
Peru	PE	0.81
Australia	AU	0.76
Philippines	PH	0.52
Argentina	AR	0.47
Egypt	EG	0.47
Iraq	IQ	0.47
Spain	ES	0.43
Cambodia	KH	0.43
Indonesia	ID	0.43
Pakistan	PK	0.38
Colombia	CO	0.38
France	FR	0.38
Turkey	TR	0.38
Ukraine	UA	0.33
Russian Federation	RU	0.33
United Arab Emirates	AE	0.33

# *Comprehensive Social Media Report*

## *Key West Historic Seaport*

*April 1, 2017 - April 30, 2017*

*Cross Channel Report*

*1 Facebook Page*

*1 Instagram Account*

*1 Twitter Profile*

*1 TripAdvisor Attraction*

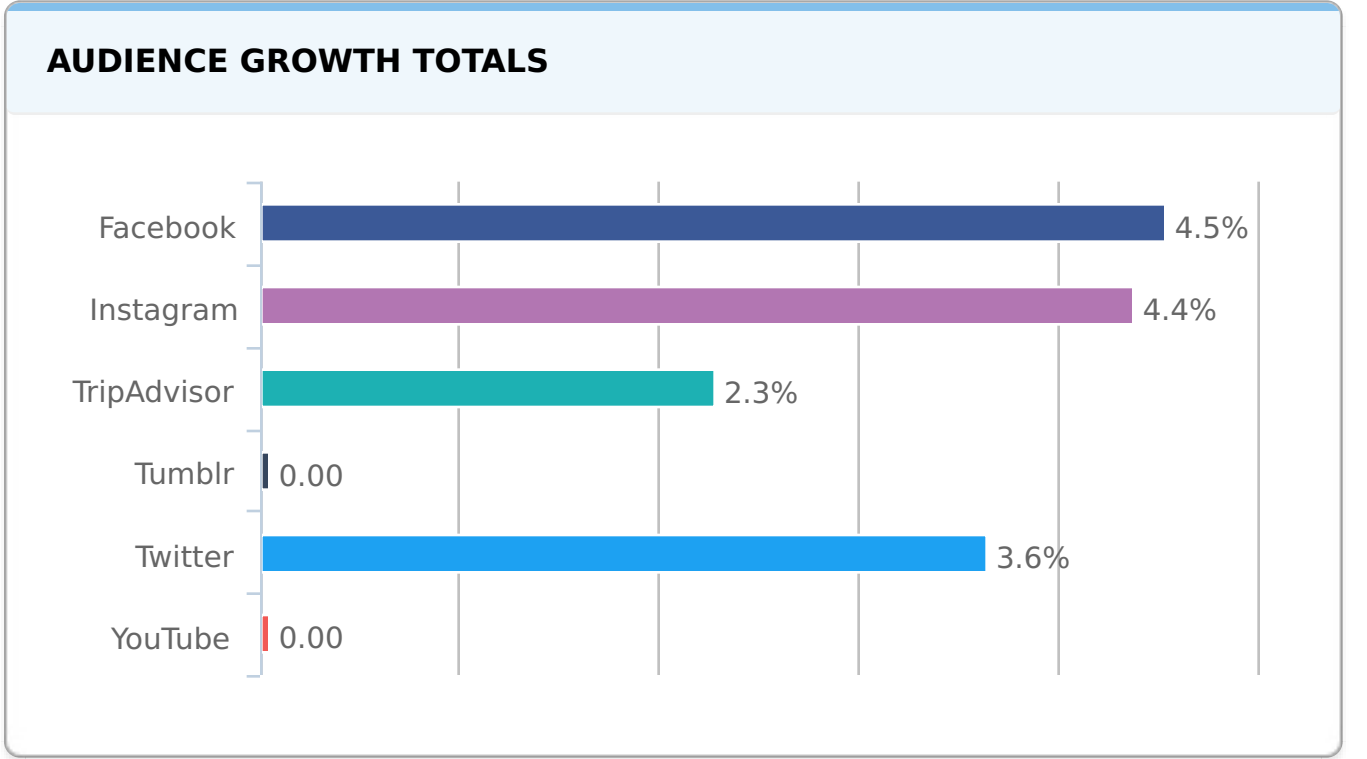
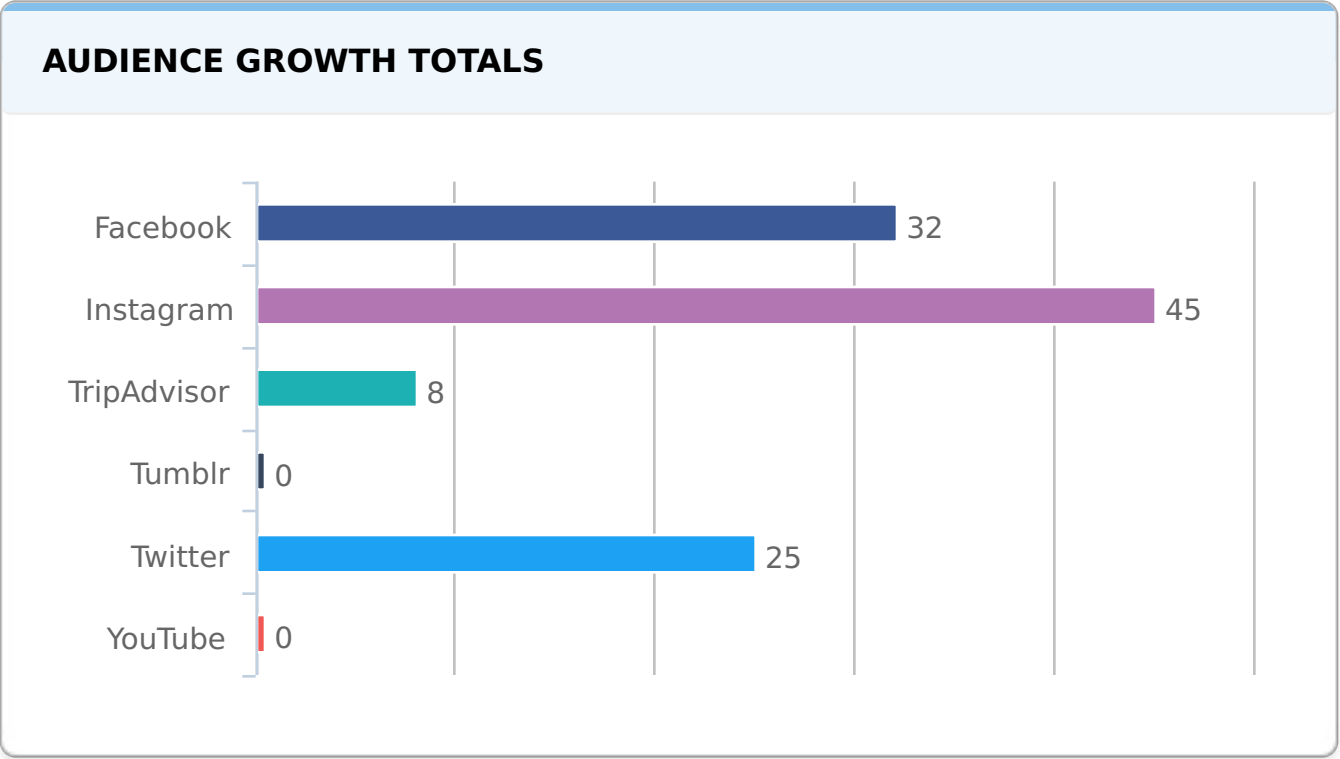
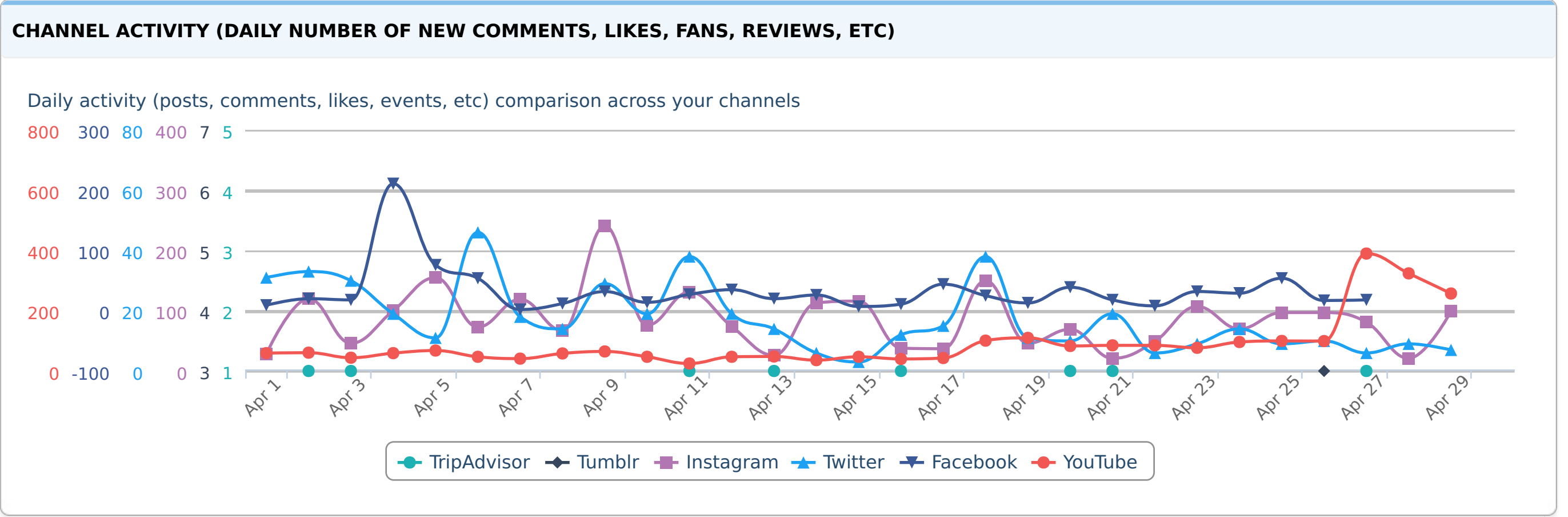
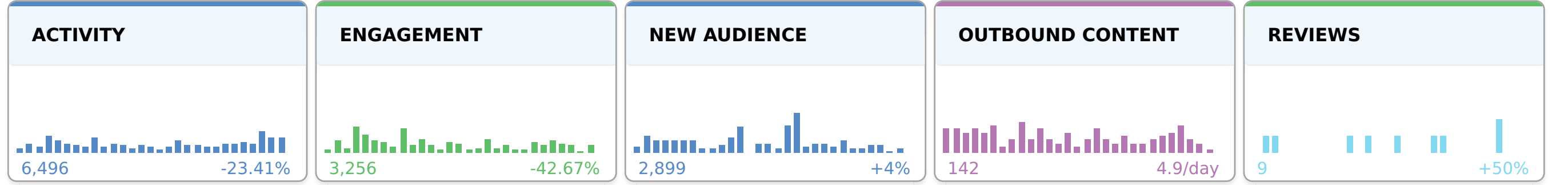
*1 YouTube Channel*

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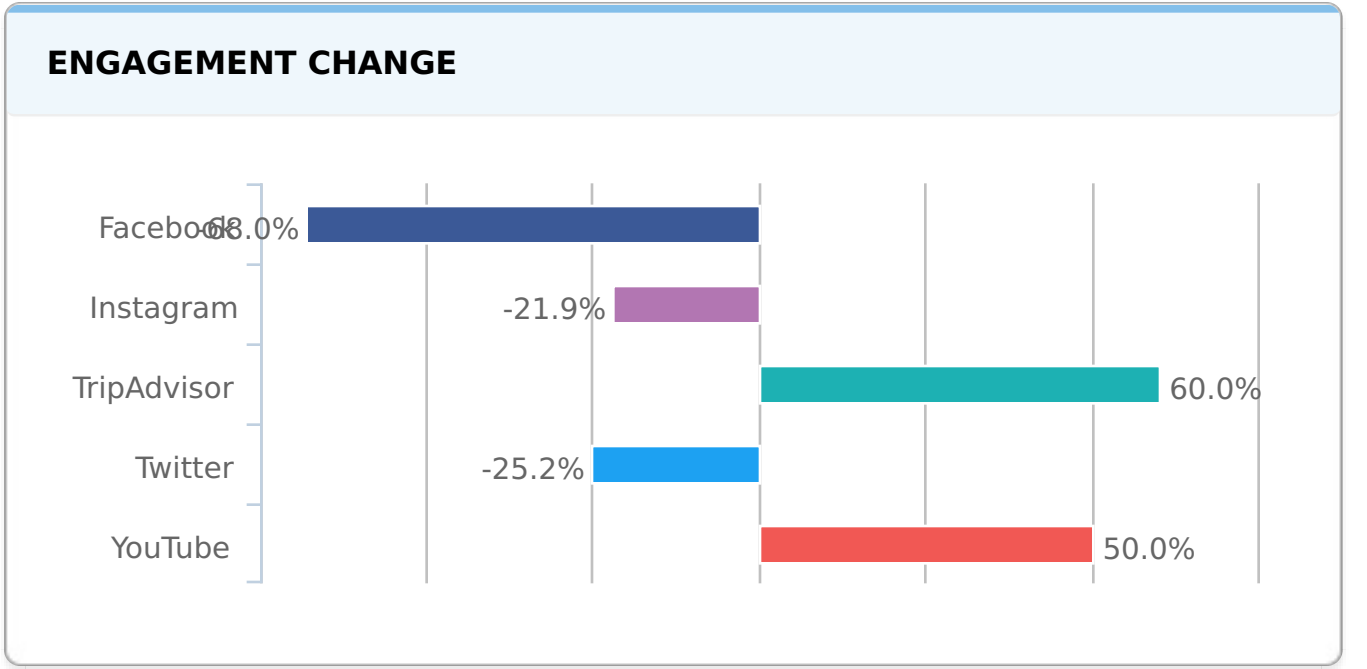
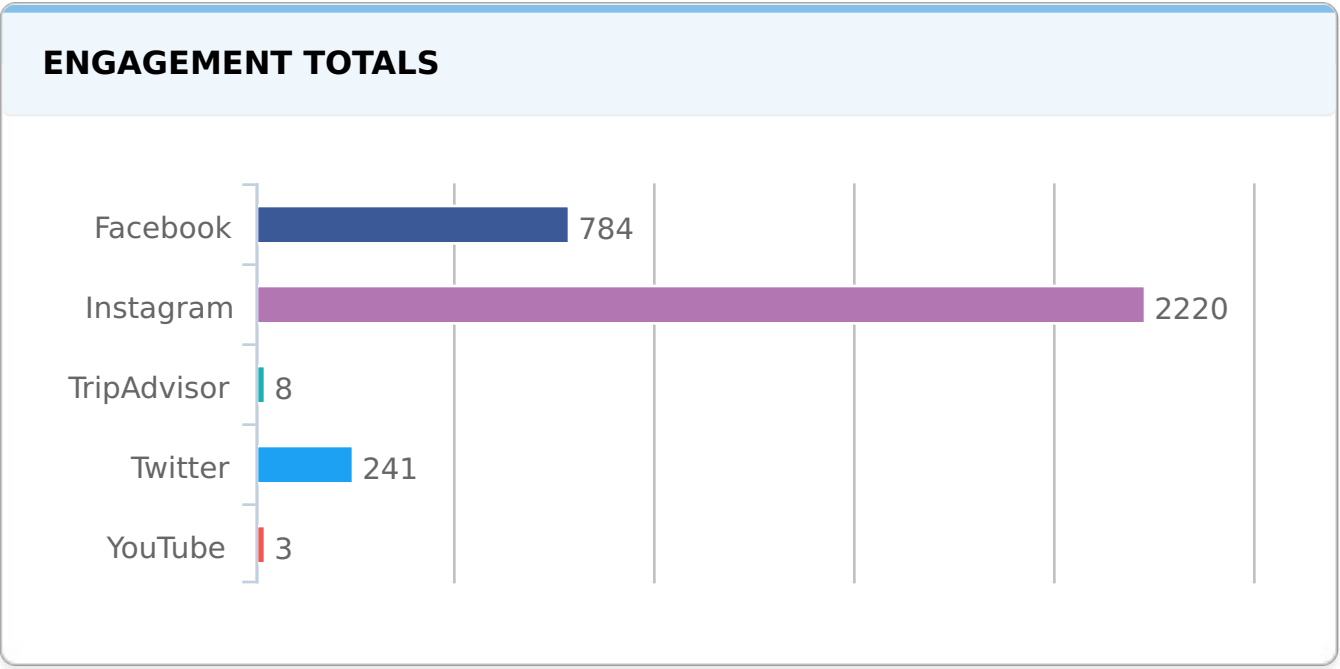
Comprehensive Social Media Report

*Prepared by: ADEPT Strategy & Public Relations*

Cross Channel



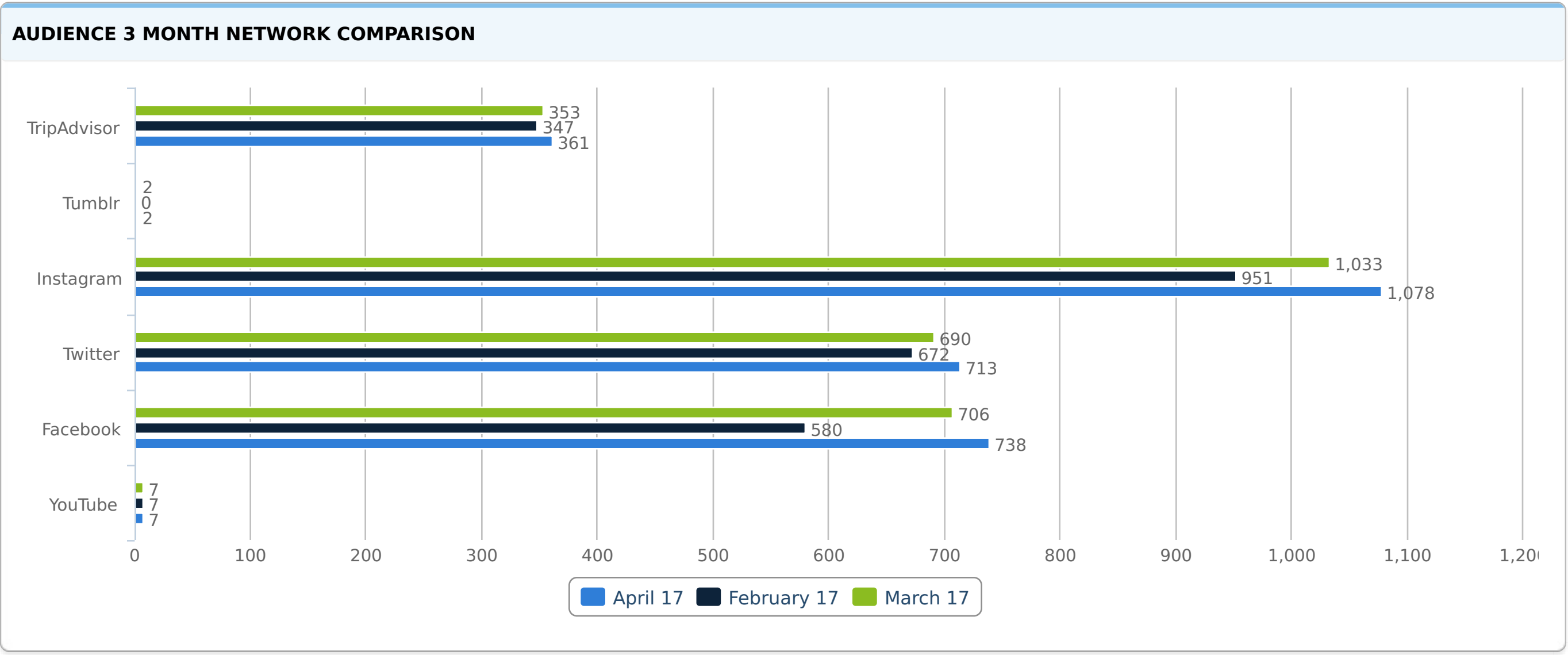
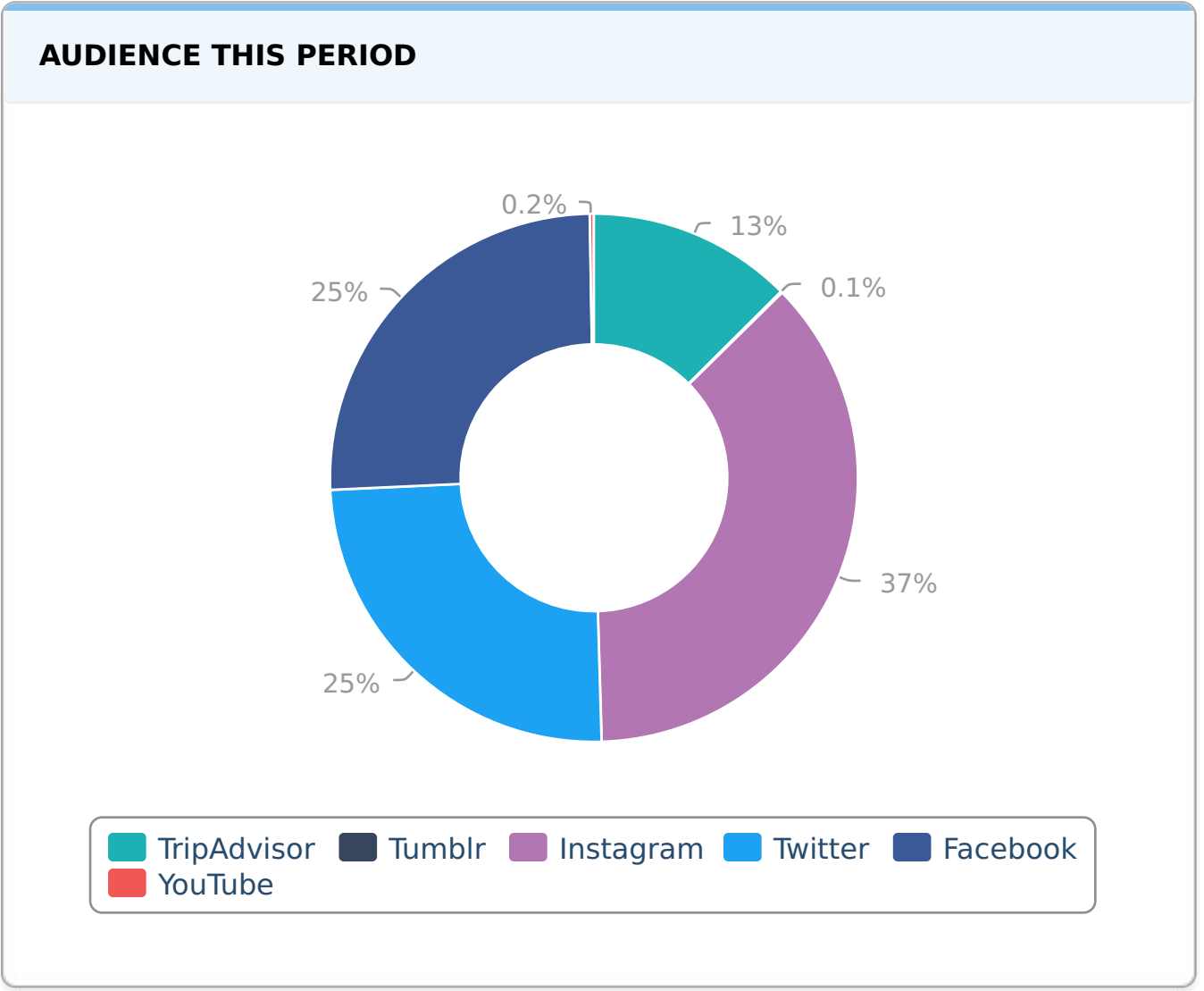
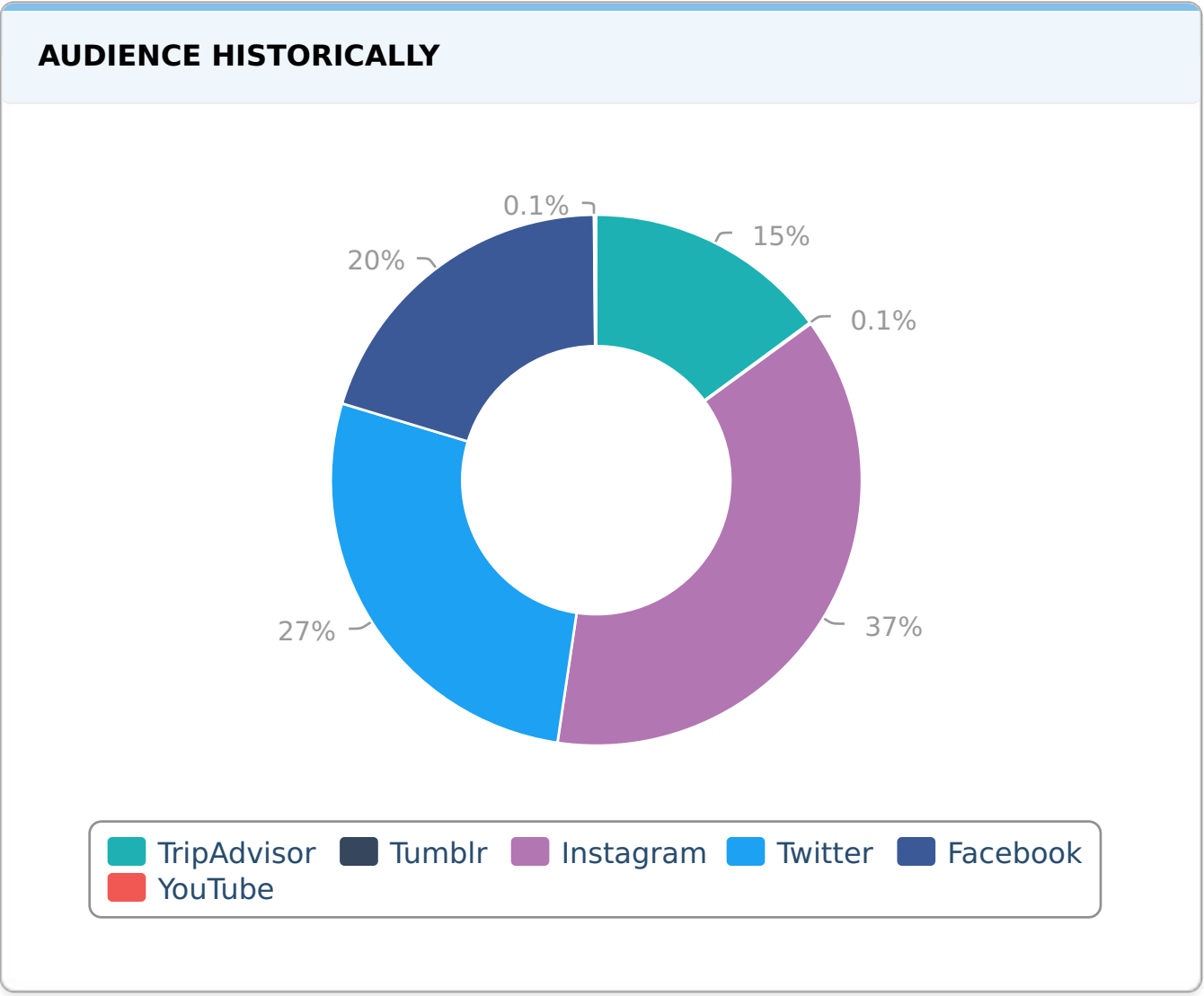
**Instagram** accounted for the most audience growth, with **45** new followers added. **Facebook** was your fastest-growing channel, with **4.53%** friend growth.



**Instagram** accounted for the most engagement growth, with **2220** new actions. **TripAdvisor** had the biggest change in engagement of **60%**.

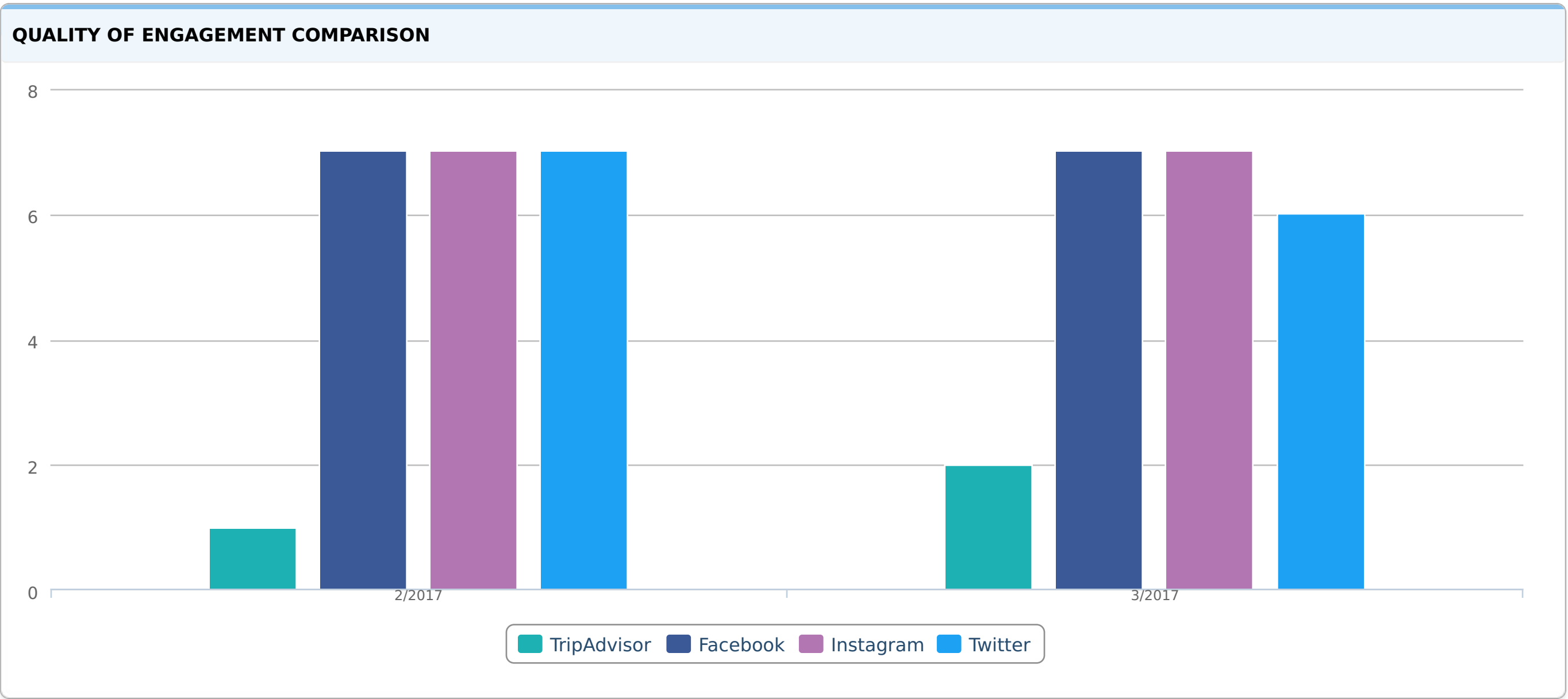
**Instagram** accounted for the most audience growth, with **45** new followers added. **Facebook** was your fastest-growing channel, with **4.53%** friend growth.



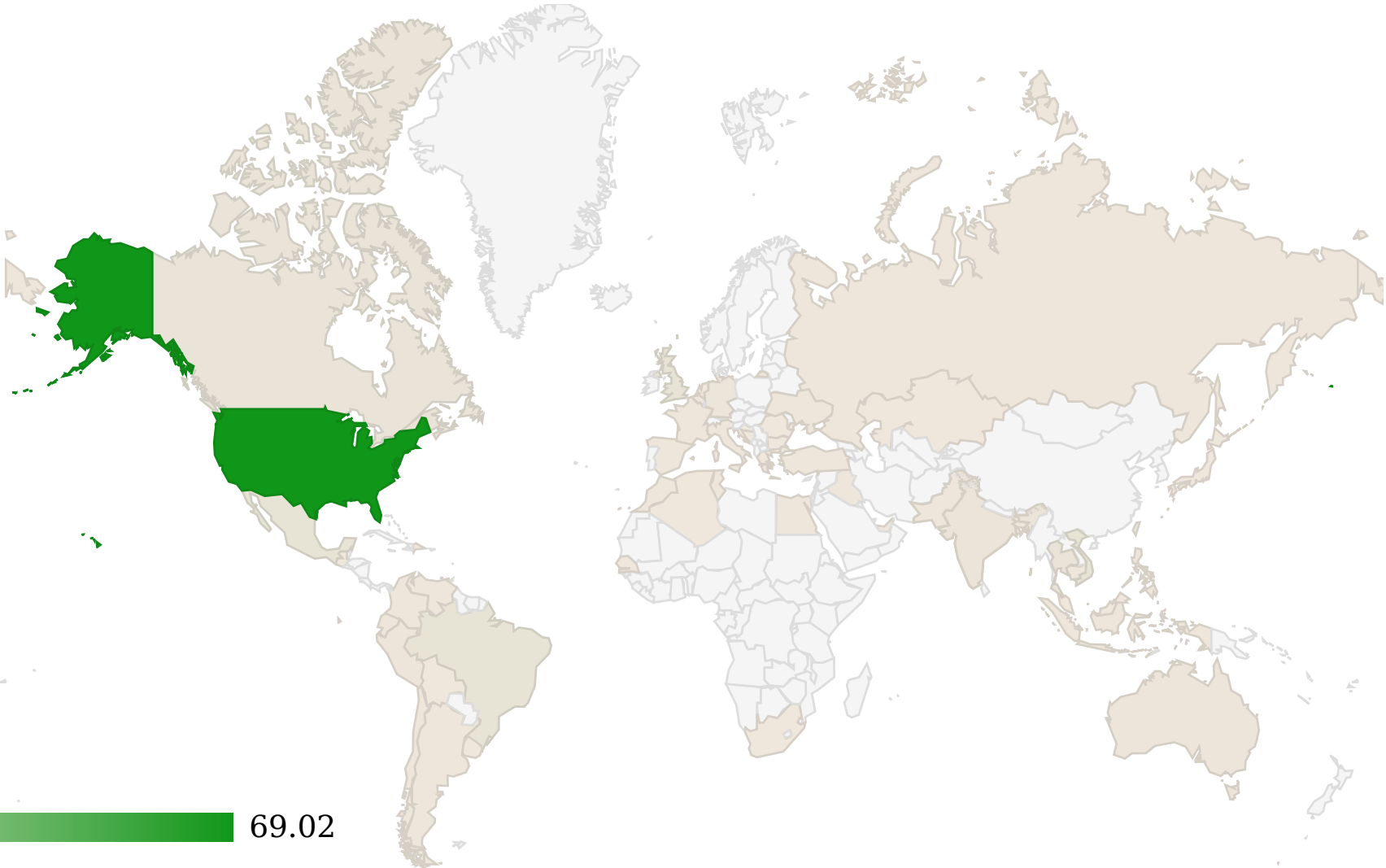


**Instagram** accounted for the most engagement growth, with **2220** new actions. **TrippAdvisor** had the biggest change in engagement of **60%**.

Your current current engagement level is **3.9**

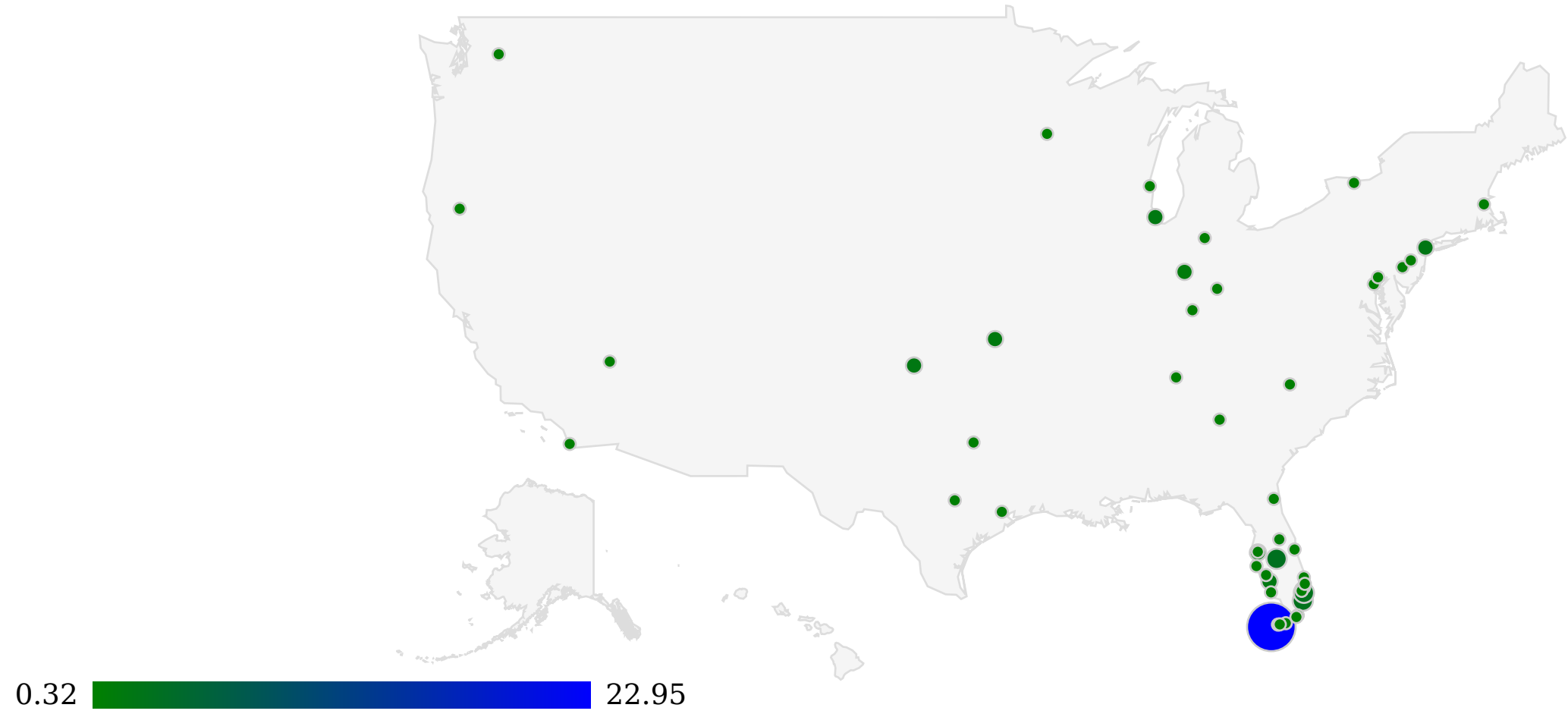


AUDIENCE WORLD DISTRIBUTION



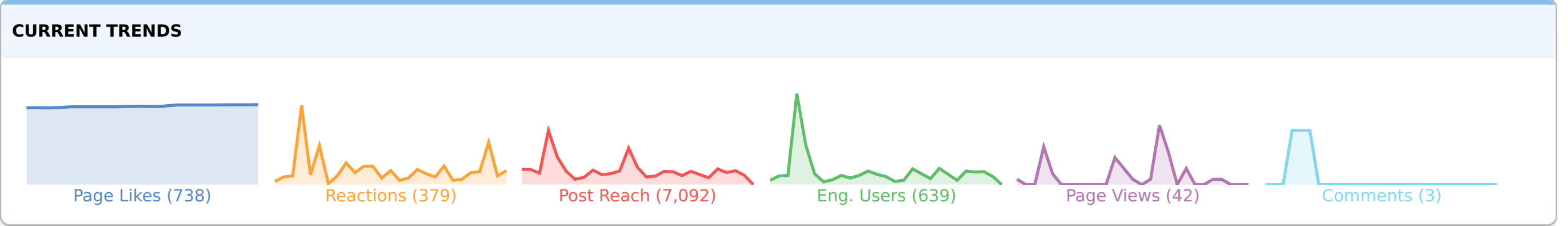
Country	Code	%
United States	US	69.02
United Kingdom	GB	2.65
Brazil	BR	2.61
Viet Nam	VN	2.51
Mexico	MX	2.51
Canada	CA	1.94
Thailand	TH	1.85
India	IN	1.18
Germany	DE	0.9
Peru	PE	0.81
Australia	AU	0.76
Philippines	PH	0.52
Argentina	AR	0.47
Egypt	EG	0.47
Iraq	IQ	0.47
Spain	ES	0.43
Cambodia	KH	0.43
Indonesia	ID	0.43
Pakistan	PK	0.38
Colombia	CO	0.38
France	FR	0.38
Turkey	TR	0.38
Ukraine	UA	0.33
Russian Federation	RU	0.33
United Arab Emirates	AE	0.33

COUNTRY ACTIVITY



City	Code	% of Audience
Key West	FL	22.95
Florida		3.09
Miami	FL	2.77
Fort Lauderdale	FL	2.77
New York	NY	2.13
Florida Keys		1.92
Fort Myers	FL	1.81
Chicago	IL	1.81
United States		1.6
Tampa	FL	1.39
Indianapolis	IN	1.28
Philadelphia	PA	0.85
Marathon Marathon Airport		0.85
Orlando	FL	0.75
Houston	TX	0.75
Boston	MA	0.75
Boca Raton	FL	0.75
Tampa-St. Petersburg-Clearwater		0.64
Coral Springs	FL	0.64
Parkland		0.64
Tamarac		0.53
Austin	TX	0.53
Jacksonville	FL	0.53
Dallas	TX	0.53
Trenton	NJ	0.53

Page Likes	738	New Page Likes	33	Total Reach	7,485	Post Reach	7,092	Eng. Users	639
Total Clicks	401	Page Views	42	Page Impressions	14.1k	Post Impressions	13.3k	Posts	42
Comments	3	Reactions	379	Post Unlikes	3	Shares	9	Video Views	2
Reviews	1	Mentions	4						



You have published **42** posts (**1.56** per day). **48%** of interactions are clicks (**401** total). You had **3** comments and **9** post shares.

Your posts reached a total of **7,092** users (**263** per day). There was a total of **830** interactions.

You had a total of **14,147** page impressions (**524** per day).

United States is the country with most audience (92.39%). You have audience in 17 countries.

You have a gained a total of **32** new page fans during this time period. That's a **5%** increase.


Most common source for page likes, or **59%**, is **Page Profile**

Majority of your page fans are aged between **35-44 (29%)** and are **Female (58%)**.

Majority of your page fans 692, or **94%**, speak **English**.




MOST ENGAGED FRIENDS




Imperial Point Neighborhood Association

Comments: 0  
Reactions: 74




Mandy Claire

Comments: 0  
Reactions: 49




Ali Faye

Comments: 0  
Reactions: 42




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Comments: 0  
Reactions: 40




Gregorio Arcay

Comments: 0  
Reactions: 32




Karen Olson

Comments: 0  
Reactions: 19




Gary Farman

Comments: 0  
Reactions: 9




Dana Pollitt, P.A.

Comments: 0  
Reactions: 7




Kolhage's Appliance and Air Conditioning Inc.

Comments: 0  
Reactions: 6




Marielizabeth Turmero

Comments: 0  
Reactions: 6




Conni Walkup

Comments: 0  
Reactions: 4




Suziq Lat

Comments: 0  
Reactions: 4




Envision Uptown - Uptown Fort Lauderdale

Comments: 0  
Reactions: 4




Dana Pollitt

Comments: 0  
Reactions: 4




Dawn Hollinger

Comments: 0  
Reactions: 2




Randy Rair

Comments: 0  
Reactions: 2




John Horn

Comments: 0  
Reactions: 2




Cheryl Thomas Ball

Comments: 0  
Reactions: 2




Paul Vrooman

Comments: 0  
Reactions: 2




Key West Historic Seaport

Comments: 0  
Reactions: 2




Helen Wheater Preuit

Comments: 0  
Reactions: 2




Historic Key West Vacation Rentals

Comments: 0  
Reactions: 2




Connie Rivero Alfonso Arrese

Comments: 1  
Reactions: 1




Denise Mosbarger

Comments: 1  
Reactions: 1



Wendy Nunez

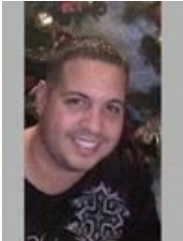
Comments: 0  
Reactions: 2



Justine Calabrese Ferrell

Comments: 0  
Reactions: 1


MOST LIKED



This Sunday's #SeaportSpotlight is the General Manag...

22 reactions


MOST COMMENTED



This Sunday's #SeaportSpotlight is the General Manag...

3 comments


MOST ENGAGED USERS



This Sunday's #SeaportSpotlight is the General Manag...

235 engaged users

MOST SHARED




This Sunday's #SeaportSpotlight is the General Manag...

5 shares

Majority of your posts or 50% are photos. Reviews however offer you the best engagement rate of 2 events per post.

Most of engagement (reactions, comments and shares) or 100% comes on days when post at least once. Majority of post engagement or 97% are reactions.

TOP PUBLISHERS					
User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	45	108%	357	3	9

BEST TIME FOR LIKES

2:00 PM - 3:00 PM

21% of likes occur during this time

BEST TIME FOR COMMENTS

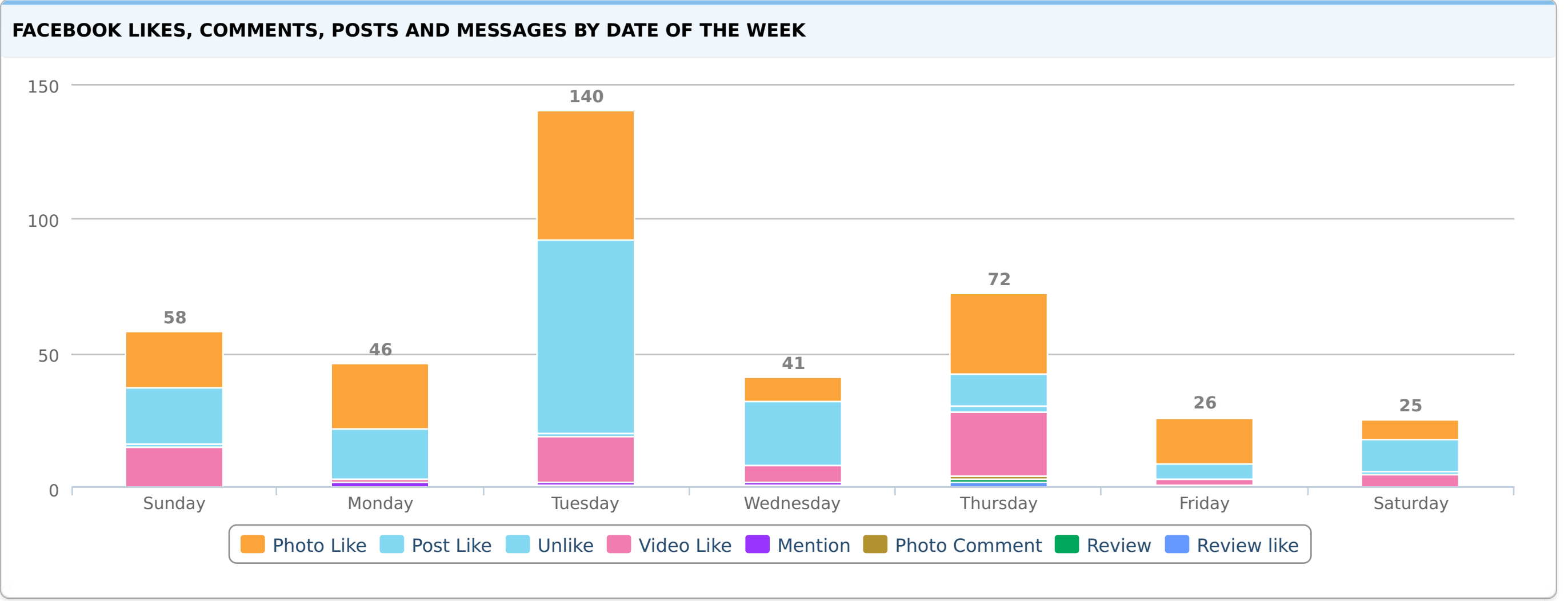
6:00 AM - 7:00 AM

33% of comments occur during this time

BEST TIME FOR MENTIONS


3:00 PM - 4:00 PM

60% of mentions occur during this time



Most users reached, or **92.18%**, are from **United States**


MOST MENTIONS BY



Mellow Ventures Key West

4 mentions

MOST SHARED POST



Traveling to Key West? Stay aboard our beautiful Trawler in the heart of the Key West Historic Seaport! Key West Historic Seaport Click h...

16 shares

MOST MENTIONS DAY


Wednesday

April 12, 2017

2 mentions

Most mentions, or **80%**, are **photo captions**. Most mentions, or **100%** are by **unknown** users.

1 REVIEWS



Great place for fishing and activities on the water. We went parasailing and snorkeling then enjoyed really fresh pee...


by **Blake Lieberman** on **Apr 27, 2017**

Key West Historic Se

1 Comments

1 Likes


MOST VIEWED VIDEO



Key TV - Key West and The Florida Keys Television

108 views

MOST LIKED VIDEO



Key TV - Key West and The Florida Keys Television

12 likes

Most of video engagement (likes, comments and shares) or **78%** comes on days when you upload at least one video. Majority of video engagement or **100%** are **likes**.

Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

**3000%** of percent videos views result in engagement. That's **62% increase** compared to last period.

New Media33

New Videos5

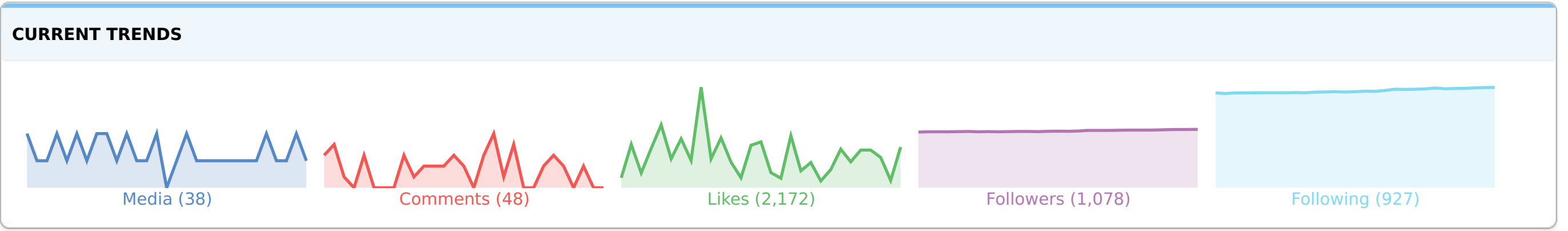
Comments48

Likes2,172

Followers1,078

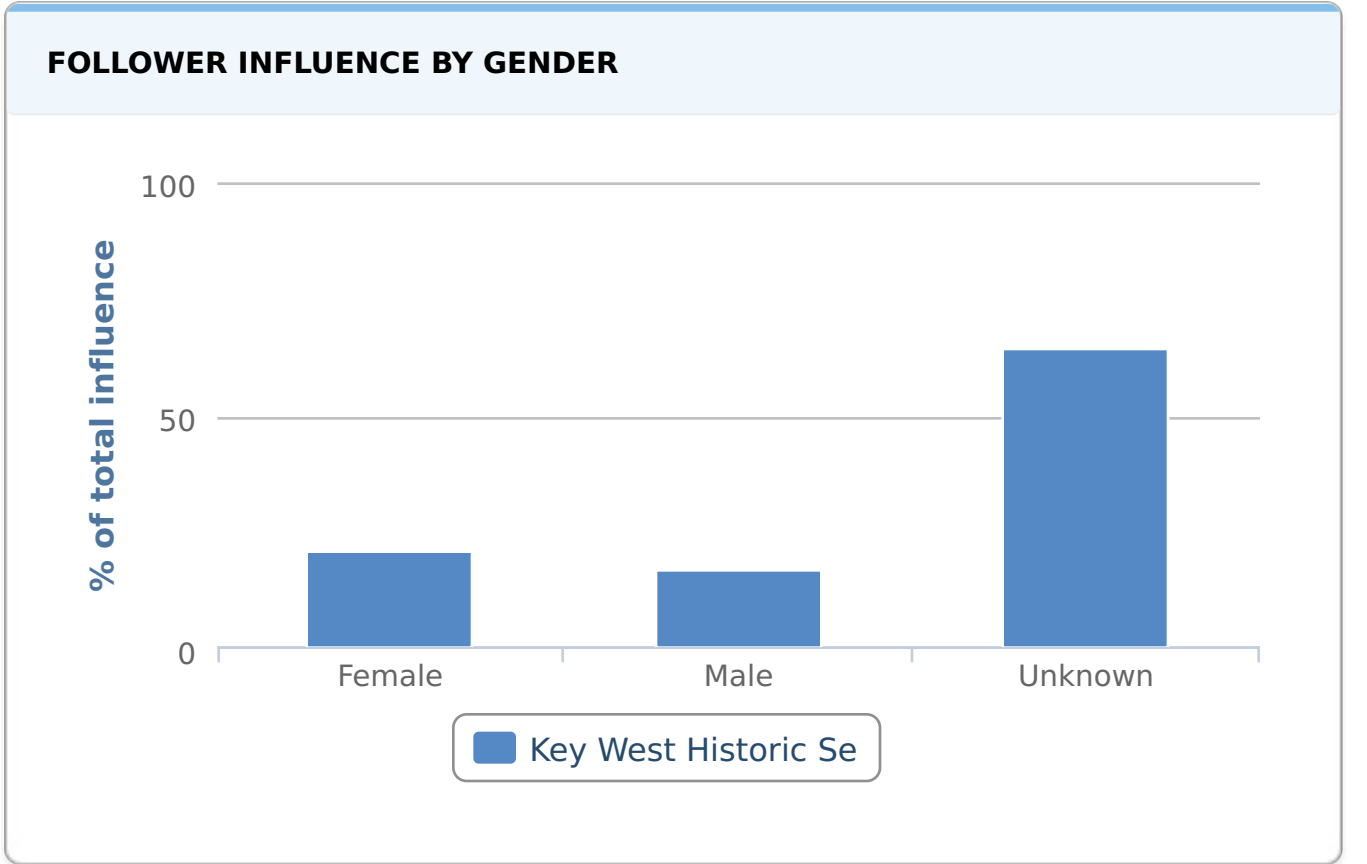
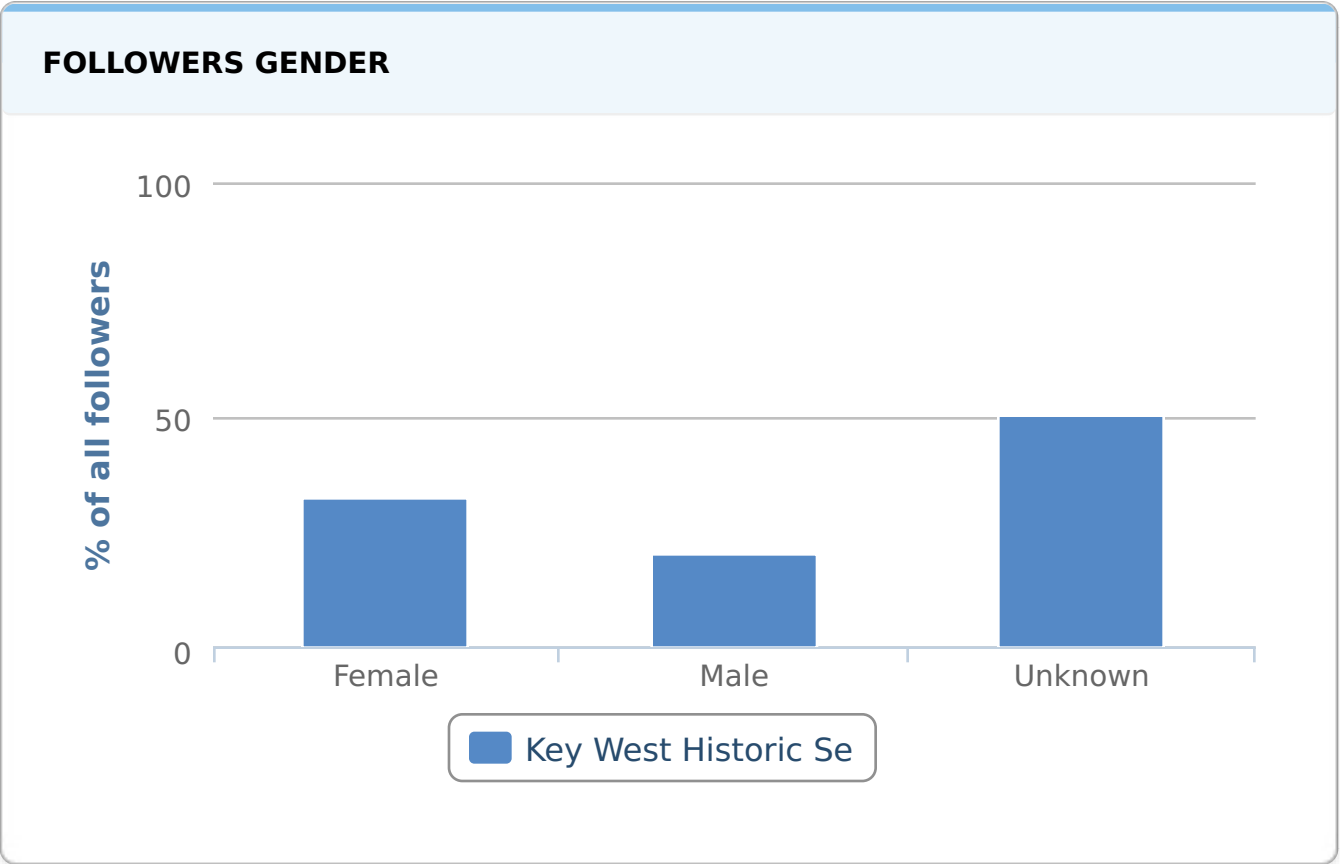
Following927

Total Medias318



TOP POSTS BY NUMBER OF LIKES

Post	Publisher	Likes	% of all likes
There are one-of-a-kind views all around the #Key...	Key West Historic Seaport	117	6%
Why did the chicken cross the road? To get to the...	Key West Historic Seaport	101	5%
Even the birds enjoy watching a beautiful Key Wes...	Key West Historic Seaport	94	5%
Celebrate #NationalFindARainbowDay by finding a r...	Key West Historic Seaport	84	4%
Even with a photobomb from a bird, this #KeyWestS...	Key West Historic Seaport	80	4%



MOST COMMENTS DAY

Monday  
April 17, 2017

5 comments

MOST COMMENTS BY

Ali

4 comments











MOST COMMENTED











This Sunday's #SeaportSpotlight is the General Manag...

3 comments, 37 likes

39% of your followers are male and 62% of your followers are female.

Majority of your followers, or 36% have 100 to 500 followers

Most Influential Followers		
User	Followers	% of total reach
 Flavia Peixoto	112,102	7%
 Rio Academia Natural ۞۞...	54,223	4%
 Ragnhild Jevne	36,885	3%
 Maxim Sukhanov	34,403	2%
 Matt Monge	29,204	2%
 A L I N E G U E R I N O	28,410	2%
 VISIT the SOUTH™	26,981	2%
 Boatly™ - Boats & Travel	22,181	2%
 ReelHooked Co.	21,763	2%
 2 Travel Dads	21,588	2%

Most Active Followers		
User	Posts	Followers
 Leslie P Burrell	8,384	1,105
 Carlos Owner	7,570	18,884
 Kyla Shoemaker	5,436	1,141
 you're a catch 22	4,498	1,478
 Heather Wilde	4,064	370
 AquariumDepot.com	3,651	3,251
 April Ann	2,647	946
 Christina S.	2,641	8,762
 The Distinguish Fisher...	2,514	11,704
 K E L L Y N O R M A N	2,508	1,878


You have **gained** an average of **2** followers per day.

**MOST LIKES DAY**

Saturday  
April 8, 2017

232 likes, 3 comments

**MOST LIKED**



There are one-of-a-kind views all around the #KeyWes...

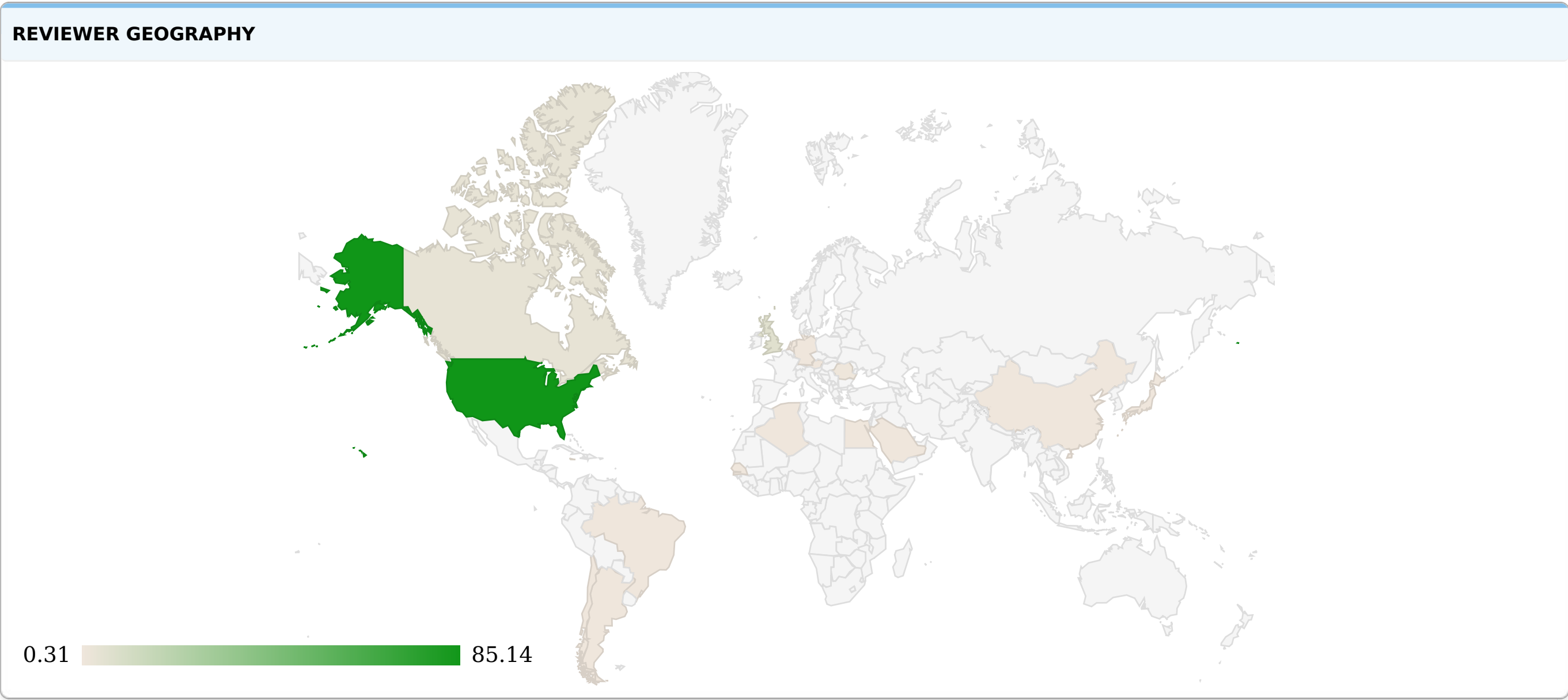
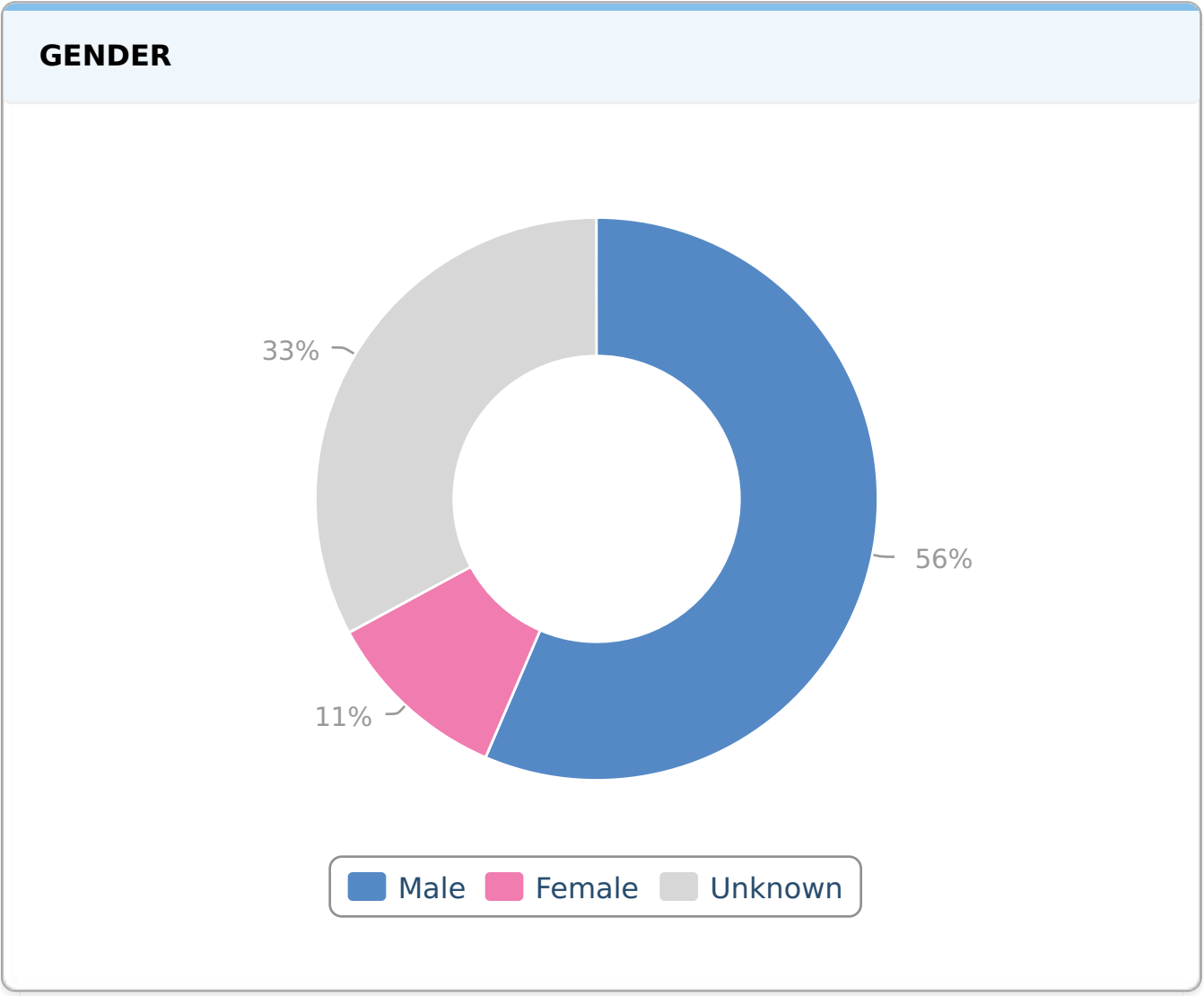
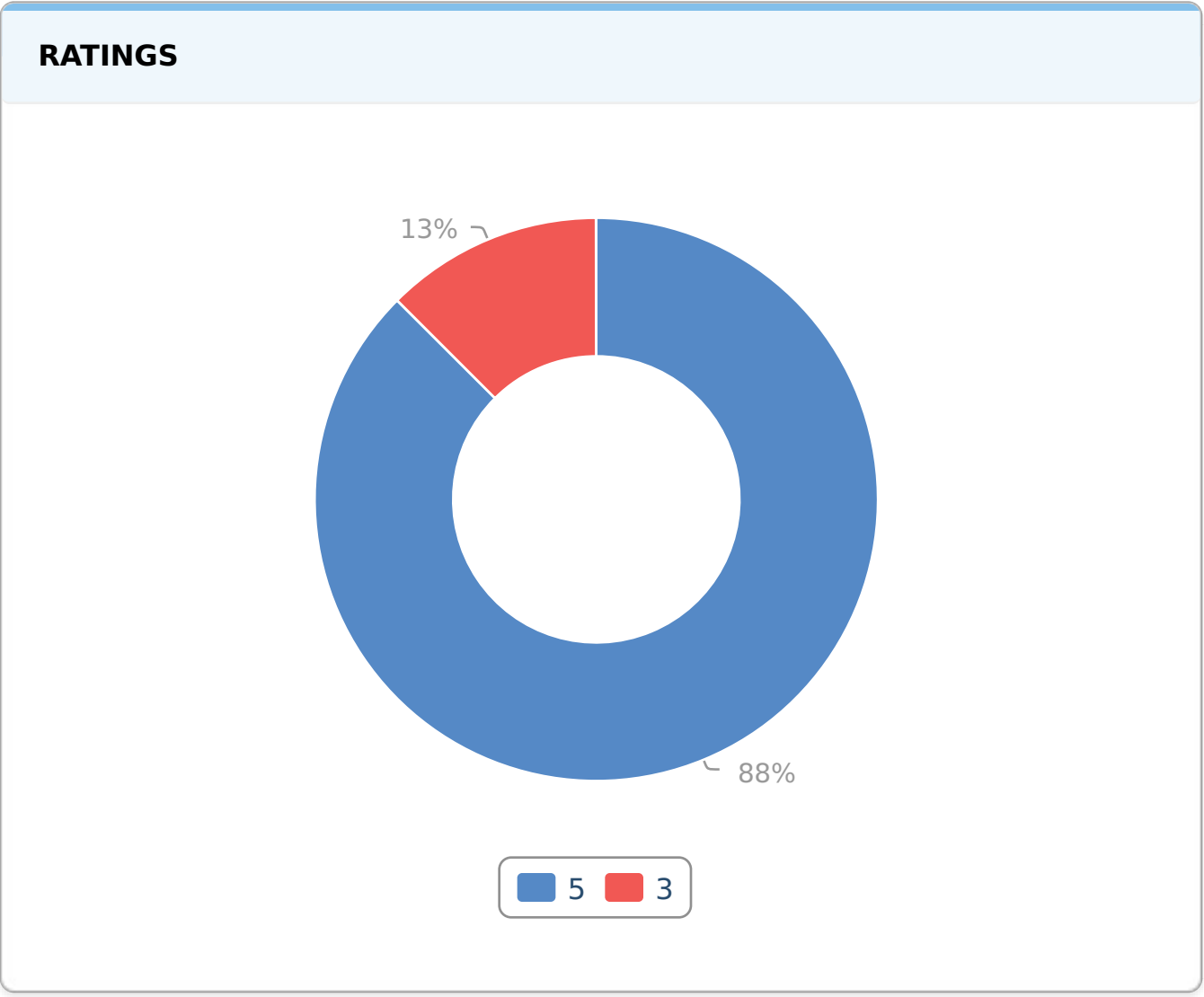
117 likes

You have received **0** likes on your media.



Reviews:8

Rating:4.75



8 REVIEWS



**Natural beauty of the gulf**

There is so much to do on the pier. We went shopping for jewelry and souvenirs. Enjoyed great food and draft beers at local shops and res...

by **Ilona R** on **April 27, 2017**

Historic Seaport at



**Beautiful wintertime retreat!**

We visited the Seaport area and enjoyed seeing the many boats, shops and restaurants. Our food was delicious and it was interesting to wa...

by **WvcllctbIs** on **April 21, 2017**

Historic Seaport at



**Seaport Stroll & Harbour Walk !**

This was a relaxing activity to do one evening - we walked the Historic Seaport. It is not very well advertised, and that is unfortunate....

by **NancyLovesRehoboth** on **April 20, 2017**

Historic Seaport at



**Excellent Views**

The views never disappoint, what a great place to walk, it was a fantastic way to walk to start my day, every day.

by **Faye W** on **April 16, 2017**

Historic Seaport at



**Another great place in Key West**

Unfortunately we discovered it too late and did not have more time to enjoy it.Great port with a boardwalk and lots of bars.We will defin...

by **Andrew K** on **April 13, 2017**

Historic Seaport at



**Seaport is worth a visit**

The seaport can be dominated by cruise chips during the day which block the views but overall it is scenic area to visit.

by **A C R** on **April 11, 2017**

Historic Seaport at



**The Port is Great**

A great place to visit and take a walk in the early morning to take in the view and the sun rise without a lot of people

by **bob555** on **April 3, 2017**

Historic Seaport at



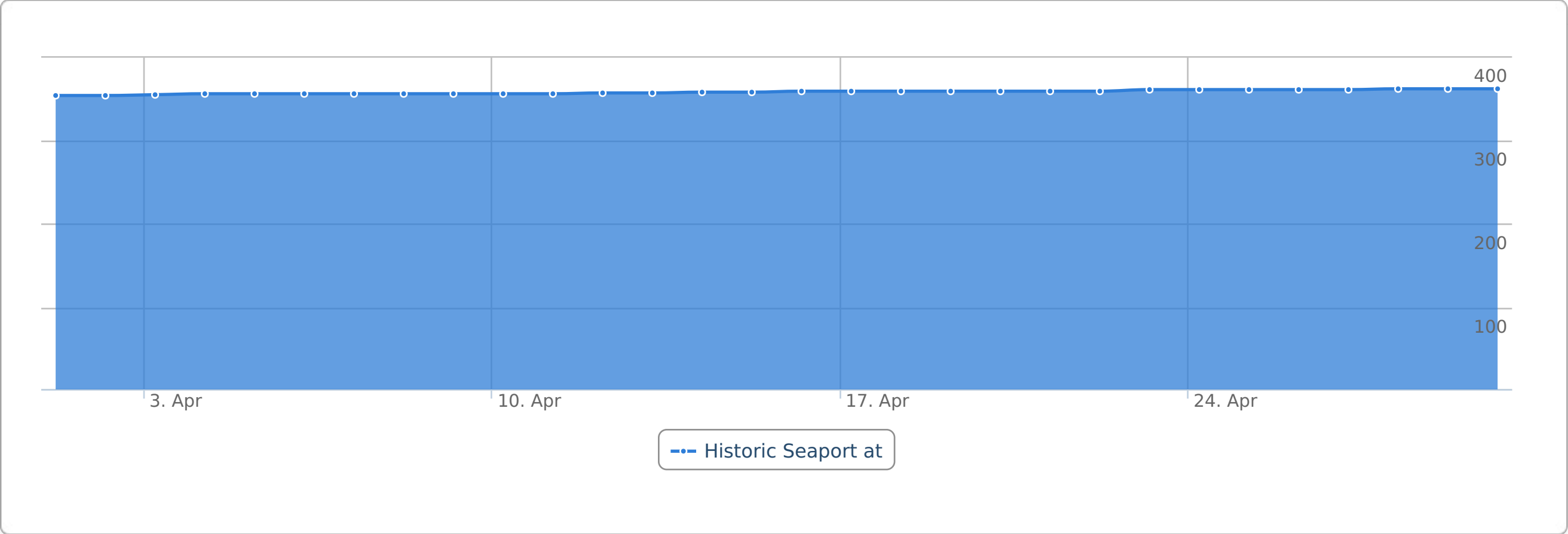
**Beautiful**

It is a bit of a hike, but so well worth it ! Such beautiful & peaceful time to spend alone or with someone special. A Key West must see.

by **happygirl497** on **April 2, 2017**

Historic Seaport at

Reviewers Timeline




361 TripAdvisor users that reviewed your profiles.




Wanda L  
Reviews: **27**  
Votes: **7**  
Saint Petersburg, FL



Robert C  
Reviews: **31**  
Votes: **22**  
Jacksonville, Florida




Ryan S  
Reviews: **30**  
Votes: **4**  
Vienna, Austria



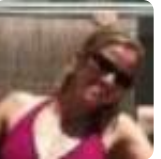
chelseadia  
Reviews: **7**  
Votes: **1**  
New York City, New York




Wendy D  
Reviews: **31**  
Votes: **17**  
Brandon, Manitoba



jeffrey w  
Reviews: **230**  
Votes: **121**  
Omaha, Nebraska




Fishyfishy111  
Reviews: **70**  
Votes: **20**  
Saint Paul, Minnesota



Rubyrater  
Reviews: **21**  
Votes: **10**




Peggy73703  
Reviews: **11**  
Votes: **0**  
Enid, Oklahoma




aberdeenangler  
Reviews: **380**  
Votes: **174**  
Aberdeen, United Kingdom



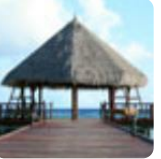
barney4201  
Reviews: **8**  
Votes: **8**  
Texas City, Texas




msbnsb  
Reviews: **31**  
Votes: **12**  
New Smyrna Beach, Florida




Carlie D  
Reviews: **58**  
Votes: **30**  
Dallas, Texas



Faye W  
Reviews: **83**  
Votes: **28**  
London, United Kingdom




800davidh800  
Reviews: **67**  
Votes: **15**  
Montgomery, Illinois




VacationFamilyNJ  
Reviews: **115**  
Votes: **54**  
New Jersey




NancyLovesRehoboth  
Reviews: **115**  
Votes: **260**  
Lexington, Virginia




Bob S  
Reviews: **76**  
Votes: **32**  
Jim Thorpe, Pennsylvania



William T  
Reviews: **291**  
Votes: **128**  
Atlanta, Georgia



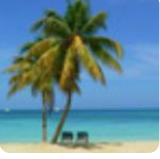
75boat  
Reviews: **33**  
Votes: **6**  
Albuquerque, New Mexico




Marcia L  
Reviews: **190**  
Votes: **115**  
Port Saint Joe, Indiana




ckvar  
Reviews: **54**  
Votes: **32**  
Cudjoe Key, Florida




Snorkel-Bum  
Reviews: **92**  
Votes: **95**  
Vero Beach, Florida




Vanessa L  
Reviews: **38**  
Votes: **22**  
Rome, Georgia



easterntreker  
Reviews: **501**  
Votes: **144**  
Halifax



Arthur S  
Reviews: **108**  
Votes: **37**  
Boca Raton, Florida



Henk V  
Reviews: **73**  
Votes: **15**  
Nieuw-Vennep


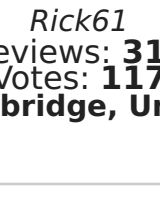

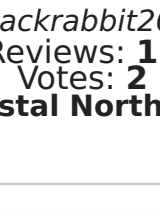
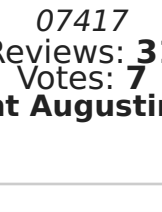
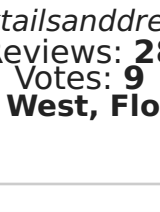
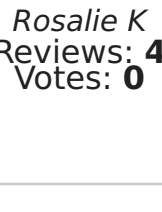














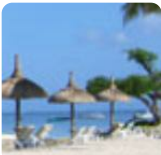















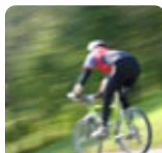


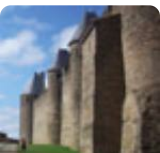


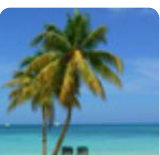




Bob E  
Reviews: **51**  
Votes: **25**  
Cleveland, Ohio



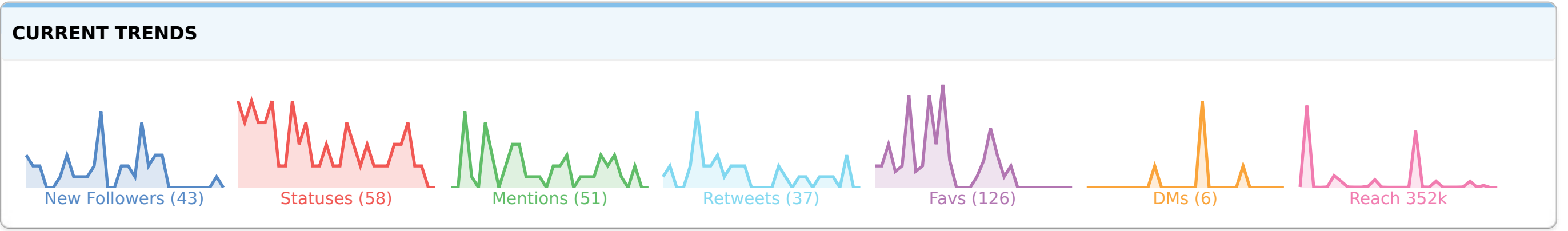




<div><div>Jolly B Reviews: 118 Votes: 104 San Francisco, ...</div></div>	<div><div>Rick61 Reviews: 313 Votes: 117 Cambridge, Unit...</div></div>	<div><div>FrankF2357 Reviews: 17 Votes: 6 Macomb, Michigan</div></div>	<div><div>jackrabbit26 Reviews: 11 Votes: 2 Coastal North C...</div></div>	<div><div>07417 Reviews: 31 Votes: 7 Saint Augustine...</div></div>	<div><div>cocktailsanddreams Reviews: 28 Votes: 9 Key West, Florida</div></div>	<div><div>Rosalie K Reviews: 4 Votes: 0</div></div>
<div><div>Collette316 Reviews: 62 Votes: 22 Milwaukee</div></div>	<div><div>JaysaTravelinMan Reviews: 136 Votes: 89 Salisbury, Mary...</div></div>	<div><div>FLGal1980 Reviews: 36 Votes: 37 Tampa, Florida</div></div>	<div><div>FLGal1980 Reviews: 53 Votes: 37 Tampa, Florida</div></div>	<div><div>Janet W Reviews: 58 Votes: 16</div></div>	<div><div>bob A Reviews: 70 Votes: 7</div></div>	<div><div>lollygal Reviews: 594 Votes: 244 New York City, ...</div></div>
<div><div>Clamcake51 Reviews: 34 Votes: 16 Newport, Rhode</div></div>	<div><div>sshmuffin Reviews: 16 Votes: 5 washington,dc</div></div>	<div><div>BobMinchak Reviews: 267 Votes: 93 New York City, ...</div></div>	<div><div>den-rick71 Reviews: 191 Votes: 92 Falmouth, Unite...</div></div>	<div><div>conniecat Reviews: 33 Votes: 51 Topsail Island, NC</div></div>	<div><div>Waldir José O Reviews: 3 Votes: 3</div></div>	<div><div>happygirl497 Reviews: 22 Votes: 8 Rockaway, New I</div></div>
<div><div>Paula P Reviews: 12 Votes: 0</div></div>	<div><div>A C R Reviews: 415 Votes: 354 Smyrna, Georgia</div></div>	<div><div>Islander35 Reviews: 22 Votes: 7 New York City, ...</div></div>	<div><div>moonchuckersmom Reviews: 75 Votes: 46 Connecticut</div></div>	<div><div>raybyerley Reviews: 332 Votes: 96 Mandeville, Lou...</div></div>	<div><div>Yacht1999 Reviews: 154 Votes: 50 Key West, Florida</div></div>	<div><div>R S Reviews: 11 Votes: 5 New York City, ...</div></div>
<div><div>KWLUV Reviews: 42 Votes: 21 New Jersey</div></div>	<div><div>TwoPawsUp Reviews: 92 Votes: 47 Indiana</div></div>	<div><div>DLanders Reviews: 140 Votes: 50 Bordentown, NJ</div></div>	<div><div>Lynn R Reviews: 17 Votes: 7 Titusville, Flo...</div></div>	<div><div>SunshineLadybird Reviews: 182 Votes: 52 Punta Gorda, Fl...</div></div>	<div><div>downtowngreggbrown Reviews: 9 Votes: 1 Grover Beach, C...</div></div>	<div><div>RaquelS14 Reviews: 12 Votes: 0 Santiago Metron</div></div>
<div><div>SteveW07 Reviews: 313 Votes: 114 Northamptonshire</div></div>	<div><div>SteveW07 Reviews: 313 Votes: 114 Northamptonshire</div></div>	<div><div>MarianneSup Reviews: 24 Votes: 13 Philadelphia, P...</div></div>	<div><div>Aaron K Reviews: 741 Votes: 251 Tokyo Prefectur...</div></div>	<div><div>Idoree Reviews: 45 Votes: 9 atlantic city</div></div>	<div><div>HavenCt Reviews: 16 Votes: 6 CT</div></div>	<div><div>Mary B Reviews: 168 Votes: 71 Bethalto, Illinois</div></div>
<div><div>travelinggrace816 Reviews: 23 Votes: 6 Nutley, New Jersey</div></div>	<div><div>letsvaca Reviews: 48 Votes: 17 Egg Harbor Township</div></div>	<div><div>Lindsey M Reviews: 322 Votes: 167 Columbia, Missouri</div></div>	<div><div>bert3580 Reviews: 23 Votes: 3 Huntsville, Ala...</div></div>			



Followers	713	New Followers	43	Following	2,020	Statuses	58	Mentions	51
Inbound DMs	6	RTs by me	140	RTs of me	37	Quotes	13	Favorites	126
Lists	16	Reach	351,883	Replies	2	Link Clicks (Platform Posts)	27		

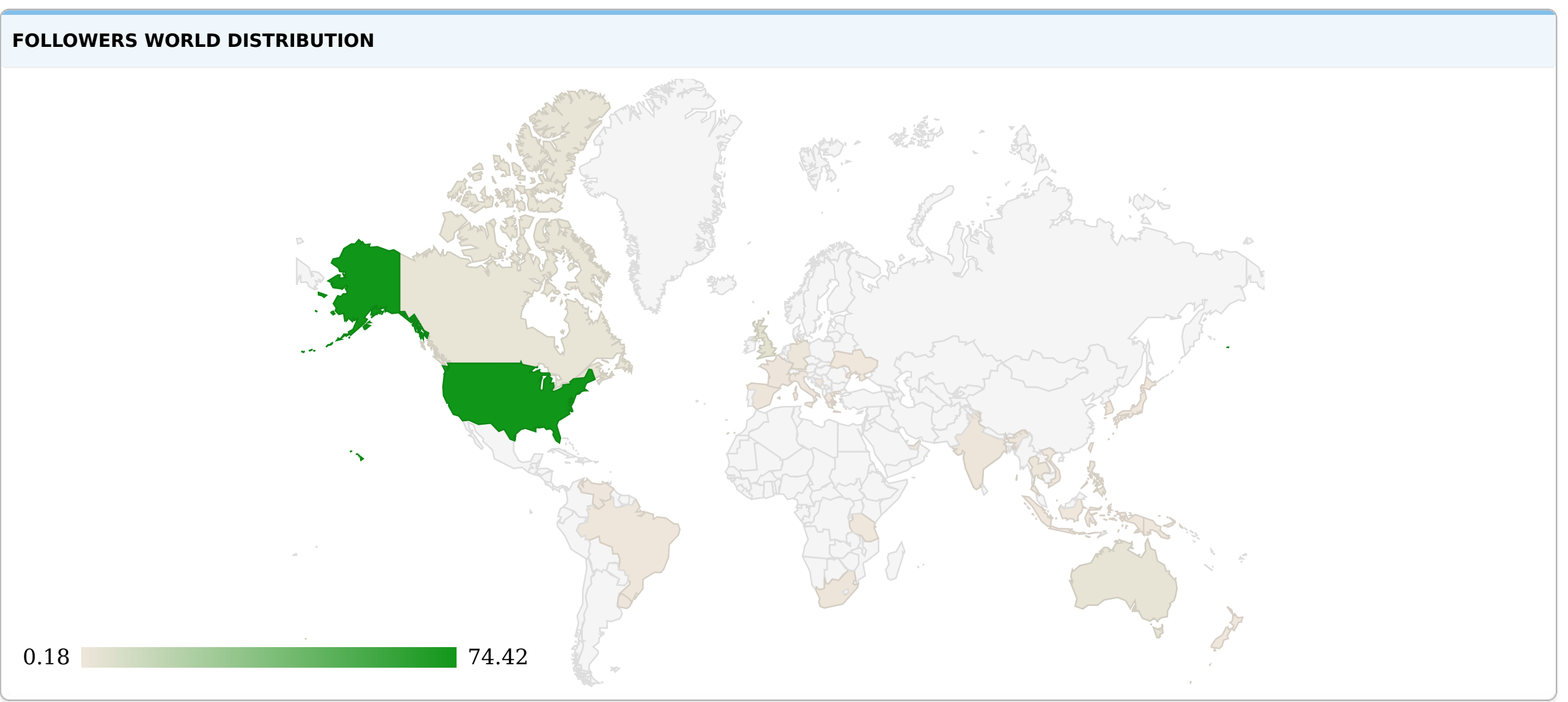


You have published **58** updates (**1.93** per day). **59%** of engagement is **favs**. On average you get **2.17** favs, **0.64** retweets, **0.88** mentions and **0.76** new followers per post.

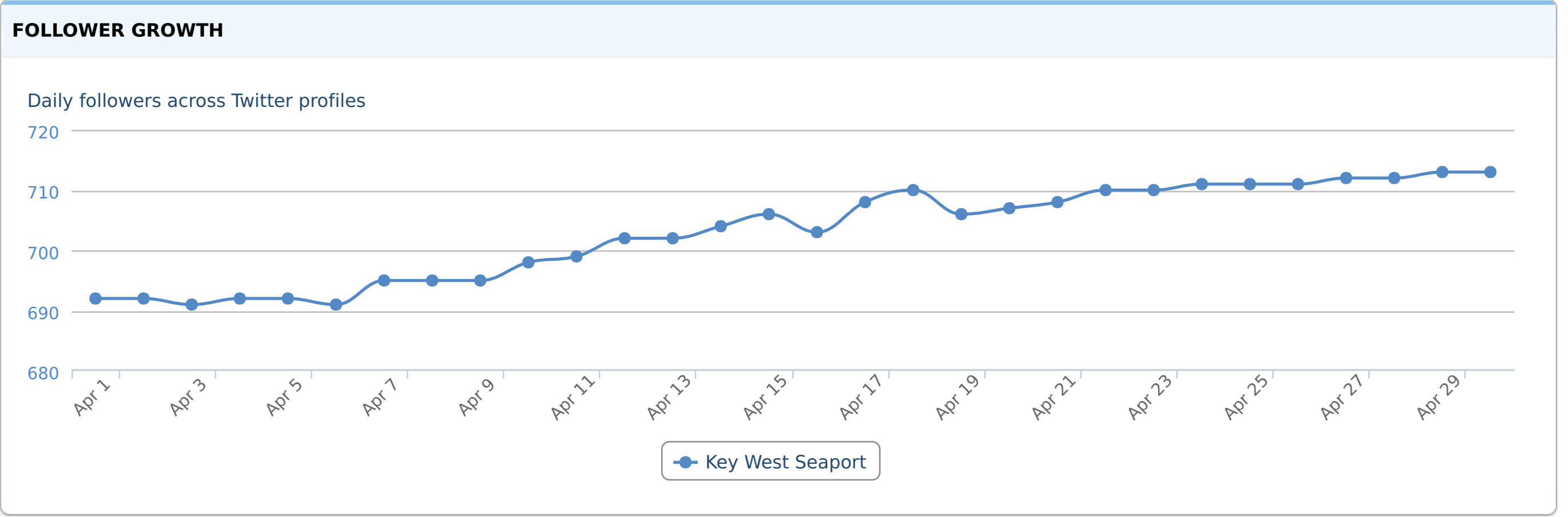
Your reach has exceeded your total followers **21** times during this period.

Majority of your followers or **46%** are in **GMT-4:00** timezone and **96%** of your followers speak **English**


**United States** is the country with most followers (**74.42%**). You have followers in more than 30 countries



FOLLOWERS COMPARISON		TWEETS COMPARISON		DAYS ON TWITTER		FOLLOWER RATIO	
You	Your Followers (avg)	You	Your Followers (avg)	You	Your Followers (avg)	You	Your Followers (avg)
713	15,457	822	9,098	349	1,510	0.4	1.3
Your followers have 1.3x more followers than following.		On average, your followers tweet 0.2 times per day.		Your followers have been on Twitter 4.3x then you.		You follow 0.4x more users than follow you.	



53

HistoricSeaport

Top 5 topics you influence

Florida


Key West


Florida Keys


Vacations


Fishing


People that influence you

45 ConchFarm (996)


42 fishermanskw (119)


50 FuryKeyWest (6,275)


40 mellowventures (122)


48 BellaVita\_KeyW (402)


People that you influence

48 BellaVita\_KeyW (402)

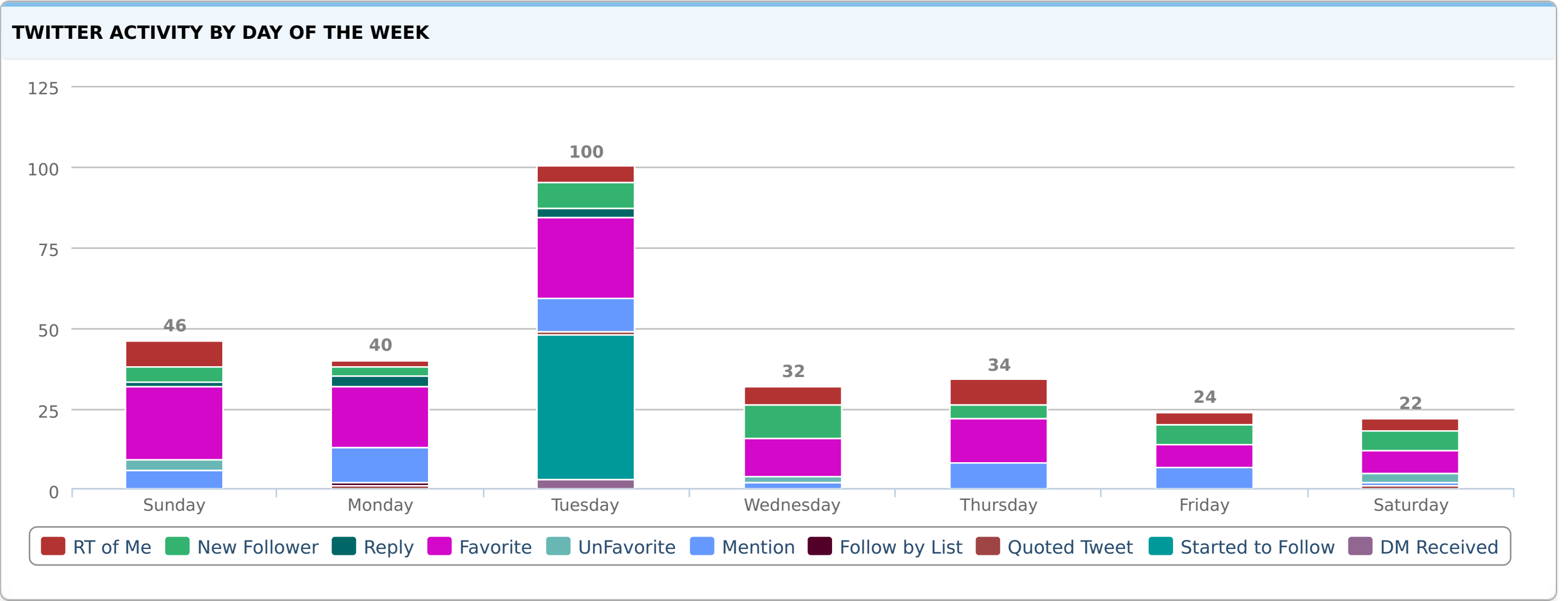
49 TORsAdventures (11,048)

35 KWBaitandTackle (57)











47 FranchescanMonk (2,931)

39 Nails\_Nathan (286)

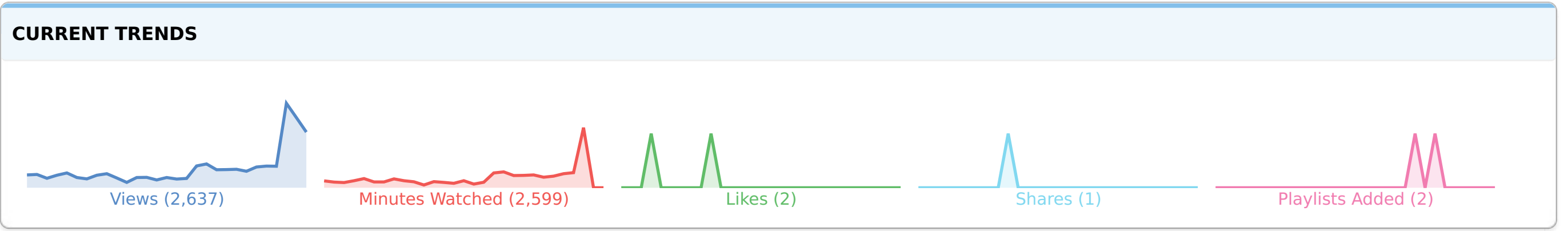
BEST TIME FOR RTs	BEST TIME FOR REPLIES	BEST TIME FOR MENTIONS	BEST TIME FOR FAVS	BEST TIME FOR FOLLOWS
1:00 PM - 2:00 PM	10:00 PM - 11:00 PM	3:00 PM - 4:00 PM	9:00 PM - 10:00 PM	10:00 AM - 11:00 AM
11% of retweets occur during this time	29% of replies occur during this time	16% of mentions occur during this time	16% of favorites occur during this time	12% of new follower occur during this time



Most Frequently Used Hashtags		
Hashtag	Times	% of total
#keywesthistoricseaport	4	4%
#kwhs	12	10%
#keywestsunset	3	3%
#lovefl	13	10%
#fl	9	7%
#thekeys	3	3%
#keywest	17	14%
#historicseaport	5	4%
#schoonerwharfbar	7	6%
#7milebridgerun	3	3%

Most Mentioned Users		
User	Times	% of total
 Surprise in Paradise	1	3%
 Robert Morton	1	3%
 CNN	2	5%
 Turtle Kraals	4	10%
 We've Got The Keys	1	3%
 Fisherman's Key West	3	7%
 VISIT FLORIDA	1	3%
 Waterfront Brewery	2	5%
 Fun In Key West	2	5%
 Key TV	2	5%

Views	2,637	Minutes Watched	2,599	Watched Duration	1,952	New Videos	1	Likes	2
Shares	1	Playlists Added	2	Subscribers	7	Total Videos	3		



You had **2,637** views (**90.93** per day). **29%** of engagement is likes. On average you get **0** comments, **0** likes, **0** shares, **0** added to playlists per view.

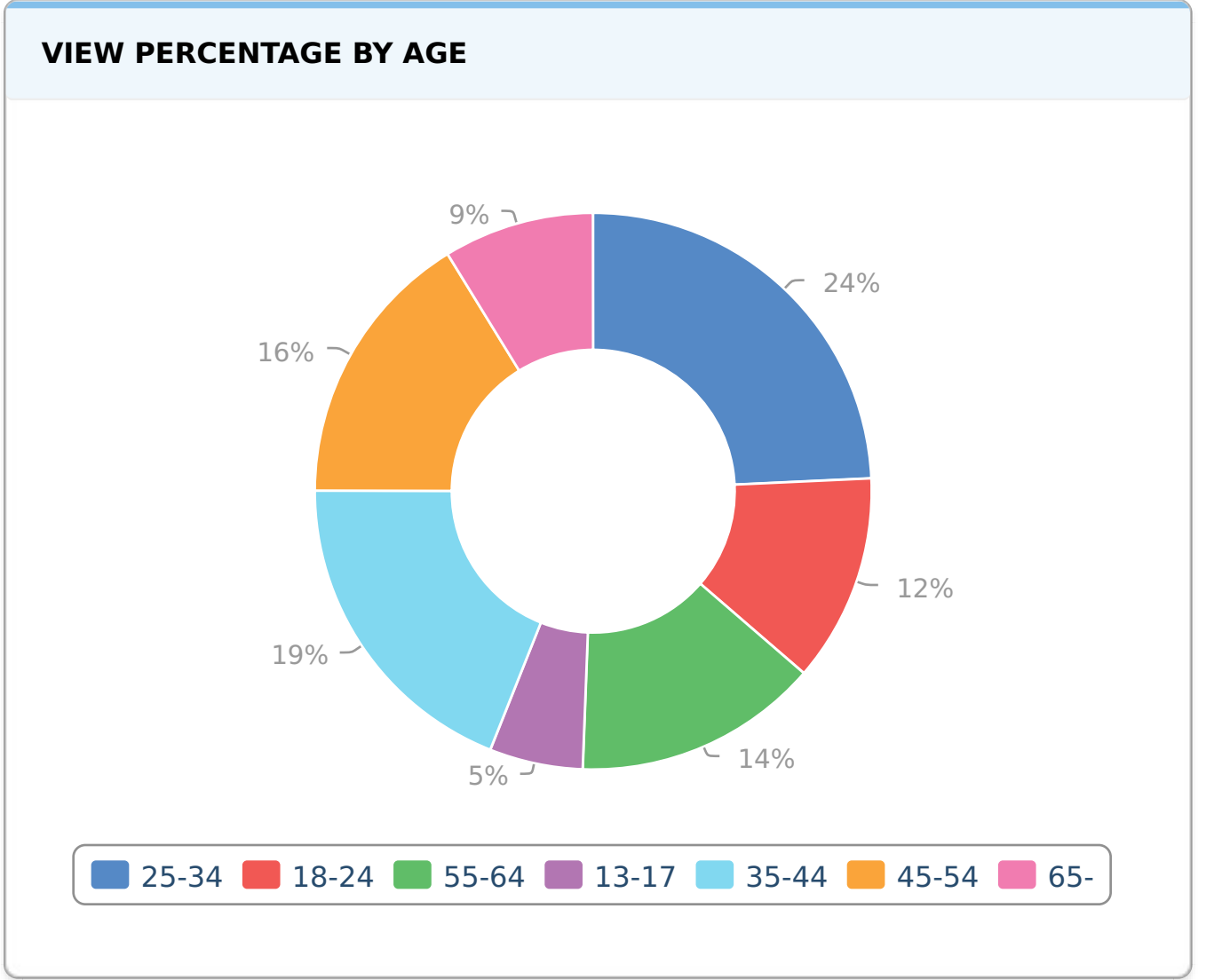
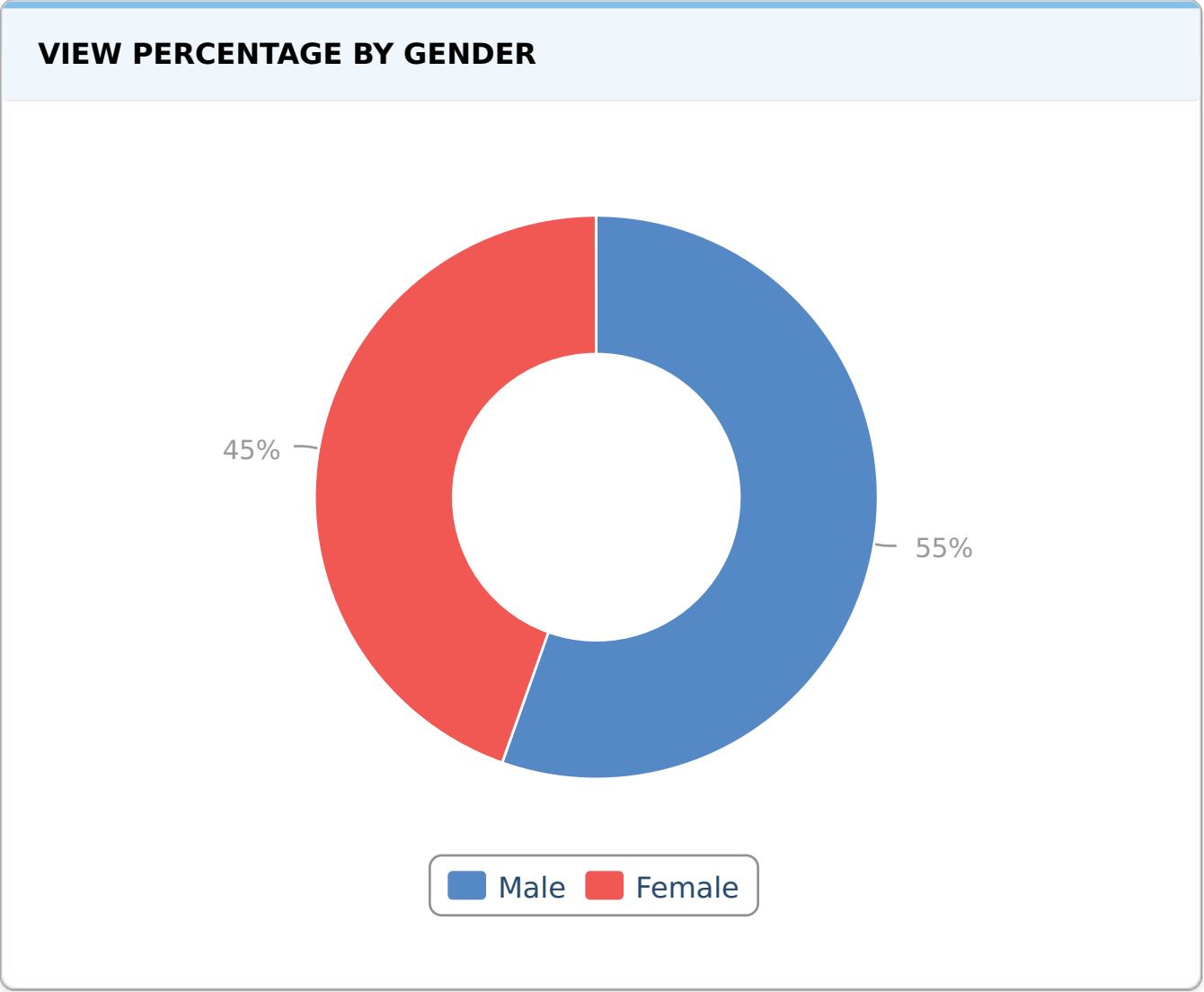
On average **0.23%** of your views result in engagement.

Your typical viewer uses **desktop** and **android** and will get to your videos via **link on another website**

Most viewers or **50.94%** get to your videos from **link on another website**. Majority of minutes watched or **51.35%** are from users that arrive from **advertisement**.

Most users or 41.67% use **desktop** to watch your videos. Majority of minutes watched or **43.81%** are from users using **desktop**.

Most users or **36.25%** use **Android** operating system to watch your videos. Majority of minutes watched or **37.8%** are from users using **Windows**.




MOST VIEWS



Key West Historic Seaport - Official Video

2,503 views

MOST LIKES



Best Bars in America Key West

2 likes