



**ADEPT**  
Strategy & Public Relations

(954)769-1533 • info@adept.co • www.adept.co

**MEMORANDUM**

June 7, 2017

**TO:** Doug Bradshaw & Karen Olson

**FROM:** Dana Pollitt

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

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

**KWHS VIDEO**

- Editorial Video Shoot with Key TV/Destination Television scheduled for Friday June 23rd with Scott Saunders who will act as the KWHS ambassador. Video will cover past, present and the future of the KWHS. 1:30 minute video to be aired daily with KWHS current video.
- Task Order Proposal for Annual Key TV/Destination Television submitted to City staff for approval and purchase order week of Monday June 5th.
- YouTube: Increased to 11,897 views from 10,762 last month
- Airing daily on Destination Network [Key TV/TripSmarter.com]. Affidavit below shows a sample of the broadcast report for the month of May.

**BROADCAST AD MANAGEMENT SYSTEM**

**Key TV**  
5450 MacDonald Avenue, Suite #10  
Key West, FL 33040

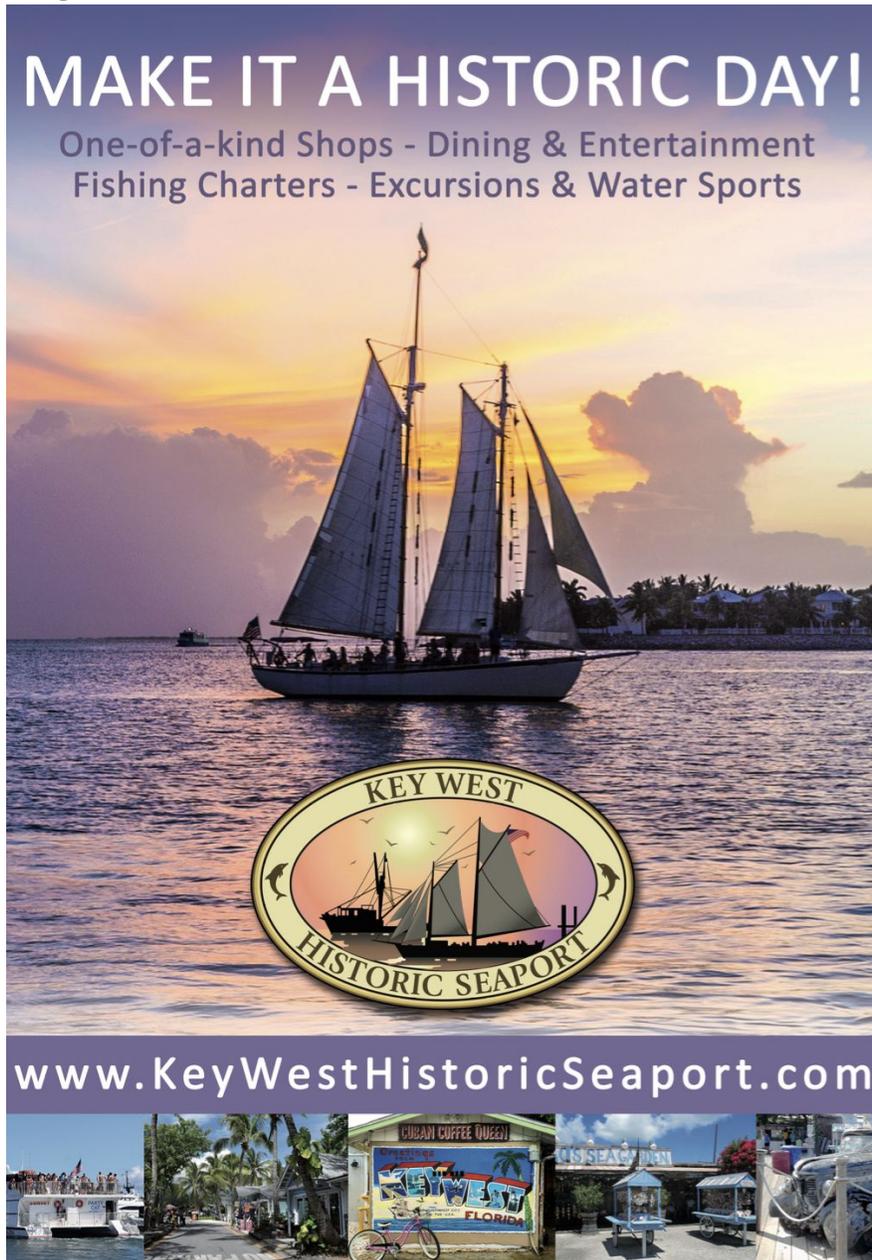
Affidavit of Service Rendered

05/01/17 - 05/28/17

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	5/1/2017	00:21:00
OOH Key West Historic Seaport 2017	5/1/2017	00:43:50
OOH Key West Historic Seaport 2017	5/1/2017	00:44:52
OOH Key West Historic Seaport 2017	5/1/2017	06:11:18
OOH Key West Historic Seaport 2017	5/1/2017	06:36:36
OOH Key West Historic Seaport 2017	5/1/2017	06:47:16
OOH Key West Historic Seaport 2017	5/1/2017	07:17:32
OOH Key West Historic Seaport 2017	5/1/2017	07:40:15
OOH Key West Historic Seaport 2017	5/1/2017	07:53:26
OOH Key West Historic Seaport 2017	5/1/2017	08:10:48
OOH Key West Historic Seaport 2017	5/1/2017	08:31:57
OOH Key West Historic Seaport 2017	5/1/2017	09:19:53
OOH Key West Historic Seaport 2017	5/1/2017	09:32:13
OOH Key West Historic Seaport 2017	5/1/2017	11:46:56
OOH Key West Historic Seaport 2017	5/1/2017	21:28:06
OOH Key West Historic Seaport 2017	5/1/2017	22:34:18
OOH Key West Historic Seaport 2017	5/2/2017	00:16:38
OOH Key West Historic Seaport 2017	5/2/2017	06:28:25
OOH Key West Historic Seaport 2017	5/2/2017	06:38:24
OOH Key West Historic Seaport 2017	5/2/2017	06:47:51
OOH Key West Historic Seaport 2017	5/2/2017	06:58:32
OOH Key West Historic Seaport 2017	5/2/2017	07:54:53
OOH Key West Historic Seaport 2017	5/2/2017	08:16:30
OOH Key West Historic Seaport 2017	5/2/2017	08:54:22
OOH Key West Historic Seaport 2017	5/2/2017	09:11:48
OOH Key West Historic Seaport 2017	5/2/2017	09:27:39
OOH Key West Historic Seaport 2017	5/2/2017	09:37:59
OOH Key West Historic Seaport 2017	5/2/2017	09:49:59
OOH Key West Historic Seaport 2017	5/2/2017	11:43:05
OOH Key West Historic Seaport 2017	5/2/2017	19:19:55
OOH Key West Historic Seaport 2017	5/2/2017	19:36:53
OOH Key West Historic Seaport 2017	5/2/2017	19:37:55
OOH Key West Historic Seaport 2017	5/2/2017	22:14:20
OOH Key West Historic Seaport 2017	5/3/2017	00:22:00

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



**MAKE IT A HISTORIC DAY!**  
One-of-a-kind Shops - Dining & Entertainment  
Fishing Charters - Excursions & Water Sports

[www.KeyWestHistoricSeaport.com](http://www.KeyWestHistoricSeaport.com)

The advertisement features a large image of a two-masted sailboat on the water at sunset. Below the sailboat is an oval logo with the text "KEY WEST HISTORIC SEAPORT" and a smaller image of a sailboat. At the bottom of the advertisement is a collage of four small images: a boat, a street scene, a building with a sign that says "CUBAN COFFEE QUEEN", and a bus shelter.

**ADVERTISING:**

- Digital Advertising Report attached.

## [KWSH SOCIAL MEDIA \(Facebook, Twitter, Instagram, Tumblr, Foursquare, Youtube\)](#)

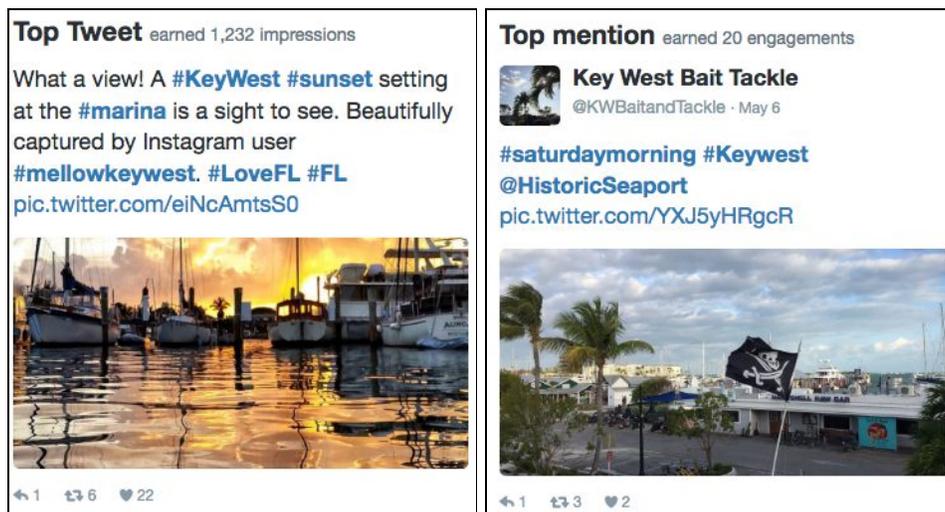
- Ongoing social media content creation and daily posting (Weekly Seaport Spotlight, Reviews Posts, Live Music Opportunities, Tenant Info. Events, etc.)

### **Facebook:**

- 814 page likes
- 840 people checked in
- Up to 23 reviews
  - 4 new 5-star reviews

### **Twitter:**

- 744 followers
- From May 25-31, our Tweets earned 1,715 impressions (our tweets showed up on our follower's Twitter feeds 1,715 from them retweeting or "liking" our posts, so all of their followers potentially read our Tweets as well)



- Left picture shows one Top Tweet in May
- This single Tweet earned 1,232 impressions
- Right picture shows one Top Mention Tweet
- Historic Seaport tenants are tagging us in their Tweets for their followers to read and potentially follow us

### **Instagram:**

- 1,168 followers with new followers daily (content includes videos, pictures, reposting from tenants, etc.)

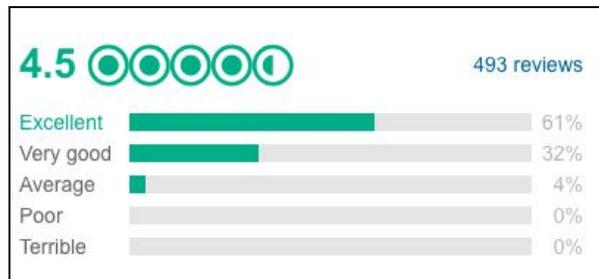
### **Tumblr:**

- Uploading monthly blogs and pictures to account

- Reposting content from travel bloggers /pictures from Key West Historic Seaport

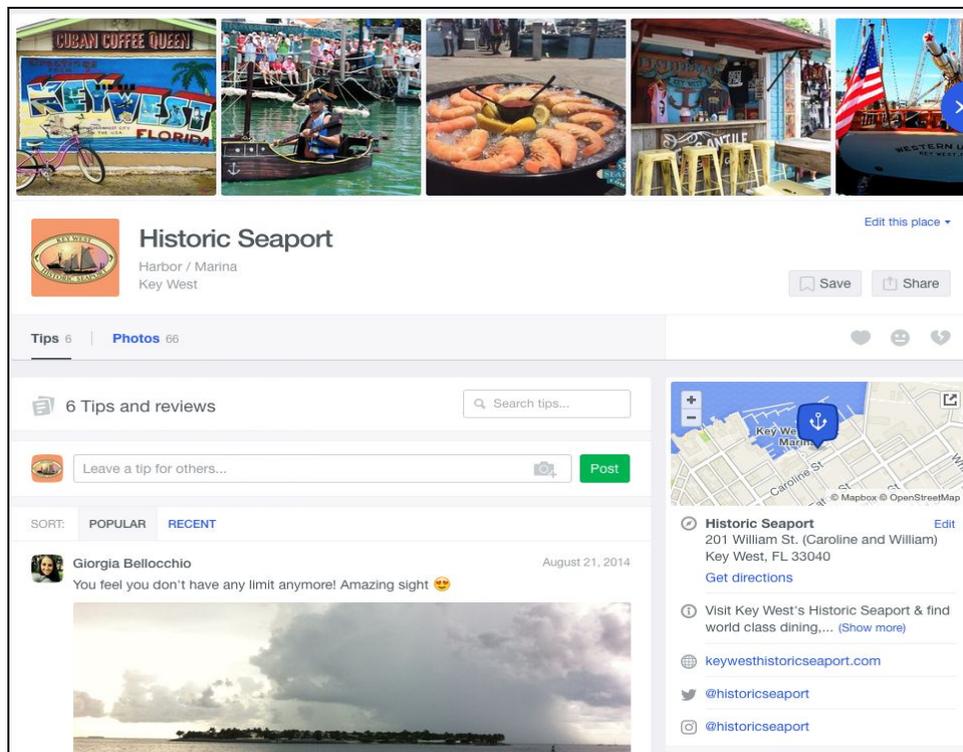
**TripAdvisor:**

- 493 Reviews
- 9 new reviews from last month
- Excellent Rating 4.5 out of 5



**Foursquare (NEW):**

- Over 50 million people use Foursquare to discover great businesses and share what they love about them with others
- Visitors “check in” to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our our page feed
- Below is a screenshot of what the KWHS page looks like:



**KWHS WEBSITE:**

- Ongoing website maintenance and content creation (Tenant Info. Events, Blog, etc.)
- Regular content writing services
  - May blog #8 posted: [Website Link >>](#)
  - June blog #9 Posted: [Website Link >>](#)
- Breezin Charters and Echo Catamaran added to website
- New events added monthly
- Google Analytics for period May 1, 2017 to May 31, 2017 below:

**Audience Overview:**



**Acquisition Overview:**

	Sessions ↓	% New Sessions ↓	New Users ↓
	1,174	81.43%	956
1 ■ Organic Search	539	<div style="width: 45%;"></div>	
2 ■ Direct	292	<div style="width: 25%;"></div>	
3 ■ Referral	249	<div style="width: 21%;"></div>	
4 ■ Social	94	<div style="width: 8%;"></div>	

Top 10 Referral Sources:

<input type="checkbox"/>	Source <sup>?</sup>	Acquisition		
		Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>
		<b>249</b> % of Total: 21.21% (1,174)	<b>76.31%</b> Avg for View: 81.43% (-6.29%)	<b>190</b> % of Total: 19.87% (956)
<input type="checkbox"/>	1. <a href="#">cityofkeywest-fl.gov</a>	<b>65</b> (26.10%)	<b>87.69%</b>	<b>57</b> (30.00%)
<input type="checkbox"/>	2. <a href="#">keywestfloridaspring.com</a>	<b>51</b> (20.48%)	<b>66.67%</b>	<b>34</b> (17.89%)
<input type="checkbox"/>	3. <a href="#">keywestinstatesummer.com</a>	<b>27</b> (10.84%)	<b>77.78%</b>	<b>21</b> (11.05%)
<input type="checkbox"/>	4. <a href="#">keywest.com</a>	<b>26</b> (10.44%)	<b>100.00%</b>	<b>26</b> (13.68%)
<input type="checkbox"/>	5. <a href="#">fla-keys.com</a>	<b>25</b> (10.04%)	<b>64.00%</b>	<b>16</b> (8.42%)
<input type="checkbox"/>	6. <a href="#">keywesttocubafest.com</a>	<b>7</b> (2.81%)	<b>28.57%</b>	<b>2</b> (1.05%)
<input type="checkbox"/>	7. <a href="#">tumblr.com</a>	<b>7</b> (2.81%)	<b>0.00%</b>	<b>0</b> (0.00%)
<input type="checkbox"/>	8. <a href="#">floridarambler.com</a>	<b>5</b> (2.01%)	<b>60.00%</b>	<b>3</b> (1.58%)
<input type="checkbox"/>	9. <a href="#">piulatte.cz</a>	<b>5</b> (2.01%)	<b>100.00%</b>	<b>5</b> (2.63%)
<input type="checkbox"/>	10. <a href="#">mg.mail.yahoo.com</a>	<b>3</b> (1.20%)	<b>33.33%</b>	<b>1</b> (0.53%)

# Digital Advertising Report

Key West Historic Seaport

May 1, 2017 - May 31, 2017

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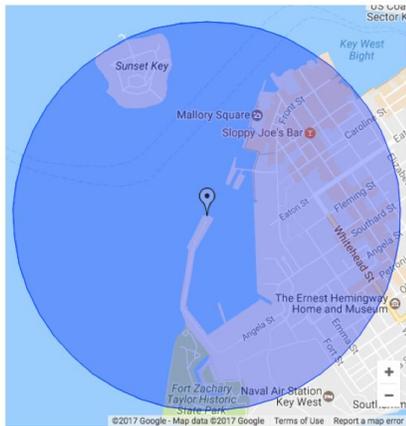
Prepared by: ADEPT Strategy & Public Relations

## CAMPAIGN OVERVIEW

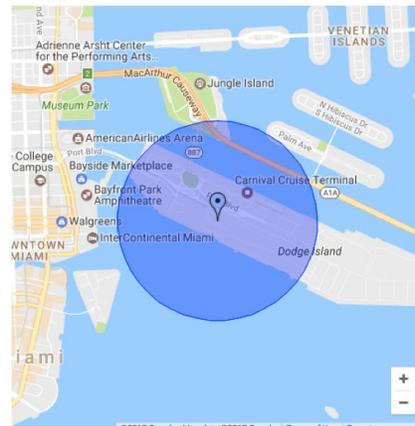
**APPROACH:** With low interest for couponing/discounting from merchants, we revised our campaign into an awareness campaign, versus a retail approach. With this, impressions in the very targeted cruise passenger segment became key.

### **CAMPAIGN STRATEGIES:**

- I. Target them in Key West at the pier as they arrive or wake up and turn on phones (see radius below on Picture 1)
- II. Target cruise passengers for 6 hours in the **departure port** (Miami, Ft. Laud, Canaveral, Tampa), **before they leave.** (see radius example below). This strategy was added when we confirmed that we could run strategy 1 at very low cost. (see radius below on Picture 2)



Picture 1



Picture 2

III. Proposed Additional Strategy: Key West visitors, beyond cruise ships. Overall low cost of running the cruise-targeted campaigns allows us to run campaigns now targeting in-market consumers staying in hotels, etc.

**SUMMARY CHART:**

Campaign	Budget	Status	Campaign type	Clicks	Impr.	Avg. Pos.	CTR	Avg. CPC	Cost	Avg. CPM
ROYAL CARIBBEAN	\$100.00/day	Eligible	Display Network only	7	7,190	1.0	0.10%	\$1.60	\$11.21	\$1.56
CARNIVAL CRUISE LINE	\$100.00/day	Eligible	Display Network only	4	5,993	1.0	0.07%	\$1.57	\$6.29	\$1.05
DEPART MIAMI	\$100.00/day	Eligible	Display Network only	126	61,348	1.0	0.21%	\$0.72	\$90.79	\$1.48
DEPART TAMPA	\$100.00/day	Eligible	Display Network only	1	713	1.0	0.14%	\$1.11	\$1.11	\$1.56
City-Wide Display	\$20.00/day	Eligible	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
HOLLAND AMERICA	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
DISNEY CRUISE LINE	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
SINGLE ENTRY	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
NORWEGIAN	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
SINGLE DELUXE	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
DEPART PEV	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
CELEBRITY	\$100.00/day	Ended	Display Network only	3	5,367	1.0	0.06%	\$1.96	\$5.89	\$1.10
Total - all but removed campaigns				141	80,611	1.0	0.17%	\$0.82	\$115.29	\$1.43
Total - Display				141	80,611	1.0	0.17%	\$0.82	\$115.29	\$1.43

**KPIS FROM SUMMARY CHART:**

- All Time
- Impressions: 159,230
- Clicks: 202
- Cost: \$311.96
- Average Cost/Thousand Impressions: \$1.33

**BUDGET:** 95.54% of initial advertising budget is available and we will be carried over to the following month.

**CREATIVE EXECUTIONS:** A total of 146 different ads have been developed using multiple sizes used by mobile web sites. A cross section is provided below:

**DEPARTURE CAMPAIGNS:**



CRUISE LINE SPECIFIC ADS:



**Welcome  
CARNIVAL CRUISE  
PASSENGERS**

Attractions  
Are Close

**Key West  
Historic Seaport**



Welcome  
CARNIVAL CRUISE  
PASSENGERS!  
Great Shopping Is Close

**Key West  
Historic Seaport**



**Welcome  
CELEBRITY CRUISE  
PASSENGERS**

Waterfront Bars &  
Restaurants Are Close

**Key West  
Historic Seaport**



**Welcome  
CARNIVAL  
CRUISE  
PASSENGERS!**

Big adventures are close.  
**Key West Historic Seaport**



**Welcome  
ROYAL CARIBBEAN  
PASSENGERS**

Unique Shopping Is Close

**Key West  
Historic Seaport**



**Welcome  
CARNIVAL  
CRUISE  
PASSENGERS!**

Cool attractions are close.  
**Key West Historic Seaport**



**Welcome  
CELEBRITY  
CRUISE LINE  
PASSENGERS!**

Waterfront bars and  
restaurants are close.  
**Key West Historic Seaport**



**Welcome  
ROYAL CARIBBEAN  
PASSENGERS**

Adventures  
are close.

**Key West  
Historic Seaport**

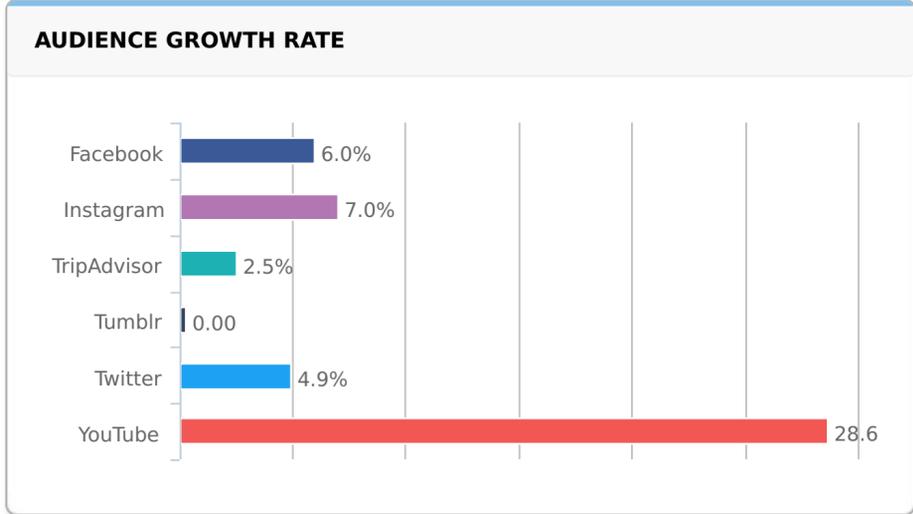
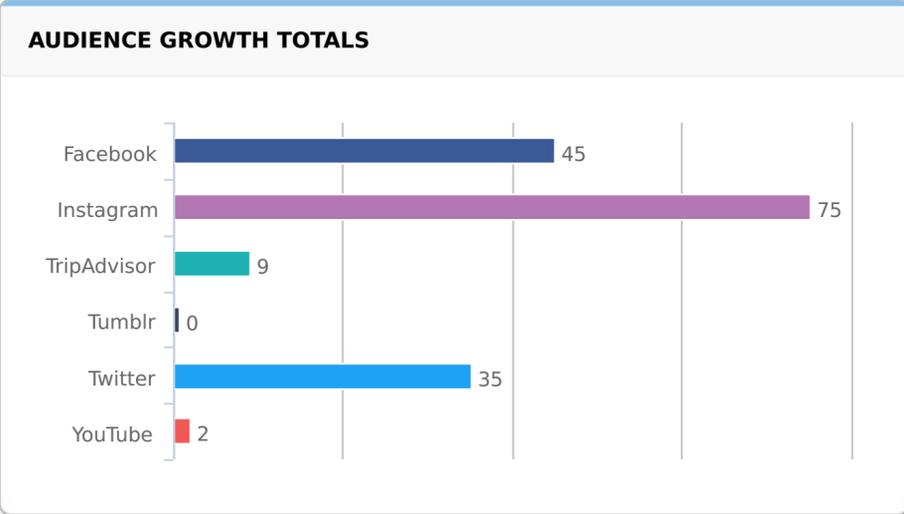
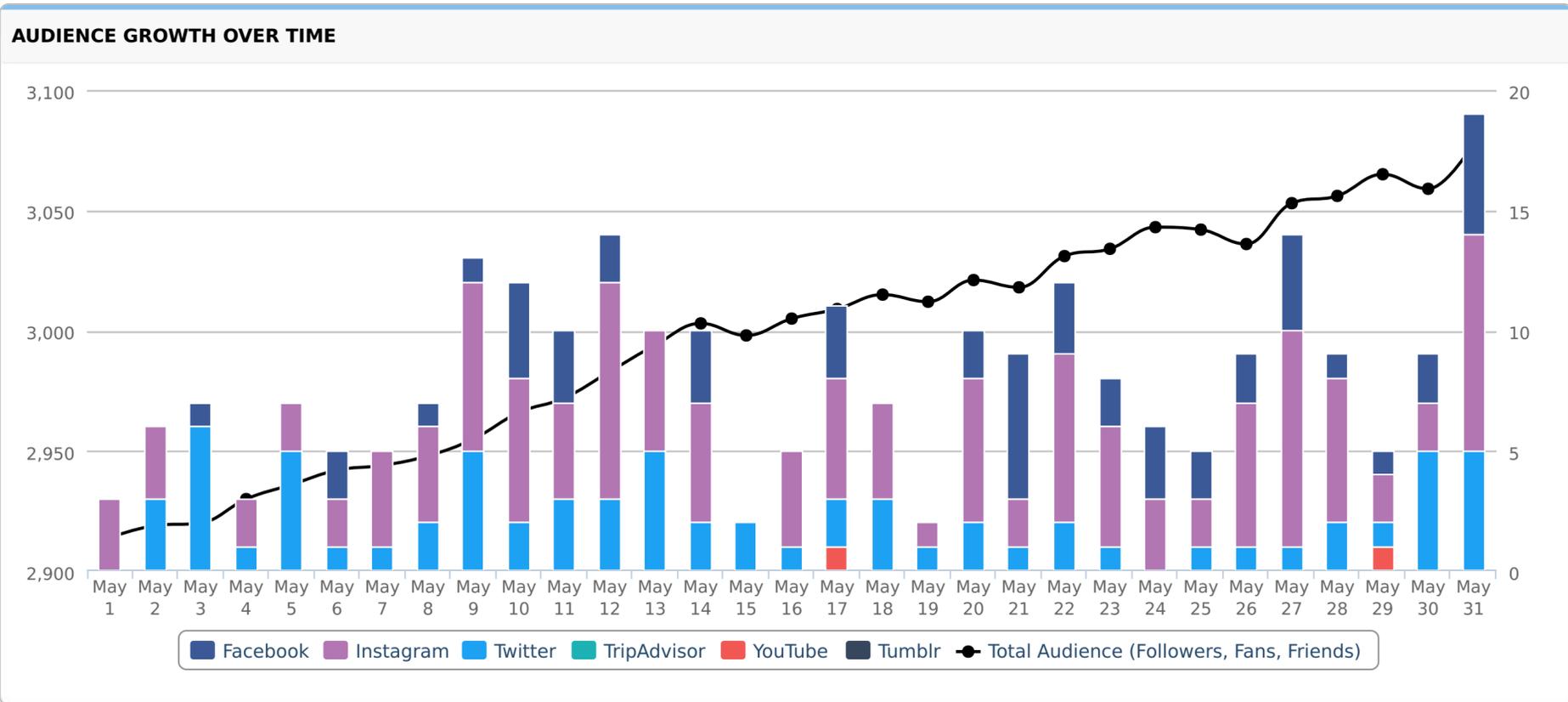
*Audience Summary*  
*Key West Historic Seaport*  
*May 1, 2017 - May 31, 2017*  
*Cross Channel Report*

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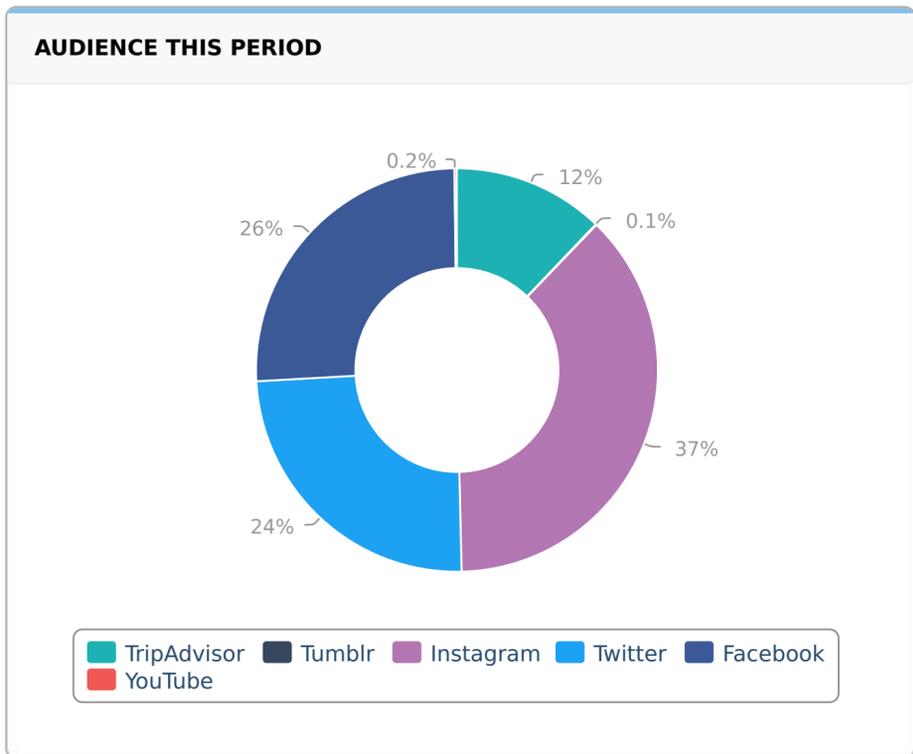
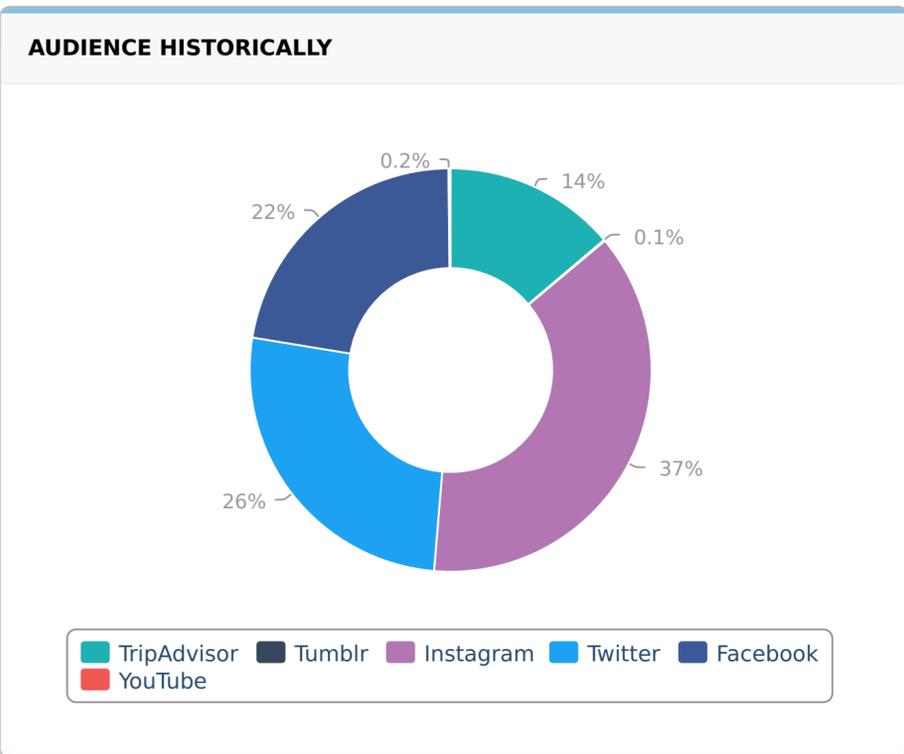
*Prepared by: ADEPT Strategy & Public Relations*

### AUDIENCE GROWTH BY CHANNEL

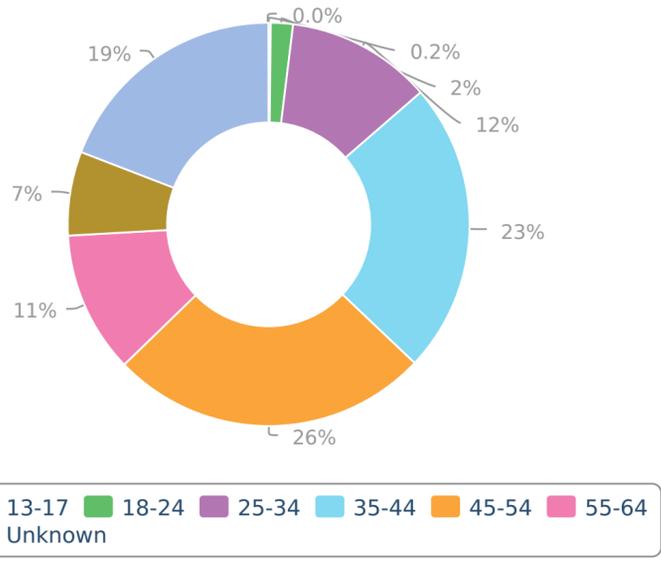
Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	45	5.98%	797
Instagram	75	6.96%	1,153
TripAdvisor	9	2.49%	370
Tumblr	0	0%	2
Twitter	35	4.92%	747
YouTube	2	28.57%	9
<b>Total</b>	<b>166</b>	<b>5.39%</b>	<b>3,078</b>



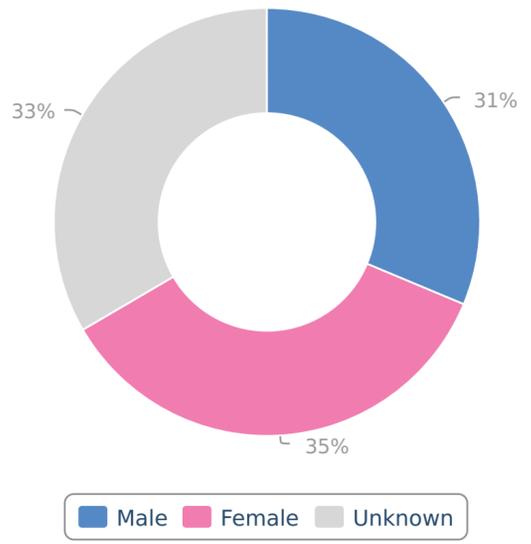
**Instagram** accounted for the most audience growth, with **75** new followers added. **YouTube** was your fastest-growing channel, with **28.57%** friend growth.



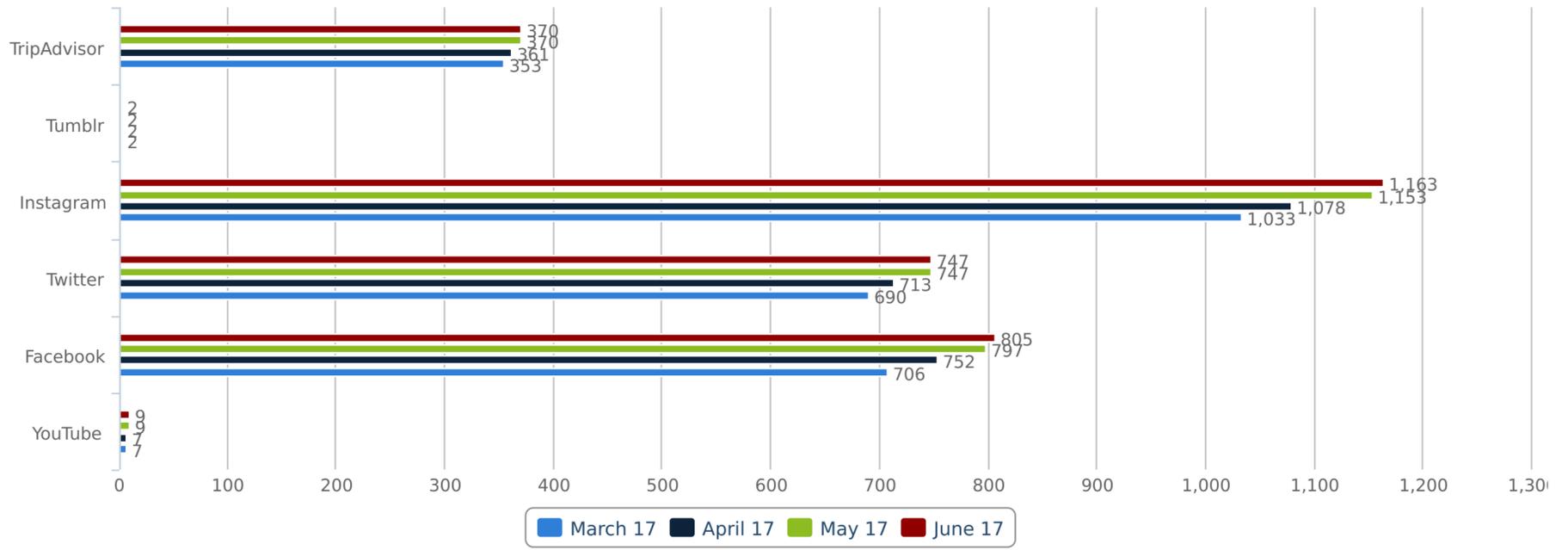
**AUDIENCE AGE**



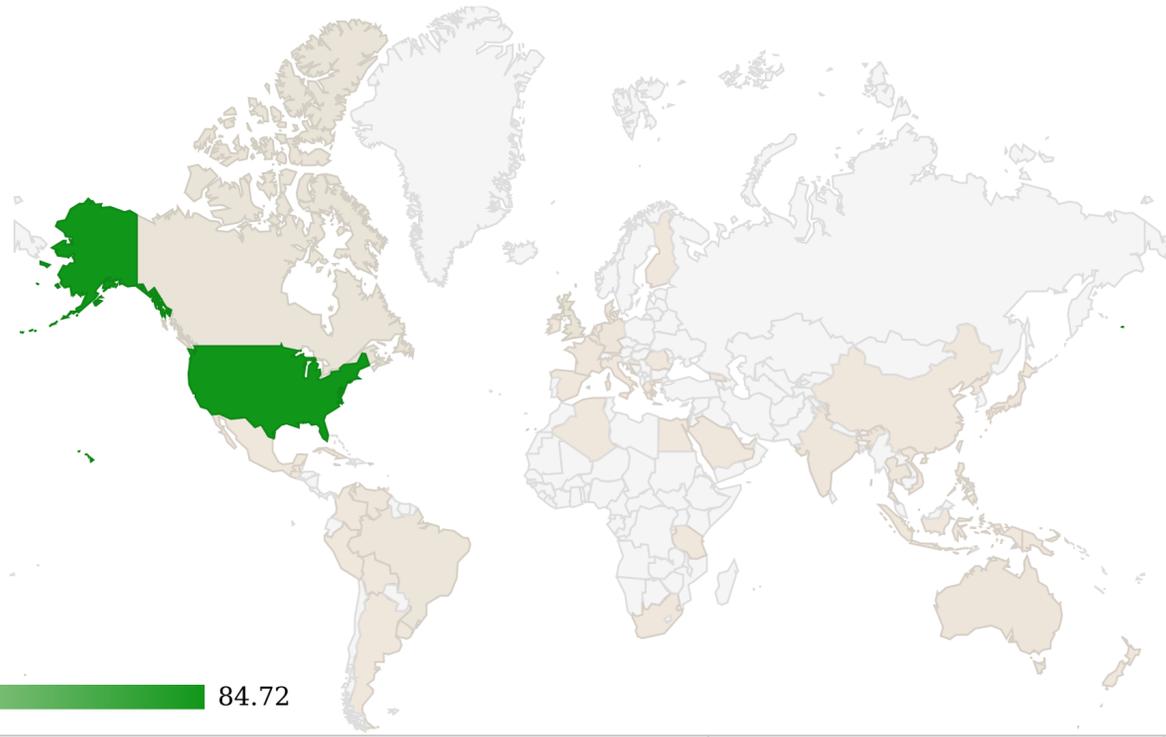
**AUDIENCE GENDER**



**AUDIENCE 3 MONTH NETWORK COMPARISON**



**AUDIENCE WORLD DISTRIBUTION**



Country	Code	%
United States	US	84.72
United Kingdom	GB	3.15
Canada	CA	2.19
Brazil	BR	1.12
Germany	DE	0.96
Australia	AU	0.84
Philippines	PH	0.39
India	IN	0.34
United Arab Emirates	AE	0.34
France	FR	0.34
Venezuela	VE	0.28
Thailand	TH	0.28
South Africa	ZA	0.22
Uruguay	UY	0.22
Mexico	MX	0.22
Italy	IT	0.22
Guam	GU	0.22
Japan	JP	0.17
Greece	GR	0.17
Spain	ES	0.17
Romania	RO	0.17
China	CN	0.17
New Zealand	NZ	0.11
Denmark	DK	0.11
Puerto Rico	PR	0.11

# *Comprehensive Social Media Report*

## *Key West Historic Seaport*

*May 1, 2017 - May 31, 2017*

*Cross Channel Report*

*1 Facebook Page*

*1 Instagram Profile*

*1 Twitter Profile*

*1 TripAdvisor Attraction*

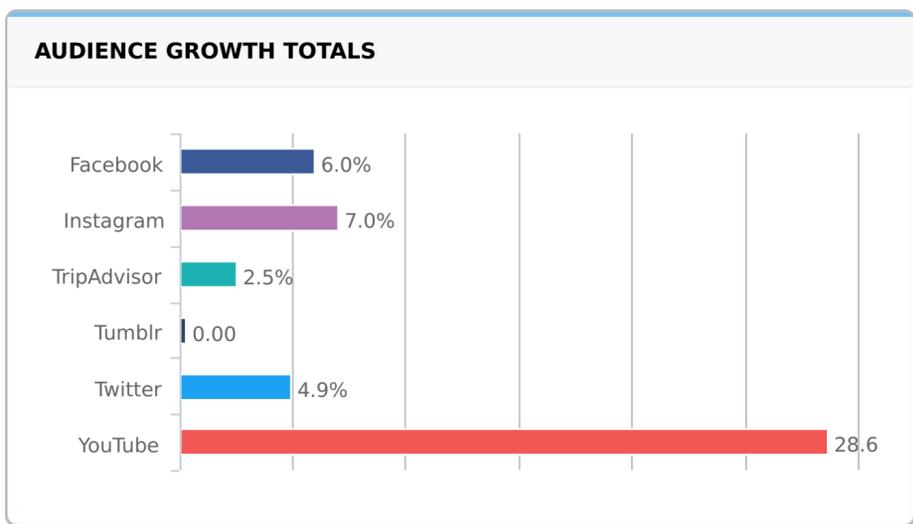
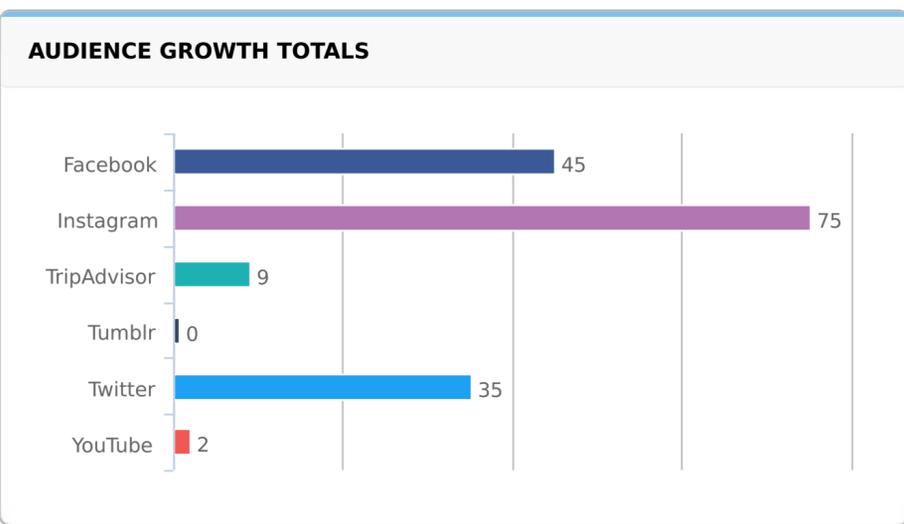
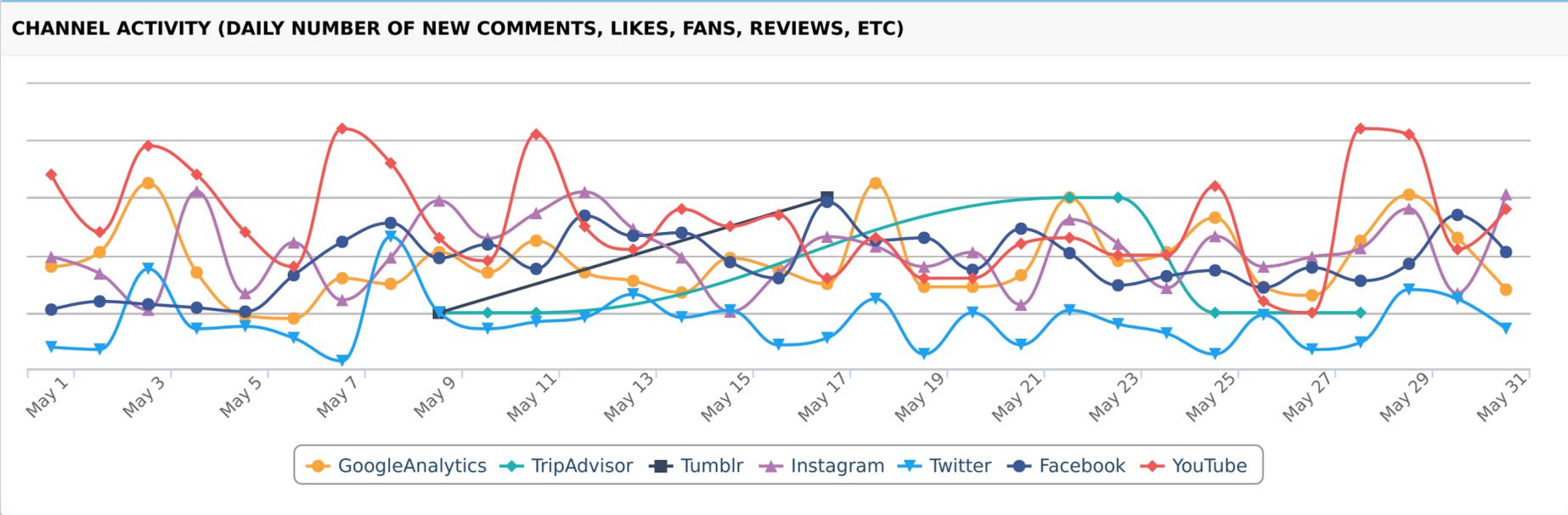
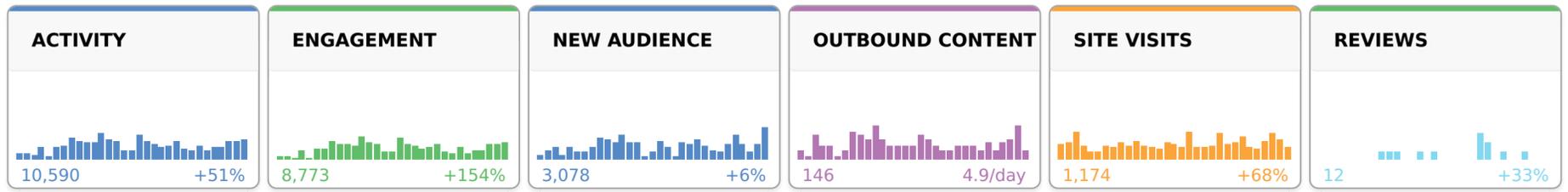
*1 YouTube Channel*

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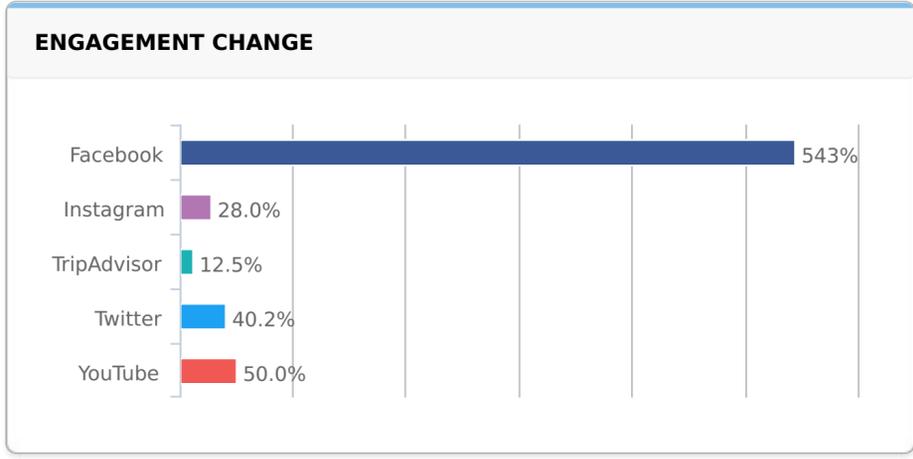
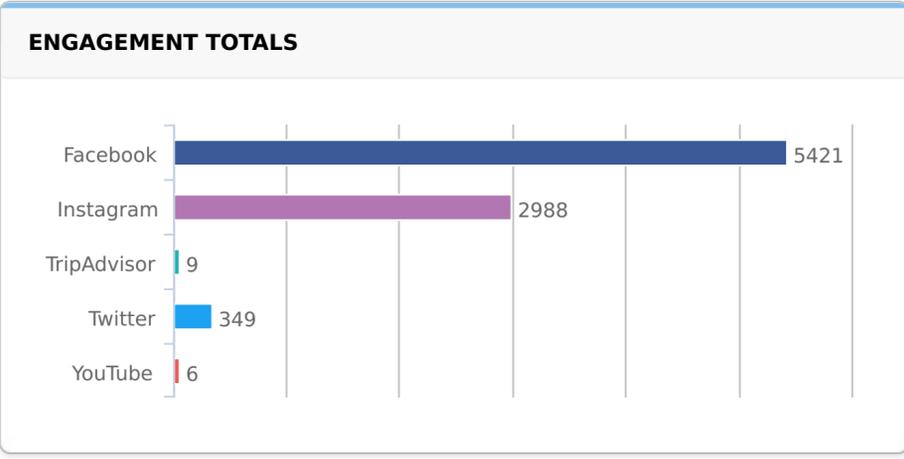
Comprehensive Social Media Report

*Prepared by: ADEPT Strategy & Public Relations*

# Cross Channel



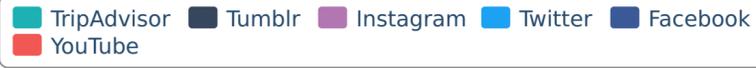
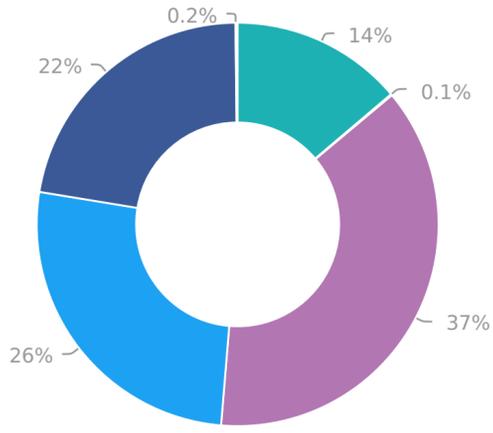
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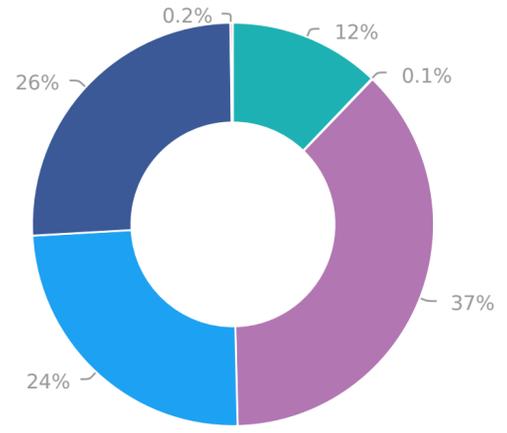
**Facebook** accounted for the most engagement growth, with **5421** new actions, and had the biggest change in engagement of 543.06%.

**Instagram** accounted for the most audience growth, with **75** new followers added. **YouTube** was your fastest-growing channel, with **28.57%** friend growth.

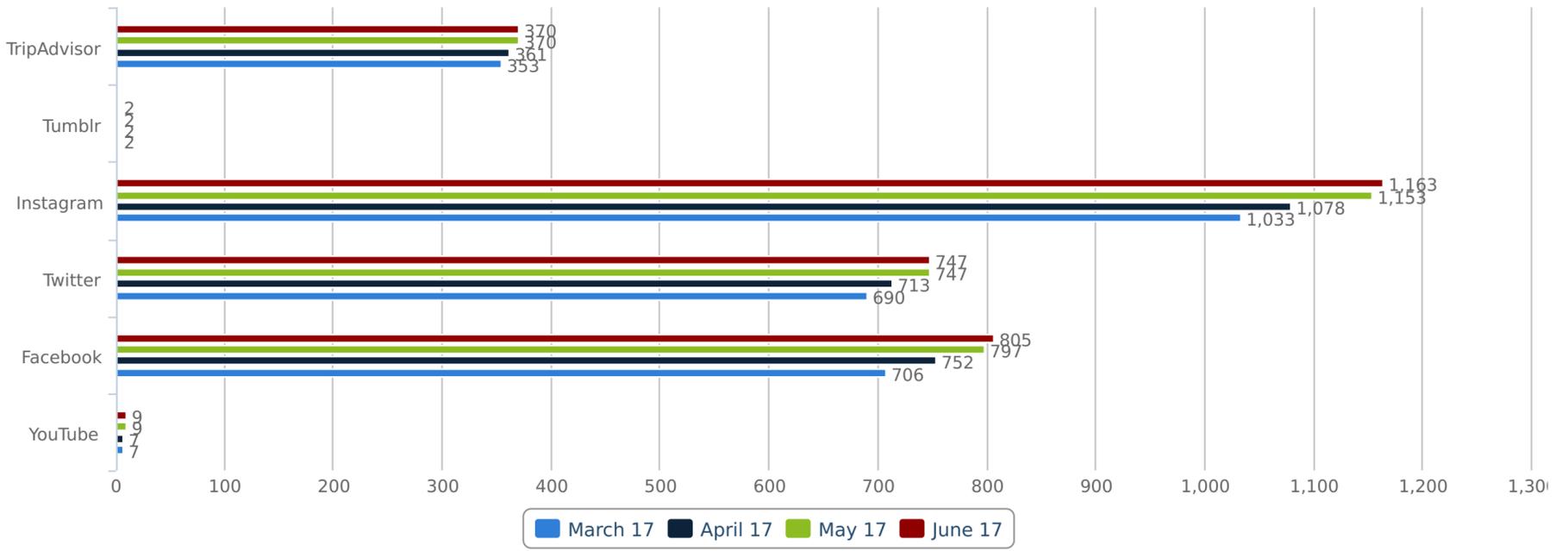
**AUDIENCE HISTORICALLY**



**AUDIENCE THIS PERIOD**



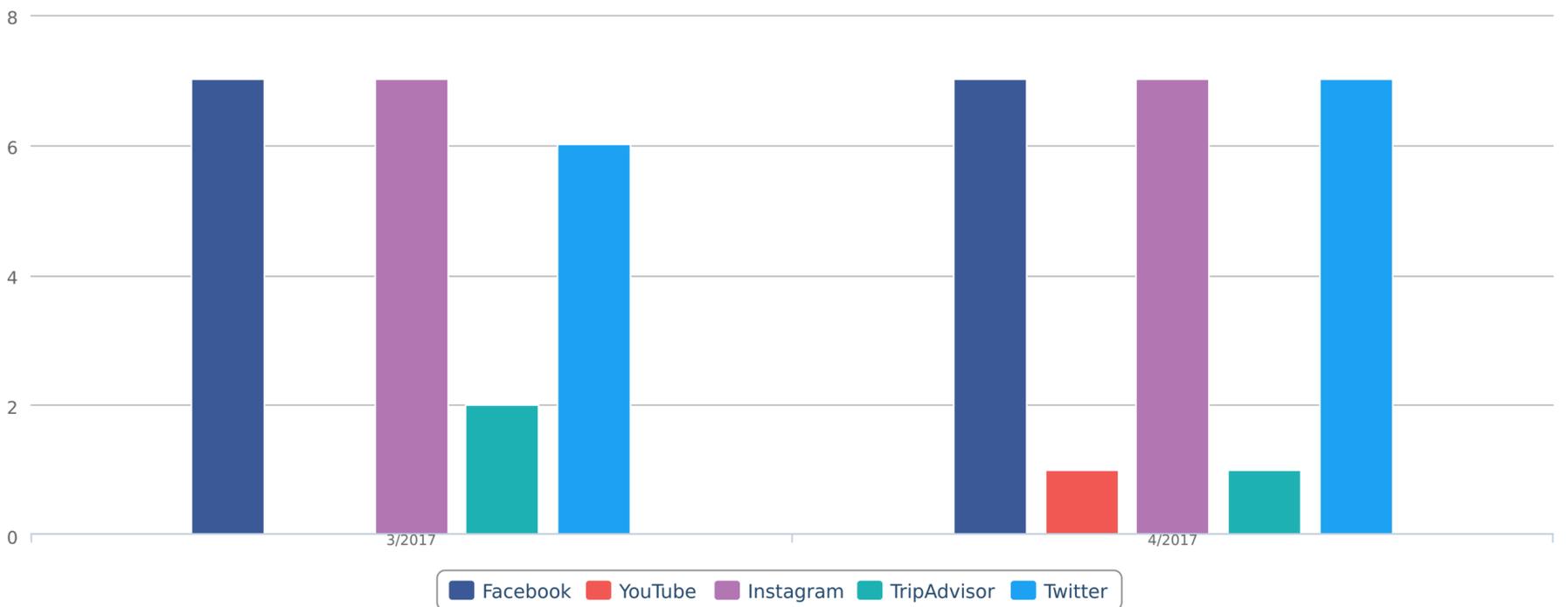
**AUDIENCE 3 MONTH NETWORK COMPARISON**



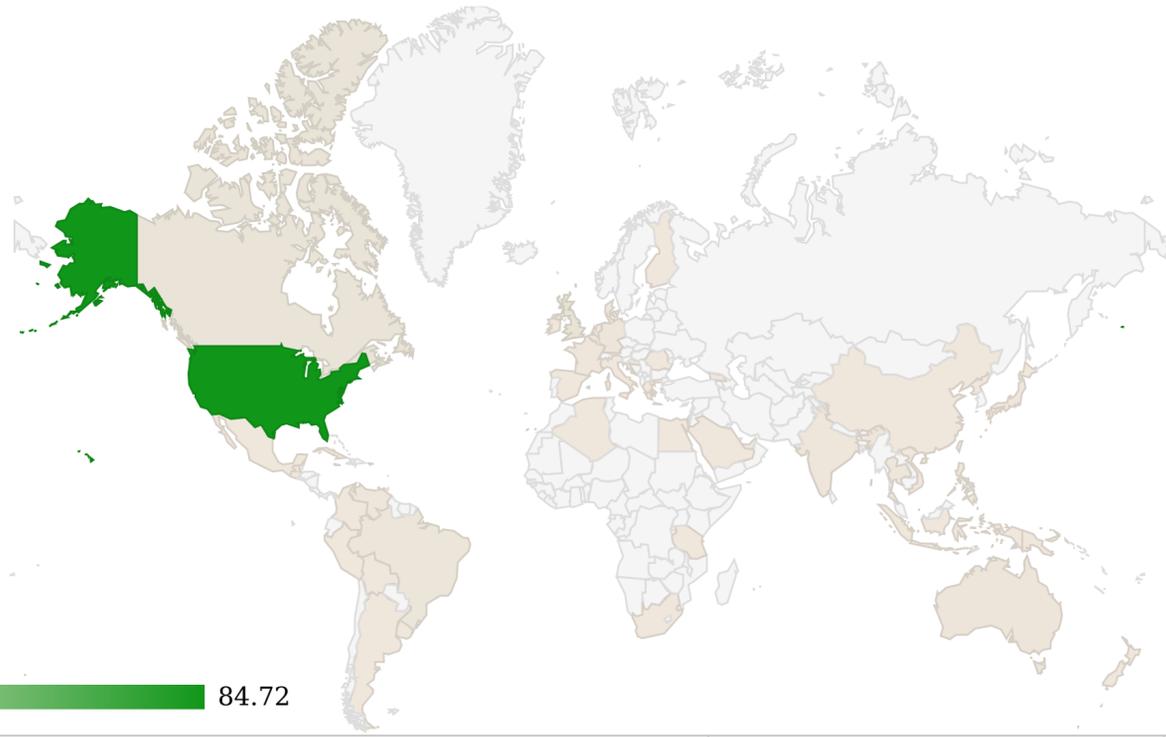
**Facebook** accounted for the most engagement growth, with **5421** new actions, and had the biggest change in engagement of 543.06%.

Your current current engagement level is **4.1**

**QUALITY OF ENGAGEMENT COMPARISON**

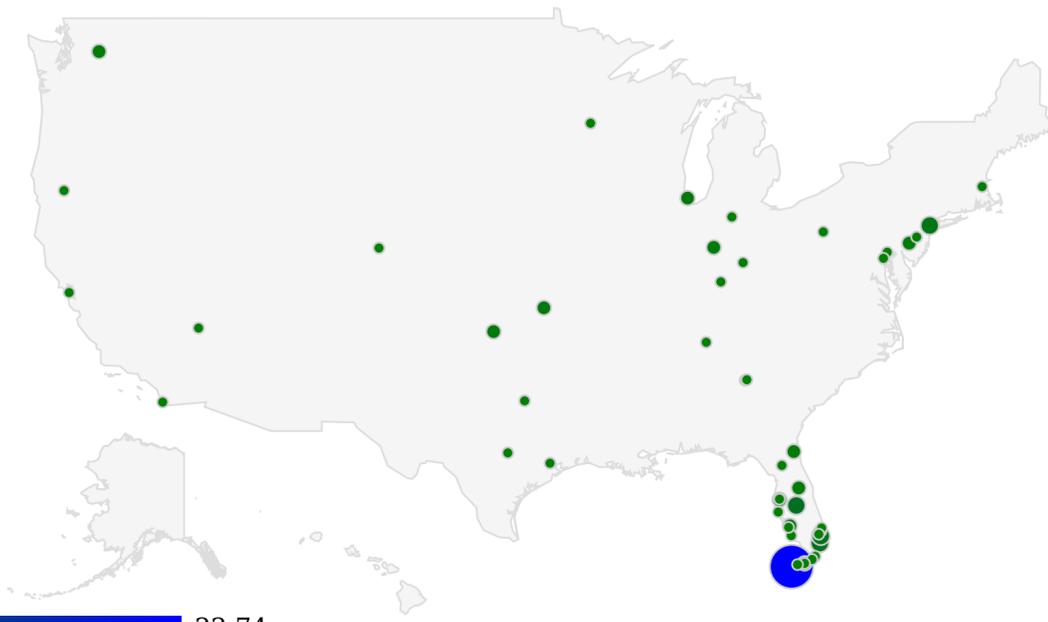


**AUDIENCE WORLD DISTRIBUTION**



Country	Code	%
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United Kingdom	GB	3.15
Canada	CA	2.19
Brazil	BR	1.12
Germany	DE	0.96
Australia	AU	0.84
Philippines	PH	0.39
India	IN	0.34
United Arab Emirates	AE	0.34
France	FR	0.34
Venezuela	VE	0.28
Thailand	TH	0.28
South Africa	ZA	0.22
Uruguay	UY	0.22
Mexico	MX	0.22
Italy	IT	0.22
Guam	GU	0.22
Japan	JP	0.17
Greece	GR	0.17
Spain	ES	0.17
Romania	RO	0.17
China	CN	0.17
New Zealand	NZ	0.11
Denmark	DK	0.11
Puerto Rico	PR	0.11

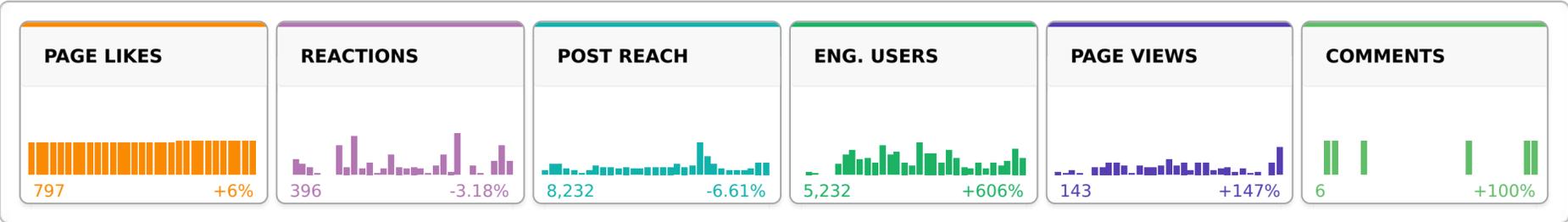
**COUNTRY ACTIVITY**



0.31  22.74

City	Code	% of Audience
Key West	FL	22.74
Florida		3.12
Miami	FL	2.91
Fort Lauderdale	FL	2.8
New York	NY	2.18
Fort Myers	FL	1.87
United States		1.66
Chicago	IL	1.66
Tampa	FL	1.45
Florida Keys		1.45
Indianapolis	IN	1.04
Philadelphia	PA	0.93
Orlando	FL	0.93
Jacksonville	FL	0.93
Marathon Marathon Airport		0.93
Washington	DC	0.93
Houston	TX	0.83
Tampa-St. Petersburg-Clearwater		0.73
Parkland		0.73
Key Largo		0.73
Boca Raton	FL	0.73
Boston	MA	0.62
Coral Springs	FL	0.62
Dallas	TX	0.62
Trenton	NJ	0.62

# Facebook (1 accounts)



Page Likes	797	New Page Likes	53	Total Reach	73.1k	Post Reach	8,232	Eng. Users	5,232
Total Clicks	4,678	Page Views	143	Page Impressions	128.2k	Post Impressions	16.3k	Posts	46
Comments	6	Reactions	396	Post Unlikes	4	Shares	10	Video Views	12
Reviews	3	Checkins	338	Mentions	4				

You have published **46** posts (**1.48** per day). **85%** of interactions are clicks (**4678** total). You had **6** comments and **10** post shares.

Your posts reached a total of **8,232** users (**266** per day). There was a total of **5488** interactions.

You had a total of **128,158** page impressions (**4,134** per day).

United States is the country with most audience (92.85%). You have audience in 17 countries.

You have a gained a total of **45** new page fans during this time period. That's a **6%** increase.

Most common source for page likes, or **57%**, is **Page Profile**

Majority of your page fans are aged between **35-44 (28%)** and are **Female (59%)**.

Majority of your page fans 752, or **94%**, speak **English**.

**MOST ENGAGED FRIENDS**

 <b>Mandy Claire</b> Comments: <b>2</b> Reactions: <b>48</b>	 <b>Imperial Point Neighborhood Association</b> Comments: <b>0</b> Reactions: <b>45</b>	 <b>Ali Faye</b> Comments: <b>1</b> Reactions: <b>43</b>	 <b>ADEPT Strategy &amp; Public Relations</b> Comments: <b>0</b> Reactions: <b>43</b>	 <b>Dana Pollitt, P.A.</b> Comments: <b>0</b> Reactions: <b>26</b>	 <b>Marielizabeth Turmero</b> Comments: <b>0</b> Reactions: <b>23</b>	 <b>Gregorio Arcay</b> Comments: <b>0</b> Reactions: <b>14</b>
 <b>Envision Uptown - Uptown Fort Lauderdale</b> Comments: <b>0</b> Reactions: <b>12</b>	 <b>Gary Farman</b> Comments: <b>0</b> Reactions: <b>11</b>	 <b>Key West Historic Seaport</b> Comments: <b>0</b> Reactions: <b>7</b>	 <b>Chip Ventura</b> Comments: <b>0</b> Reactions: <b>7</b>	 <b>Suziq Lat</b> Comments: <b>0</b> Reactions: <b>6</b>	 <b>Pelusa Makeup</b> Comments: <b>0</b> Reactions: <b>6</b>	 <b>Charles McCloud</b> Comments: <b>0</b> Reactions: <b>6</b>
 <b>Dawn Hollinger</b> Comments: <b>0</b> Reactions: <b>5</b>	 <b>Karen Olson</b> Comments: <b>0</b> Reactions: <b>5</b>	 <b>Dana Pollitt</b> Comments: <b>0</b> Reactions: <b>5</b>	 <b>Conni Walkup</b> Comments: <b>0</b> Reactions: <b>3</b>	 <b>Sam Abate</b> Comments: <b>0</b> Reactions: <b>3</b>	 <b>Tom Paulaitis</b> Comments: <b>0</b> Reactions: <b>3</b>	 <b>Wendy Nunez</b> Comments: <b>0</b> Reactions: <b>3</b>
 <b>Deborah Lynn</b> Comments: <b>0</b> Reactions: <b>2</b>	 <b>Jamie Davids-Mayhew</b> Comments: <b>0</b> Reactions: <b>2</b>	 <b>Charlene Schroeder</b> Comments: <b>0</b> Reactions: <b>2</b>	 <b>Brett Sanborn</b> Comments: <b>0</b> Reactions: <b>2</b>	 <b>Arden Mas</b> Comments: <b>0</b> Reactions: <b>2</b>		

**MOST LIKED**



Another reason to love Schooner Wharf Bar! Key TV ...

**22 reactions**

**MOST COMMENTED**



You'll find catamarans, cruise ships, and canoes in ...

**1 comments**

**MOST ENGAGED USERS**



Breezin Charters specializes in sailing lessons, sun...

**85 engaged users**

Majority of your posts or 57% are photos. Reviews however offer you the best engagement rate of 4 events per post.

Most of engagement (reactions, comments and shares) or 95% comes on days when post at least once. Majority of post engagement or 96% are reactions.

**TOP PUBLISHERS**

User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	48	105%	383	7	11

**BEST TIME FOR LIKES**

**1:00 PM - 2:00 PM**

**20% of likes occur during this time**

**BEST TIME FOR COMMENTS**

**1:00 PM - 2:00 PM**

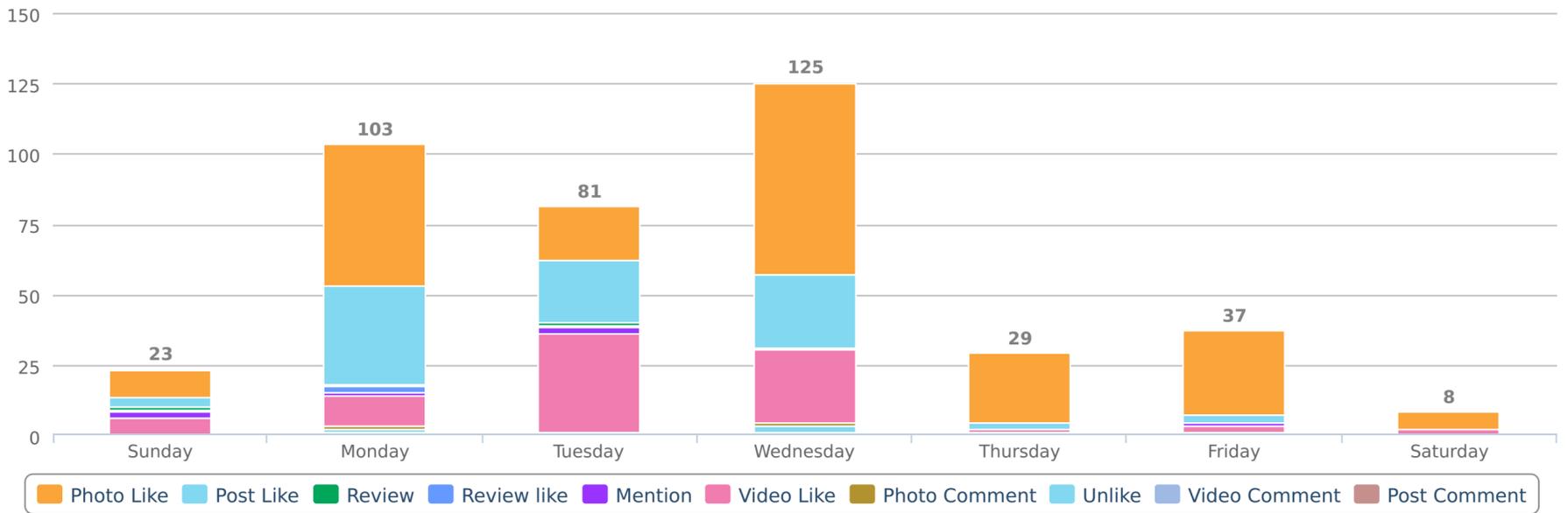
**33% of comments occur during this time**

**BEST TIME FOR MENTIONS**

**9:00 AM - 10:00 AM**

**29% of mentions occur during this time**

**FACEBOOK LIKES, COMMENTS, POSTS AND MESSAGES BY DATE OF THE WEEK**



Most users reached, or **83.25%**, are from **United States**

**MOST MENTIONS BY**



DeLucca Events

**2 mentions**

**MOST SHARED POST**



Happy Sunday from the Key West Historic Seaport!

**5 shares**

**MOST MENTIONS DAY**

**Tuesday  
May 2, 2017**

**1 mentions**

Most mentions, or **72%**, are **photo captions**. Most mentions, or **86%** are by **unknown** users.

**3 REVIEWS**



Excelente servicio un sitio muy bonito agradable y confortable para conocer  
by **Lito Gomez Litografia** on **May 22, 2017**

Key West Historic Se

1 Likes



by **Katarzyna Mizerska** on **May 16, 2017**

Key West Historic Se

1 Comments 1 Likes



by **Kevin Keeley** on **May 14, 2017**

Key West Historic Se

1 Comments 1 Likes

**MOST VIEWED VIDEO**



Key TV - Key West and The Florida Keys Television

**138 views**

**MOST LIKED VIDEO**



Key TV - Key West and The Florida Keys Television

**22 likes**

**MOST SHARED VIDEO**



Beautiful colors in this #KeyWest sunset from Instagram user #craign\_jeffrey88.

**1 shares**

**MOST COMMENTED**



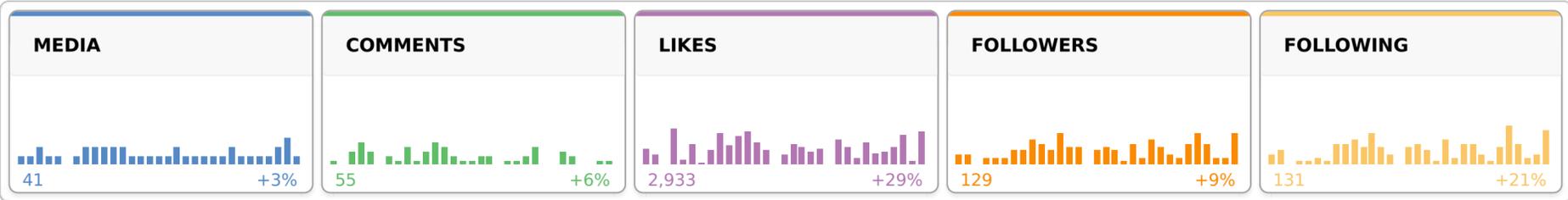
Beautiful colors in this #KeyWest sunset from Instagram user #craign\_jeffrey88.

**1 comments**

Most of video engagement (likes, comments and shares) or **61%** comes on days when you do not upload videos. Majority of video engagement or **1%** are **shares**.

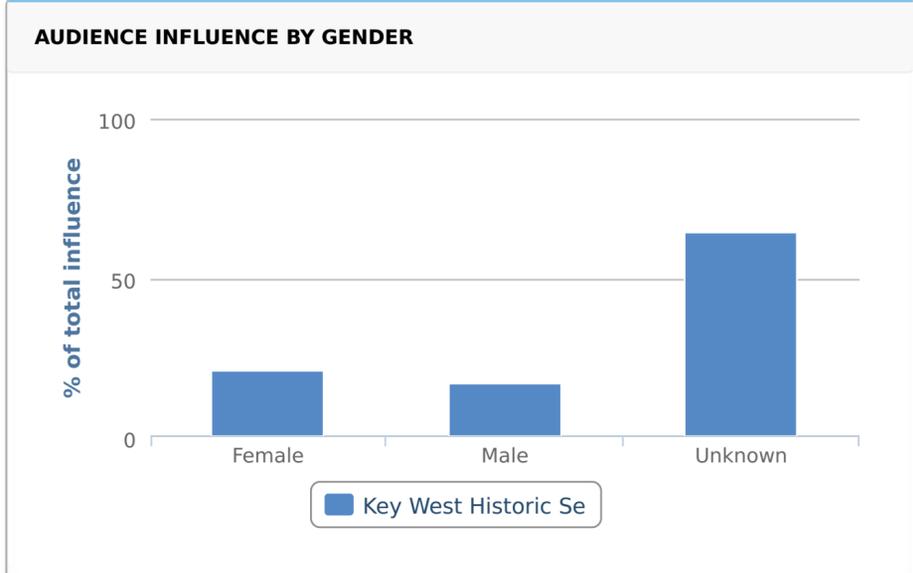
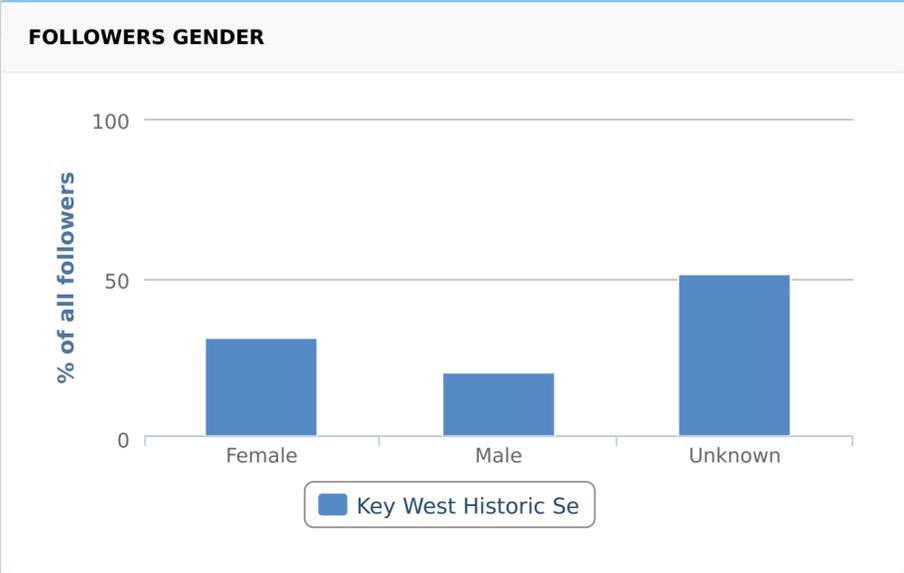
Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

**767%** of percent videos views result in engagement. That's **23% decline** compared to last period.



TOP POSTS BY NUMBER OF LIKES

Post	Publisher	Likes	% of all likes
What a view! A Key West sunset setting at the mar...	Key West Historic Seaport	169	6%
Nothing is better than a sunset cruise in Key Wes...	Key West Historic Seaport	123	5%
Sebago Watersports has the right idea! This view ...	Key West Historic Seaport	120	5%
We love this great shot from #KeyWestArtworks bac...	Key West Historic Seaport	115	4%
Just a typical morning in Key West...enjoying a c...	Key West Historic Seaport	102	4%



**MOST COMMENTS DAY**

**Thursday**  
**May 11, 2017**

**5 comments**

**MOST COMMENTS BY**



Ali

**7 comments**

**MOST COMMENTED**



What a view! A Key West sunset setting at the marina...

**8 comments, 169 likes**

40% of your audience are male and 61% of your audience are female.

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

**MOST INFLUENTIAL USERS**

User	Followers	% of total reach
 Flavia Peixoto	111,879	6%
 Rio Academia Natural ۞ ۞...	54,158	3%
 Ragnhild Jevne	37,124	2%
 Maxim Sukhanov	34,403	2%
 Matt Monge	28,601	2%
 A LINE GUERINO	28,410	2%
 Sailing Nandji-Bonita ۞...	27,678	2%
 VISIT the SOUTH™	27,111	2%
 Samantha ۞ ۞ ۞	24,536	2%
 ReelHooked Co.	23,832	2%

**MOST ACTIVE USERS**

User	Posts	Followers
 Leslie P Burrell	8,626	1,098
 Carlos Owner	7,837	19,225
 Kyla Shoemaker	5,436	1,141
 you're a catch 22	4,498	1,467
 Heather Wilde	4,170	380
 AquariumDepot.com	3,805	3,697
 April Ann	2,647	946
 Christina S.	2,641	8,762
 The Distinguish Fisher...	2,609	13,444
 KELLY NORMAN	2,560	1,928

You have **gained** an average of **3** followers per day.

**MOST LIKES DAY**

**Wednesday**  
**May 3, 2017**

**202 likes, 5 comments**

**MOST LIKED**

What a view! A Key West sunset setting at the marina...

**169 likes**

You have received **2,933** likes on your media. That's an average of **42** likes per media

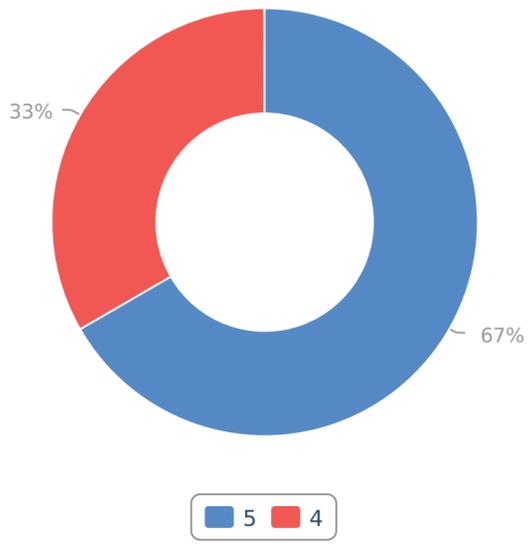
Reviews:

9

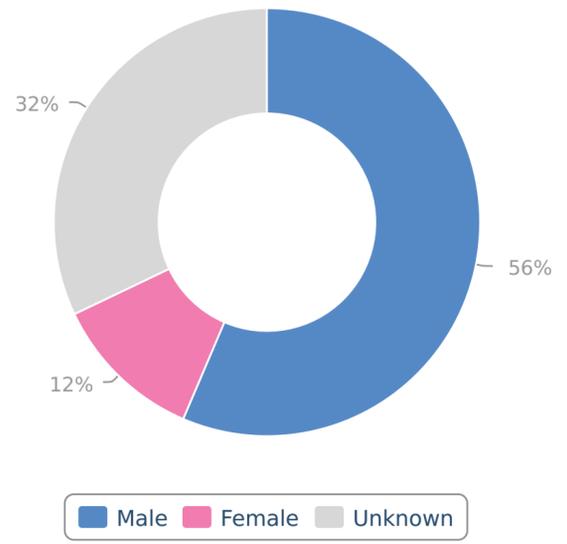
Rating:

4.64

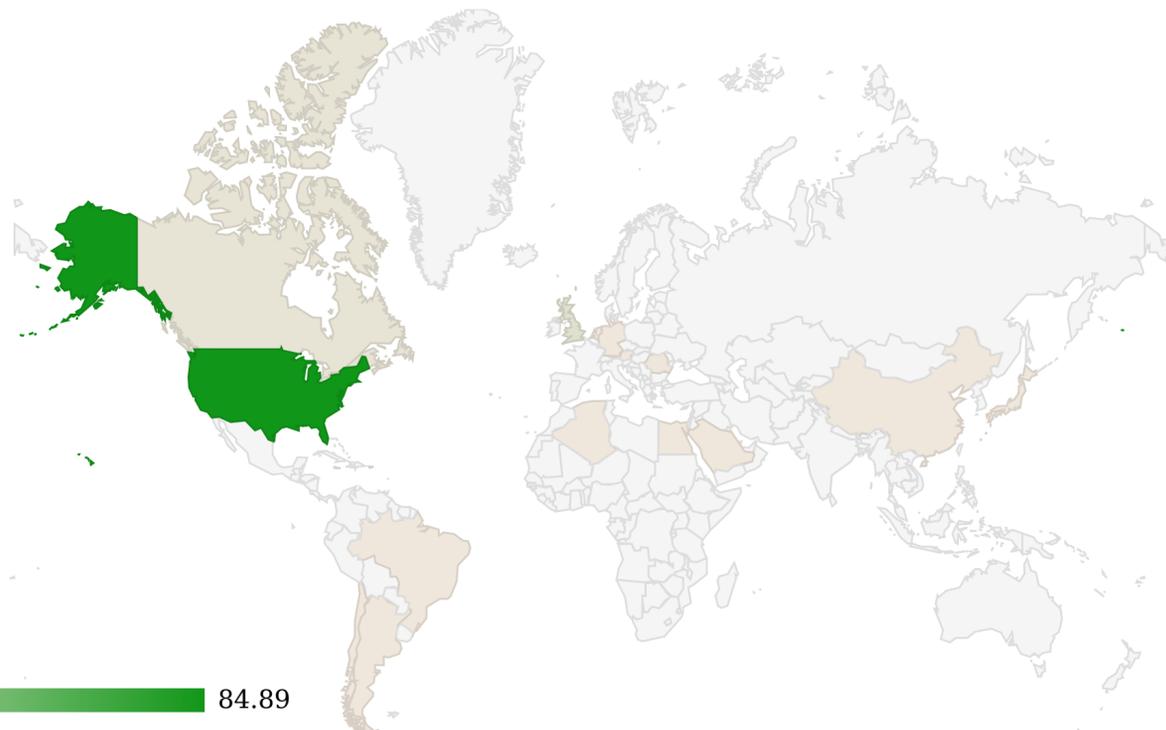
### RATINGS



### GENDER



### REVIEWER GEOGRAPHY



9 REVIEWS



**beautiful**

This is very quiet place to walk and watch the fisherman bring in their fish. very pretty seeing the boats and the water.  
by **chris b** on **May 28, 2017**

**Key West Historic Se**



**Walk the plank(s)**

So many boats, so many views, take a peaceful walk amongst them all and catch a glimpse of a huge tarpon or manatee.  
by **Mike M** on **May 25, 2017**

**Key West Historic Se**



**Key West Harbor**

This is a great spot. You can book a trip, do a little shopping, have dinner or a drink, or just check out all the boats. There is parkin...  
by **dgreen012017** on **May 23, 2017**

**Key West Historic Se**



**Fantastic Restaurants, views and interesting people**

We spent more time at the Seaport than Duval Street while in Key West. A little more laid back and peaceful. Many restaurants, boats and ...  
by **lisa r** on **May 23, 2017**

**Key West Historic Se**



**Great time**

If you do nothing else while in Key West you need to stroll along the boardwalk here. n one side you have the harbor with all sorts of ma...  
by **Dana B** on **May 22, 2017**

**Key West Historic Se**



**Walk from one side to the other side in Key West!**

If you walk directly away from the cruise ship and keep on going, you will get to the other side. It was fun to walk and see everything i...  
by **Kristie A** on **May 22, 2017**

**Key West Historic Se**



**Beautiful Views**

The water is so blue and beautiful at this historic seaport. I was in awe of it. There were plenty of nice little shops and art sculpture...  
by **Chrissy D** on **May 11, 2017**

**Key West Historic Se**

**Plenty of shops and historic history**

If you need to bring home some souvenir's and see some history with found buried treasures, you must go and walk around and spend a coupl...  
by **Chuck M** on **May 10, 2017**

**Key West Historic Se**

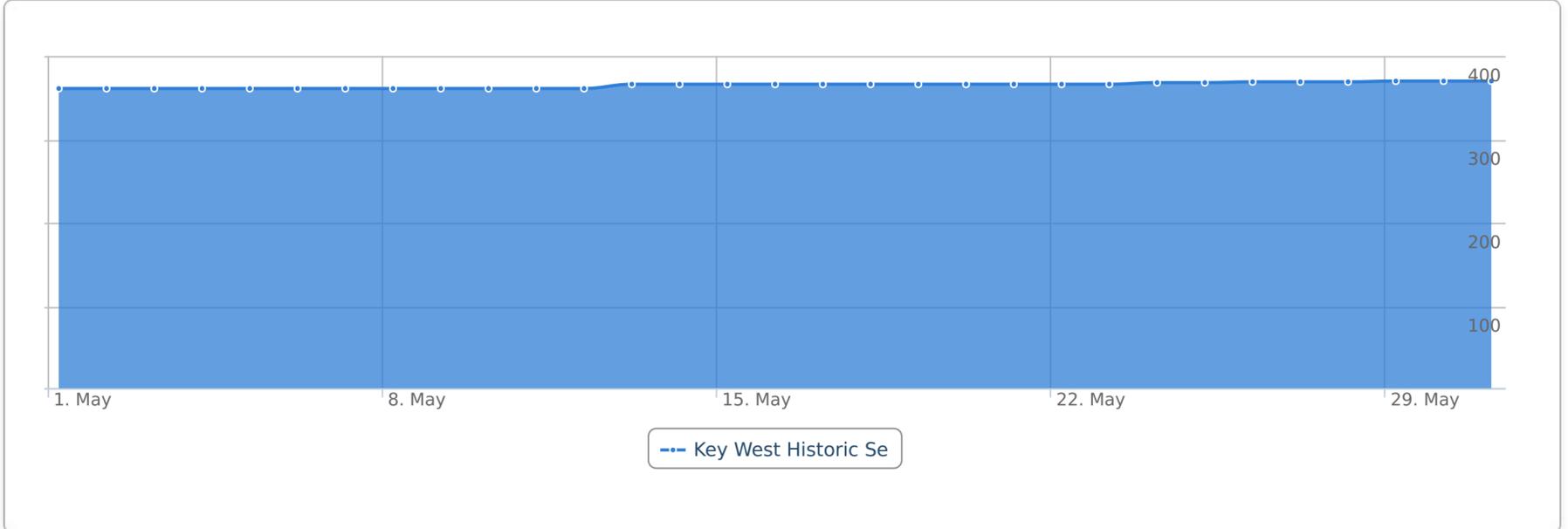


**VIBRANT, COLOURFUL AND A REAL PLEASURE**

We spent a day in Key West after cruising the W Coast of Africa and crossing the ocean. What a joy to see so much colour, plenty in the s...  
by **Ralph R** on **May 9, 2017**

**Key West Historic Se**

Reviewers Timeline



370 TripAdvisor users that reviewed your profiles.

- |  |  |  |  |  |  |   |
|--|--|--|--|--|--|---|
| <br><b>Wanda L</b><br>Reviews: <b>36</b><br>Votes: <b>8</b><br>Saint Petersburg, FL      | <br><b>Robert C</b><br>Reviews: <b>30</b><br>Votes: <b>19</b><br>Jacksonville, FL    | <br><b>Ryan S</b><br>Reviews: <b>31</b><br>Votes: <b>4</b><br>Vienna, Austria        | <br><b>chelseadia</b><br>Reviews: <b>7</b><br>Votes: <b>2</b><br>New York City, NY                 | <br><b>Wendy D</b><br>Reviews: <b>31</b><br>Votes: <b>17</b><br>Brandon, Manitoba      | <br><b>jeffrey w</b><br>Reviews: <b>237</b><br>Votes: <b>135</b><br>Omaha, Nebraska      | <br><b>Fishyfishy111</b><br>Reviews: <b>70</b><br>Votes: <b>20</b><br>Saint Paul, Minnesota |
| <br><b>Dana B</b><br>Reviews: <b>55</b><br>Votes: <b>14</b><br>Manchester, New Hampshire | <br><b>Rubyrater</b><br>Reviews: <b>22</b><br>Votes: <b>11</b>                       | <br><b>Peggy73703</b><br>Reviews: <b>11</b><br>Votes: <b>0</b><br>Enid, Oklahoma     | <br><b>aberrdeenangler</b><br>Reviews: <b>462</b><br>Votes: <b>213</b><br>Aberdeen, United Kingdom | <br><b>barney4201</b><br>Reviews: <b>8</b><br>Votes: <b>9</b><br>Texas City, Texas     | <br><b>msbnsb</b><br>Reviews: <b>30</b><br>Votes: <b>12</b><br>New Smyrna Beach, Florida | <br><b>Carlie D</b><br>Reviews: <b>69</b><br>Votes: <b>33</b><br>Dallas, Texas              |
| <br><b>Faye W</b><br>Reviews: <b>83</b><br>Votes: <b>28</b><br>London, United Kingdom    | <br><b>David H</b><br>Reviews: <b>73</b><br>Votes: <b>16</b><br>Montgomery, Illinois | <br><b>VacationFamilyNJ</b><br>Reviews: <b>116</b><br>Votes: <b>59</b><br>New Jersey | <br><b>NancyLovesRehoboth</b><br>Reviews: <b>115</b><br>Votes: <b>260</b><br>Lexington, Virginia   | <br><b>Bob S</b><br>Reviews: <b>95</b><br>Votes: <b>42</b><br>Jim Thorpe, Pennsylvania | <br><b>William T</b><br>Reviews: <b>320</b><br>Votes: <b>141</b><br>Atlanta, Georgia     | <br><b>75boat</b><br>Reviews: <b>37</b><br>Votes: <b>7</b><br>Albuquerque, New Mexico       |



*Marcia L*  
Reviews: **189**  
Votes: **116**  
Port Saint Joe,...



*ckvar*  
Reviews: **61**  
Votes: **33**  
Cudjoe Key, Flo...



*Vanessa L*  
Reviews: **43**  
Votes: **24**  
Rome, Georgia



*easentreker*  
Reviews: **924**  
Votes: **264**  
Halifax



*Arthur S*  
Reviews: **121**  
Votes: **39**  
Boca Raton, Flo...



*Henk V*  
Reviews: **86**  
Votes: **19**  
Nieuw-Vennep



*Bob E*  
Reviews: **51**  
Votes: **26**  
Cleveland, OHIO...



*adsscs*  
Reviews: **20**  
Votes: **24**  
Tennessee



*Chuck M*  
Reviews: **49**  
Votes: **7**  
North Babylon



*Sean Jamie S*  
Reviews: **20**  
Votes: **5**  
Heltonville, In...



*TheExplorerFamily*  
Reviews: **481**  
Votes: **352**  
Somerset, New



*Eat1Drink2Travel3*  
Reviews: **493**  
Votes: **370**  
London, United ...



*Charles V*  
Reviews: **793**  
Votes: **189**



*MONYMAN53*  
Reviews: **104**  
Votes: **22**



*BrendaRoss2010*  
Reviews: **6**  
Votes: **22**  
Brampton, Ontar



*Densch1*  
Reviews: **44**  
Votes: **12**  
New Jersey



*Steve D*  
Reviews: **106**  
Votes: **53**  
Winter Springs,...



*mosika*  
Reviews: **104**  
Votes: **28**  
Valparaiso, IN



*ptruffa*  
Reviews: **10**  
Votes: **4**  
Pittsburgh



*Greg W*  
Reviews: **4**  
Votes: **1**  
Rochester, Minn...



*imjustbeachy\_1*  
Reviews: **20**  
Votes: **10**  
Monroe, Georgia



*ed33040*  
Reviews: **7**  
Votes: **11**  
Key West, Florida



*Billy B*  
Reviews: **85**  
Votes: **21**  
Virginia Beach,...



*buffalojim67*  
Reviews: **1**  
Votes: **145**  
Lawrence, Kansas



*tld917*  
Reviews: **8**  
Votes: **10**  
Omaha, Nebraska



*Milesoftravel41*  
Reviews: **8**  
Votes: **0**  
Charlotte, Nort...



*Cub66*  
Reviews: **119**  
Votes: **68**  
Chicago, Illinois



*mwooduk*  
Reviews: **1**  
Votes: **501**  
Miami



*goodegg5*  
Reviews: **54**  
Votes: **18**  
Philly



*ruthkred*  
Reviews: **167**  
Votes: **74**  
Town and Countr



*WanderLust M*  
Reviews: **75**  
Votes: **91**  
Redondo Beach,



*Sue O*  
Reviews: **254**  
Votes: **92**  
Kent, United Ki...



*TtravelerJohn*  
Reviews: **192**  
Votes: **99**  
Glen Rock, New ...



*Cordial1*  
Reviews: **186**  
Votes: **59**



*666Bunty*  
Reviews: **269**  
Votes: **114**  
Surrey



*Anne\_A52*  
Reviews: **8**  
Votes: **1**  
York, Pennsylvania



*Lisa S*  
Reviews: **763**  
Votes: **204**



*ergohand*  
Reviews: **19**  
Votes: **3**  
HMB



*FLAKey33040*  
Reviews: **68**  
Votes: **24**  
Summerland Key



*Cambria5*  
Reviews: **336**  
Votes: **119**  
Ebensburg, PA



*Cambria5*  
Reviews: **336**  
Votes: **119**  
Ebensburg, PA



*katem j*  
Reviews: **81**  
Votes: **22**  
Suffern, New York



*hmgrrbt*  
Reviews: **28**  
Votes: **13**



*vakshun17*  
Reviews: **45**  
Votes: **15**  
Wolfeboro, New



*T2Socks*  
Reviews: **269**  
Votes: **131**  
Key West, FL



*CrazFox*  
Reviews: **30**  
Votes: **22**  
Belle Isle, Flo...



*dalessiopietro*  
Reviews: **277**  
Votes: **59**  
Murray, Utah



*dinosciambra*  
Reviews: **53**  
Votes: **17**  
New Orleans, Lo...



*James M*  
Reviews: **73**  
Votes: **30**  
Hamilton, Canada



*HoldenBea*  
Reviews: **191**  
Votes: **81**  
Holden Beach, N



*tennisj11*  
Reviews: **168**  
Votes: **89**  
Simpsonville, SC



*Sherri W*  
Reviews: **21**  
Votes: **13**  
George West, Texas



*jeffl499*  
Reviews: **1**  
Votes: **520**  
Alexandria, VA



*Missmarilynjoy*  
Reviews: **26**  
Votes: **4**  
Key West, Florida



*CaptnBill*  
Reviews: **37**  
Votes: **20**  
Cape Coral, Flo...



*br01374859*  
Reviews: **116**  
Votes: **34**  
Ballston Spa, N...



*travelkitty28*  
Reviews: **156**  
Votes: **54**  
midwest



*Shawna G*  
Reviews: **236**  
Votes: **119**  
Jacksonville, F...



*JennyColCrawley\_UK*  
Reviews: **16**  
Votes: **4**  
Crawley, UK



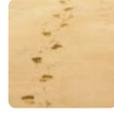
*labe7000*  
Reviews: **60**  
Votes: **44**  
Port Jefferson ...



*NervousDuck*  
Reviews: **30**  
Votes: **10**  
Saint Paul, Min...



*Kathy P*  
Reviews: **24**  
Votes: **6**  
Chicago, Illinois



*Walsh13k*  
Reviews: **238**  
Votes: **45**  
Saratoga Spring...



*Paul W*  
Reviews: **45**  
Votes: **25**  
Wesley Chapel, ...



*Patricia S*  
Reviews: **75**  
Votes: **22**



*Gomersal-08*  
Reviews: **223**  
Votes: **208**  
Leeds



*VirginiaSunny*  
Reviews: **108**  
Votes: **44**  
Virginia



*Lmilaat*  
Reviews: **21**  
Votes: **11**  
Jeddah



*Lori K*  
Reviews: **71**  
Votes: **22**  
Beaver Falls, P...



*Dcraigclark*  
Reviews: **39**  
Votes: **11**  
Decatur, Georgia



*DebiOco*  
Reviews: **112**  
Votes: **35**  
New York



*MargaretNJ2014*  
Reviews: **20**  
Votes: **12**  
New Jersey



*Traveller71Rio*  
Reviews: **30**  
Votes: **6**  
West Palm Beach



*tefsearch*  
Reviews: **15**  
Votes: **11**  
Lakeland, Florida



*DebieDC*  
Reviews: **113**  
Votes: **74**  
Marietta, GA



*Donna H*  
Reviews: **30**  
Votes: **7**  
Chicago, Illinois



*Dr. R. C. M*  
Reviews: **143**  
Votes: **31**  
Fort Mohave, Ar...



*Mpollifax*  
Reviews: **166**  
Votes: **54**  
Philadelphia



*merrybrook1*  
Reviews: **75**  
Votes: **31**  
Butler, Tennessee



*Steve P*  
Reviews: **31**  
Votes: **10**  
Fairfield, Iowa



*BonjourduCanada*  
Reviews: **42**  
Votes: **30**  
Toronto, Canada



*SEWiscon*  
Reviews: **143**  
Votes: **39**  
Kenosha,



*sarahkathleen1*  
Reviews: **98**  
Votes: **51**  
Eastern Shore, AL



*Jolly B*  
Reviews: **120**  
Votes: **122**  
San Francisco, ...



**Rick61**  
 Reviews: **391**  
 Votes: **135**  
**Cambridge, Unit...**

**FrankF2357**  
 Reviews: **21**  
 Votes: **11**  
**Macomb, Michigan**



**jackrabbit26**  
 Reviews: **11**  
 Votes: **2**  
**Coastal North C...**



**07417**  
 Reviews: **31**  
 Votes: **8**  
**Saint Augustine...**



**lisa r**  
 Reviews: **91**  
 Votes: **21**  
**illinois**



**cocktailsanddreams**  
 Reviews: **28**  
 Votes: **9**  
**Key West, Florida**



**Rosalie K**  
 Reviews: **4**  
 Votes: **0**



**Collette L**  
 Reviews: **70**  
 Votes: **25**  
**Milwaukee**



**JaysaTravelinMan**  
 Reviews: **139**  
 Votes: **91**  
**Salisbury, Mary...**



**FLGal1980**  
 Reviews: **56**  
 Votes: **43**  
**Tampa, Florida**



**FLGal1980**  
 Reviews: **56**  
 Votes: **43**  
**Tampa, Florida**



**Janet W**  
 Reviews: **60**  
 Votes: **19**



**bob A**  
 Reviews: **74**  
 Votes: **12**



**lollygal**  
 Reviews: **1**  
 Votes: **345**  
**New York City, ...**



**Clamcake51**  
 Reviews: **39**  
 Votes: **17**  
**Newport, Rhode**



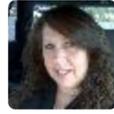
**sshmuffin**  
 Reviews: **19**  
 Votes: **9**  
**washington,dc**



**BobMinchak**  
 Reviews: **270**  
 Votes: **101**  
**New York City, ...**



**den-rick71**  
 Reviews: **300**  
 Votes: **116**  
**Falmouth, Unite...**



**conniecat**  
 Reviews: **32**  
 Votes: **54**  
**Topsail Island, NC**



**Waldir José O**  
 Reviews: **10**  
 Votes: **3**



**happygirl497**  
 Reviews: **22**  
 Votes: **8**  
**Rockaway, New**



**A C R**  
 Reviews: **415**  
 Votes: **354**  
**Smyrna, Georgia**



**Islander35**  
 Reviews: **22**  
 Votes: **7**  
**New York City, ...**



**moonchuckersmom**  
 Reviews: **75**  
 Votes: **47**  
**Connecticut**



**raybyerley**  
 Reviews: **482**  
 Votes: **124**  
**Mandeville, Lou...**



**Yacht1999**  
 Reviews: **165**  
 Votes: **53**  
**Key West, Florida**



**R S**  
 Reviews: **12**  
 Votes: **3**  
**New York City, ...**



**KWLUV**  
 Reviews: **45**  
 Votes: **21**  
**New Jersey**



**TwoPawsUp**  
 Reviews: **140**  
 Votes: **58**  
**Indiana**



**DLanders**  
 Reviews: **146**  
 Votes: **52**  
**Bordentown, NJ**



**Lynn R**  
 Reviews: **17**  
 Votes: **7**  
**Titusville, Flo...**



**SunshineLadybird**  
 Reviews: **221**  
 Votes: **72**  
**Punta Gorda, Fl...**



**downtowngreggbrown**  
 Reviews: **9**  
 Votes: **1**  
**Grover Beach, C...**



**RaquelS14**  
 Reviews: **16**  
 Votes: **0**  
**Santiago Metron**



**Stevew07**  
 Reviews: **374**  
 Votes: **131**  
**Northamptonshire**



**Stevew07**  
 Reviews: **374**  
 Votes: **131**  
**Northamptonshire**



**MarianneSup**  
 Reviews: **24**  
 Votes: **19**  
**Philadelphia, P...**



**Aaron K**  
 Reviews: **740**  
 Votes: **273**  
**Tokyo Prefectur...**



**Idoree**  
 Reviews: **44**  
 Votes: **11**  
**atlantic city**



**Mike M**  
 Reviews: **44**  
 Votes: **0**  
**Philadelphia, P...**



**HavenCt**  
 Reviews: **19**  
 Votes: **6**  
**CT**



**Mary B**  
 Reviews: **232**  
 Votes: **77**  
**Bethalto, Illinois**

**travelinggrace816**  
 Reviews: **36**  
 Votes: **8**  
**Nutley, New Jersey**



**letsvaca**  
 Reviews: **59**  
 Votes: **20**  
**Egg Harbor**

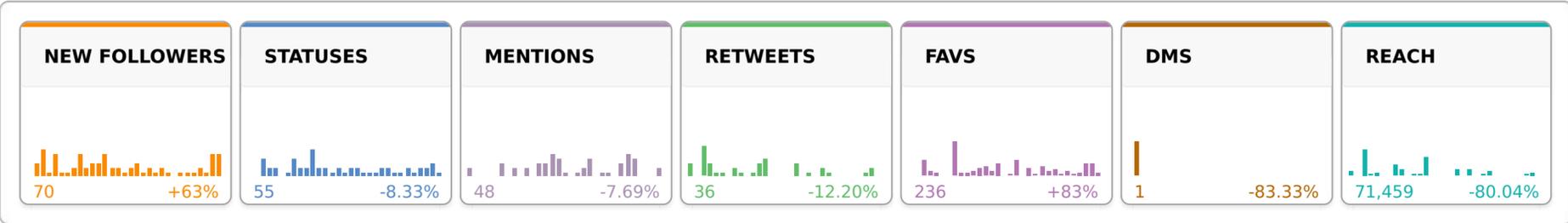


**Lindsey F**  
 Reviews: **322**  
 Votes: **172**  
**Columbia, Missouri**



**bert3580**  
 Reviews: **22**  
 Votes: **2**  
**Huntsville, Ala...**

# Twitter (1 profiles)



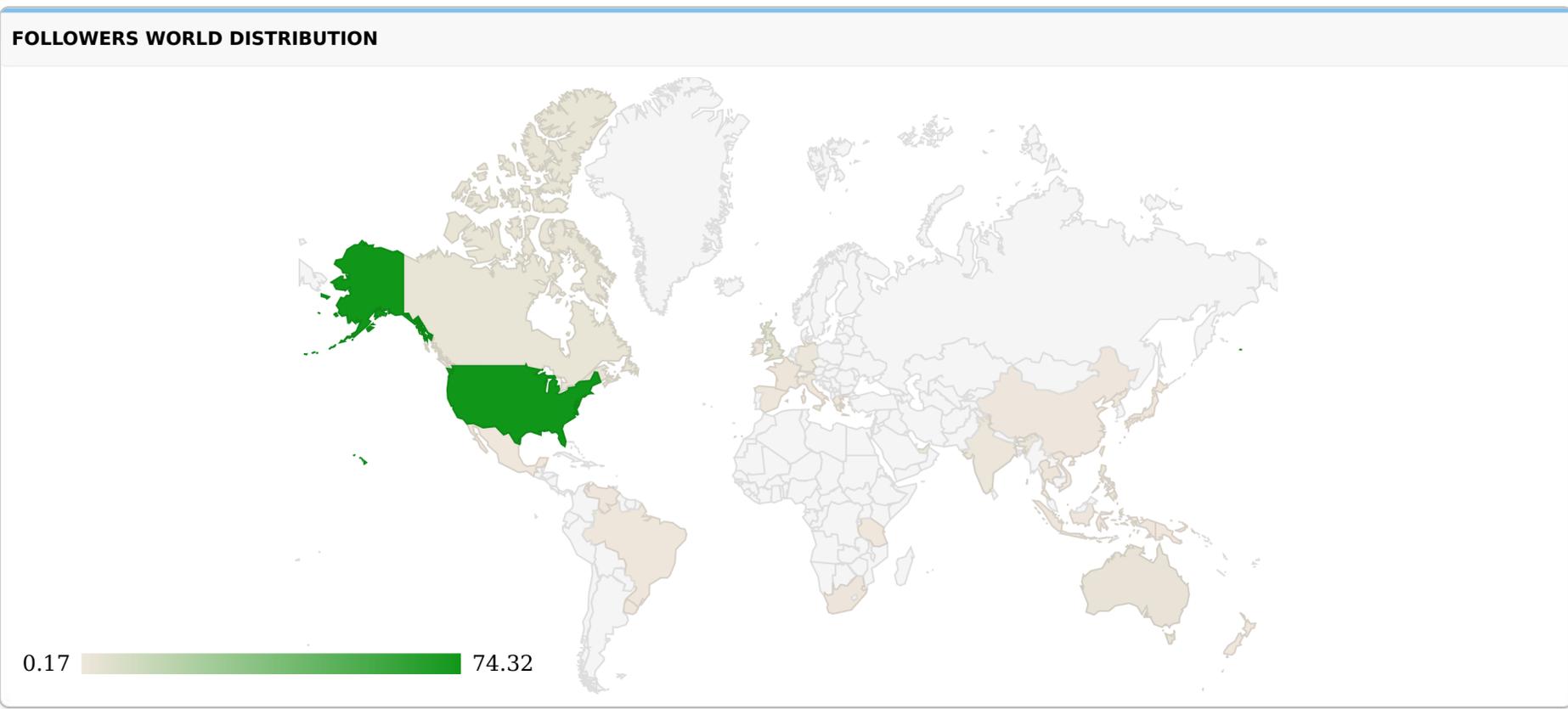
Followers	747	New Followers	70	Following	2,022	Statuses	55	Mentions	48
Inbound DMs	1	RTs by me	160	RTs of me	36	Quotes	4	Favorites	236
Lists	17	Reach	71,459	Replies	2	Link Clicks (Platform Posts)	29		

You have published **55** updates (**1.77** per day). **74%** of engagement is **fav**s. On average you get **4.29** favs, **0.65** retweets, **0.87** mentions and **1.29** new followers per post.

Your reach has exceeded your total followers **19** 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 (**74.32%**). You have followers in more than 30 countries



#### FOLLOWERS COMPARISON

You	Your Followers (avg)
742	14,879

Your followers have 1.3x more followers than following.

#### TWEETS COMPARISON

You	Your Followers (avg)
1,047	9,366

On average, your followers tweet 0.2 times per day.

#### DAYS ON TWITTER

You	Your Followers (avg)
384	1,548

Your followers have been on Twitter 4.0x then you.

#### FOLLOWER RATIO

You	Your Followers (avg)
0.4	1.3

You follow 0.4x more users than follow you.

## FOLLOWER GROWTH

Daily followers across Twitter profiles



**55**  HistoricSeaport

### Top 5 topics you influence

- Florida Keys
- Florida
- Key West
- Vacations
- Fishing

### People that influence you

-  **48** FuryKeyWest (6,337)
-  **35** mellowventures (124)
-  **45** waterfrontbrews (548)
-  **44** YankeeFreedom (1,080)
-  **45** BellaVita\_KeyW (451)

### People that you influence

-  **45** BellaVita\_KeyW (451)
-  **49** TORsAdventures (11,101)
-  **46** FranchescaMonk (2,960)
-  **34** KWBaitandTackle (67)
-  **62** Robert4787 (21,634)

### BEST TIME FOR RTs

**1:00 PM - 2:00 PM**

23% of retweets occur during this time

### BEST TIME FOR REPLIES

**8:00 AM - 9:00 AM**

22% of replies occur during this time

### BEST TIME FOR MENTIONS

**7:00 AM - 8:00 AM**

11% of mentions occur during this time

### BEST TIME FOR FAVS

**3:00 PM - 4:00 PM**

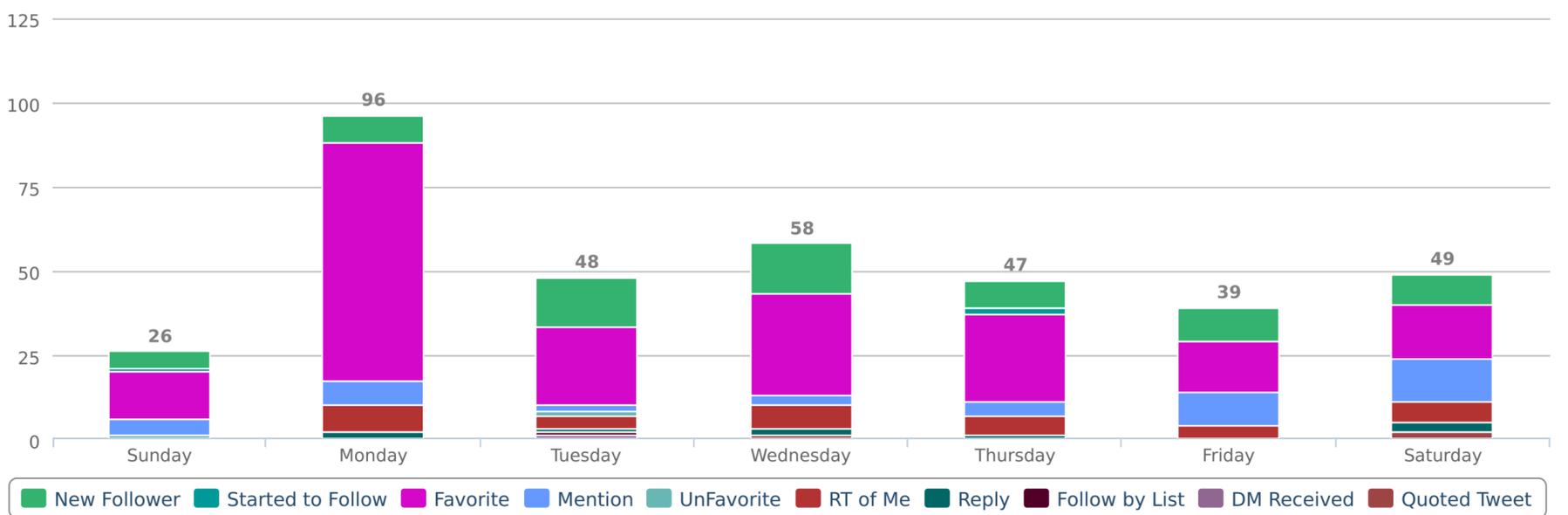
22% of favorites occur during this time

### BEST TIME FOR FOLLOWS

**3:00 PM - 4:00 PM**

11% of new follower occur during this time

## TWITTER ACTIVITY BY DAY OF THE WEEK



**MOST FREQUENTLY USED HASHTAGS**

Hashtag	Times	% of total
#keywesthistoricseaport	5	4%
#kwhs	4	3%
#keylimepie	4	3%
#lovefl	15	10%
#fl	7	5%
#fishing	7	5%
#vacation	4	3%
#keywest	21	14%
#historicseaport	4	3%
#schoonerwharfbar	4	3%

**MOST MENTIONED USERS**

User	Times	% of total
 HavanaAir	1	3%
 Delish.com	2	6%
 OutClique Magazine	1	3%
 Turtle Kraals	4	12%
 Key West Bait Tackle	2	6%
 TripAdvisor	2	6%
 Sunset Watersports	2	6%
 Waterfront Brewery	3	9%
 KeyWestArtworks	2	6%
 Half Shell Raw Bar	1	3%

Views	<b>1,104</b>	Minutes Watched	<b>1,298</b>	Watched Duration	<b>2,207</b>	Likes	<b>2</b>	Shares	<b>4</b>
New Subscribers	<b>2</b>	Subscribers	<b>9</b>	Total Videos	<b>3</b>				



You had **1,104** views (**35.61** per day). **67%** of engagement is shares. On average you get **0** comments, **0** likes, **0** shares per view.

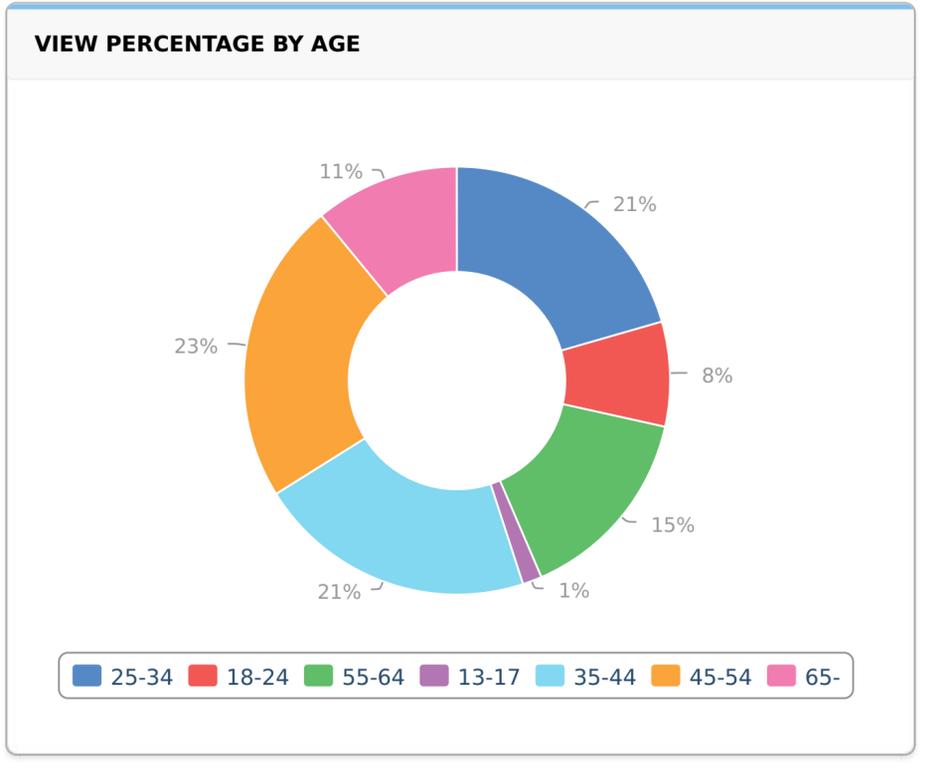
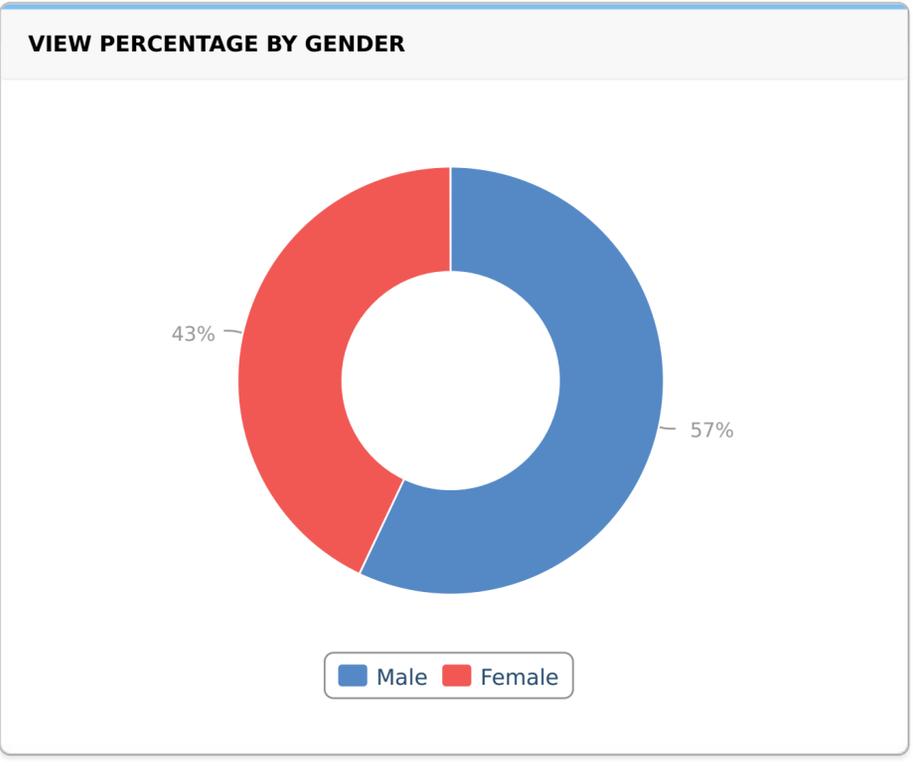
On average **0.54%** of your views result in engagement.

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

Most viewers or **93.75%** get to your videos from **link on another website**. Majority of minutes watched or **93.03%** are from users that arrive from **link on another website**.

Most users or **60.24%** use **desktop** to watch your videos. Majority of minutes watched or **67.64%** are from users using **desktop**.

Most users or **44.75%** use **Windows** operating system to watch your videos. Majority of minutes watched or **52.41%** are from users using **Windows**.



### MOST VIEWS

**Key West Historic Seaport - Official Video**

**1,130 views**

### MOST LIKES

**Key West Historic Seaport - Official Video**

**2 likes**