

## MEMORANDUM

July 7, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

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

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

### KWHS VIDEO

- Editorial Video Shoot with Key TV/Destination Television occurred on Friday June 23rd with Scott Saunders 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. Expected Delivery Date: Week of 07-24-17.
- Key TV/Destination Television agreed to month to month for last two months of fiscal year 2017 in order to not interrupt daily schedule on-air broadcast.
- YouTube: Increased to 13,021 views from 11,897 last month
- Airing daily on Destination Network [Key TV/TripSmarter.com]. Affidavit below shows a sample of the broadcast report from May 29 to June 25.

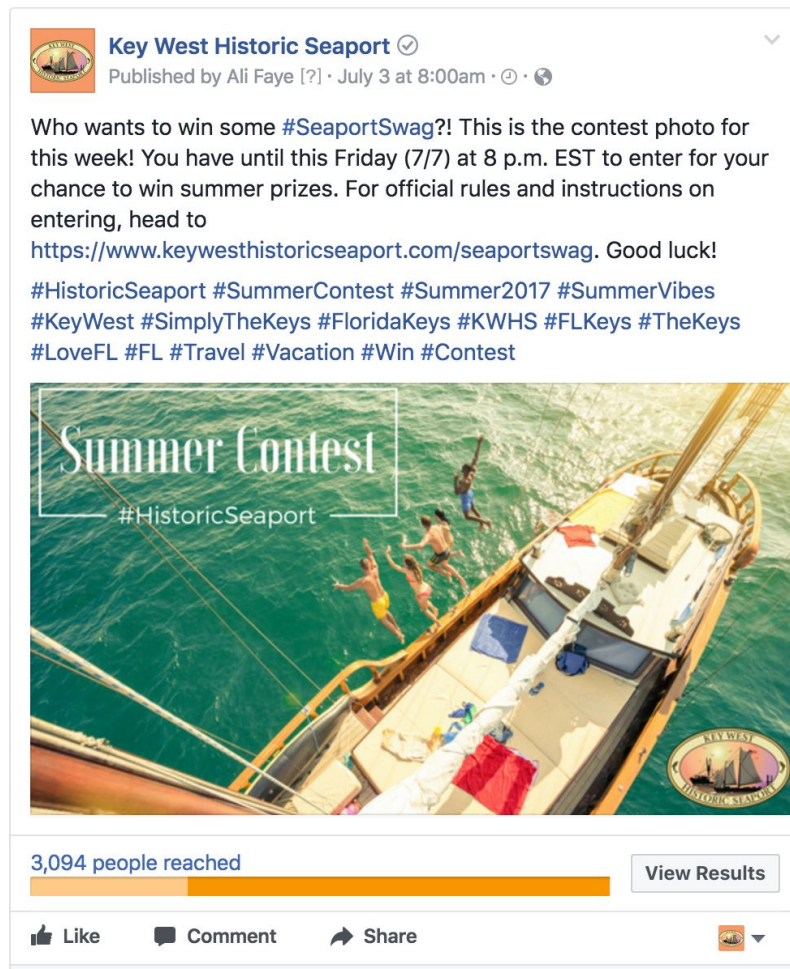
BROADCAST AD MANAGEMENT SYSTEM		
Key TV 5450 MacDonald Avenue, Suite #10 Key West, FL 33040		
Affidavit of Service Rendered 05/29/17 - 06/25/17		
Key West Historic Seaport		
SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	5/29/2017	00:20:20
OOH Key West Historic Seaport 2017	5/29/2017	00:40:20
OOH Key West Historic Seaport 2017	5/29/2017	00:44:32
OOH Key West Historic Seaport 2017	5/29/2017	00:33:23
OOH Key West Historic Seaport 2017	5/29/2017	00:44:39
OOH Key West Historic Seaport 2017	5/29/2017	00:56:25
OOH Key West Historic Seaport 2017	5/29/2017	01:08:11
OOH Key West Historic Seaport 2017	5/29/2017	01:40:53
OOH Key West Historic Seaport 2017	5/29/2017	01:58:36
OOH Key West Historic Seaport 2017	5/29/2017	02:08:55
OOH Key West Historic Seaport 2017	5/29/2017	02:39:11
OOH Key West Historic Seaport 2017	5/29/2017	02:38:44
OOH Key West Historic Seaport 2017	5/29/2017	02:57:13
OOH Key West Historic Seaport 2017	5/29/2017	19:21:56
OOH Key West Historic Seaport 2017	5/29/2017	19:37:14
OOH Key West Historic Seaport 2017	5/29/2017	20:44:26
OOH Key West Historic Seaport 2017	5/29/2017	22:11:18
OOH Key West Historic Seaport 2017	5/30/2017	01:18:39
OOH Key West Historic Seaport 2017	5/30/2017	06:09:23
OOH Key West Historic Seaport 2017	5/30/2017	06:18:24
OOH Key West Historic Seaport 2017	5/30/2017	06:30:18
OOH Key West Historic Seaport 2017	5/30/2017	06:40:35
OOH Key West Historic Seaport 2017	5/30/2017	06:56:46
OOH Key West Historic Seaport 2017	5/30/2017	07:40:27
OOH Key West Historic Seaport 2017	5/30/2017	08:16:25
OOH Key West Historic Seaport 2017	5/30/2017	08:44:22
OOH Key West Historic Seaport 2017	5/30/2017	08:57:24
OOH Key West Historic Seaport 2017	5/30/2017	09:28:52
OOH Key West Historic Seaport 2017	5/30/2017	09:36:29
OOH Key West Historic Seaport 2017	5/30/2017	11:43:25
OOH Key West Historic Seaport 2017	5/30/2017	19:19:40
OOH Key West Historic Seaport 2017	5/30/2017	21:52:24
OOH Key West Historic Seaport 2017	5/30/2017	23:52:01
OOH Key West Historic Seaport 2017	5/31/2017	00:19:03
OOH Key West Historic Seaport 2017	5/31/2017	02:47:14
OOH Key West Historic Seaport 2017	5/31/2017	07:22:48
OOH Key West Historic Seaport 2017	5/31/2017	07:39:48
OOH Key West Historic Seaport 2017	5/31/2017	08:07:42
OOH Key West Historic Seaport 2017	5/31/2017	08:40:58
OOH Key West Historic Seaport 2017	5/31/2017	08:54:56
OOH Key West Historic Seaport 2017	5/31/2017	09:19:38
OOH Key West Historic Seaport 2017	5/31/2017	09:30:14
OOH Key West Historic Seaport 2017	5/31/2017	09:43:32
OOH Key West Historic Seaport 2017	5/31/2017	09:57:14
OOH Key West Historic Seaport 2017	5/31/2017	11:44:13
OOH Key West Historic Seaport 2017	5/31/2017	22:08:13
OOH Key West Historic Seaport 2017	5/31/2017	23:10:48
OOH Key West Historic Seaport 2017	6/1/2017	00:20:53
OOH Key West Historic Seaport 2017	6/1/2017	00:44:40
OOH Key West Historic Seaport 2017	6/1/2017	07:07:04
OOH Key West Historic Seaport 2017	6/1/2017	07:19:54

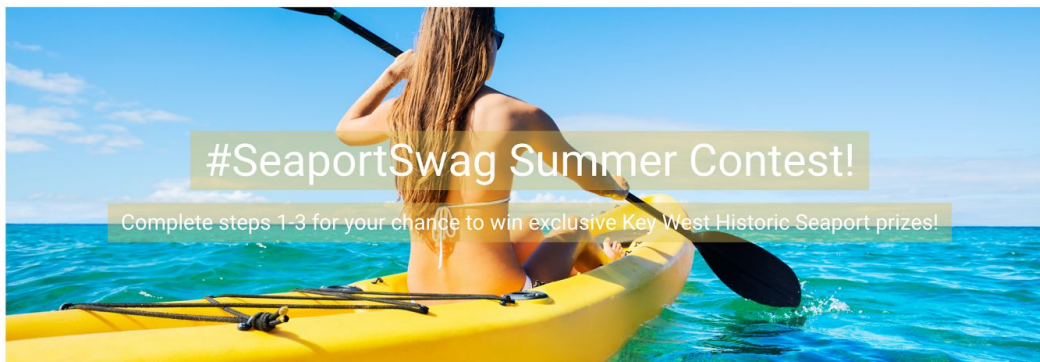
### KWHS SOCIAL MEDIA (Facebook, Twitter, Instagram, Tumblr, Foursquare, Youtube)

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

#### **Facebook:**

- Facebook was your fastest-growing channel, with 8.28% friend growth.
- You have gained a total of 66 new page fans during this time period. That's a 8% increase.
- Increase in checkins from 1,068 to 1,160
- Reached a total of 14,153 users (472 per day). There was a total of 6022 interactions.
- Launched First KWHS Summer Contest.
  - Launched KWHS website landing page:  
<https://www.keywesthistoricseaport.com/seaportswag/>
  - #SeaportSwag contest provides custom KWHS gifts to lucky winners throughout the month of July.





## #SeaportSwag Summer Contest!

Complete steps 1-3 for your chance to win exclusive Key West Historic Seaport prizes!



### STEP 1

Like our Facebook Page



### STEP 2

Share contest image & use #SeaportSwag



### STEP 3

Tag 3 friends in the comments section of the contest image

☐ I have read and agree to the Terms and Conditions.

Enter your email

**SUBMIT AND TAKE ME TO FACEBOOK NOW!**

[Read Official Rules here.](#)

#### Twitter:

- Increase in followers to 769.
- Reach has exceeded Total followers 24 times during this period.
- Total reach is 1,047,980 (our tweets showed up on our follower's Twitter feeds from them retweeting or "liking" our posts, so all of their followers potentially read our Tweets as well).

#### Instagram:

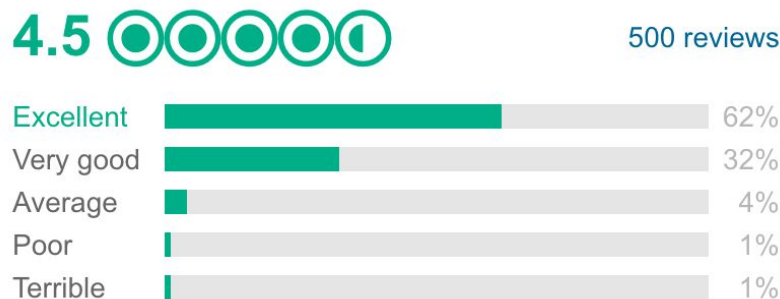
- Instagram accounted for the most audience growth, with 91 new followers added.
- Received 2,145 likes. That's an average of 33 likes per media.

#### Tumblr:

- Uploading monthly blogs and pictures to account
- Reposting content from travel bloggers /pictures from Key West Historic Seaport
- This channel has not shown any engagement so it will be discontinued.

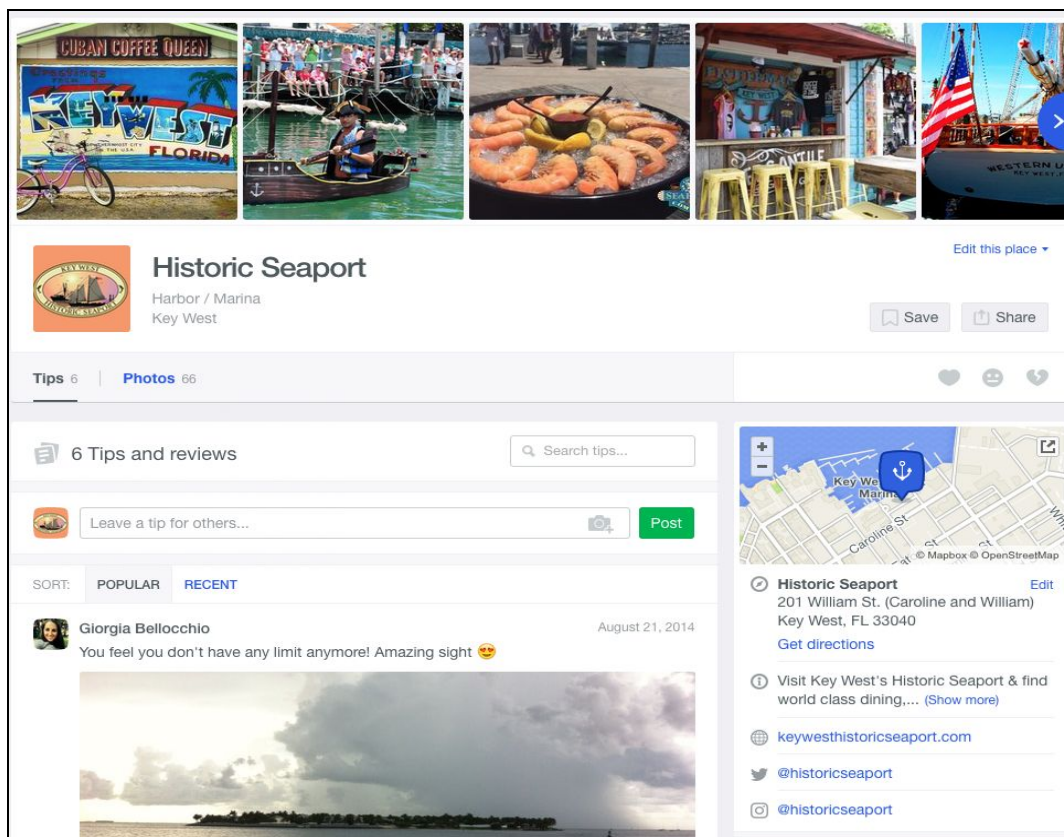
### TripAdvisor:

- 500 Reviews
- #16 of 172 things to do in Key West
- 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.)
- New #SeaportSwag Landing Page for Contest created
- Regular content writing services
  - June Blog posted: [Website Link >>](#)
- New events added monthly
- Google Analytics for period June 1, 2017 to June 30, 2017 below:

### Audience Overview:



### Acquisition Overview:

	Sessions ↓	% New Sessions ↓	New Users ↓
	1,223	87.33%	1,068
1 <span>■</span> Organic Search	482	<div></div>	
2 <span>■</span> Referral	354	<div></div>	
3 <span>■</span> Direct	312	<div></div>	
4 <span>■</span> Social	75	<div></div>	

Top 10 Referral Sources:

Source ?	Sessions ? ↓	% New Sessions ?	New Users ?
	<b>429</b> % of Total: 35.08% (1,223)	<b>85.31%</b> Avg for View: 87.33% (-2.30%)	<b>366</b> % of Total: 34.27% (1,068)
1. <a href="#">tpc.googlesyndication.com</a>	<b>86</b> (20.05%)	<b>98.84%</b>	<b>85</b> (23.22%)
2. <a href="#">cityofkeywest-fl.gov</a>	<b>70</b> (16.32%)	<b>82.86%</b>	<b>58</b> (15.85%)
3. <a href="#">keywestinstatesummer.com</a>	<b>52</b> (12.12%)	<b>88.46%</b>	<b>46</b> (12.57%)
4. <a href="#">googleads.g.doubleclick.net</a>	<b>49</b> (11.42%)	<b>89.80%</b>	<b>44</b> (12.02%)
5. <a href="#">keywest.com</a>	<b>40</b> (9.32%)	<b>92.50%</b>	<b>37</b> (10.11%)
6. <a href="#">fla-keys.com</a>	<b>25</b> (5.83%)	<b>88.00%</b>	<b>22</b> (6.01%)
7. <a href="#">m.facebook.com</a>	<b>22</b> (5.13%)	<b>90.91%</b>	<b>20</b> (5.46%)
8. <a href="#">t.co</a>	<b>22</b> (5.13%)	<b>9.09%</b>	<b>2</b> (0.55%)
9. <a href="#">facebook.com</a>	<b>13</b> (3.03%)	<b>61.54%</b>	<b>8</b> (2.19%)
10. <a href="#">youtube.com</a>	<b>5</b> (1.17%)	<b>100.00%</b>	<b>5</b> (1.37%)

*Audience Summary*

*Key West Historic Seaport*







*June 1, 2017 - June 30, 2017*

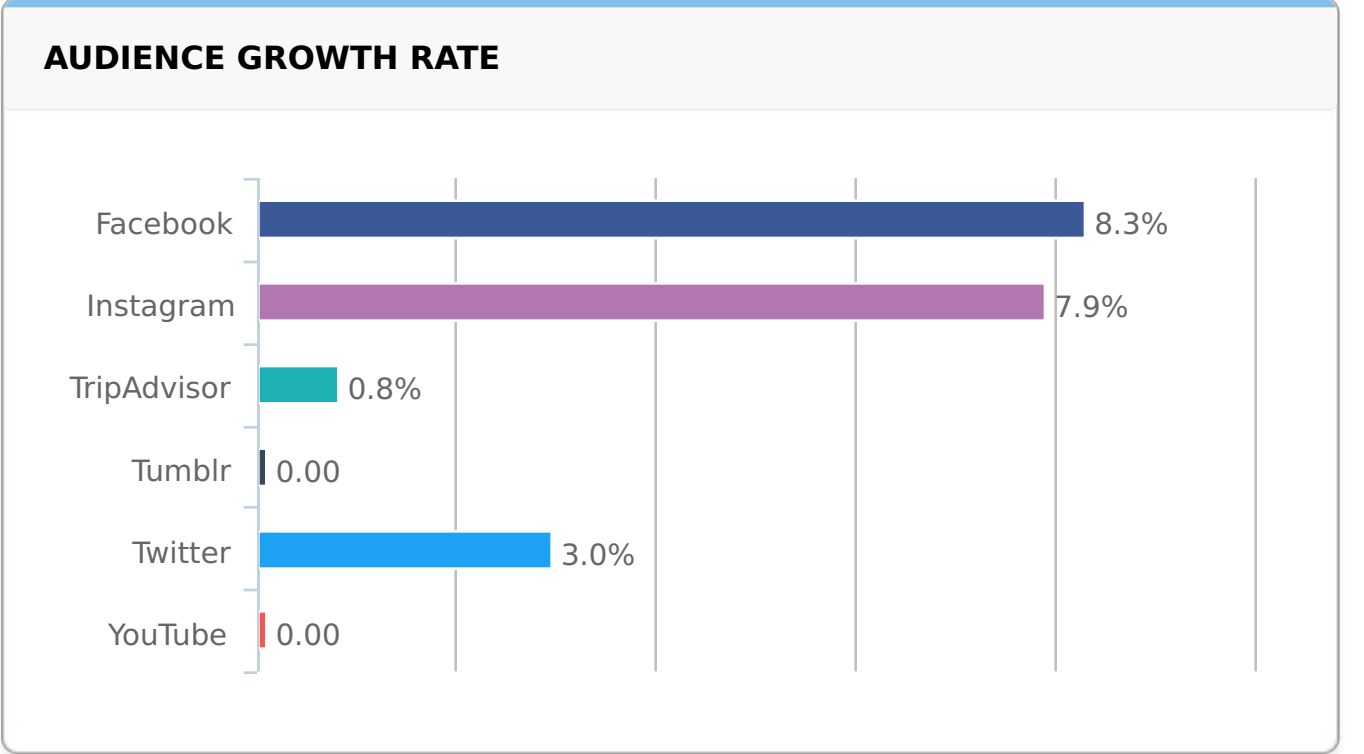
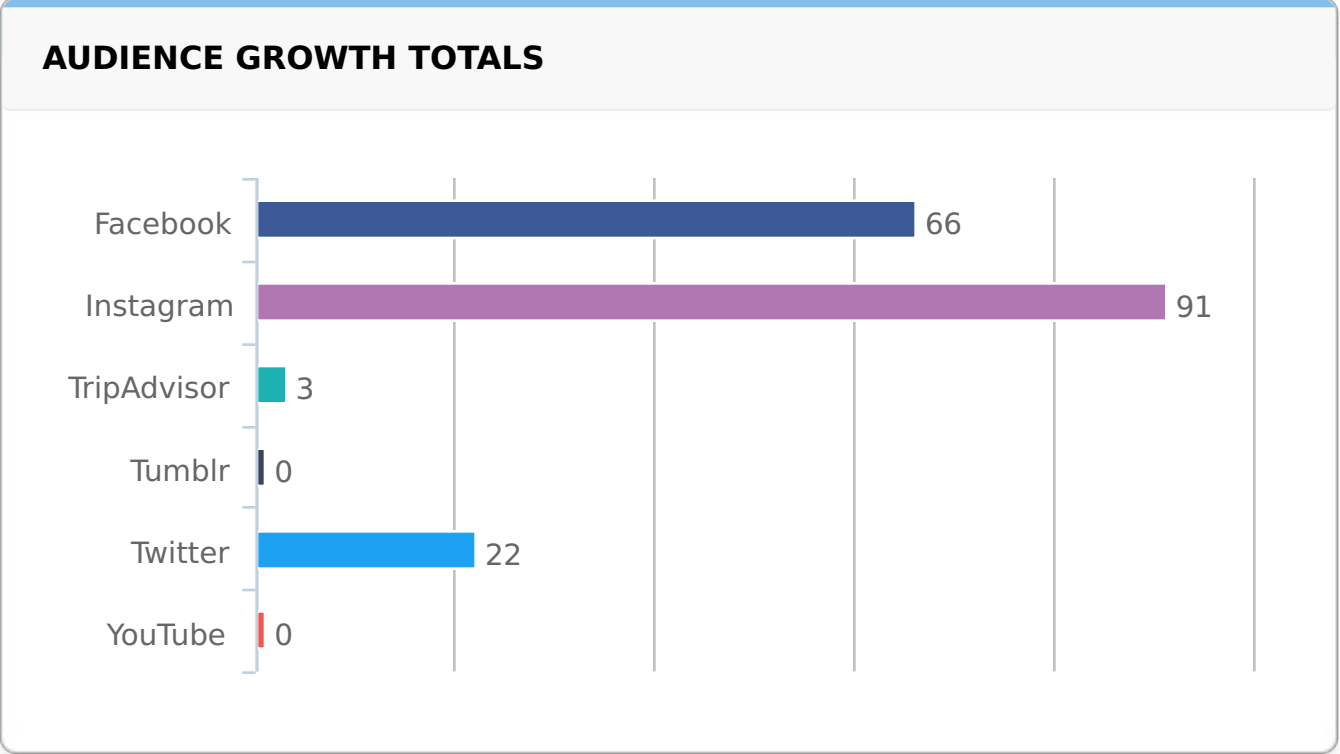
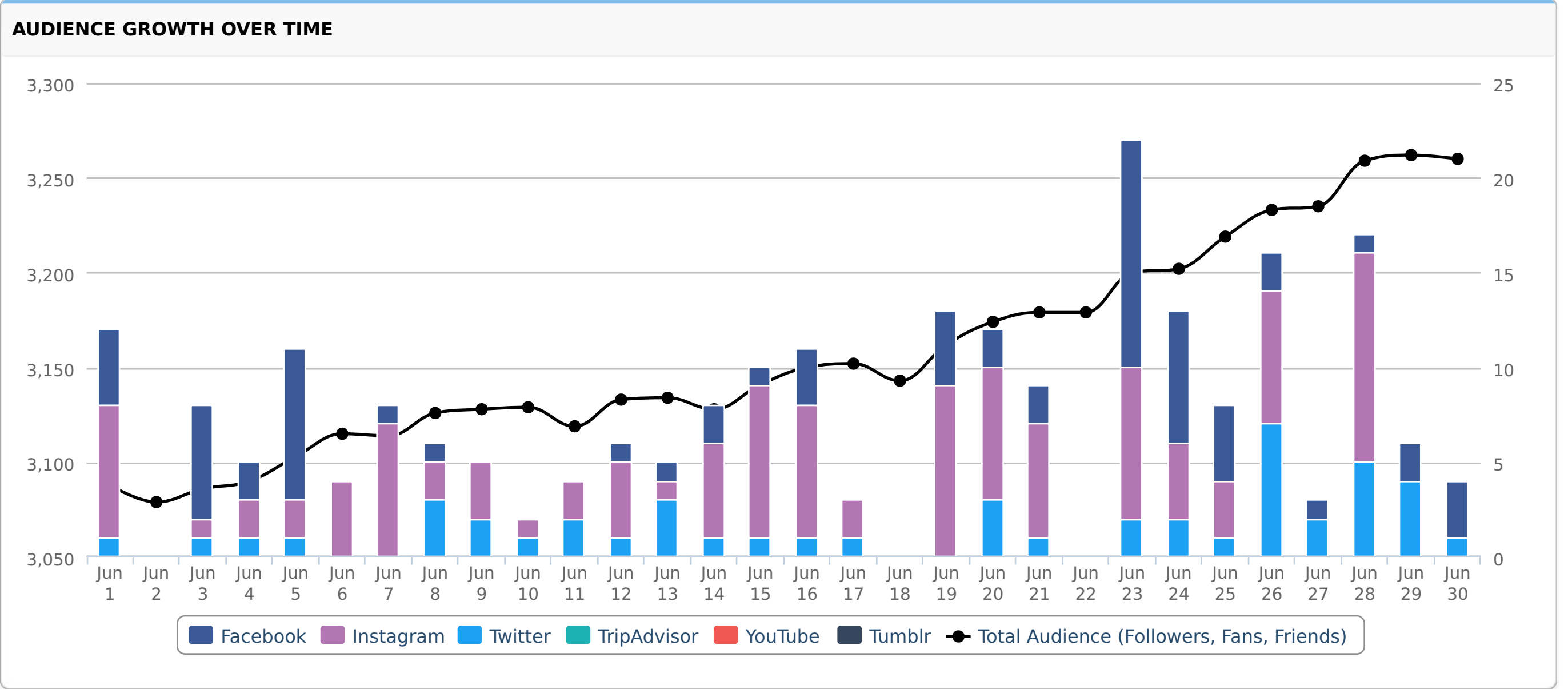
*Cross Channel Report*

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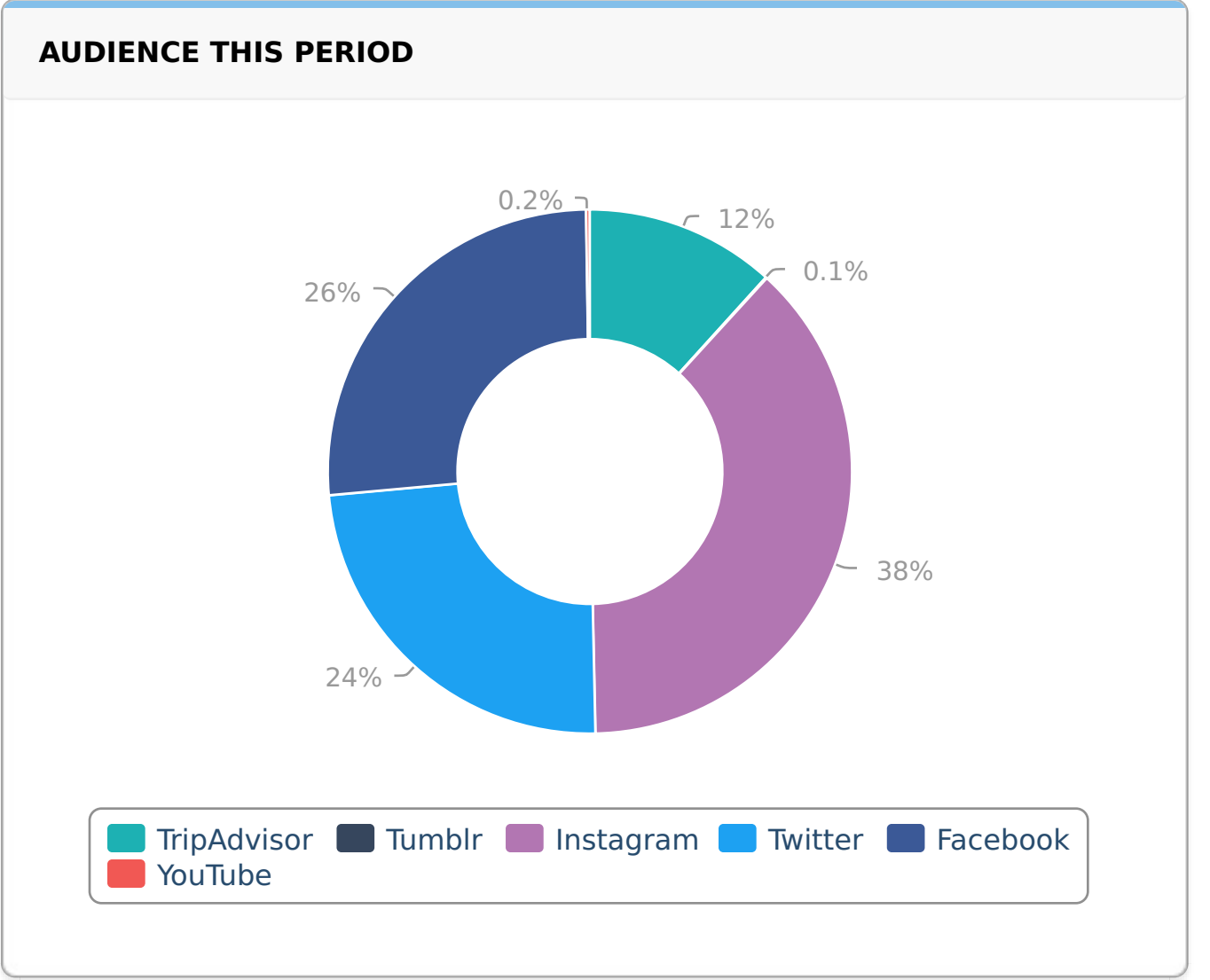
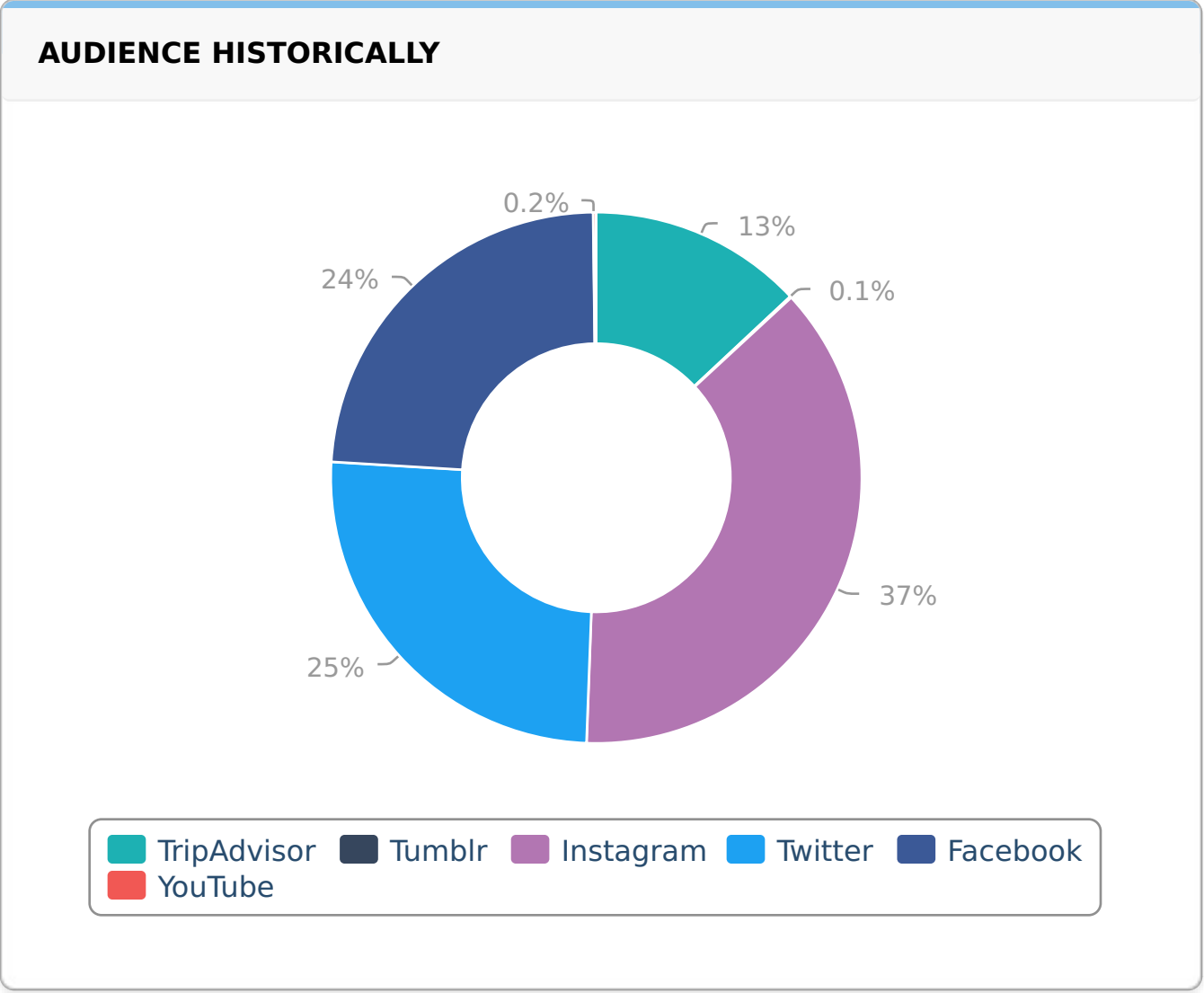
*Prepared by: ADEPT Strategy & Public Relations*

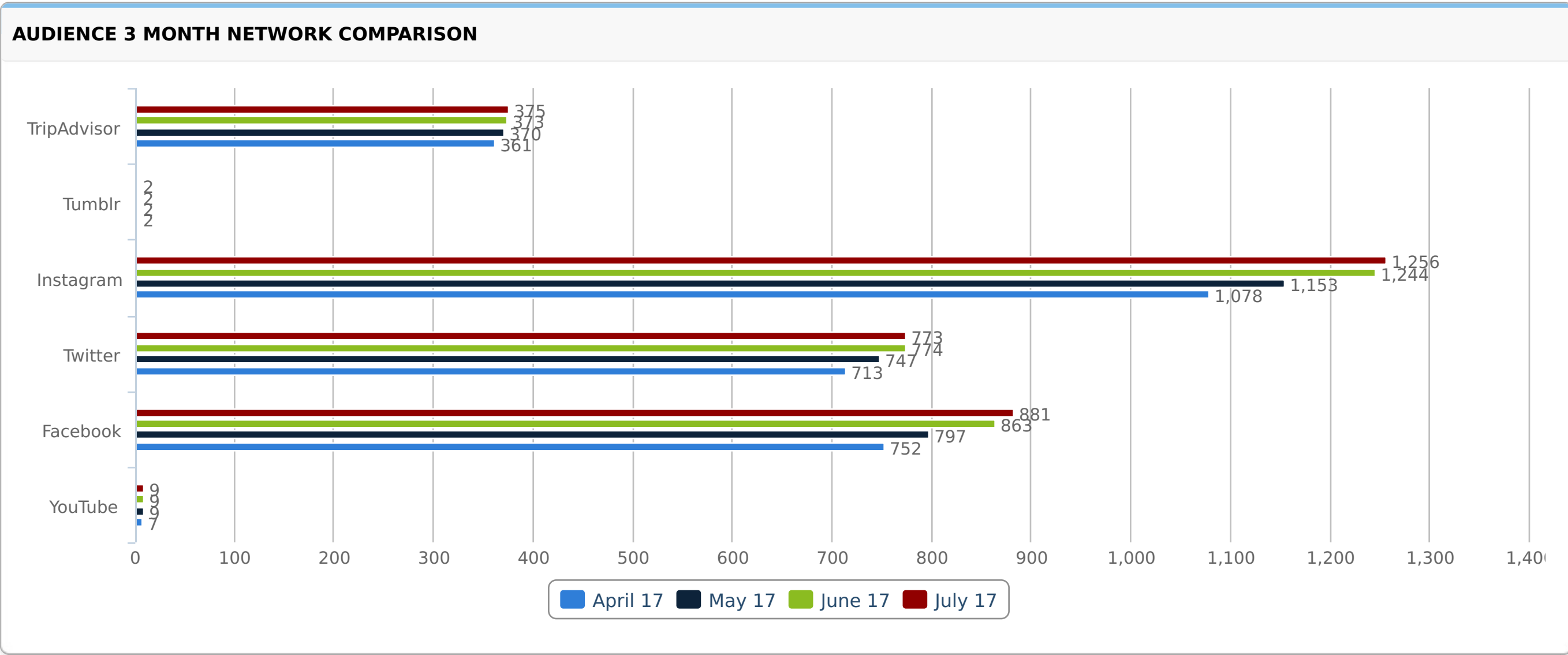
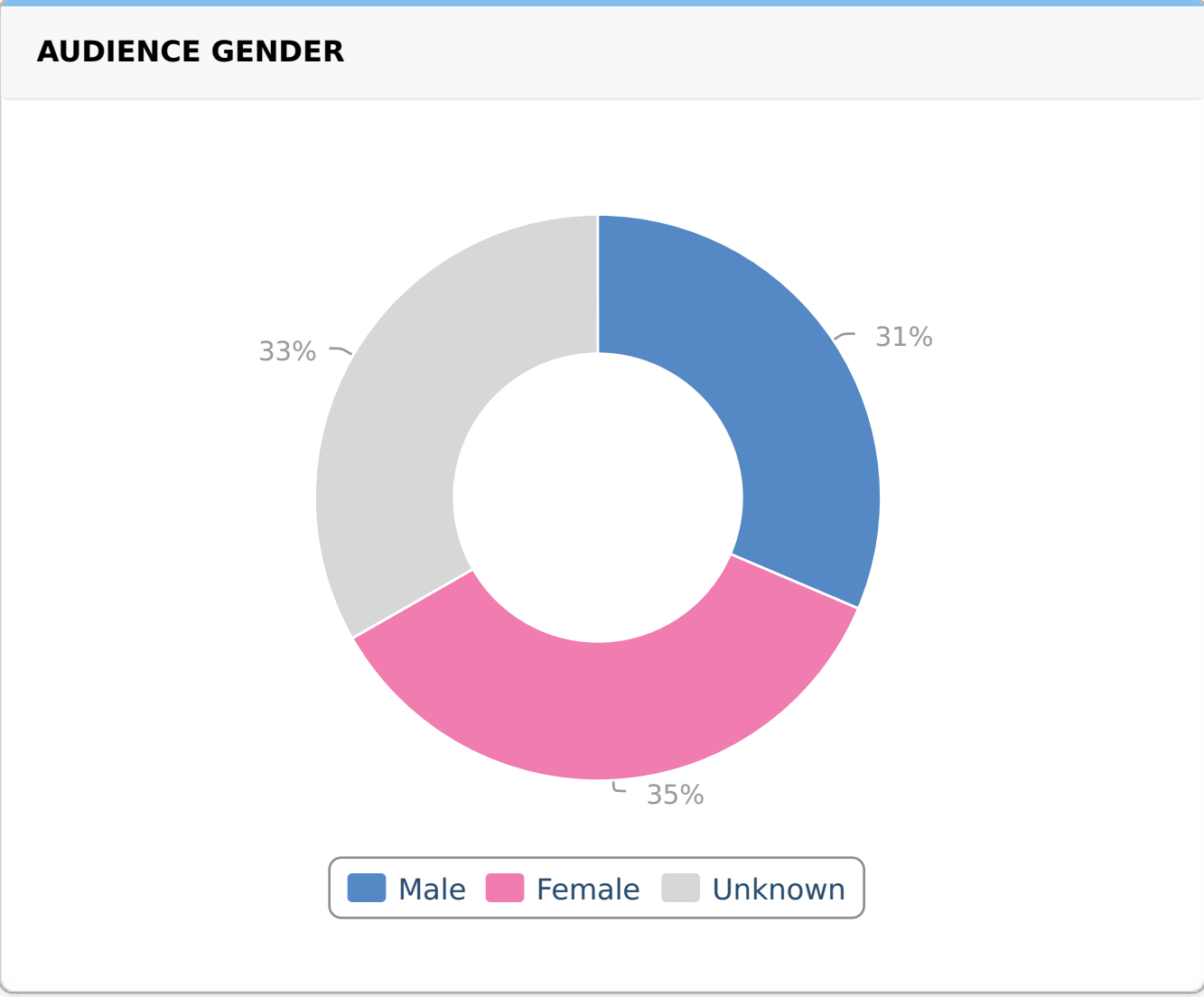
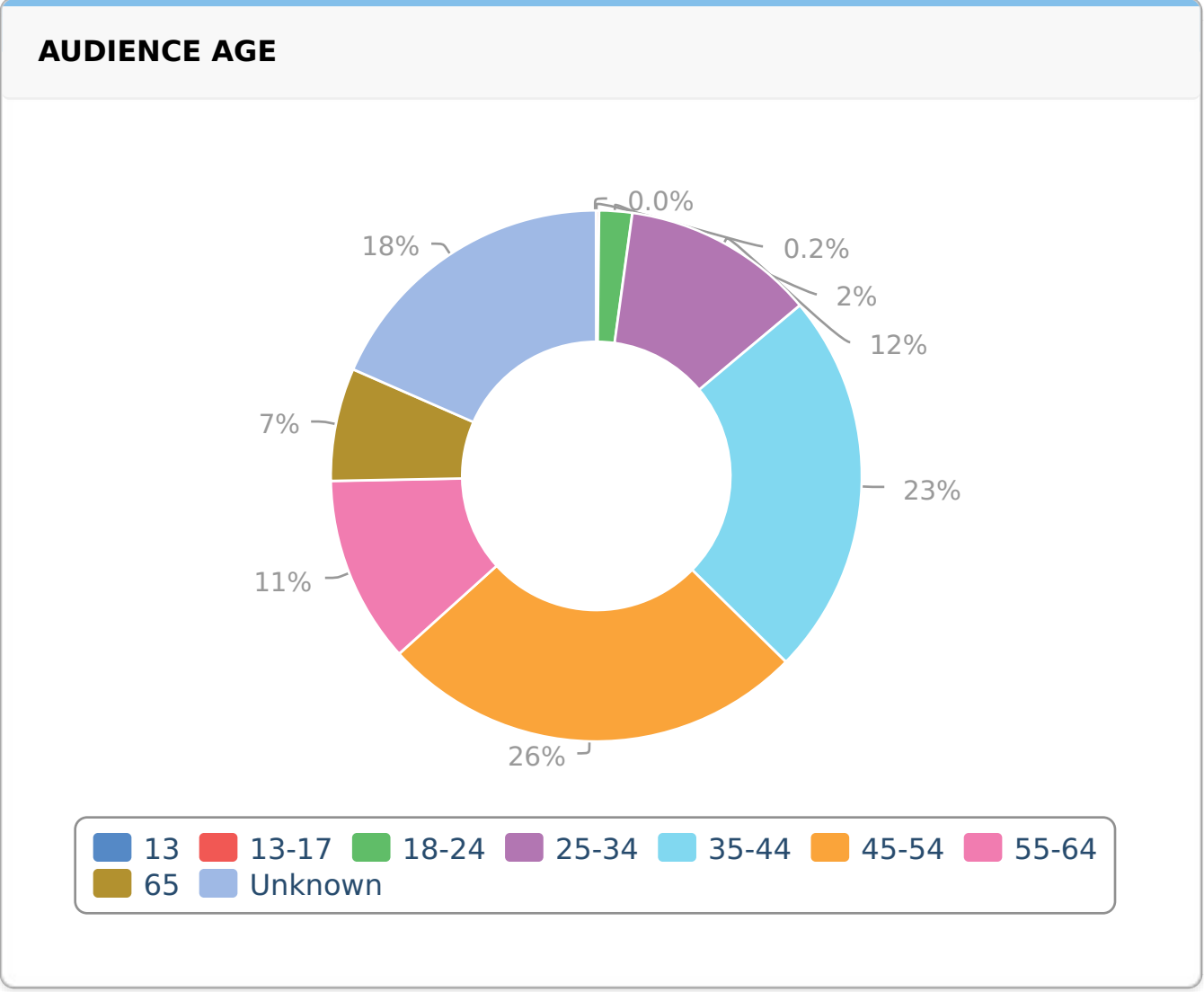
Cross Channel

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 <a href="#">Facebook</a>	66	8.28%	863
 <a href="#">Instagram</a>	91	7.89%	1,244
 <a href="#">TripAdvisor</a>	3	0.81%	373
 <a href="#">Tumblr</a>	0	0%	2
 <a href="#">Twitter</a>	22	2.95%	769
 <a href="#">YouTube</a>	0	0%	9
	182	5.58%	3,260

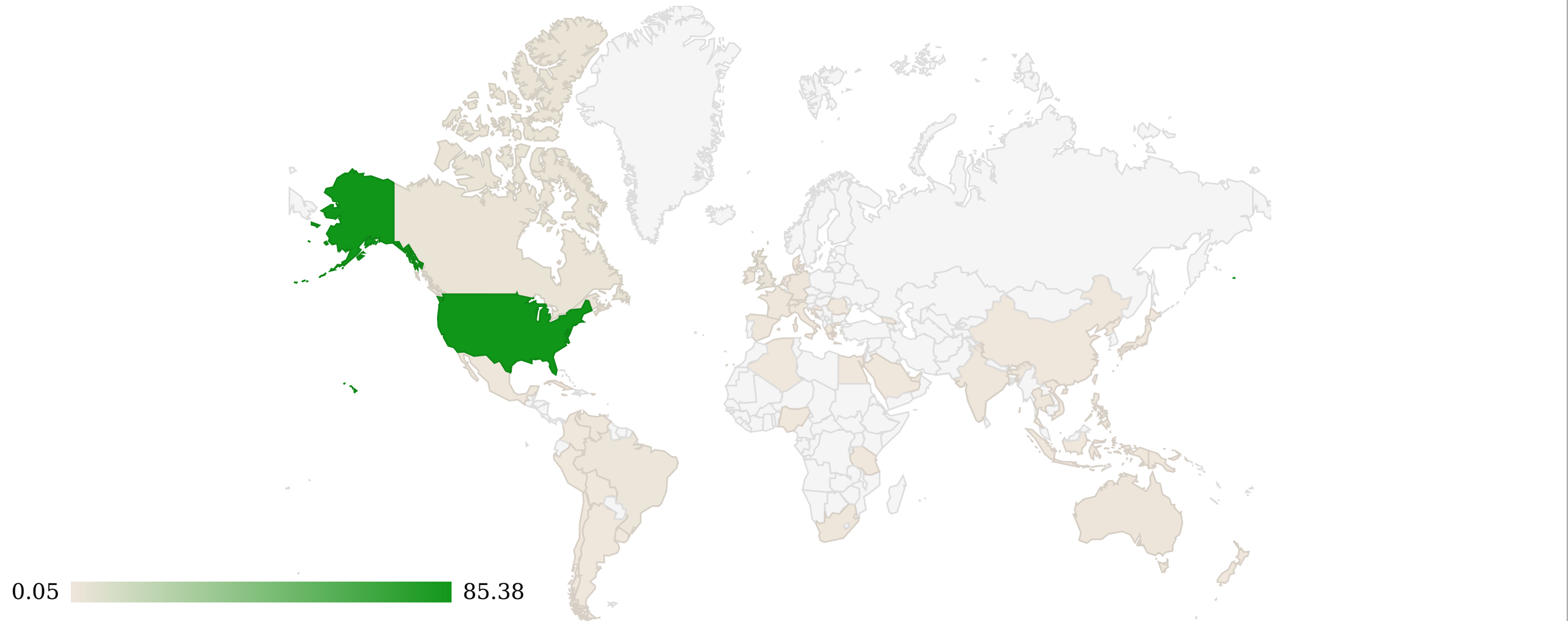


**Instagram** accounted for the most audience growth, with **91** new followers added. **Facebook** was your fastest-growing channel, with **8.28%** friend growth.





AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	85.38
United Kingdom	GB	2.84
Canada	CA	2.04
Brazil	BR	1.07
Germany	DE	0.86
Australia	AU	0.75
Thailand	TH	0.37
Mexico	MX	0.32
India	IN	0.32
United Arab Emirates	AE	0.32
Philippines	PH	0.32
South Africa	ZA	0.27
Venezuela	VE	0.27
Ireland	IE	0.27
Spain	ES	0.27
France	FR	0.27
Uruguay	UY	0.21
Japan	JP	0.21
Italy	IT	0.21
New Zealand	NZ	0.16
Romania	RO	0.16
Guam	GU	0.16
China	CN	0.16
Argentina	AR	0.11
Puerto Rico	PR	0.11

# *Comprehensive Social Media Report*

## *Key West Historic Seaport*

*June 1, 2017 - June 30, 2017*

*Cross Channel Report*

*1 Facebook Page*

*1 Instagram Profile*

*1 Twitter Profile*

*1 TripAdvisor Attraction*

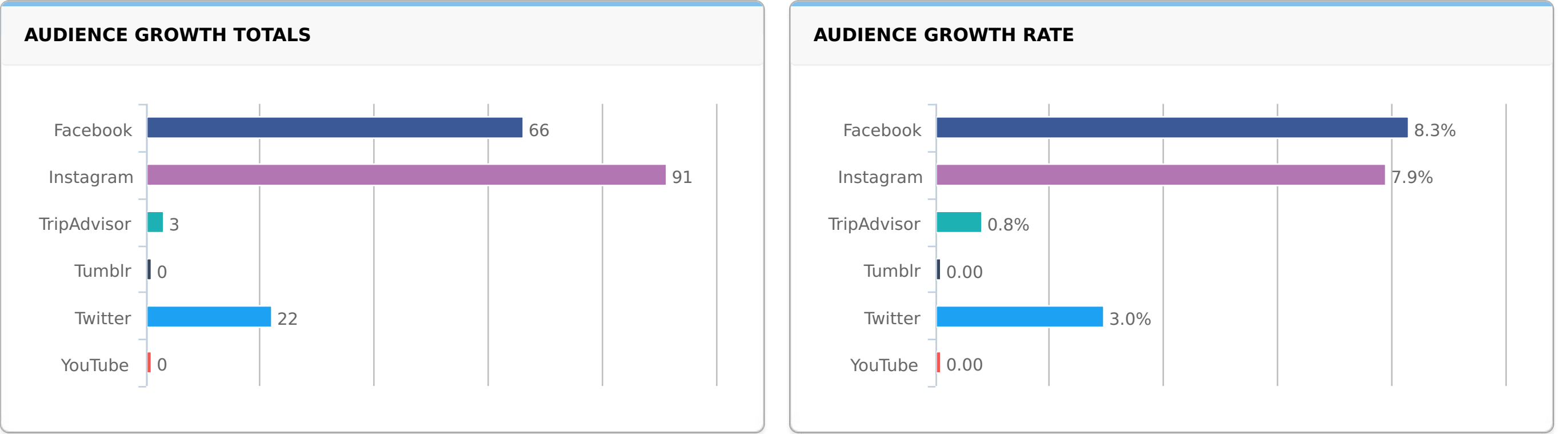
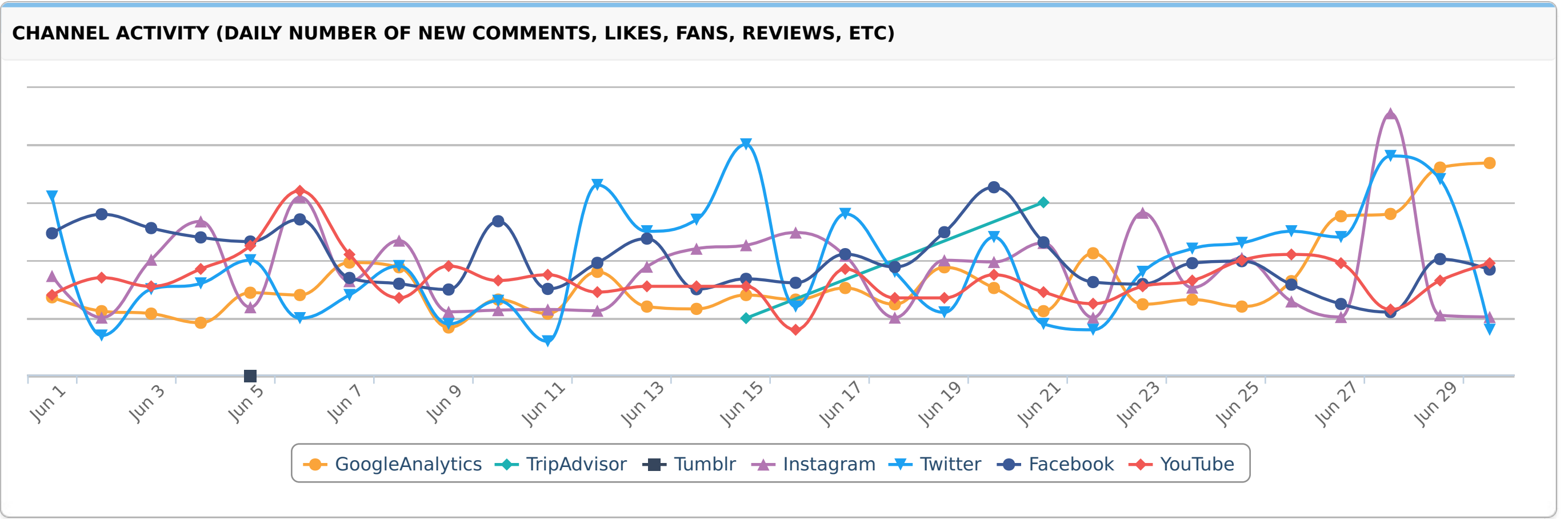
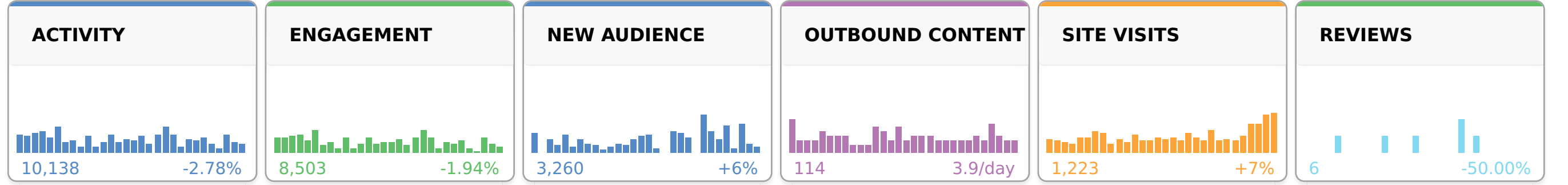
*1 YouTube Channel*

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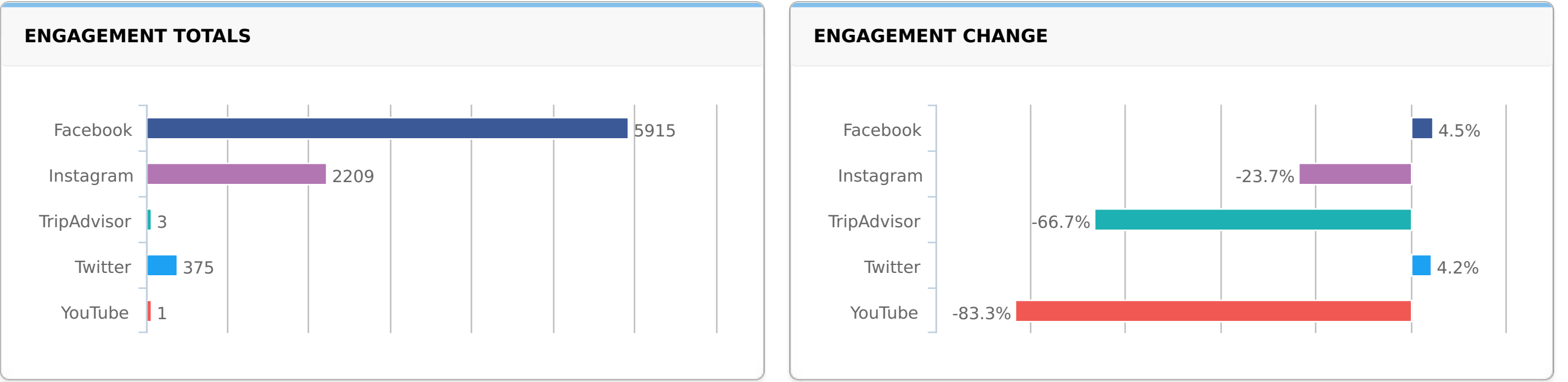
Comprehensive Social Media Report

*Prepared by: ADEPT Strategy & Public Relations*

Cross Channel

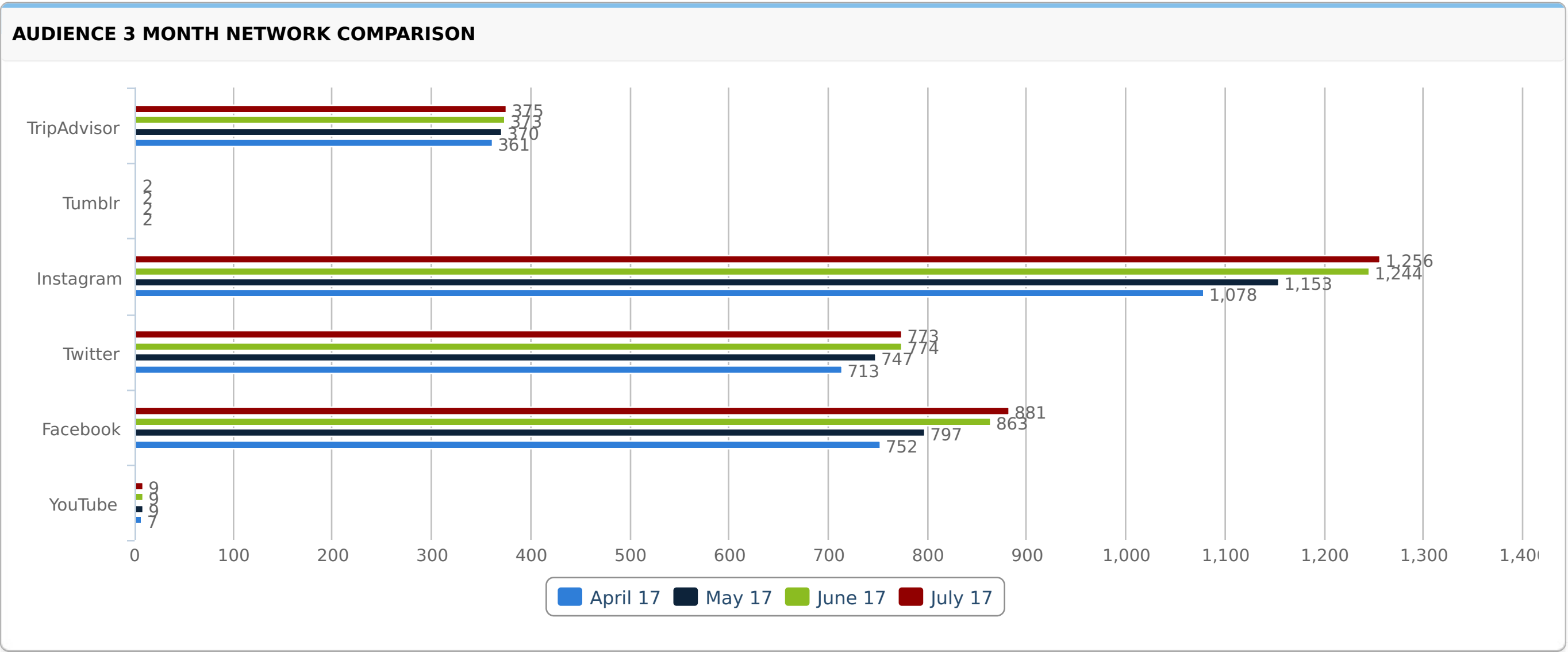
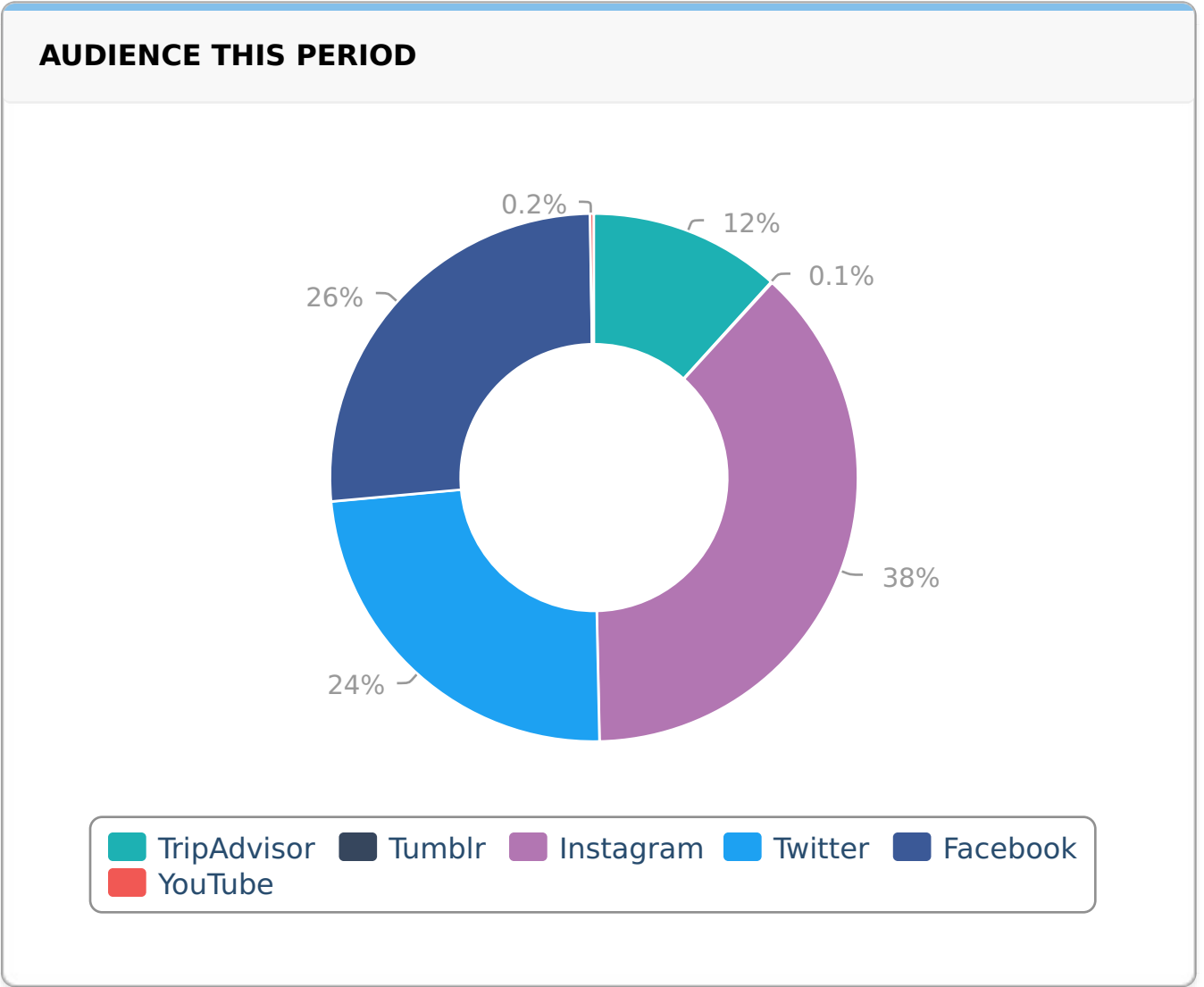
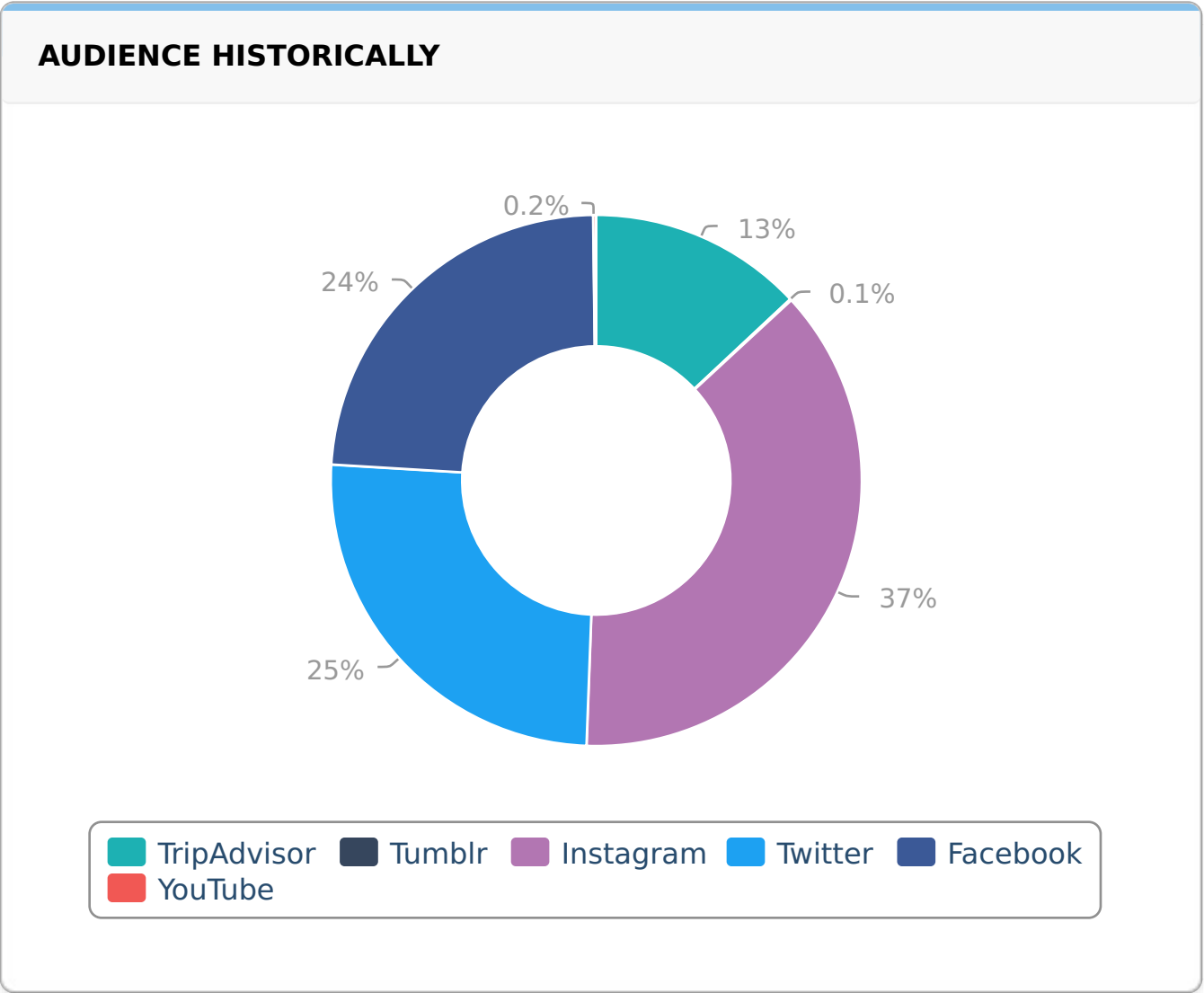


**Instagram** accounted for the most audience growth, with **91** new followers added. **Facebook** was your fastest-growing channel, with **8.28%** friend growth.



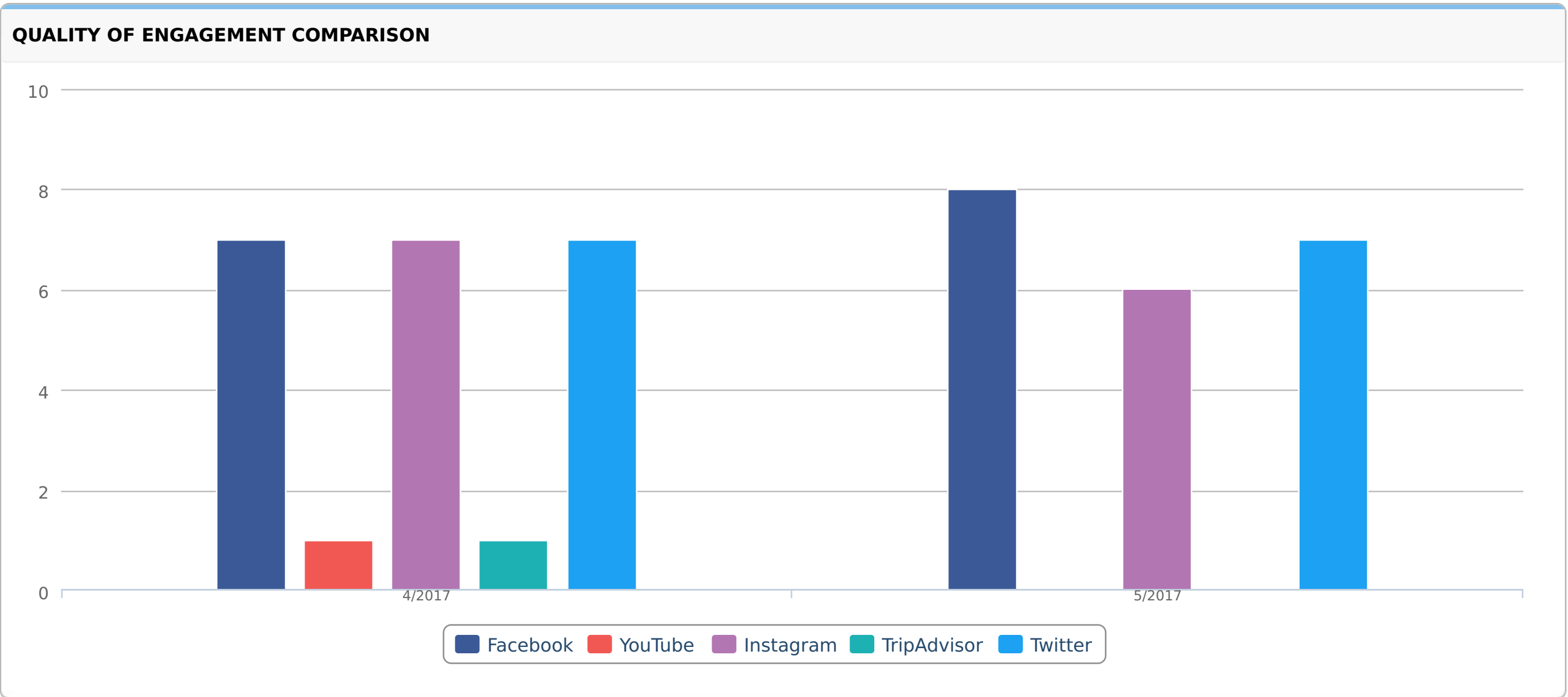
**Facebook** accounted for the most engagement growth, with **5915** new actions, and had the biggest change in engagement of 4.51%.

**Instagram** accounted for the most audience growth, with **91** new followers added. **Facebook** was your fastest-growing channel, with **8.28%** friend growth.

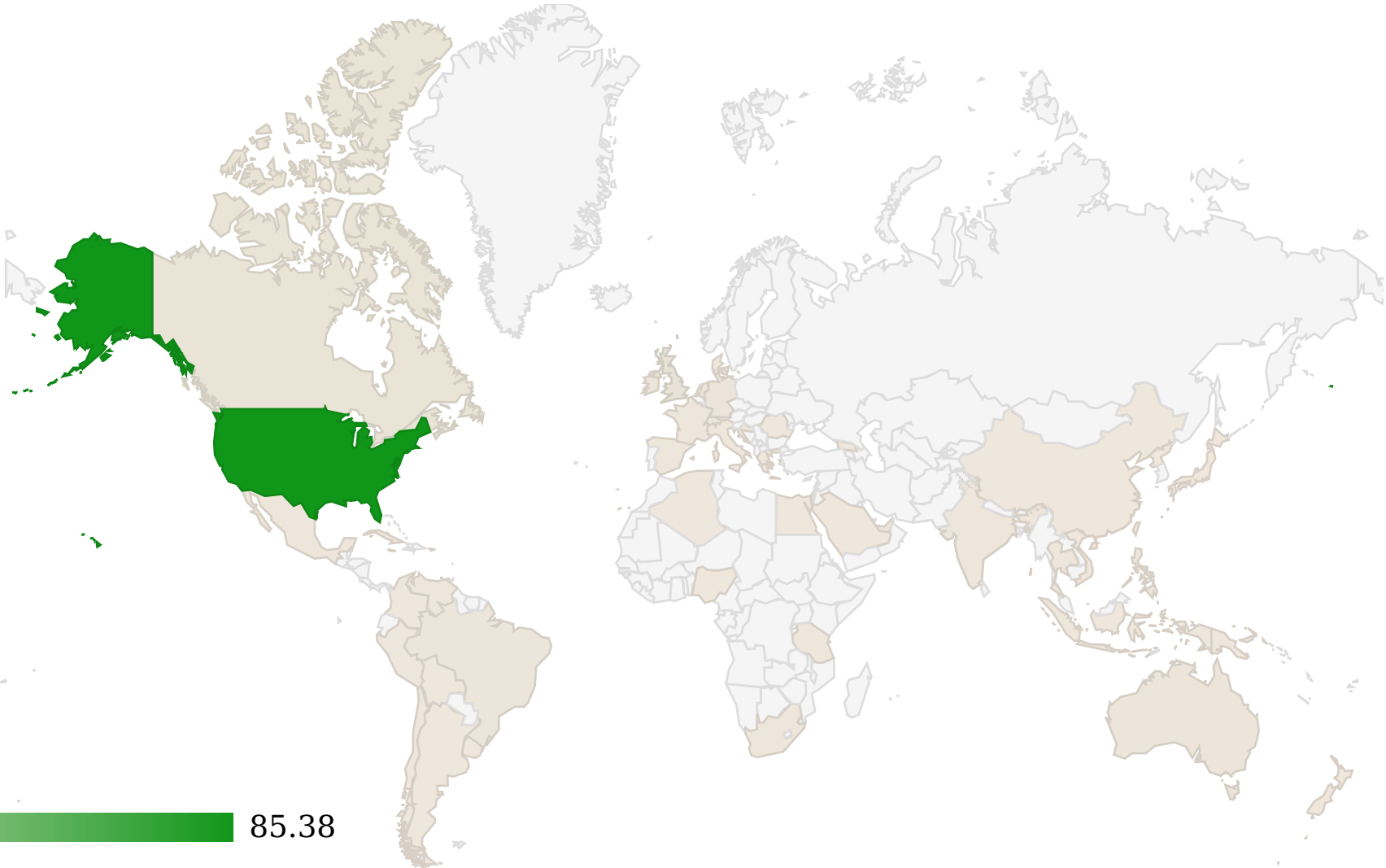


**Facebook** accounted for the most engagement growth, with **5915** new actions, and had the biggest change in engagement of 4.51%.

Your current current engagement level is **4.1**

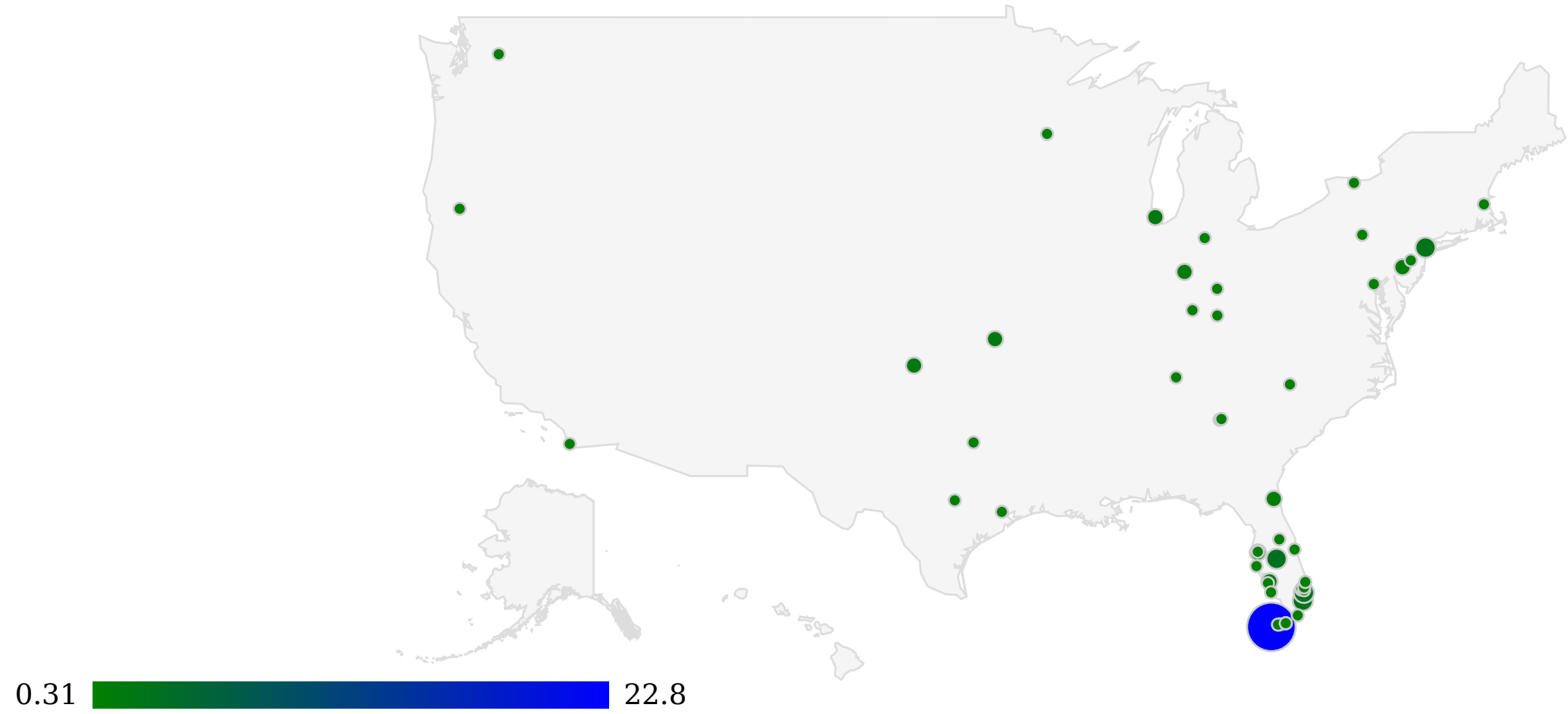


AUDIENCE WORLD DISTRIBUTION

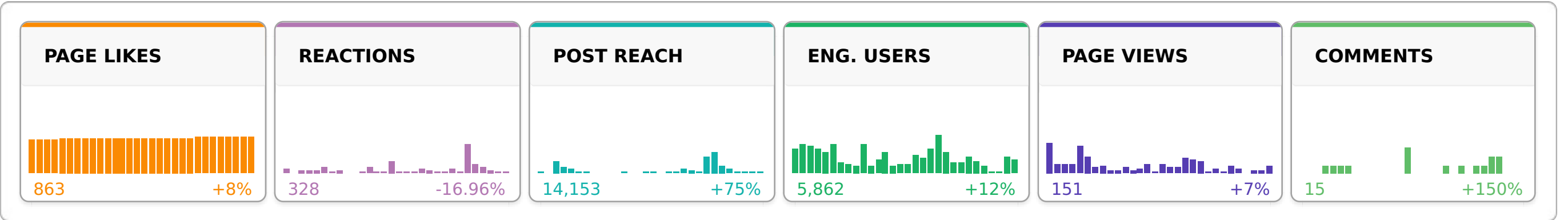


Country	Code	%
United States	US	85.38
United Kingdom	GB	2.84
Canada	CA	2.04
Brazil	BR	1.07
Germany	DE	0.86
Australia	AU	0.75
Thailand	TH	0.37
Mexico	MX	0.32
India	IN	0.32
United Arab Emirates	AE	0.32
Philippines	PH	0.32
South Africa	ZA	0.27
Venezuela	VE	0.27
Ireland	IE	0.27
Spain	ES	0.27
France	FR	0.27
Uruguay	UY	0.21
Japan	JP	0.21
Italy	IT	0.21
New Zealand	NZ	0.16
Romania	RO	0.16
Guam	GU	0.16
China	CN	0.16
Argentina	AR	0.11
Puerto Rico	PR	0.11

COUNTRY ACTIVITY



City	Code	% of Audience
Key West	FL	22.8
Florida		3.17
Miami	FL	2.76
Fort Lauderdale	FL	2.66
New York	NY	2.35
Fort Myers	FL	1.94
United States		1.74
Florida Keys		1.74
Chicago	IL	1.64
Tampa	FL	1.43
Indianapolis	IN	1.12
Philadelphia	PA	0.92
Jacksonville	FL	0.92
Orlando	FL	0.82
Marathon Marathon Airport		0.82
Washington	DC	0.82
Houston	TX	0.72
Boston	MA	0.72
Coral Springs	FL	0.72
Dallas	TX	0.72
Charlotte	NC	0.72
Big Pine Key	FL	0.61
Tampa-St. Petersburg-Clearwater		0.61
Cape Coral		0.61
Key Largo		0.61



Page Likes	863	New Page Likes	70	Total Reach	76.6k	Post Reach	14.2k	Eng. Users	5,862
Total Clicks	5,233	Page Views	151	Page Impressions	131.0k	Post Impressions	22.9k	Posts	35
Comments	15	Reactions	328	Post Unlikes	7	Shares	35	Video Views	1,626
Reviews	3	Checkins	336	Mentions	2				

You have published **35** posts (**1.17** per day). **87%** of interactions are clicks (**5233** total). You had **15** comments and **35** post shares.

Your posts reached a total of **14,153** users (**472** per day). There was a total of **6022** interactions.

You had a total of **22,859** post impressions (**762** per day).

United States is the country with most audience (93.05%). You have audience in 20 countries.

You have a gained a total of **66** new page fans during this time period. That's a **8%** increase.

Most common source for page likes, or **43%**, is **Page Profile**

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

Majority of your page fans 814, or **94%**, speak **English**.

Most Engaged Friends						
 Mandy Claire Comments: 3 Reactions: 33	 Ali Faye Comments: 1 Reactions: 35	 ADEPT Strategy & Public Relations Comments: 0 Reactions: 35	 Imperial Point Neighborhood Association Comments: 0 Reactions: 35	 Gregorio Arcay Comments: 0 Reactions: 16	 Key West Historic Seaport Comments: 1 Reactions: 15	 Envision Uptown - Uptown Fort Lauderdale Comments: 0 Reactions: 12
 Kevin Scott Comments: 0 Reactions: 12	 Rob King Comments: 1 Reactions: 8	 Suziq Lat Comments: 0 Reactions: 6	 Marielizabeth Turmero Comments: 0 Reactions: 6	 Vacation Homes of Key West - VHKW Comments: 0 Reactions: 6	 Karen Olson Comments: 0 Reactions: 4	 Charles McCloud Comments: 0 Reactions: 4
 Jerry Pollitt Comments: 1 Reactions: 3	 Pelusa Makeup Comments: 1 Reactions: 2	 Julie Ruffolo Comments: 0 Reactions: 3 <b>Fort Lauderdale, Florida</b>	 Sara Harbinson Comments: 1 Reactions: 1	 Dana Pollitt, P.A. Comments: 0 Reactions: 2	 Leslie Lester Comments: 0 Reactions: 2	 Cindy Ridenour Comments: 0 Reactions: 2
 Lisa M McKee-Uyema Comments: 1 Reactions: 1	 Dan Schwab Comments: 0 Reactions: 2	 Gary Farman Comments: 0 Reactions: 2	 Paul Vrooman Comments: 0 Reactions: 2	 Dana Pollitt Comments: 0 Reactions: 2		

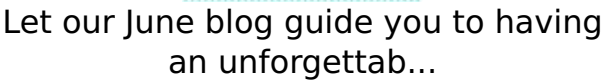
**MOST LIKED**




Let our June blog guide you to having an unforgettable...

**41 reactions**

This section features a collage of three images: a red and white striped beach umbrella, a person parasailing over the ocean, and a sunset over a beach. Below the collage is a text prompt: 'Let our June blog guide you to having an unforgettable...'. At the bottom of the section is a counter showing '41 reactions'.



**MOST COMMENTED**



Today is #NaturePhotographyDay and for authentic and...

**2 comments**

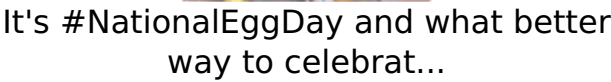


## MOST ENGAGED USERS




It's #NationalEggDay and what better way to celebrat...

### 67 engaged users

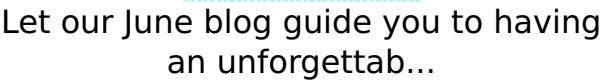


**MOST SHARED**



Let our June blog guide you to having an unforgettable...

**4 shares**



**4 shares**

Majority of your posts or 57% are photos. Videos however offer you the best engagement rate of 9 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 87% are reactions.

TOP PUBLISHERS					
User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	38	109%	343	19	14

User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	38	109%	343	19	14

**BEST TIME FOR LIKES**

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

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

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

**BEST TIME FOR COMMENTS**

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

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

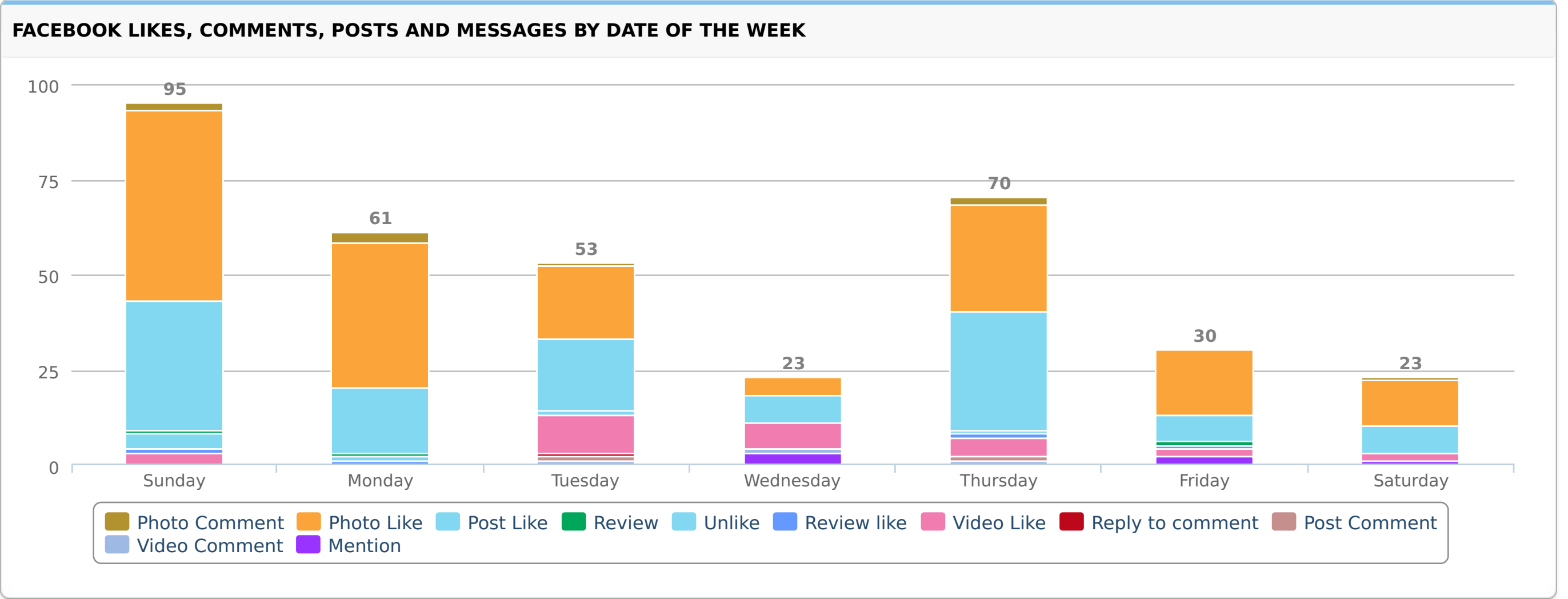
### 33% of comments occur during this time

**BEST TIME FOR MENTIONS**

**7:00 PM - 8:00 PM**

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

### 33% of mentions occur during this time



Most users reached, or **83.66%**, are from **United States**

**MOST MENTIONS BY**



Vacation Homes of Key West - VHKW

**3 mentions**

**MOST SHARED POST**



Summertime at Key West Historic Seaport! So many fun trips and charters to choose from. #keywest #summervacation #vhkw

**8 shares**


**MOST MENTIONS DAY**

**Wednesday**  
**June 7, 2017**


**1 mentions**

Most mentions, or **100%**, are **photo captions**. Most mentions, or **84%** are by **unknown** users.


3 REVIEWS




Excellent service, and food was exceptional! Will definitely be back on our next visit to KW!  
by **Lisa Marie Kaczenski Cope** on **Jun 23, 2017**

Key West Historic Seaport 

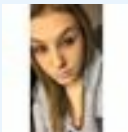
1 Likes




We had our wedding rehearsal dinner at the Waterfront Brewery. Absolutely the best choice we could have made. Excelle...  
by **Jerry Tainter** on **Jun 11, 2017**

Key West Historic Seaport 

1 Likes




The Historic Seaport had plenty of live music and really cool bars. We walked over from Duval Street and ended up sta...  
by **Sophia Wilshire** on **Jun 5, 2017**

Key West Historic Seaport 

1 Comments 1 Likes


**MOST VIEWED VIDEO**



We love the conch fritters from BO's Fishwagon. What's your favorite dish from

**1,623 views**


**MOST LIKED VIDEO**



In case you needed another reason to love Cuban Coffee Queen, they have deliciou

**12 likes**


**MOST SHARED VIDEO**



We love the conch fritters from BO's Fishwagon. What's your favorite dish from

**22 shares**

**MOST COMMENTED**



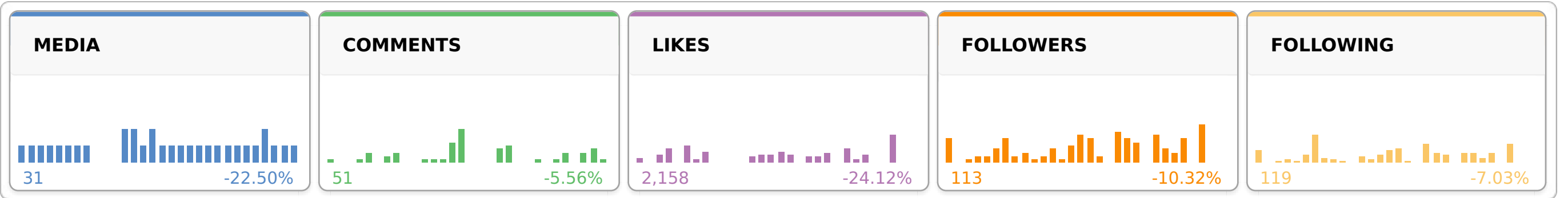
Key West Historic Seaport - Official Video

**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 **56%** are **likes**.

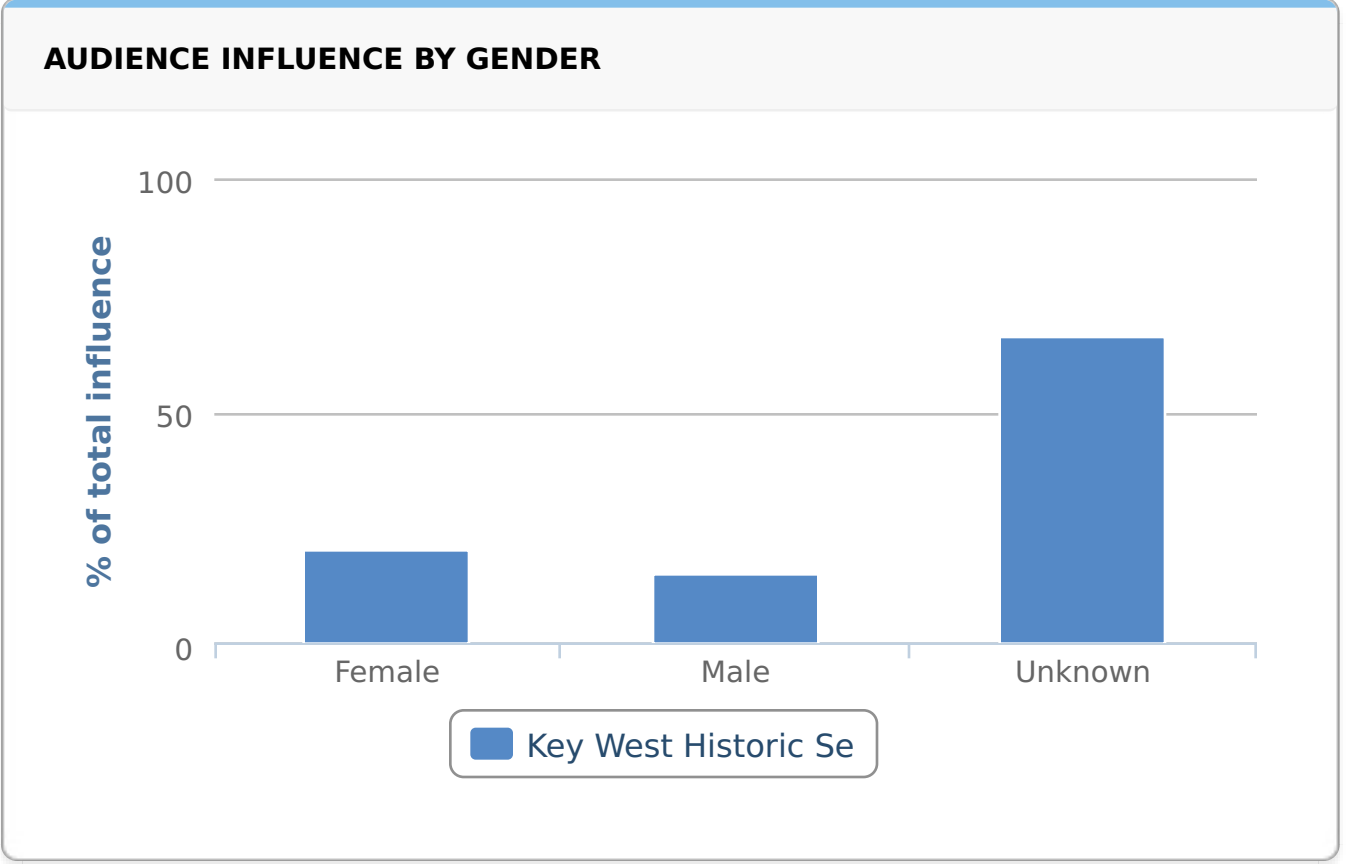
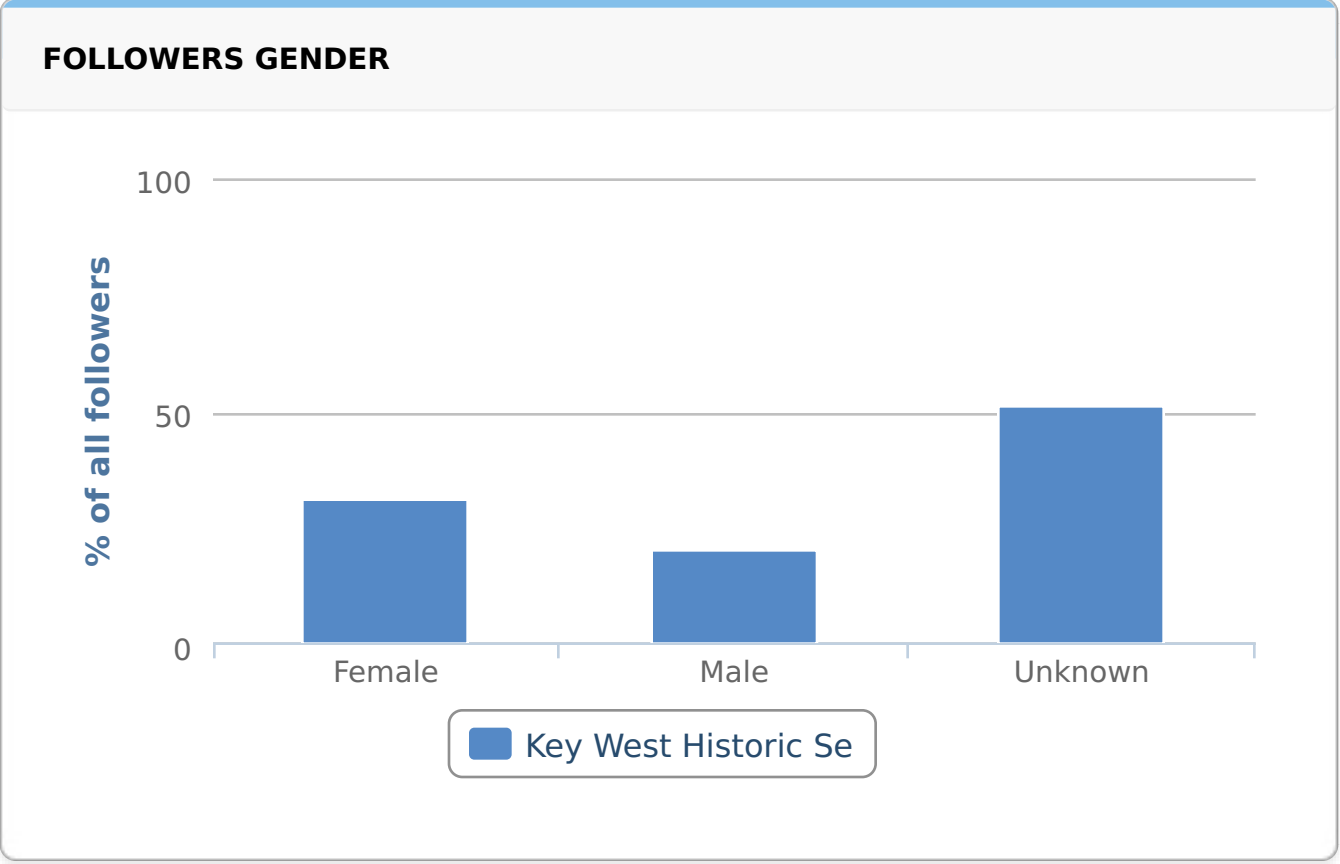
Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

**492%** of percent videos views result in engagement. That's **56% decline** compared to last period.



New Photos	28	New Videos	3	New Comments	51	New Likes	2,158	New Followers	113
New Following	119	Total Followers	1,244	Total Followings	1,095	Total Uploaded Media	389		

TOP POSTS BY NUMBER OF LIKES				
Post	Publisher		Likes	% of all likes
 What a view! Perfect shot of a @sebagokeywest sai...		Key West Historic Seaport	175	9%
 Take a drive down Lazy Way and explore #KeyWest i...		Key West Historic Seaport	128	6%
 The waves, the water, and a Key West sunset. It d...		Key West Historic Seaport	113	6%
 This Sunday's #SeaportSpotlight is a bartender at...		Key West Historic Seaport	101	5%
 Bill Klipp captured the beauty of a Key West suns...		Key West Historic Seaport	96	5%




MOST COMMENTS DAY

Wednesday  
June 14, 2017

10 comments

MOST COMMENTS BY



Ali

4 comments

MOST COMMENTED























"The odds of catching a blue lobster are about one i...

9 comments, 88 likes

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

Majority of your audience, or 37% have 100 to 500 followers

Most Influential Users		
User	Followers	% of total reach
 Flavia Peixoto	111,636	6%
 Rio Academia Natural ۞۞...	53,975	3%
 Ragnhild Jevne	37,345	2%
 Maxim Sukhanov	34,403	2%
 Sailing Nandji-Bonita ۞...	30,276	2%
 SpearLust®	29,991	2%
 Sagrado Studios	29,104	2%
 Captain Rich Smith	28,803	2%
 A L I N E G U E R I N O	28,410	2%
 Matt Monge	27,907	2%

Most Active Users		
User	Posts	Followers
 Leslie P Burrell	9,288	1,093
 Carlos Owner	8,030	19,459
 Kyla Shoemaker	5,436	1,141
 you're a catch 22	4,498	1,467
 Heather Wilde	4,223	386
 AquariumDepot.com	4,085	3,757
 April Ann	2,647	946
 Christina S.	2,641	8,762
 The Distinguish Fisher...	2,609	13,444
 K E L L Y N O R M A N	2,599	1,969


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

**MOST LIKES DAY**

**Tuesday**  
**June 27, 2017**

**328 likes, 3 comments**

**MOST LIKED**



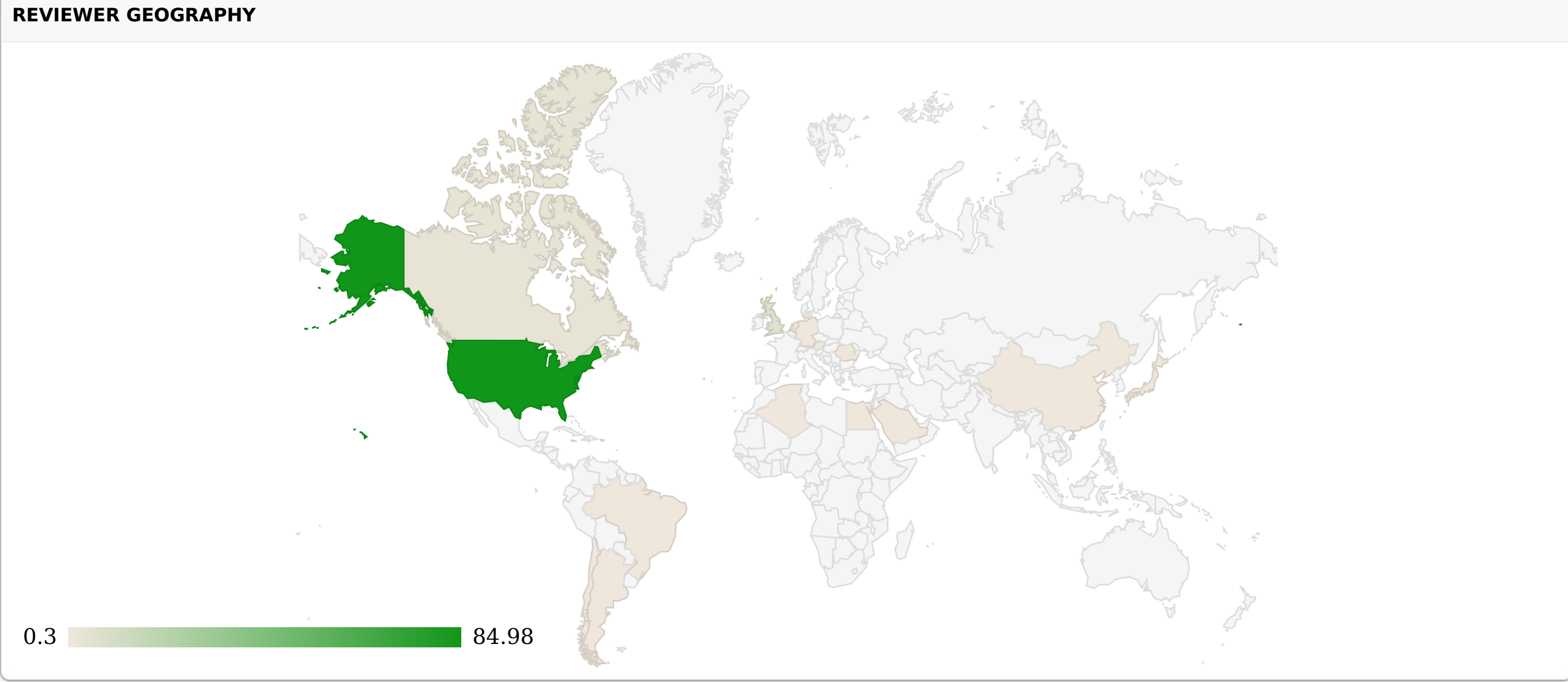
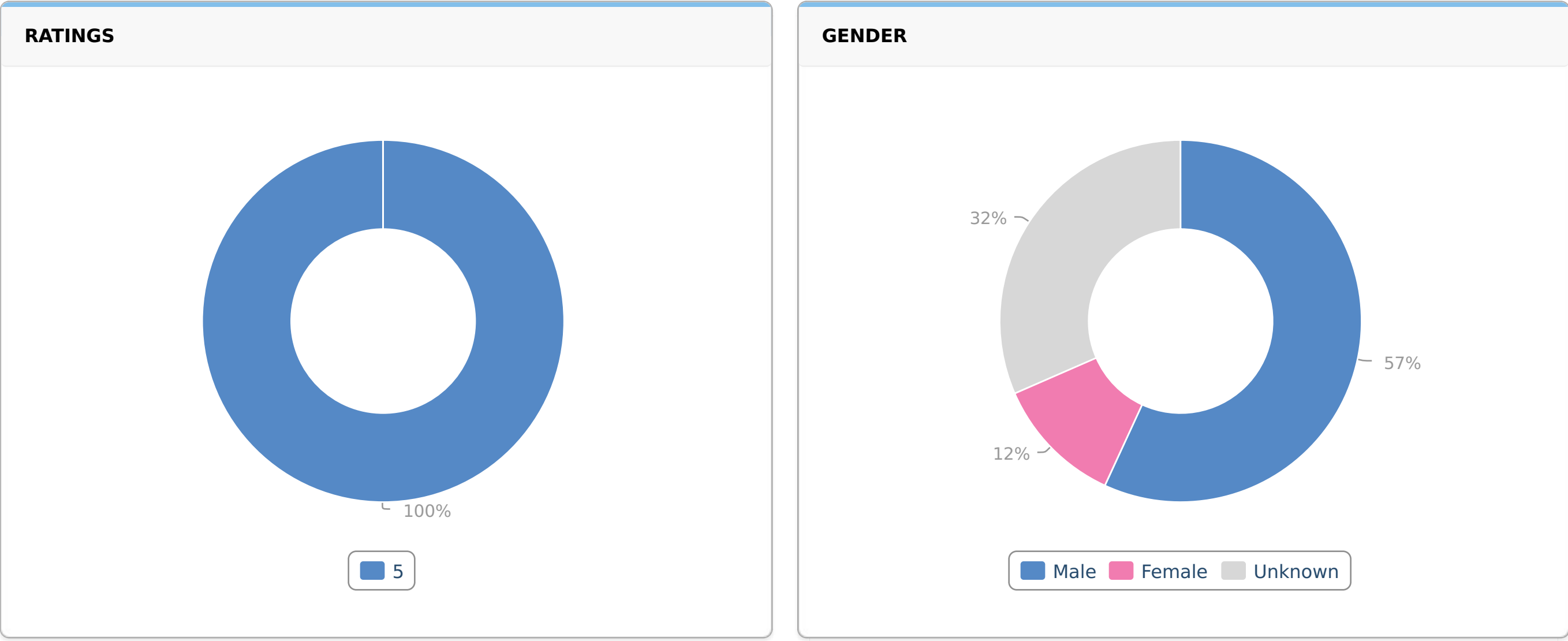
What a view! Perfect shot of a @sebagokeywest sail u...

**175 likes**


You have received **2,145** likes on your media. That's an average of **33** likes per media

Reviews:3

Rating:5



3 REVIEWS

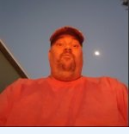


Love the Bight

Always visit the Bight when we are in town. Lots of great restaurants and music. Make sure you visit Shrimpboat Sound on your way around ...

by Jason W on June 21, 2017

Key West Historic Se 5




I love the Historic Seaport

This area is perhaps my most favorite area of Key West. There is something about it that I absolutely love. From the bars (Schooners) to ...

by Derek E on June 21, 2017

Key West Historic Se 5



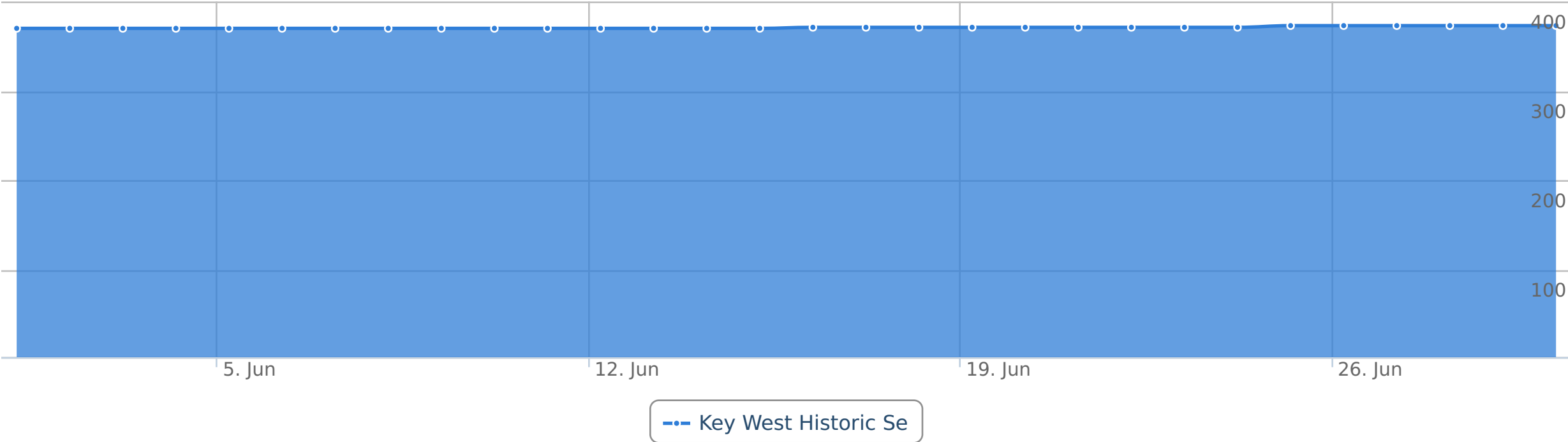
Take a walk,stop for a drink and some fresh seafood!

This area has always been busy with one maritime activity or another... wrecking,sponge fishing,turtle fishing,shrimp boats, you name it....







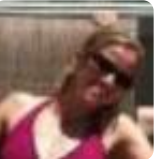















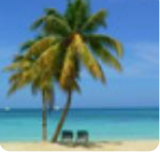





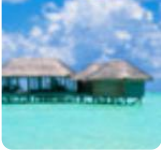


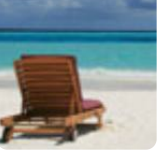







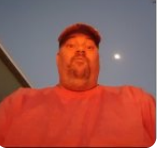






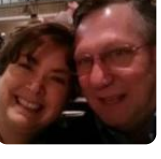




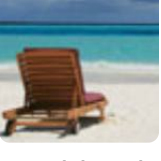








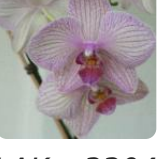


by ARodriguezP on June 15, 2017






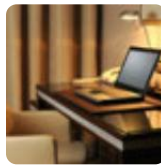







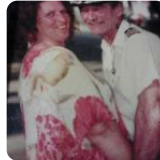










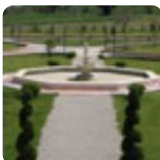







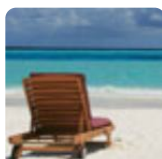

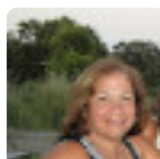


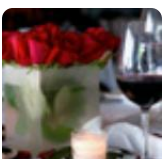








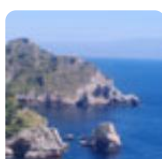
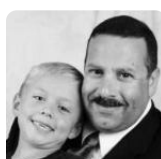


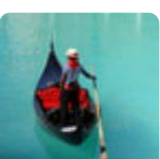
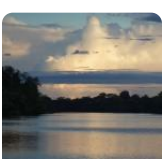




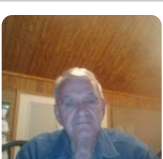
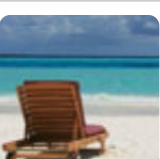



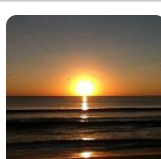
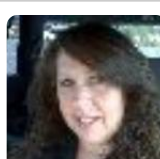

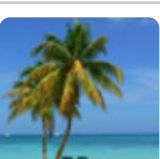

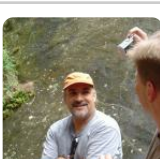

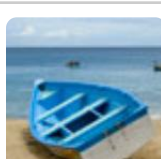
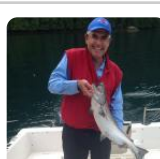
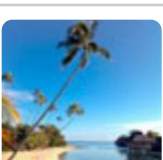

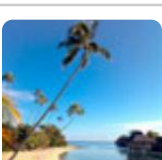


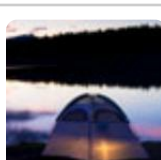

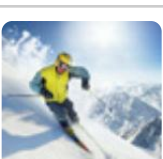
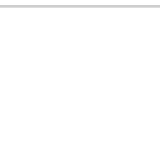
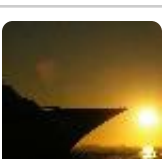
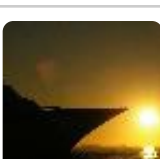
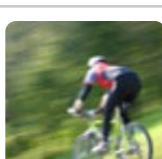
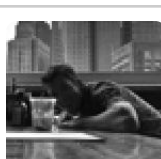
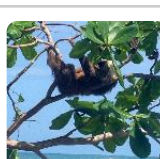
Key West Historic Se 5









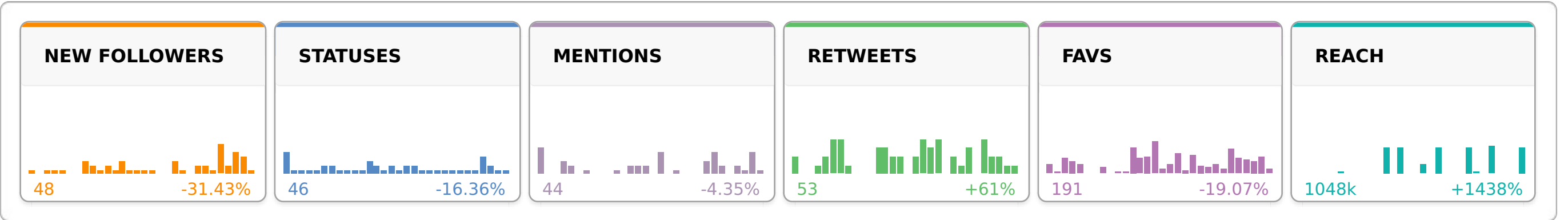


375 TripAdvisor users that reviewed your profiles.

 <p>Wanda L Reviews: 36 Votes: 8 Saint Petersburg, FL</p>	 <p>Robert C Reviews: 30 Votes: 19 Jacksonville, Florida</p>	 <p>Ryan S Reviews: 31 Votes: 4 Vienna, Austria</p>	 <p>chelseadia Reviews: 7 Votes: 2 New York City, New York</p>	 <p>Wendy D Reviews: 31 Votes: 17 Brandon, Manitoba</p>	 <p>jeffrey w Reviews: 237 Votes: 135 Omaha, Nebraska</p>	 <p>Fishyfishy111 Reviews: 70 Votes: 20 Saint Paul, Minnesota</p>
 <p>Dana B Reviews: 55 Votes: 14 Manchester, New Hampshire</p>	 <p>Rubyrater Reviews: 22 Votes: 11</p>	 <p>Peggy73703 Reviews: 11 Votes: 0 Enid, Oklahoma</p>	 <p>aberdeenangler Reviews: 462 Votes: 213 Aberdeen, United Kingdom</p>	 <p>barney4201 Reviews: 8 Votes: 9 Texas City, Texas</p>	 <p>msbnsb Reviews: 30 Votes: 12 New Smyrna Beach, Florida</p>	 <p>Carlie D Reviews: 69 Votes: 33 Dallas, Texas</p>
 <p>Faye W Reviews: 83 Votes: 28 London, United Kingdom</p>	 <p>David H Reviews: 73 Votes: 16 Montgomery, Illinois</p>	 <p>VacationFamilyNJ Reviews: 116 Votes: 59 New Jersey</p>	 <p>NancyLovesRehoboth Reviews: 115 Votes: 260 Lexington, Virginia</p>	 <p>Bob S Reviews: 95 Votes: 42 Jim Thorpe, Pennsylvania</p>	 <p>William T Reviews: 320 Votes: 141 Atlanta, Georgia</p>	 <p>75boat Reviews: 37 Votes: 7 Albuquerque, New Mexico</p>
 <p>Marcia L Reviews: 189 Votes: 116 Port Saint Joe, Indiana</p>	 <p>ckvar Reviews: 61 Votes: 33 Cudjoe Key, Florida</p>	 <p>Vanessa L Reviews: 43 Votes: 24 Rome, Georgia</p>	 <p>easterntreker Reviews: 924 Votes: 264 Halifax</p>	 <p>Arthur S Reviews: 121 Votes: 39 Boca Raton, Florida</p>	 <p>Henk V Reviews: 86 Votes: 19 Nieuw-Vennep, Netherlands</p>	 <p>Bob E Reviews: 51 Votes: 26 Cleveland, Ohio</p>
 <p>adsscs Reviews: 20 Votes: 24 Tennessee</p>	 <p>Chuck M Reviews: 49 Votes: 7 North Babylon, New York</p>	 <p>Sean Jamie S Reviews: 20 Votes: 5 Heltonville, Indiana</p>	 <p>TheExplorerFamily Reviews: 481 Votes: 352 Somerset, New Hampshire</p>	 <p>Eat1Drink2Travel3 Reviews: 493 Votes: 370 London, United Kingdom</p>	 <p>Charles V Reviews: 793 Votes: 189</p>	 <p>MONYMAN53 Reviews: 104 Votes: 22</p>
 <p>BrendaRoss2010 Reviews: 6 Votes: 22 Brampton, Ontario</p>	 <p>Densch1 Reviews: 44 Votes: 12 New Jersey</p>	 <p>Steve D Reviews: 106 Votes: 53 Winter Springs, Florida</p>	 <p>mosika Reviews: 104 Votes: 28 Valparaiso, IN</p>	 <p>Derek E Reviews: 84 Votes: 30</p>	 <p>ptruffa Reviews: 10 Votes: 4 Pittsburgh</p>	 <p>Greg W Reviews: 4 Votes: 1 Rochester, Minnesota</p>
 <p>imjustbeachy_1 Reviews: 20 Votes: 10 Monroe, Georgia</p>	 <p>ed33040 Reviews: 7 Votes: 11 Key West, Florida</p>	 <p>Billy B Reviews: 85 Votes: 21 Virginia Beach, Virginia</p>	 <p>buffalojim67 Reviews: 1 Votes: 145 Lawrence, Kansas</p>	 <p>tld917 Reviews: 8 Votes: 10 Omaha, Nebraska</p>	 <p>Milesotravel41 Reviews: 8 Votes: 0 Charlotte, North Carolina</p>	 <p>Cub66 Reviews: 119 Votes: 68 Chicago, Illinois</p>
 <p>mwooduk Reviews: 1 Votes: 501 Miami</p>	 <p>goodegg5 Reviews: 54 Votes: 18 Philly</p>	 <p>ruthkred Reviews: 167 Votes: 74 Town and Country, Virginia</p>	 <p>WanderLust M Reviews: 75 Votes: 91 Redondo Beach, California</p>	 <p>Sue O Reviews: 254 Votes: 92 Kent, United Kingdom</p>	 <p>TtravelerJohn Reviews: 192 Votes: 99 Glen Rock, New Jersey</p>	 <p>Cordial1 Reviews: 186 Votes: 59</p>
 <p>666Bunty Reviews: 269 Votes: 114 Surrey</p>	 <p>Anne_A52 Reviews: 8 Votes: 1 York, Pennsylvania</p>	 <p>Lisa S Reviews: 763 Votes: 204</p>	 <p>ergohand Reviews: 19 Votes: 3 HMB</p>	 <p>FLAKey33040 Reviews: 68 Votes: 24 Summerland Key, Florida</p>	 <p>Cambria5 Reviews: 336 Votes: 119 Ebensburg, PA</p>	 <p>Cambria5 Reviews: 336 Votes: 119 Ebensburg, PA</p>

 <p><i>katem j</i> Reviews: <b>81</b> Votes: <b>22</b> <b>Suffern, New York</b></p>	 <p><i>hrmgrrbt</i> Reviews: <b>28</b> Votes: <b>13</b></p>	 <p><i>vakshun17</i> Reviews: <b>45</b> Votes: <b>15</b> <b>Wolfeboro, New</b></p>	 <p><i>T2Socks</i> Reviews: <b>269</b> Votes: <b>131</b> <b>Key West, FL</b></p>	 <p><i>CrazFox</i> Reviews: <b>30</b> Votes: <b>22</b> <b>Belle Isle, Flo...</b></p>	 <p><i>dalessiopietro</i> Reviews: <b>277</b> Votes: <b>59</b> <b>Murray, Utah</b></p>	 <p><i>DABMIN</i> Reviews: <b>41</b> Votes: <b>15</b> <b>Baltimore, Mary...</b></p>
 <p><i>dinosciambra</i> Reviews: <b>53</b> Votes: <b>17</b> <b>New Orleans, Lo...</b></p>	 <p><i>James M</i> Reviews: <b>73</b> Votes: <b>30</b> <b>Hamilton, Canada</b></p>	 <p><i>HoldenBea</i> Reviews: <b>191</b> Votes: <b>81</b> <b>Holden Beach, N</b></p>	 <p><i>tennis11</i> Reviews: <b>168</b> Votes: <b>89</b> <b>Simpsonville, SC</b></p>	 <p><i>Sherri W</i> Reviews: <b>21</b> Votes: <b>13</b> <b>George West, Texa...</b></p>	 <p><i>jeff499</i> Reviews: <b>1</b> Votes: <b>520</b> <b>Alexandria, VA</b></p>	 <p><i>Missmarilynjoy</i> Reviews: <b>26</b> Votes: <b>4</b> <b>Key West, Florida</b></p>
 <p><i>CaptnBill</i> Reviews: <b>37</b> Votes: <b>20</b> <b>Cape Coral, Flo...</b></p>	 <p><i>br01374859</i> Reviews: <b>116</b> Votes: <b>34</b> <b>Ballston Spa, N...</b></p>	 <p><i>travelkitty28</i> Reviews: <b>156</b> Votes: <b>54</b> <b>midwest</b></p>	 <p><i>Shawna G</i> Reviews: <b>236</b> Votes: <b>119</b> <b>Jacksonville, F...</b></p>	 <p><i>JennyColCrawley_UK</i> Reviews: <b>16</b> Votes: <b>4</b> <b>Crawley, UK</b></p>	 <p><i>labe7000</i> Reviews: <b>60</b> Votes: <b>44</b> <b>Port Jefferson ...</b></p>	 <p><i>NervousDuck</i> Reviews: <b>30</b> Votes: <b>10</b> <b>Saint Paul, Min...</b></p>
 <p><i>Kathy P</i> Reviews: <b>24</b> Votes: <b>6</b> <b>Chicago, Illinois</b></p>	 <p><i>Walsh13k</i> Reviews: <b>238</b> Votes: <b>45</b> <b>Saratoga Spring...</b></p>	 <p><i>Paul W</i> Reviews: <b>45</b> Votes: <b>25</b> <b>Wesley Chapel, ...</b></p>	 <p><i>Patricia S</i> Reviews: <b>75</b> Votes: <b>22</b></p>	 <p><i>Gomersal-08</i> Reviews: <b>223</b> Votes: <b>208</b> <b>Leeds</b></p>	 <p><i>VirginiaSunny</i> Reviews: <b>108</b> Votes: <b>44</b> <b>Virginia</b></p>	 <p><i>Lmilaat</i> Reviews: <b>21</b> Votes: <b>11</b> <b>Jeddah</b></p>
 <p><i>Lori K</i> Reviews: <b>71</b> Votes: <b>22</b> <b>Beaver Falls, P...</b></p>	 <p><i>Dcraigclark</i> Reviews: <b>39</b> Votes: <b>11</b> <b>Decatur, Georgia</b></p>	 <p><i>DebiOco</i> Reviews: <b>112</b> Votes: <b>35</b> <b>New York</b></p>	 <p><i>MargaretNJ2014</i> Reviews: <b>20</b> Votes: <b>12</b> <b>New Jersey</b></p>	 <p><i>Traveller71Rio</i> Reviews: <b>30</b> Votes: <b>6</b> <b>West Palm Beach</b></p>	 <p><i>tefsearch</i> Reviews: <b>15</b> Votes: <b>11</b> <b>Lakeland, Florida</b></p>	 <p><i>DebieDC</i> Reviews: <b>113</b> Votes: <b>74</b> <b>Marietta, GA</b></p>
 <p><i>Donna H</i> Reviews: <b>30</b> Votes: <b>7</b> <b>Chicago, Illinois</b></p>	 <p><i>Dr. R. C. M</i> Reviews: <b>143</b> Votes: <b>31</b> <b>Fort Mohave, Ar...</b></p>	 <p><i>Mpollifax</i> Reviews: <b>166</b> Votes: <b>54</b> <b>Philadelphia</b></p>	 <p><i>merrybrook1</i> Reviews: <b>75</b> Votes: <b>31</b> <b>Butler, Tennessee</b></p>	 <p><i>Steve P</i> Reviews: <b>31</b> Votes: <b>10</b> <b>Fairfield, Iowa</b></p>	 <p><i>BonjourduCanada</i> Reviews: <b>42</b> Votes: <b>30</b> <b>Toronto, Canada</b></p>	 <p><i>SEWiscon</i> Reviews: <b>143</b> Votes: <b>39</b> <b>Kenosha, Wisconsin</b></p>
 <p><i>sarahkathleen1</i> Reviews: <b>98</b> Votes: <b>51</b> <b>Eastern Shore, AL</b></p>	 <p><i>Jolly B</i> Reviews: <b>120</b> Votes: <b>122</b> <b>San Francisco, ...</b></p>	 <p><i>Rick61</i> Reviews: <b>391</b> Votes: <b>135</b> <b>Cambridge, Unit...</b></p>	 <p><i>FrankF2357</i> Reviews: <b>21</b> Votes: <b>11</b> <b>Macomb, Michigan</b></p>	 <p><i>jackrabbit26</i> Reviews: <b>11</b> Votes: <b>2</b> <b>Coastal North C...</b></p>	 <p><i>07417</i> Reviews: <b>31</b> Votes: <b>8</b> <b>Saint Augustine...</b></p>	 <p><i>lisa r</i> Reviews: <b>91</b> Votes: <b>21</b> <b>illinois</b></p>
 <p><i>cocktailsanddreams</i> Reviews: <b>28</b> Votes: <b>9</b> <b>Key West, Florida</b></p>	 <p><i>Rosalie K</i> Reviews: <b>4</b> Votes: <b>0</b></p>	 <p><i>Collette L</i> Reviews: <b>70</b> Votes: <b>25</b> <b>Milwaukee</b></p>	 <p><i>JaysaTravelinMan</i> Reviews: <b>139</b> Votes: <b>91</b> <b>Salisbury, Mary...</b></p>	 <p><i>FLGal1980</i> Reviews: <b>56</b> Votes: <b>43</b> <b>Tampa, Florida</b></p>	 <p><i>FLGal1980</i> Reviews: <b>56</b> Votes: <b>43</b> <b>Tampa, Florida</b></p>	 <p><i>Janet W</i> Reviews: <b>60</b> Votes: <b>19</b></p>
 <p><i>bob A</i> Reviews: <b>74</b> Votes: <b>12</b></p>	 <p><i>lollygal</i> Reviews: <b>1</b> Votes: <b>345</b> <b>New York City, ...</b></p>	 <p><i>Clamcake51</i> Reviews: <b>39</b> Votes: <b>17</b> <b>Newport, Rhode</b></p>	 <p><i>sshmuffin</i> Reviews: <b>19</b> Votes: <b>9</b> <b>washington,dc</b></p>	 <p><i>BobMinchak</i> Reviews: <b>270</b> Votes: <b>101</b> <b>New York City, ...</b></p>	 <p><i>den-rick71</i> Reviews: <b>300</b> Votes: <b>116</b> <b>Falmouth, Unite...</b></p>	 <p><i>conniecat</i> Reviews: <b>32</b> Votes: <b>54</b> <b>Topsail Island, NC</b></p>
 <p><i>Waldir José O</i> Reviews: <b>10</b> Votes: <b>3</b></p>	 <p><i>happygirl497</i> Reviews: <b>22</b> Votes: <b>8</b> <b>Rockaway, New J</b></p>	 <p><i>Paula P</i> Reviews: <b>11</b> Votes: <b>3</b></p>	 <p><i>A C R</i> Reviews: <b>415</b> Votes: <b>354</b> <b>Smyrna, Georgia</b></p>	 <p><i>Islander35</i> Reviews: <b>22</b> Votes: <b>7</b> <b>New York City, ...</b></p>	 <p><i>moonchuckersmom</i> Reviews: <b>75</b> Votes: <b>47</b> <b>Connecticut</b></p>	 <p><i>raybyerley</i> Reviews: <b>482</b> Votes: <b>124</b> <b>Mandeville, Lou...</b></p>
 <p><i>Yacht1999</i> Reviews: <b>165</b> Votes: <b>53</b> <b>Key West, Florida</b></p>	 <p><i>R S</i> Reviews: <b>12</b> Votes: <b>3</b> <b>New York City, ...</b></p>	 <p><i>KWLUV</i> Reviews: <b>45</b> Votes: <b>21</b> <b>New Jersey</b></p>	 <p><i>TwoPawsUp</i> Reviews: <b>140</b> Votes: <b>58</b> <b>Indiana</b></p>	 <p><i>DLanders</i> Reviews: <b>146</b> Votes: <b>52</b> <b>Bordentown, NJ</b></p>	 <p><i>Lynn R</i> Reviews: <b>17</b> Votes: <b>7</b> <b>Titusville, Flo...</b></p>	 <p><i>SunshineLadybird</i> Reviews: <b>221</b> Votes: <b>72</b> <b>Punta Gorda, Fl...</b></p>
 <p><i>downtowngreggbrown</i> Reviews: <b>9</b> Votes: <b>1</b></p>	 <p><i>RaquelS14</i> Reviews: <b>16</b> Votes: <b>0</b></p>	 <p><i>Stevew07</i> Reviews: <b>374</b> Votes: <b>131</b></p>	 <p><i>Stevew07</i> Reviews: <b>374</b> Votes: <b>131</b></p>	 <p><i>MarianneSup</i> Reviews: <b>24</b> Votes: <b>19</b></p>	 <p><i>Aaron K</i> Reviews: <b>740</b> Votes: <b>273</b></p>	 <p><i>1doree</i> Reviews: <b>44</b> Votes: <b>11</b></p>

Grover Beach, C...	Santiago Metron	Northamptonshire	Northamptonshire	Philadelphia, P...	Tokyo Prefectur...	atlantic city
 Mike M Reviews: <b>44</b> Votes: <b>0</b> Philadelphia, P...	 HavenCt Reviews: <b>19</b> Votes: <b>6</b> CT	 Mary B Reviews: <b>232</b> Votes: <b>77</b> Bethalto, Illinois	 travelinggrace816 Reviews: <b>36</b> Votes: <b>8</b> Nutley, New Jersey	 letsvaca Reviews: <b>59</b> Votes: <b>20</b> Egg Harbor Township	 Lindsey F Reviews: <b>322</b> Votes: <b>172</b> Columbia, Missouri	 bert3580 Reviews: <b>22</b> Votes: <b>2</b> Huntsville, Ala...



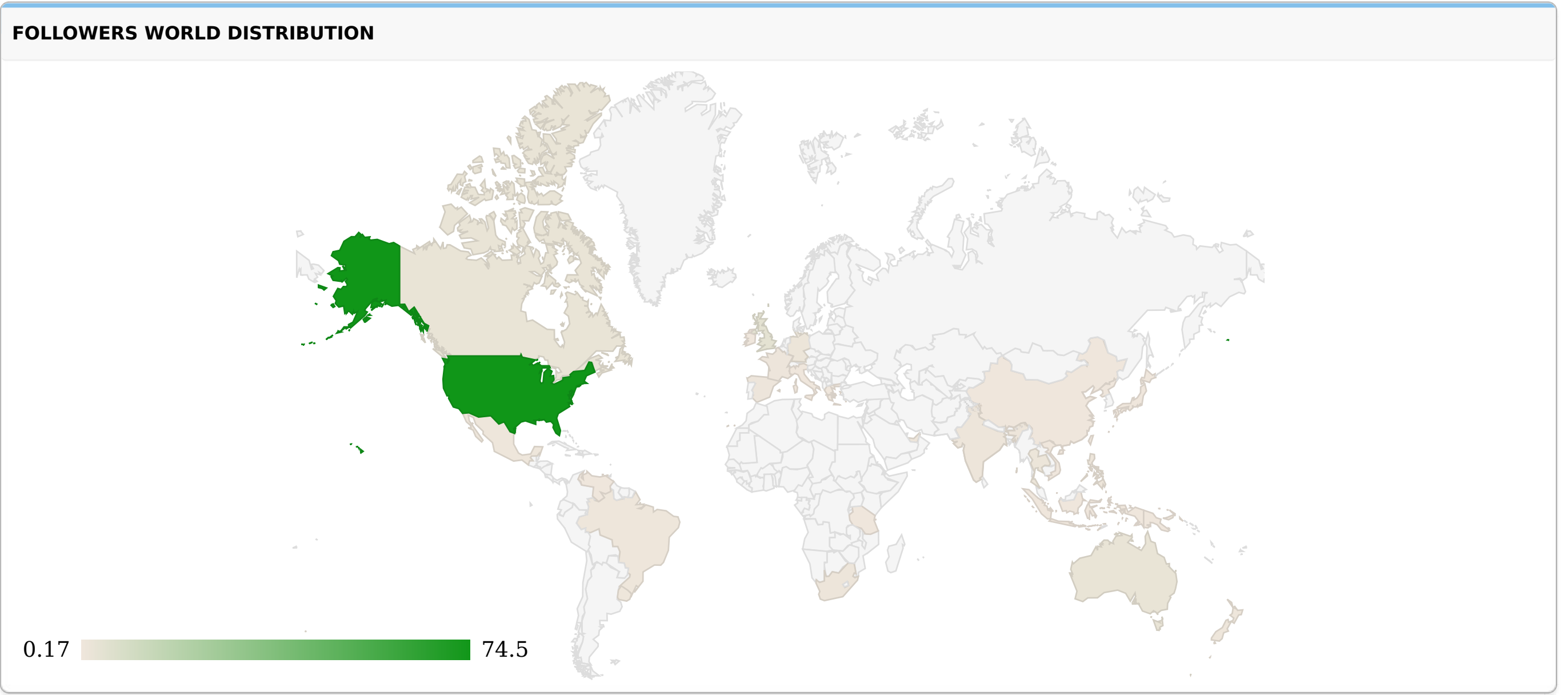
Followers	769	New Followers	48	Following	2,022	Statuses	46	Mentions	44
RTs by me	112	RTs of me	53	Quotes	2	Favorites	191	Lists	17
Reach	1,047,980	Replies	4	Link Clicks (Platform Posts)	87				

You have published **46** updates (**1.53** per day). **66%** of engagement is **favs**. On average you get **4.15** favs, **1.15** retweets, **0.96** mentions and **1.07** new followers per post.

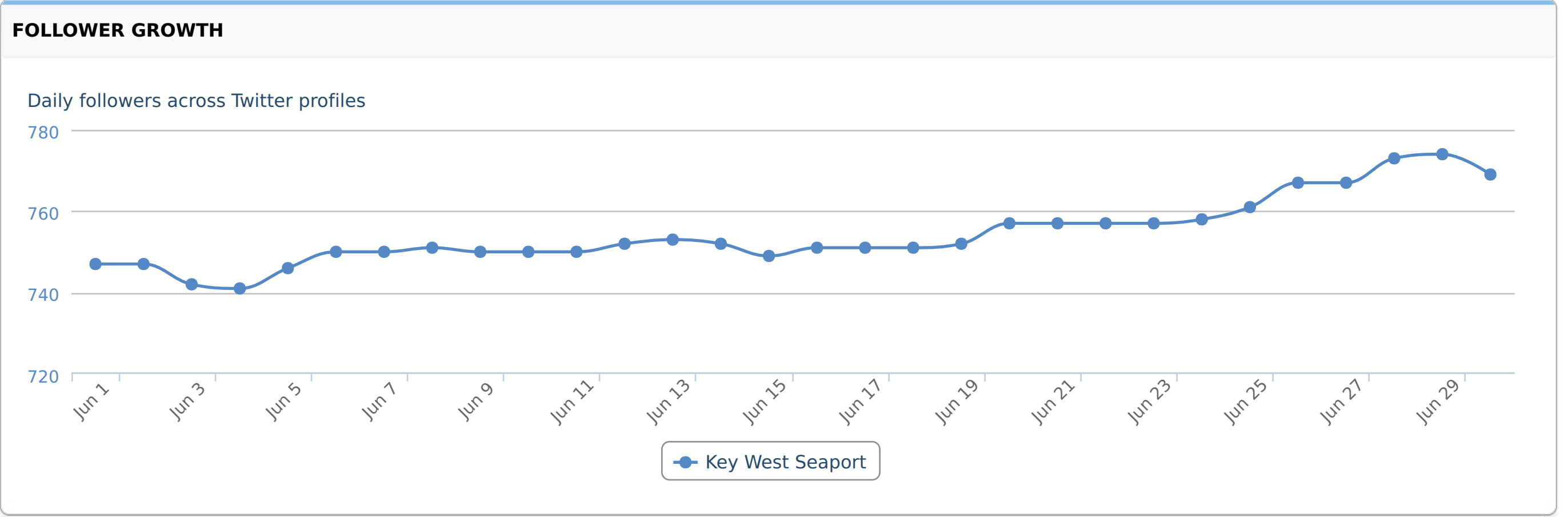
Your reach has exceeded your total followers **24** times during this period.

Majority of your followers or **45%** are in **GMT-4:00** timezone and **96%** of your followers speak **English**


**United States** is the country with most followers (**74.5%**). 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)
769	17,946	1,189	9,562	416	1,556	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 3.7x then you.		You follow 0.4x more users than follow you.	





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HistoricSeaport


Top 5 topics you influence

Florida Keys


Key West


Florida


Vacations


Jimmy Buffett


People that influence you

46 ConchFarm (1,063)


49 FuryKeyWest (6,416)


45 waterfrontbrews (561)


44 YankeeFreedom (1,095)


39 mellowventures (135)


People that you influence

44 BellaVita\_KeyW (516)

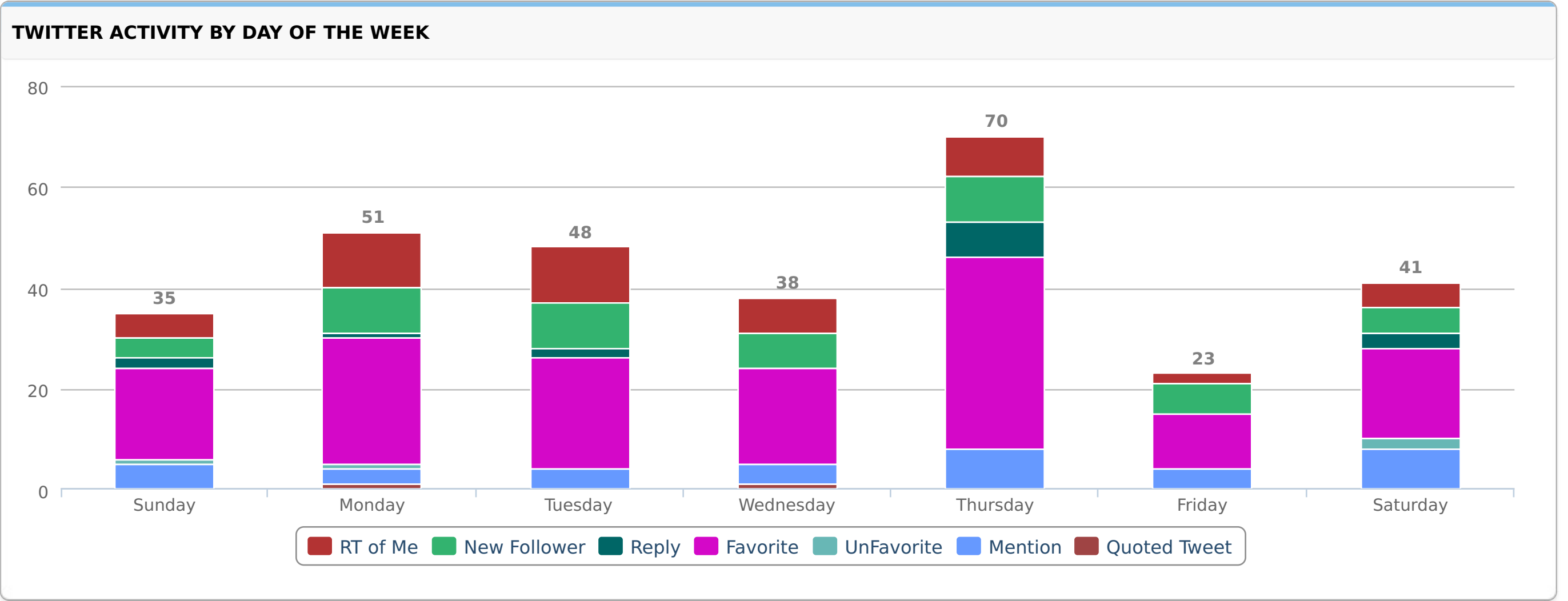
49 TORsAdventures (11,140)

45 FranchescanMonk (2,941)

30 KWBaitandTackle (69)

74 zipporahs (150,676)

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	1:00 PM - 2:00 PM	1:00 PM - 2:00 PM	3:00 PM - 4:00 PM	4:00 PM - 5:00 PM
39% of retweets occur during this time	27% of replies occur during this time	22% of mentions occur during this time	14% of favorites occur during this time	12% of new follower occur during this time



MOST TWEETED DAY	MOST RETWETED DAY	MOST FAVORITED DAY
Thursday June 1, 2017	Tuesday June 6, 2017	Thursday June 1, 2017
5 tweets	4 retweets	6 favs

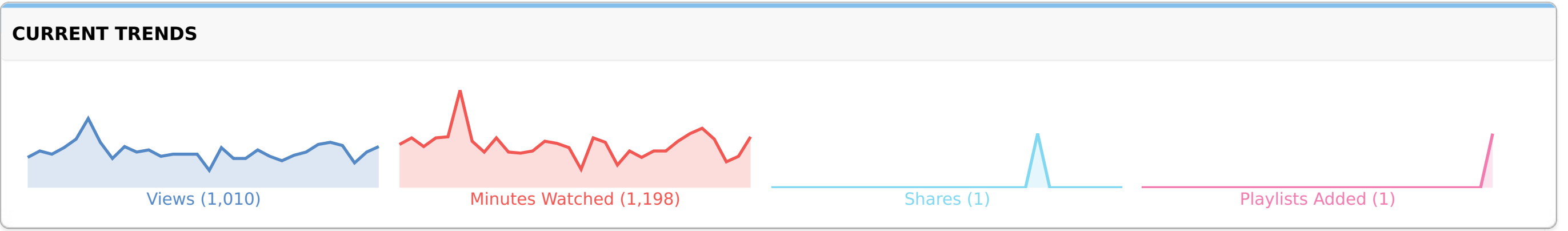
MOST FREQUENTLY USED HASHTAGS

Hashtag	Times	% of total
#keylimepiefestival	3	3%
#lovefl	8	8%
#fl	2	2%
#sunset	4	4%
#throwbackthursday	2	2%
#vacation	5	5%
#historicseaport	21	20%
#keywest	11	11%
#blog	5	5%
#summer	5	5%

MOST MENTIONED USERS

User	Times	% of total
 Key West Bait Tackle	1	5%
 Captain Steven Lamp	1	5%
 Sunset Watersports	1	5%
 Turtle Kraals	2	10%
 Cuban Coffee Queen	1	5%
 Lost Reef Adventures	2	10%
 Half Shell Raw Bar	2	10%
 BRIDES	1	5%
 Key TV	2	10%
 ConchRepublicSeafood	3	15%

Views	1,010	Minutes Watched	1,198	Watched Duration	2,135	Shares	1	Playlists Added	1
Subscribers	9	Total Videos	3						



You had **1,010** views (**33.67** per day). **50%** of engagement is shares. On average you get **0** comments, **0** likes, **0** shares, **0** added to playlists per view.

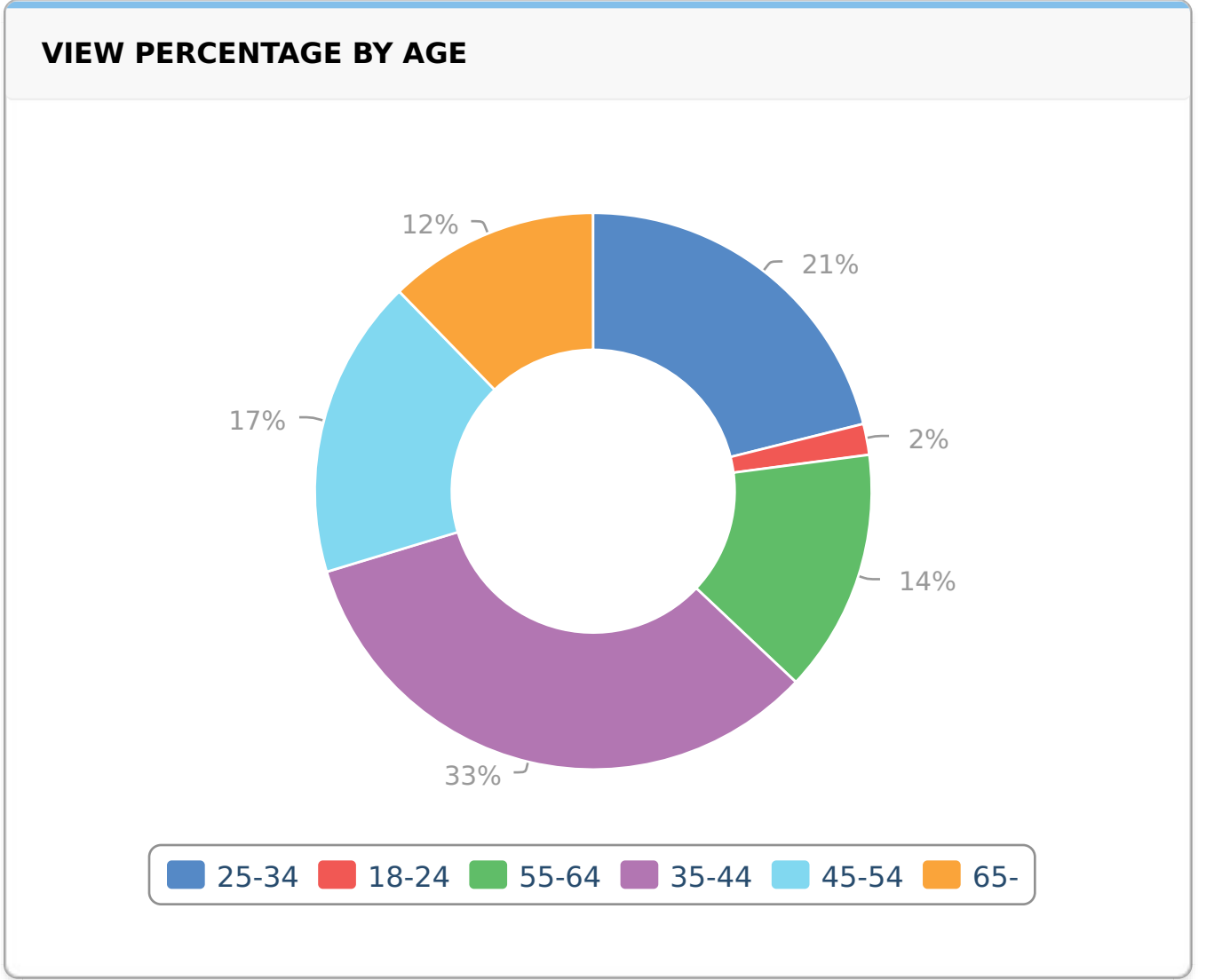
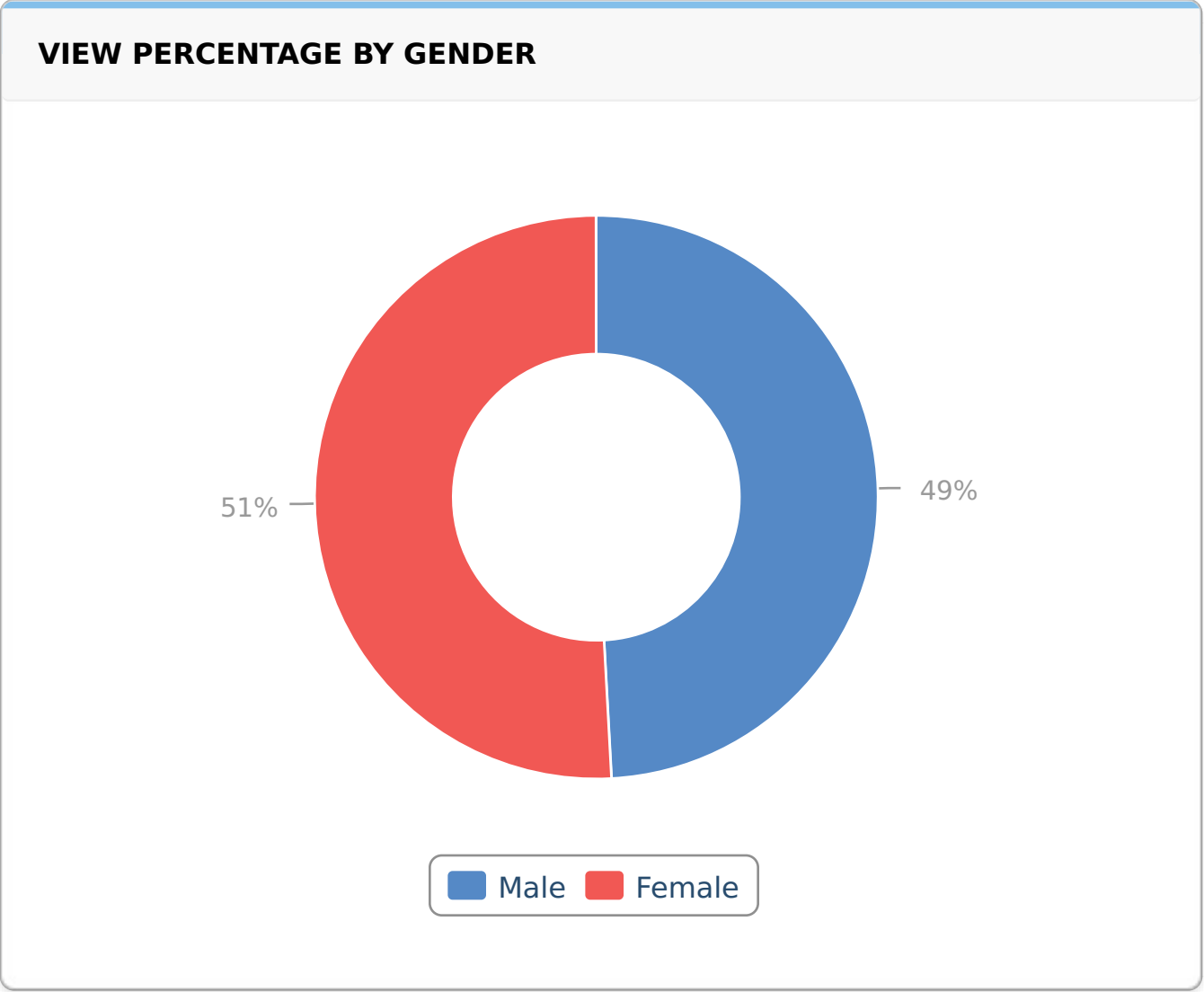
On average **0.2%** of your views result in engagement.

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

Most viewers or **96.04%** get to your videos from **link on another website**. Majority of minutes watched or **97.38%** are from users that arrive from **link on another website**.

Most users or 60.2% use **desktop** to watch your videos. Majority of minutes watched or **62.64%** are from users using **desktop**.

Most users or **46.83%** use **Windows** operating system to watch your videos. Majority of minutes watched or **51.96%** are from users using **Windows**.



MOST VIEWS



Key West Historic Seaport - Official Video

958 views