

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

## **MEMORANDUM**

August 3, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

SUBJECT: Key West Bight Management District Board July, 2017 Monthly Update

Key West Historic Seaport Marketing Services Contract #10-015

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

### **KWHS VIDEO**

- Editorial Video Shoot with Key TV/Destination Television with Scott Saunders / KWHS ambassador. Video to cover past, present and the future of the KWHS. 1:30 minute video to be aired daily with KWHS current video. Expected Delivery Date: Imminent.
- YouTube: Increased to 13,997 views from 13,021 last month
- Airing daily on Destination Network [Key TV/TripSmarter.com].

#### **BROADCAST AD MANAGEMENT SYSTEM**

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

> Affidavit of Service Rendered 07/01/17 - 07/31/17

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	7/1/2017	00:22:20
OOH Key West Historic Seaport 2017	7/1/2017	06:08:31
OCH Key West Historic Seaport 2017	7/1/2017	06:17:44
DOH Key West Historic Seaport 2017	7/1/2017	06:43:55
OOH Key West Historic Seaport 2017	7/1/2017	07:12:31
OOH Key West Historic Seaport 2017	7/1/2017	07:30:09
OOH Key West Historic Seaport 2017	7/1/2017	11:43:24
OOH Key West Historic Seaport 2017	7/2/2017	06:55:03
OOH Key Wast Historic Seaport 2017	7/2/2017	07:56:12
DOH Key West Historic Seaport 2017	7(2)2017	08:32:22
DOH Key West Historic Seaport 2017	7/2/2017	08:46:52
DOH Key West Historic Seaport 2017	7/2/2017	08:57:27
DOH Key West Historic Seaport 2017	7/2/2017	11:43:22
DOH Key West Historic Seaport 2017	7/3/2017	00:44:47
OOH Key West Historic Seaport 2017	7/3/2017	06:44:36
OOH Key West Historic Seaport 2017	7/3/2017	07:07:43
DOH Key West Historic Seaport 2017	7/3/2017	07:36:09
DOH Key West Historic Seaport 2017	7/3/2017	08:32:52
DOH Key West Historic Seaport 2017	7/3/2017	09:25:52
DOH Key West Historic Seaport 2017	7/3/2017	11:46:05
OOH Key Wast Historic Seaport 2017	7/3/2017	21:53:06
OOH Key West Historic Seaport 2017	7(4/2017	00:22:33
OOH Key West Historic Seaport 2017	7/4/2017	00:51:17
OOH Key West Historic Seaport 2017	7/4/2017	06:17:58
DOH Key West Historic Seaport 2017	7/4/2017	09:38:40
DOH Key West Historic Seaport 2017	7/4/2017	08:54:01
DOH Key West Historic Seaport 2017	7/4/2017	09:11:24
DOH Key Wast Historic Seaport 2017	7/4/2017	09:51:51
DOH Key West Historic Seaport 2017	7/4/2017	11.44.04
OOH Key West Historic Seaport 2017	7/5/2017	06:58:43
DOH Key West Historic Seaport 2017	7/5/2017	08:32:22
OOH Key West Historic Seaport 2017	7/5/2017	08:54:52
DOH Key West Historic Seaport 2017	7/5/2017	09:20:08
OOH Key West Historic Seaport 2017	7/5/2017	09:52:59
OOH Key West Historic Seaport 2017	7/5/2017	11:43:10
DOH Key West Historic Seeport 2017	7/6/2017	06:32:49
DOH Key West Historic Seaport 2017	7/6/2017	06:53:10
OOH Key West Historic Seaport 2017	7/6/2017	07:09:35
OOH Key West Historic Seaport 2017	7/5/2017	08:48:04
DOH Key West Historic Seaport 2017	7/6/2017	09:45:37
OCH Key West Historic Seaport 2017	7/6/2017	19:38:29
OOH Key West Historic Seaport 2017	7/8/2017	20:43:56
OOH Key West Historic Seaport 2017	7/6/2017	23.06.51
OOH Key West Historic Seaport 2017	7/7/2017	00:25:00
DOH Key West Historic Seaport 2017	7/7/2017	06:36:22
OOH Key West Historic Seaport 2017	7/7/2017	08:17:46
OOH Key West Historic Seaport 2017	7/7/2017	08:39:24
OCH Key West Historic Seaport 2017	7/7/2017	08:57:58
OOH Key Wast Historic Seaport 2017	7/7/2017	09:47:29
DOH Key West Historic Seaport 2017	7/7/2917	11.42.51
DOM Nov Wast Francis Covered DOM	TOTOGET	22-14-57

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

- Ongoing social media content creation and daily posting (Weekly Seaport Spotlight, Reviews Posts, Live Music Opportunities, Tenant Info. Events, etc.)
- Please see attached Social Media and Digital Advertising report for July, 2017

#### Facebook:

- Facebook accounted for the most audience growth, with 90 new friends added. That's a 10% increase
- Increase page likes from 865 to 954
- Increase in checkins from 1,160 to 1,389
- Reached a total of 19,739 users (637 per day). There was a total of 6311 interactions
- First KWHS Summer Contest was successful
  - Winners won a Key West Historic Seaport beach bag and a pair of neon sunglasses



#### Twitter:

- Increase in followers from 769 to 806
- Reach has exceeded Total followers 29 times during this period
- 15.8K impressions in July
- Reach was 2,419,532 (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:

- Received 2,297 likes. That's an average of 29 likes per media.
- 5 followers away from reaching 2,000

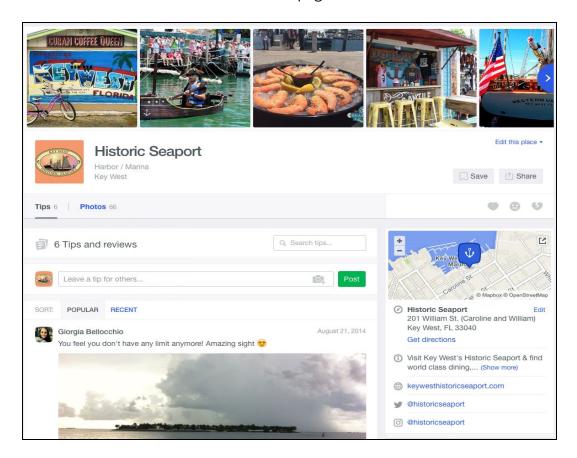
## TripAdvisor:

- 507 Reviews
- #16 of 176 things to do in Key West
- Excellent Rating 4.5 out of 5



## Foursquare:

- 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:

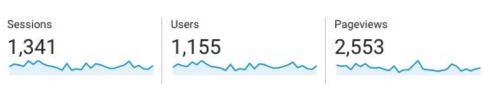


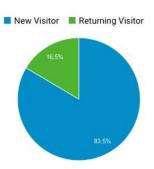
### **KWHS WEBSITE:**

- Ongoing website maintenance and content creation (Tenant Info. Events, Blog, etc.)
- Regular content writing services
  - June Blog posted: Website Link>>
  - July Blog posted: Website Link >>
  - August Blog posted: Website Link>>
- New events added monthly
- New tenants added:
  - o Blue Ice Sailing Charters
  - Islescapes Gourmet Dinner Cruises
  - Mike Pollack Flats Guide
  - Wild Dolphin Adventures

• Google Analytics for period July 1, 2017 to July 31, 2017 below:

## **Audience Overview:**





## **Acquisition Overview:**



## <u>Top 10 Referral Sources:</u>

	ource ?	Acquisition					
3	ource V	Sessions ?	% New Sessions (?)	New Users ?			
		210 % of Total: 15.66% (1,341)	<b>84.76%</b> Avg for View: 83.52% (1.49%)	178 % of Total: 15.89% (1,120)			
1.	keywestinstatesummer.com	<b>39</b> (18.57%)	84.62%	<b>33</b> (18.54%)			
2.	tpc.googlesyndication.com	38 (18.10%)	76.32%	<b>29</b> (16.29%)			
3.	googleads.g.doubleclick.net	29 (13.81%)	96.55%	28 (15.73%)			
4.	keywest.com	<b>27</b> (12.86%)	77.78%	21 (11.80%)			
5.	fla-keys.com	<b>26</b> (12.38%)	96.15%	25 (14.04%)			
6.	cityofkeywest-fl.gov	<b>10</b> (4.76%)	90.00%	9 (5.06%)			
7.	earn-from-articles.com	4 (1.90%)	100.00%	4 (2.25%)			
8.	5-steps-to-start-business.com	<b>3</b> (1.43%)	100.00%	3 (1.69%)			
9.	foxweber.com	<b>3</b> (1.43%)	100.00%	3 (1.69%)			
10.	keywesttocubafest.com	<b>3</b> (1.43%)	33.33%	1 (0.56%)			



Digital Advertising Report

Key West Historic Seaport

June 1, 2017 - July 31, 2017

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)
- 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.
- IV. Social Media Boost: ADEPT has implemented on the month of July social media advertising. Focusing on Facebook, boosted posts appear higher in News Feed and on Instagram, so there's a better chance KWHS audience will see them and interact with them.
- V. Proposed strategy to FY18 contains 4 monthly boost on Facebook, Instagram, Twitter. Our new mini clips will be uploaded to YouTube and appear as ad pre-rolls before other videos increasing exposure to KWHS brand.





Picture 1 Picture 2

# **KPIS FROM SUMMARY CHART 1:**

• Impressions: 191,044

Clicks: 302Cost: \$304.42

• Average Cost/Thousand Impressions: \$1.01

Campaign	Budget ?	Status 7	Impr. ?	Interactions 7 ↓	Interaction rate ?	Avg. cost 7	Cost 7
City-Wide Display	\$40.00/day	Paused	119,036	198 clicks	0.17% CTR	\$0.99 per click	\$196.69
E DEPART MIAMI	\$100.00/day 🖂	Paused	20,906	42 clicks	0.20% CTR	\$0.72 per click	\$30.10
ROYAL CARIBBEAN	\$100.00/day 🗹	Paused	30,590	40 clicks	0.13% CTR	\$1.23 per click	\$49.34
DEPART TAMPA	\$100.00/day	Paused	11,792	14 clicks	0.12% CTR	\$1.41 per click	\$19.70
CARNIVAL CRUISE LINE	\$100.00/day 🗹	Paused	8,720	8 clicks	0.09% CTR	\$1.07 per click	\$8.59
HOLLAND AMERICA	\$100.00/day	Paused	0	-	-		\$0.00
DISNEY CRUISE LINE	\$100.00/day	Paused	0	=	-	==	\$0.00
SINGLE ENTRY	\$100.00/day	Paused	0	-	-	-	\$0.00
NORWEGIAN	\$100.00/day	Paused	0	-	-	-	\$0.00
SINGLE DELUXE	\$100.00/day	Paused	0	=	-	=	\$0.00
CELEBRITY	\$100.00/day 🗵	Paused	0	-	-	-	\$0.00
DEPART PEV	\$100.00/day	Paused	0	-	-	-	\$0.00
■ Video Citywide	\$20.00/day	Paused	0	-	:=-	-	\$0.00
Total - all but removed campaigns			191,044	302	0.16%	\$1.01	\$304.42
Total - all campaigns	\$0.00/day		191,044	302	0.16%	\$1.01	\$304.42
Total - Display			191,044	302	0.16%	\$1.01	\$304.42
Total - Video			0	_			\$0.00

### **KPIS FROM SUMMARY CHART 2:**

Impressions: 12,667Results: 8,839 people

• Cost: \$150.00

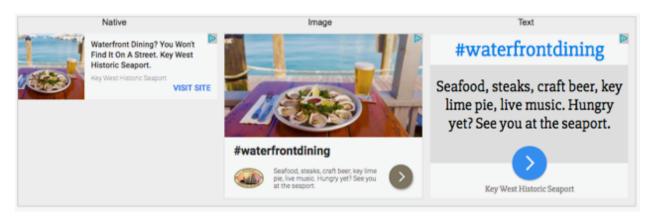
• Average Cost/Thousand Impressions: \$0.23

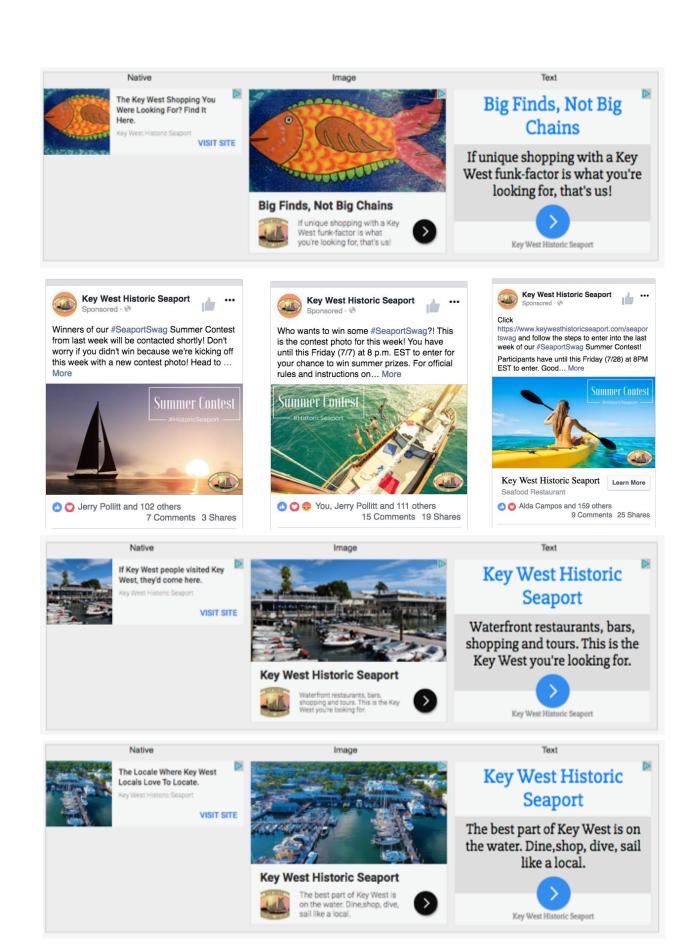
Campaign Name	Results 🕖	Impressions 🔞	Reach	Cost per Result 🕖	Amount Spent 🕖
Post: SeaportSwag Week 3	181 Post Engagements	3,252	2,858	\$0.17 Per Post Engagement	\$30.00 of \$30.00
Post: "Happy Holidays from your friends at the Key	39 Post Engagements	726	616	\$0.26 Per Post Engagement	\$10.00 of \$10.00
Post: "This Sunday's #SeaportSpotlight features Ca	12 Post Engagements	414	406	\$0.83 Per Post Engagement	\$10.00 of \$10.00
Post: "Today is the kickoff day to our new monthly bl	Post Engagement	-	_	Per Post Engagement	\$0.00 of \$0.00
Post: "#SeaportSwag Summer Contest"	122 Post Engagements	2,487	2,004	\$0.25 Per Post Engagement	\$30.00 of \$30.00
Post: "Winners of our #SeaportSwag Summer Cont	110 Post Engagements	2,357	2,020	\$0.27 Per Post Engagement	\$30.00 of \$30.00
Post: "Who wants to win some #SeaportSwag?! Thi	157 Post Engagements	2,806	2,483	\$0.19 Per Post Engagement	\$30.00 of \$30.00
Post: "Let our June blog guide you to having an"	29 Post Engagements	625	552	\$0.34 Per Post Engagement	\$10.00 of \$10.00
Results from 8 Campaigns Excluding deleted	650 Post Engagements	<b>12,667</b> Total	<b>8,839</b> People	\$0.23 Per Post Engagement	\$150.00 Total Spent

**BUDGET:** 87% of initial advertising budget is available and we will be carried over to FY18.

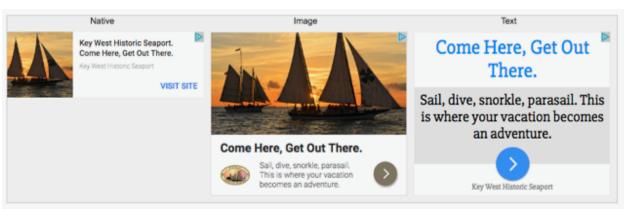
<b>Budget Summary</b>					
	Mar '17	Apr '17	May '17	Jun '17	Jul '17
Budget	\$7,000	\$0	\$0	\$0	\$0
Advertising Expenses	\$184.81	\$134.75	\$65	\$309	\$150
Ending balance	\$6,815	\$6,680	\$6,615	\$6,306	\$6,156

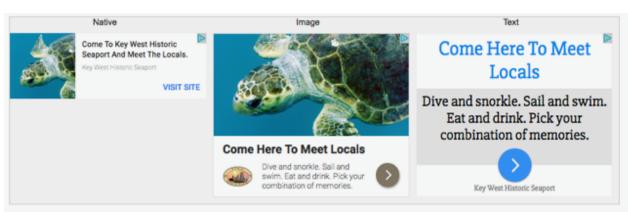
**CREATIVE EXECUTIONS:** A number different ads have been developed using multiple sizes used by mobile web sites. A cross section of the creative is provided below:

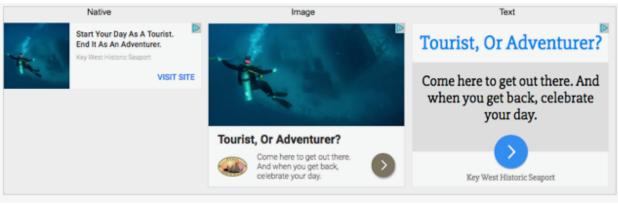














# Audience Summary

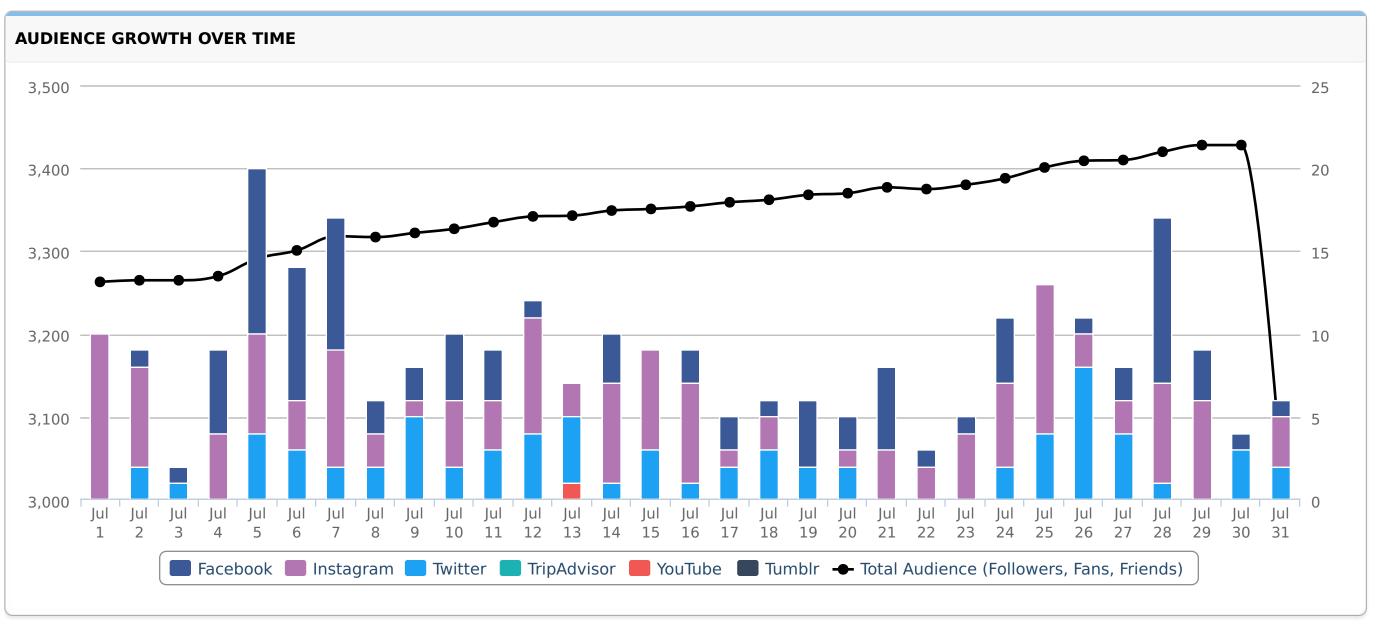
# Key West Historic Seaport

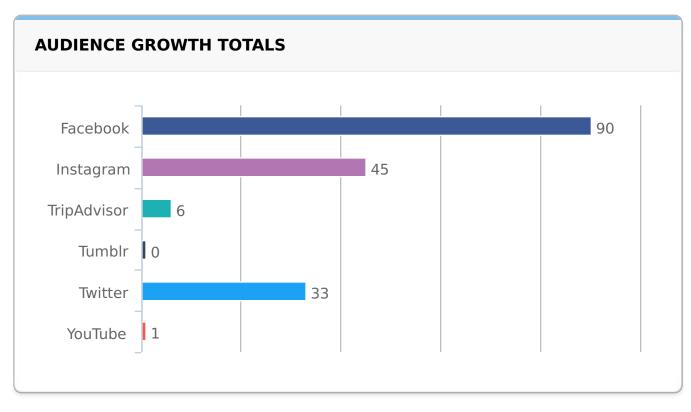
July 1, 2017 - July 31, 2017

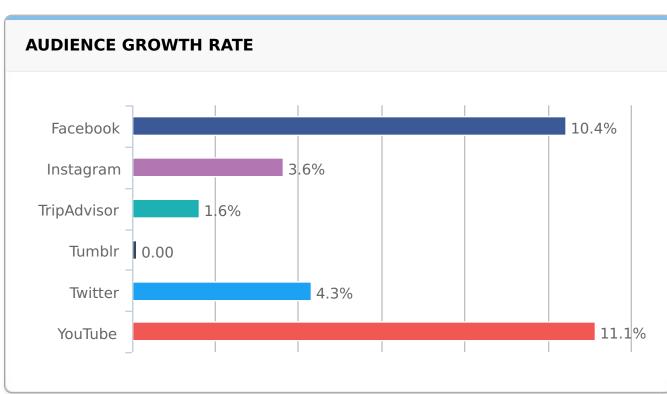
Cross Channel Report

Prepared by: ADEPT Strategy & Public Relations

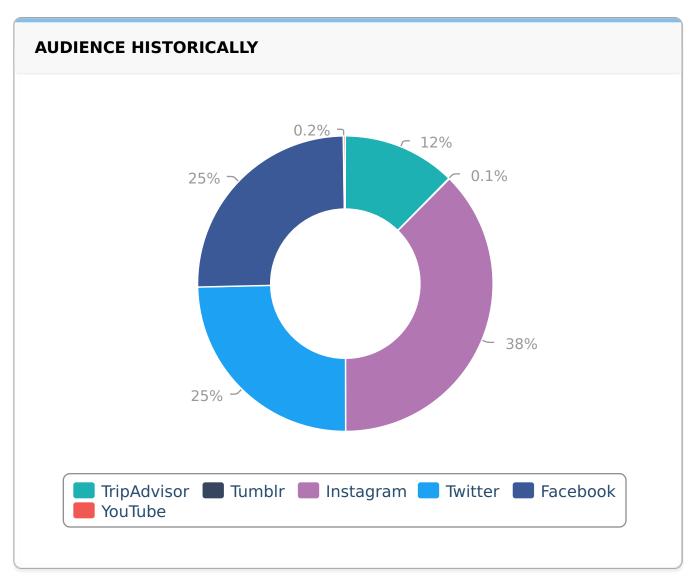
AUDIENCE GROWTH BY			
Channel	Audience Growth (Net)	<b>Growth Rate</b>	Total Audience
Facebook	90	10.43%	953
Instagram [	45	3.62%	1,289
TripAdvisor	6	1.61%	379
t <u>Tumblr</u>	0	0%	2
<u> Twitter</u>	33	4.29%	802
YouTube	1	11.11%	10
	175	5.09%	3,435

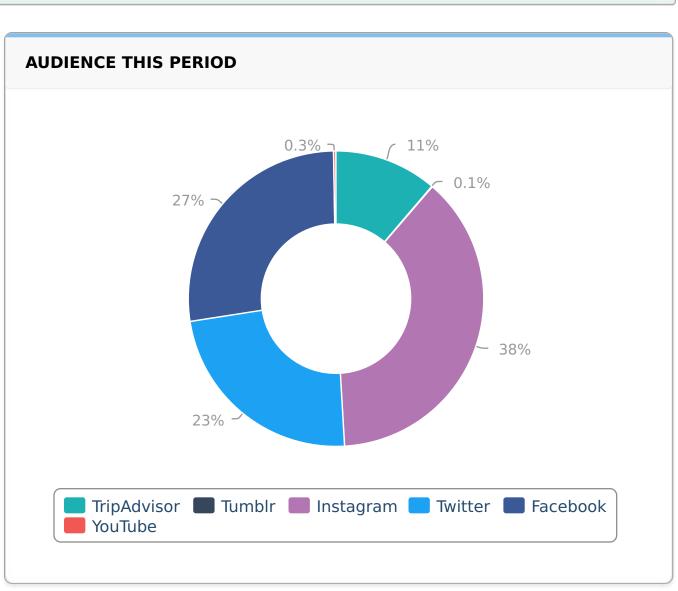


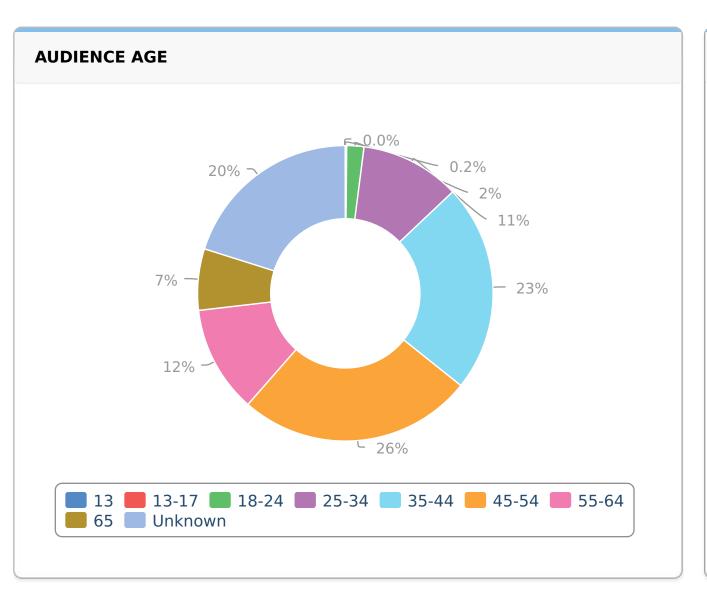


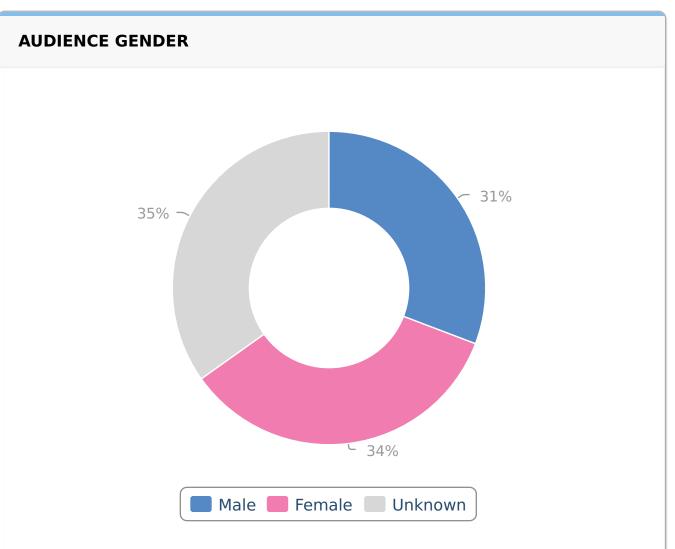


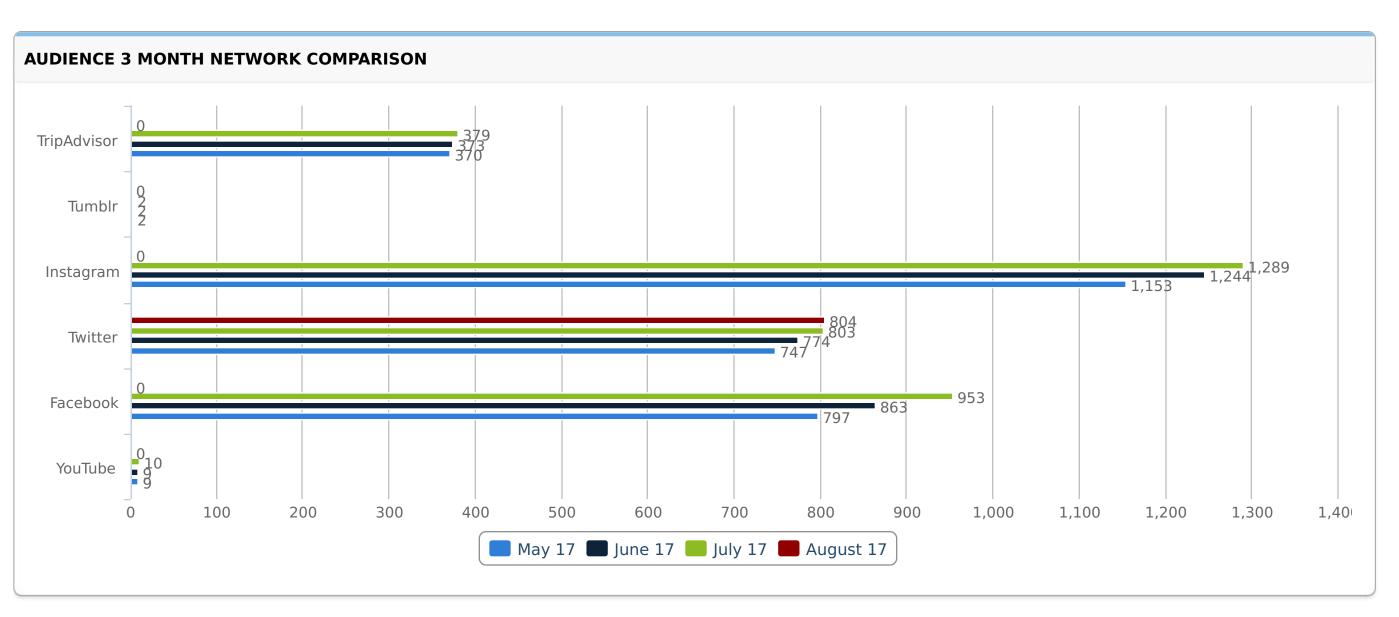
Facebook accounted for the most audience growth, with 90 new friends added. YouTube was your fastest-growing channel, with 11.11% friend growth.











# **AUDIENCE WORLD DISTRIBUTION** 0.05 86.33 **♦** Code \$ % Country US United States 86.33 United Kingdom GB 2.57 CA 2 Canada BR 1.08 Brazil ΑU 0.77 Australia Germany DE 0.72 United Arab Emirates ΑE 0.31 South Africa ZA 0.26 $\mathsf{MX}$ Mexico 0.26 ES 0.26 Spain India IN 0.26 Thailand TH 0.26 РΗ 0.26 Philippines FR 0.26 France Uruguay UY 0.21 VE 0.21 Venezuela ΙE 0.21 Ireland Italy IT 0.21 GU Guam 0.21 JΡ 0.15 Japan NZ 0.15 New Zealand Romania RO 0.15

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 $\mathsf{CN}$ 

AR

PR

0.15

0.1

0.1

China

Argentina

Puerto Rico



# Comprehensive Social Media Report

# Key West Historic Seaport

July 1, 2017 - July 31, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Profile

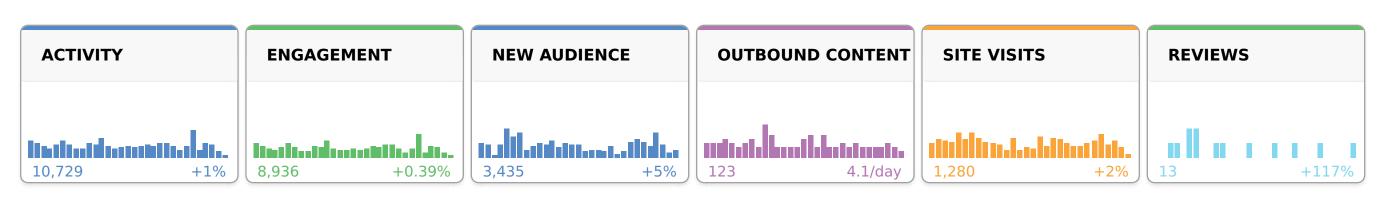
1 Twitter Profile

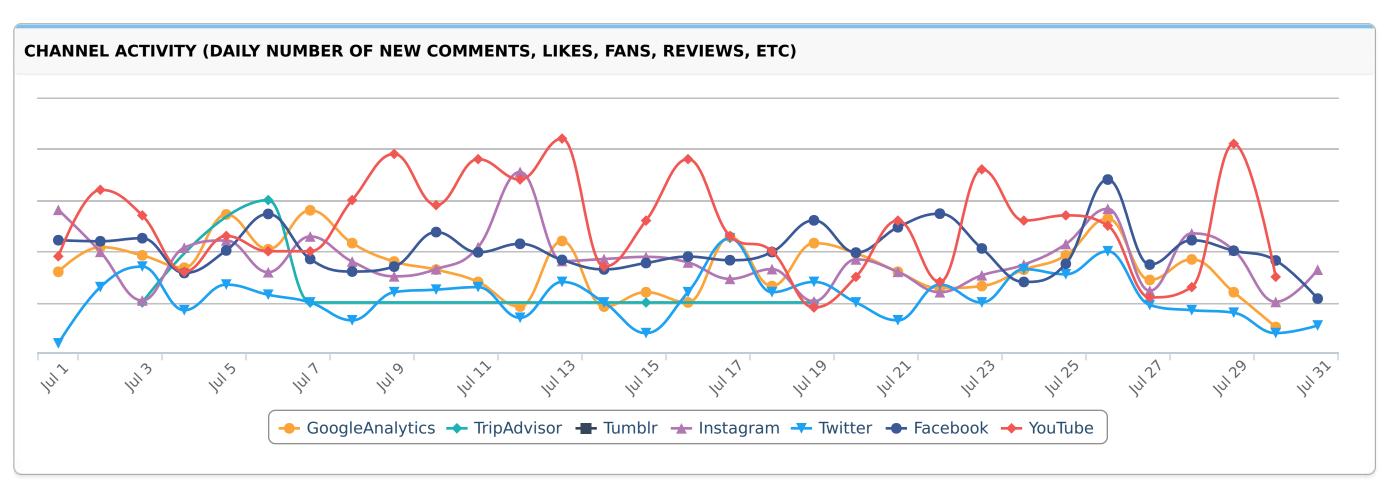
 $1\ Trip Advisor\ Attraction$ 

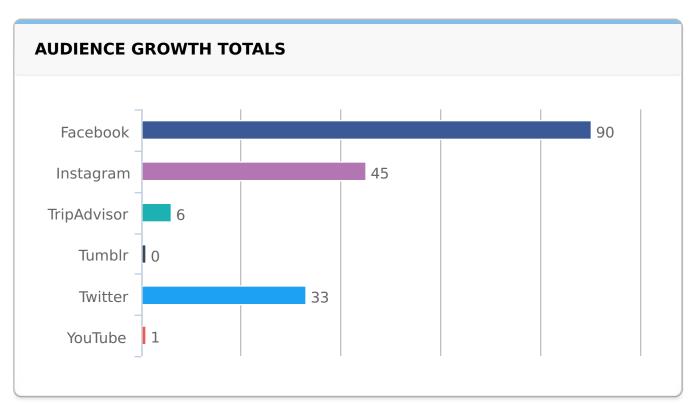
1 YouTube Channel

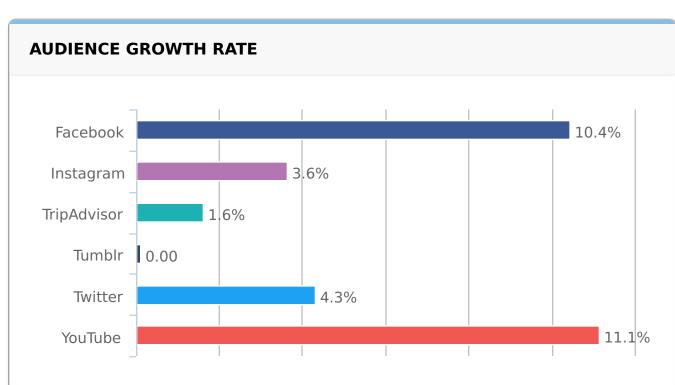
Comprehensive Social Media Report

Prepared by: ADEPT Strategy & Public Relations

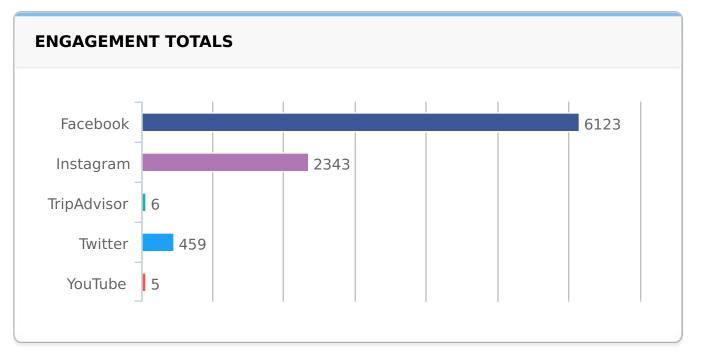


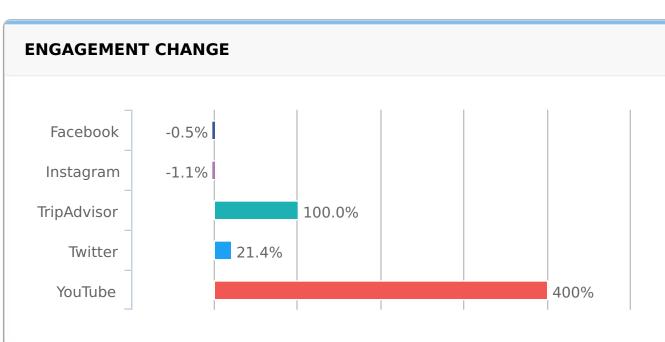






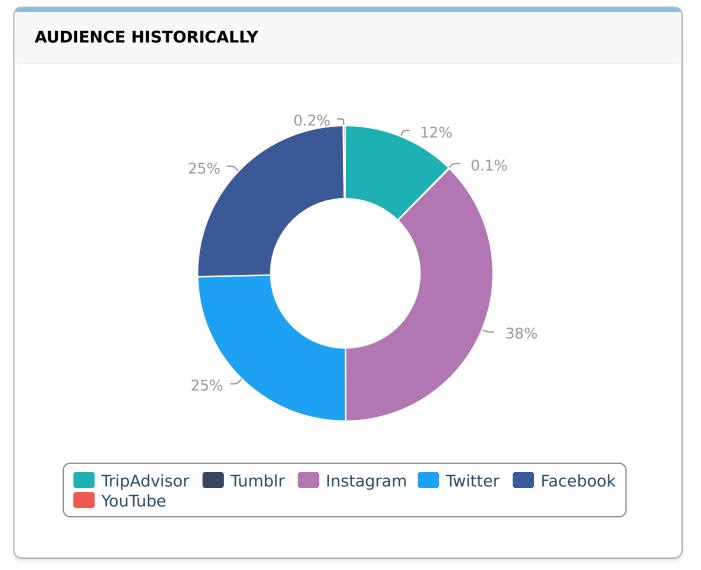
Facebook accounted for the most audience growth, with 90 new friends added. YouTube was your fastest-growing channel, with 11.11% friend growth.

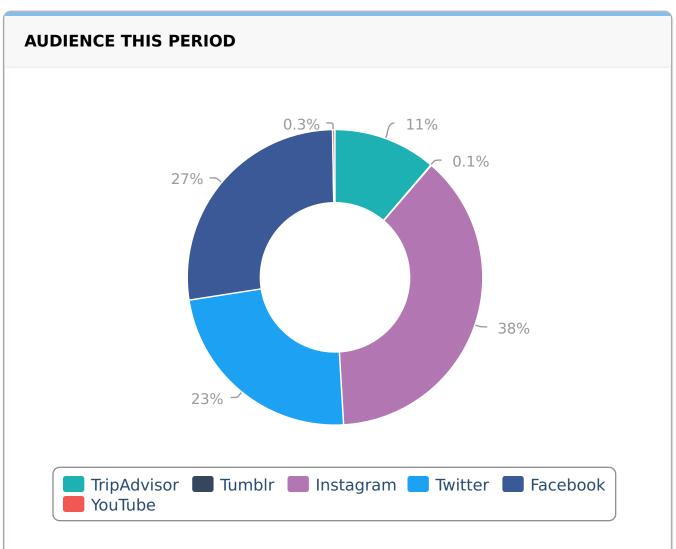


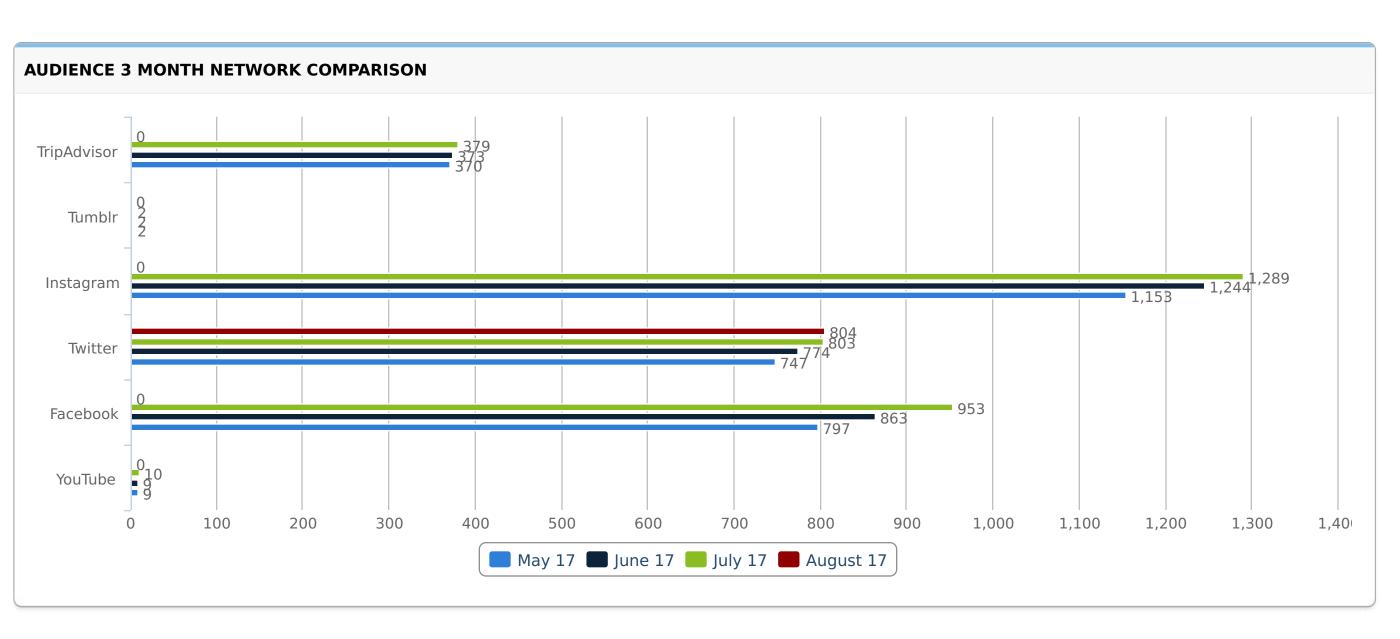


Facebook accounted for the most engagement growth, with 6123 new actions. YouTube had the biggest change in engagement of 400%.

Facebook accounted for the most audience growth, with 90 new friends added. YouTube was your fastest-growing channel, with 11.11% friend growth.

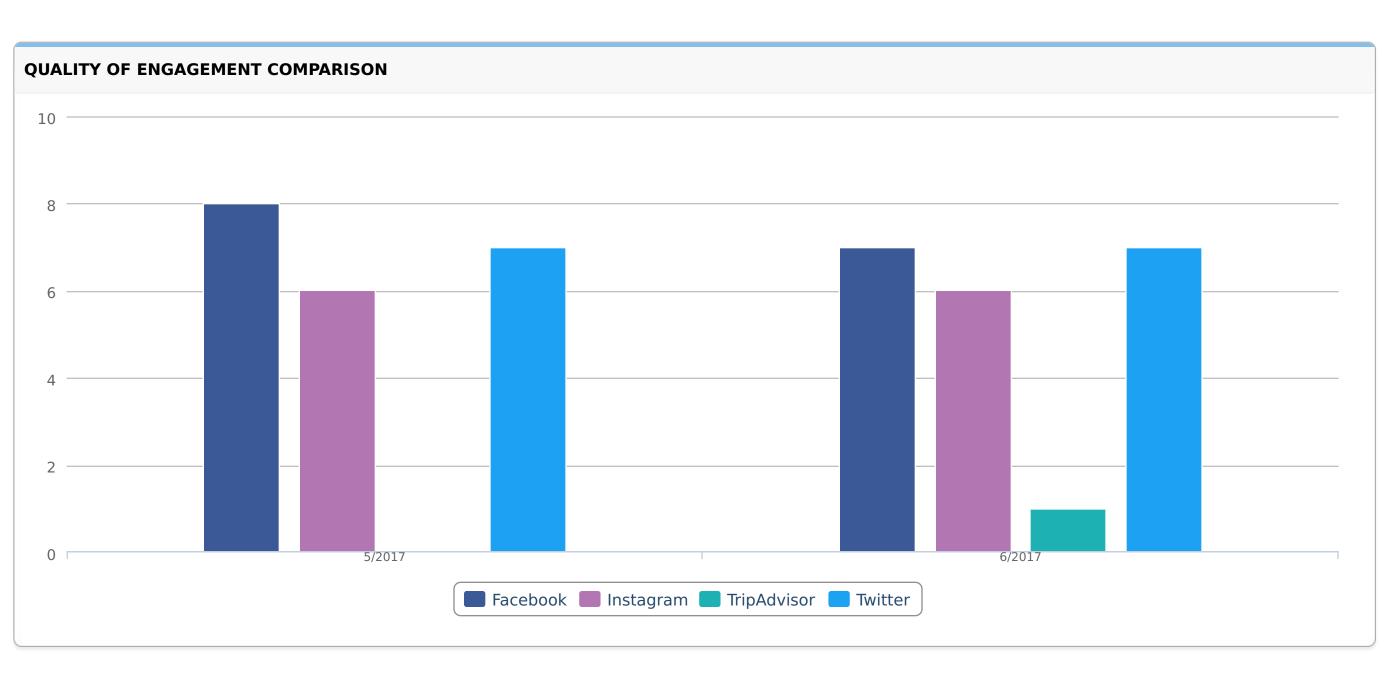






Facebook accounted for the most engagement growth, with 6123 new actions. YouTube had the biggest change in engagement of 400%.

Your current current engagement level is **4.5** 



# **AUDIENCE WORLD DISTRIBUTION** 0.05 86.33 **♦** Code \$ % Country US United States 86.33 United Kingdom GB 2.57 CA 2 Canada BR 1.08 Brazil ΑU 0.77 Australia

Germany

South Africa

Mexico

Spain

India

Thailand

France

Uruguay

Ireland

Italy

Guam

Japan

Romania

Argentina

Puerto Rico

China

New Zealand

Venezuela

Philippines

United Arab Emirates

DE

ΑE

ZA

 $\mathsf{MX}$ 

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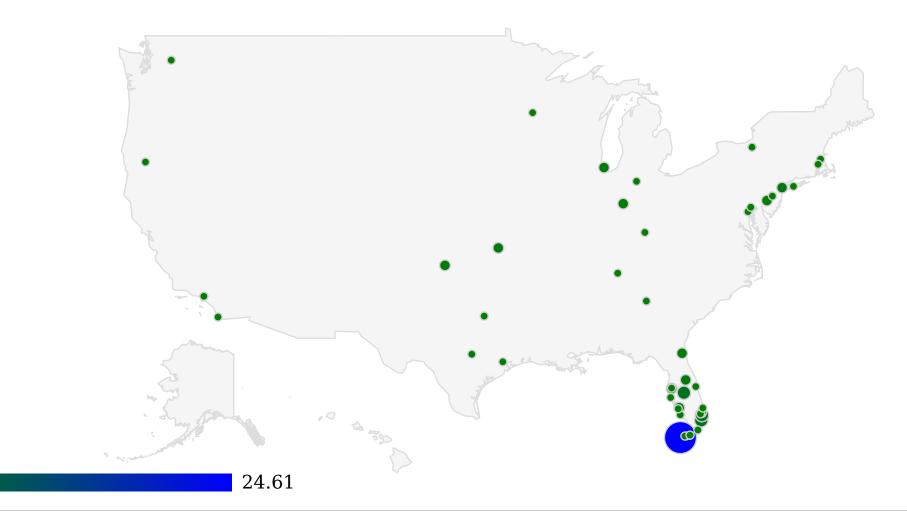
0.15

0.1

0.1

# **COUNTRY ACTIVITY**

0.29



City	Code \$	% of Audience 💠
Key West	FL	24.61
Miami	FL	3.11
Florida		3.11
Fort Lauderdale	FL	2.53
New York	NY	2.24
Tampa	FL	1.95
Fort Myers	FL	1.85
United States		1.56
Chicago	IL	1.46
Jacksonville	FL	1.36
Florida Keys		1.26
Orlando	FL	1.17
Indianapolis	IN	0.97
Philadelphia	PA	0.88
Coral Springs	FL	0.78
Marathon Marathon Airport		0.78
Boca Raton	FL	0.78
Houston	TX	0.68
Melbourne	FL	0.58
Boston	MA	0.58
Tampa-St. Petersburg-Clearwater		0.58
Austin	TX	0.58
Boynton Beach	FL	0.58
Dallas	TX	0.58
Trenton	NJ	0.58

You had a total of 29,405 post impressions (949 per day).

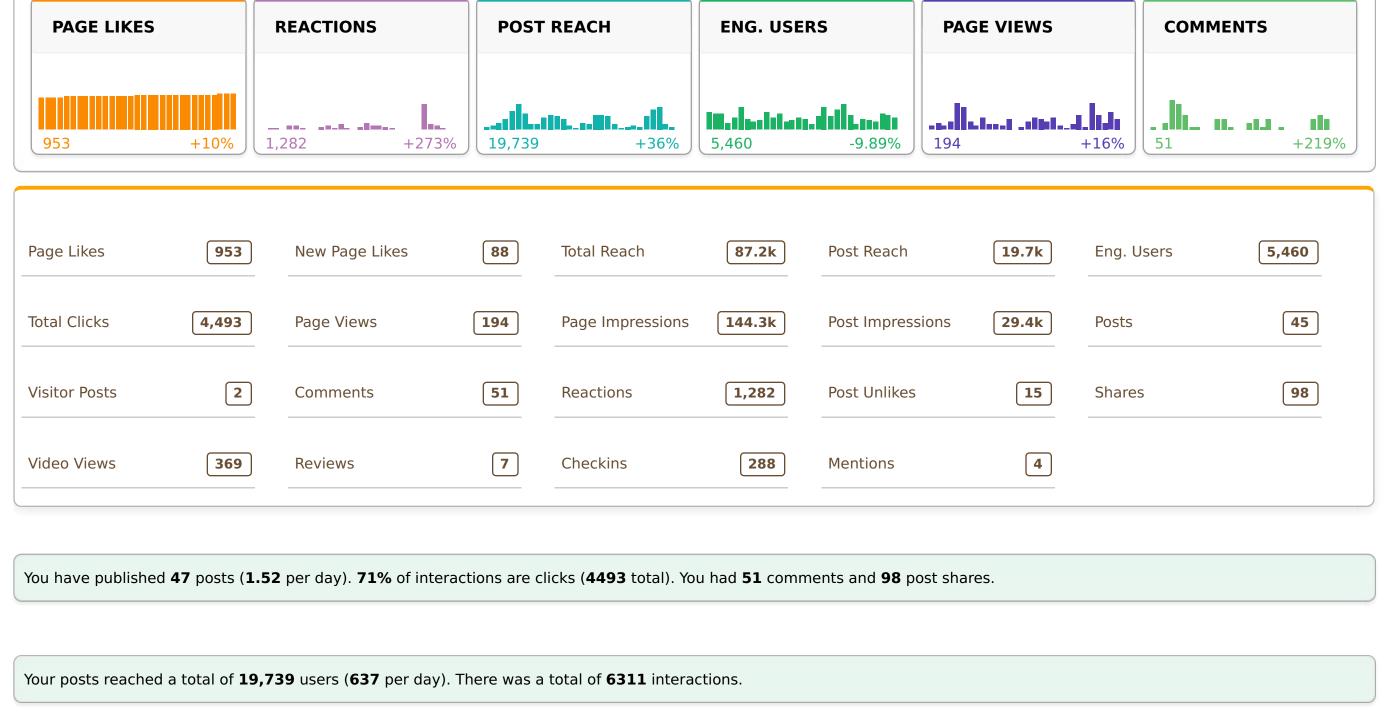
Most common source for page likes, or 42%, is Page Profile

Majority of your page fans 897, or 95%, speak English.

United States is the country with most audience (93.99%). You have audience in 19 countries.

You have a gained a total of **90** new page fans during this time period. That's a **10%** increase.

Majority of your page fans are aged between 35-44 (27%) and are Female (56%).



# **MOST ENGAGED FRIENDS**







Mandy Claire Comments: **3** Reactions: **48** 



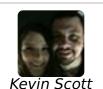
Imperial Point Neighborhood Association Comments: **0** Reactions: **50** 

Key West Historic Seaport

Comments: **3** Reactions: **22** 



Gregorio Arcay Comments: **0** Reactions: **22** 



Comments: **1** Reactions: **18** 



Comments: **0** Reactions: **14** Comments: 1 Reactions: **10** 



Kolhage's Appliance and Air Conditioning Inc. Comments: **0** Reactions: **11** 

Dana Pollitt Comments: **1** Reactions: **8** 





























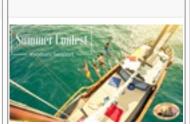




https://www.keywesthistoricseaport.com/seaport...

166 reactions

# **MOST COMMENTED**



Who wants to win some #SeaportSwag?! This is the con...

15 comments

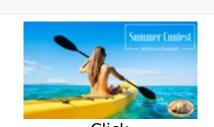
# **MOST ENGAGED USERS**



https://www.keywesthistoricseaport.com/seaport...

220 engaged users

# **MOST SHARED**



Click https://www.keywesthistoricseaport.com/

25 shares

Majority of your posts or 55% are photos. Reviews however offer you the best engagement rate of 7 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 90% are reactions.

You had 2 different users posting content during this period.

# **TOP PUBLISHERS**

User	Posts	% of all posts	Total Likes	Total Comments	<b>Total Shares</b>
Key West Historic Seaport	51	114%	1134	80	96
Linda Rossi	2	5%	0	0	0

**BEST TIME FOR LIKES** 

**BEST TIME FOR COMMENTS** 

12:00 PM - 1:00 PM

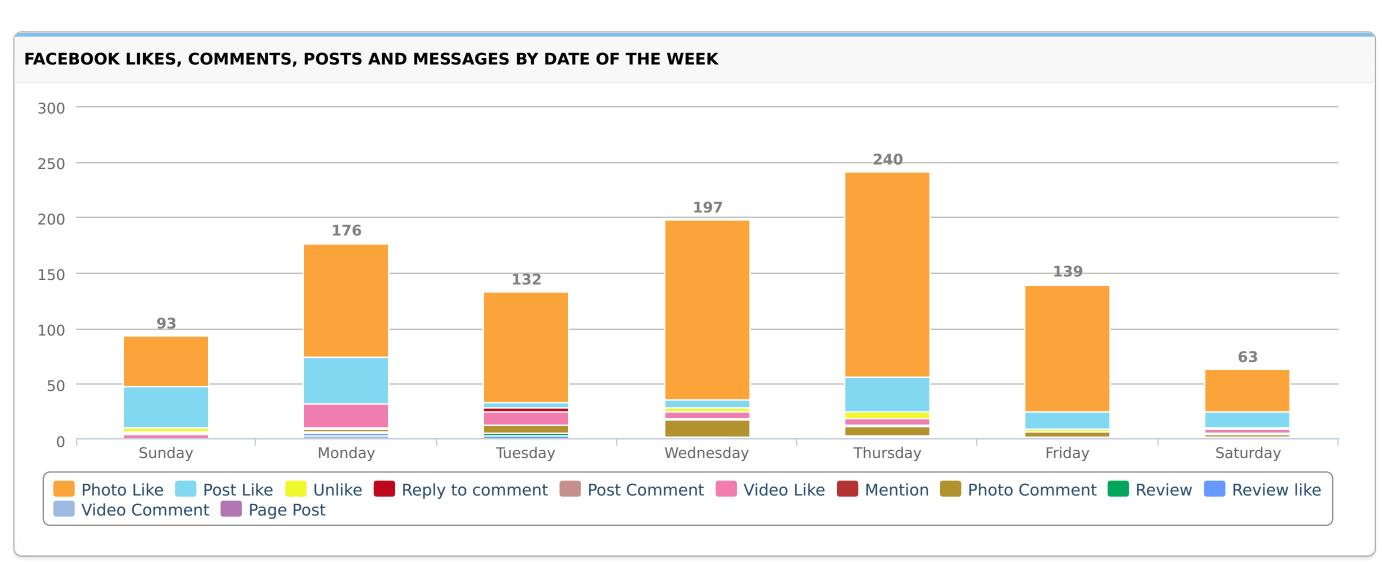
**BEST TIME FOR MENTIONS** 

4:00 PM - 5:00 PM

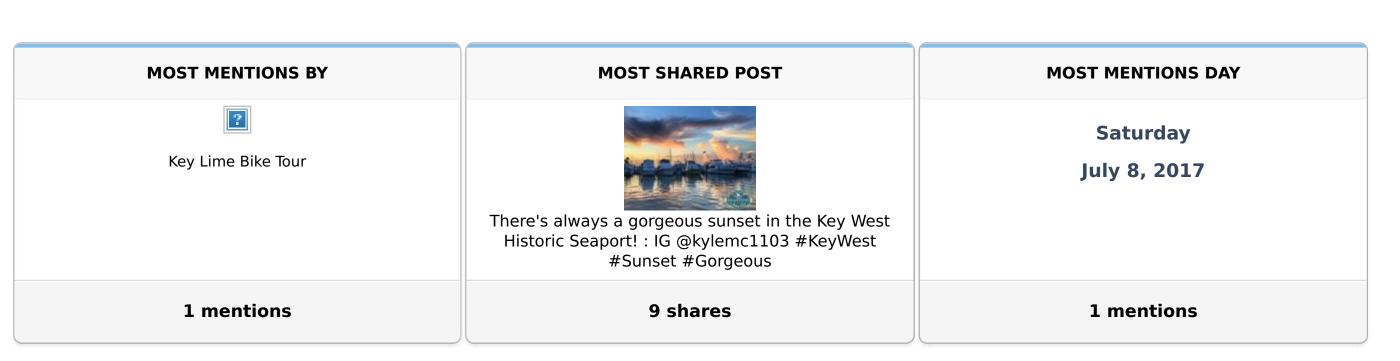
9:00 AM - 10:00 AM

20% of mentions occur during this time 12% of comments occur during this time

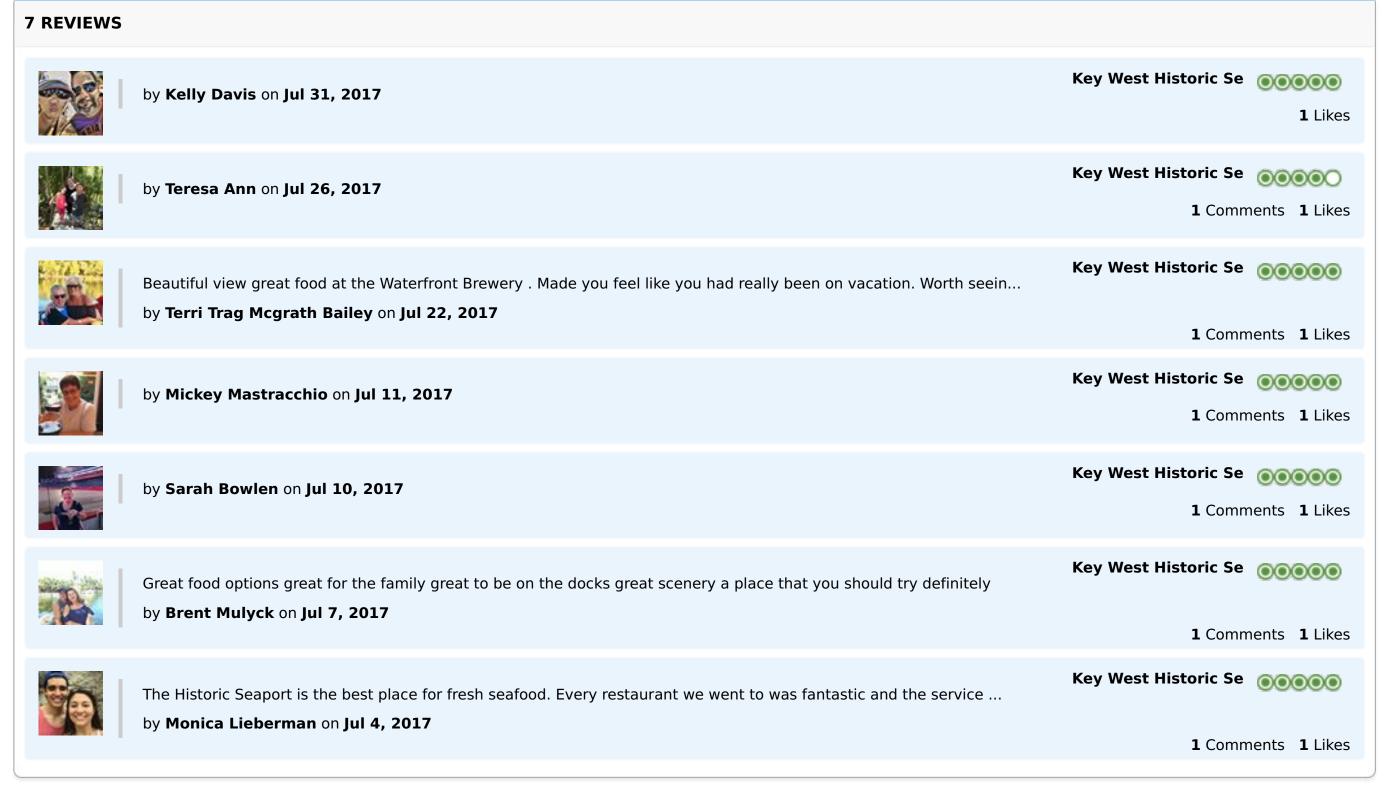
14% of likes occur during this time

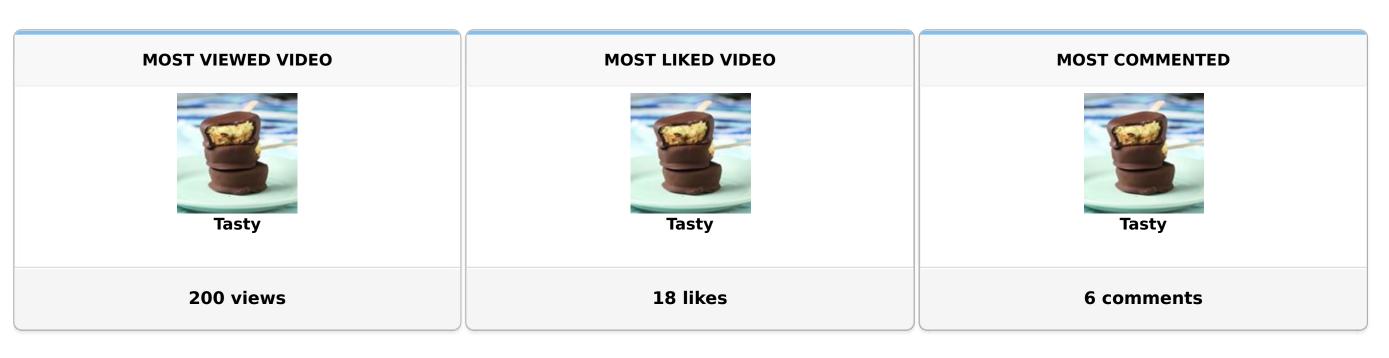


Most users reached, or 88.76%, are from United States



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

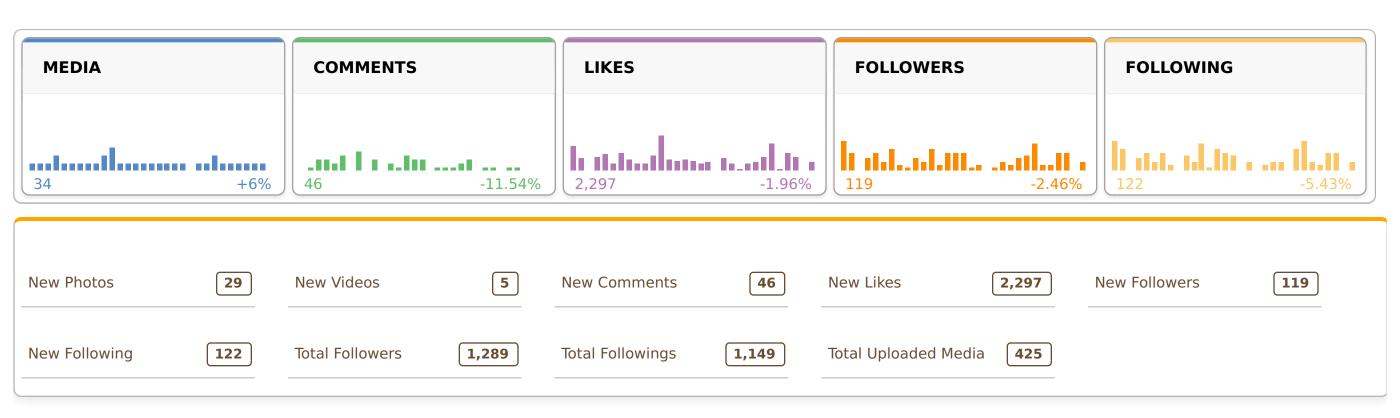




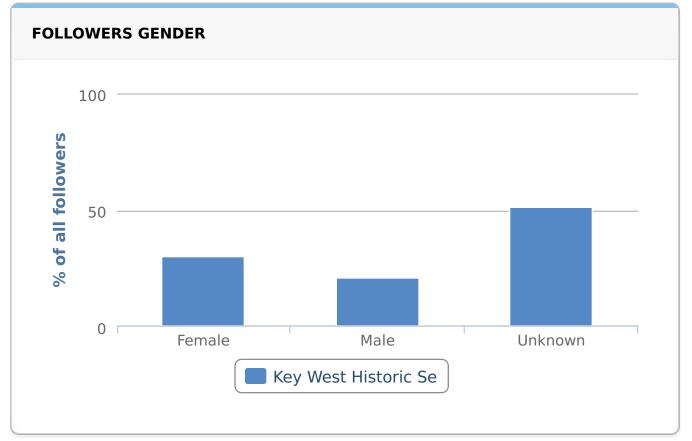
Most of video engagement (likes, comments and shares) or 81% comes on days when you do not upload videos. Majority of video engagement or 0% are shares.

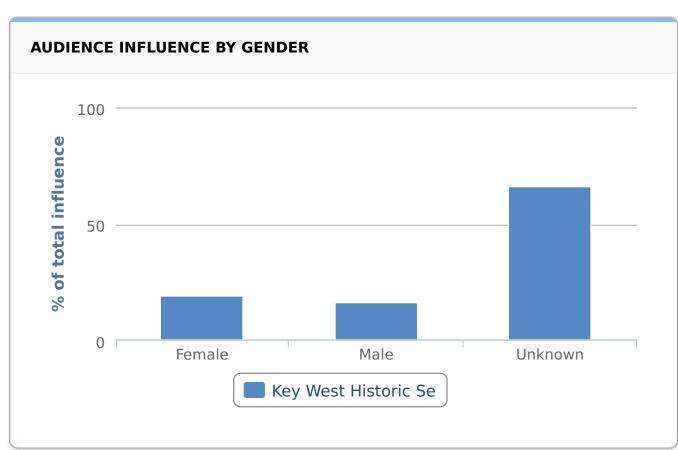
Majority of users that watch videos at least 3 seconds watch them through autoplay. Majority of users that watch videos at least 30 seconds watch them through autoplay

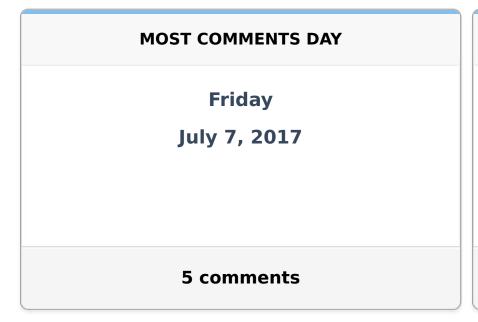
9100% of percent videos views result in engagement. That's 21% increase compared to last period.

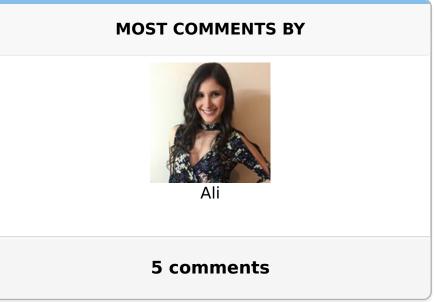


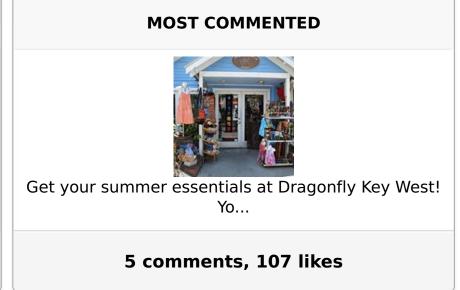
Post	Publisher	Likes	% of all likes
It's always a beautiful view when the sunset look	Key West Historic Seaport	112	5%
Get your summer essentials at Dragonfly Key West!	Key West Historic Seaport	107	5%
Make traveling to #KeyWest part of the fun aboard	Key West Historic Seaport	86	4%
Calling all foodies! @fishermanscafekw has a jam	Key West Historic Seaport	84	4%
Who loves #KeyWest #sunsets? We certainly do! We	Key West Historic Seaport	79	4%











**41%** of your audience are male and **60%** of your audience are female.

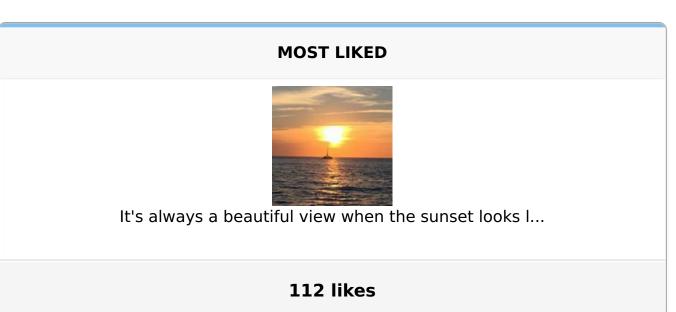
Majority of your audience, or **37%** have **100 to 500** followers

User	Followers	% of total reach
Flavia Peixoto	111,361	6%
X I Love To Travel →♥	60,561	3%
e Rio Academia Natural ナナ	53,640	3%
Maxim Sukhanov	34,403	2%
🚮 Sailing Nandji-Bonita 🕏	32,202	2%
Sagrado Studios	31,480	2%
Matt Monge	27,506	2%
Samantha □□ □♀□	27,291	2%
VISIT the SOUTH™	27,084	2%
Travel Blogger   Backpac	25,292	2%

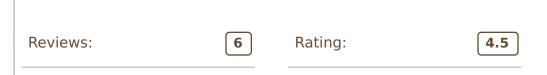
User	Posts	Followers
Leslie P Burrell	9,288	1,093
Carlos Owner	8,247	20,163
Kyla Shoemaker	5,436	1,141
you're a catch 22	4,496	1,434
AB. AquariumDepot.com	4,352	3,813
Meather Wilde	4,310	384
The Distinguished Fish	2,697	13,520
April Ann	2,647	946
Christina S.	2,641	8,762
KELLYNORMAN	2,635	2,005

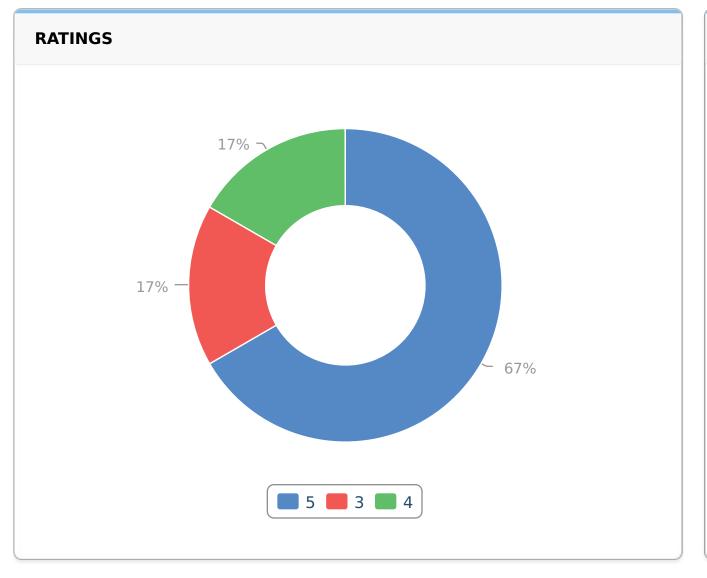
You have **gained** an average of **2** followers per day.

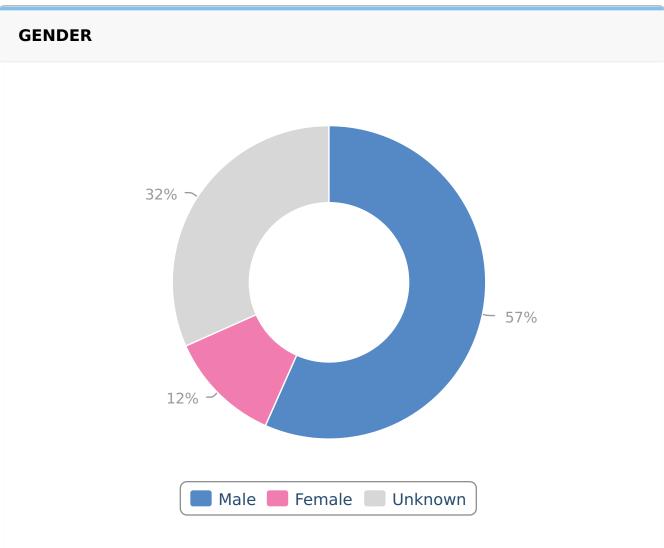




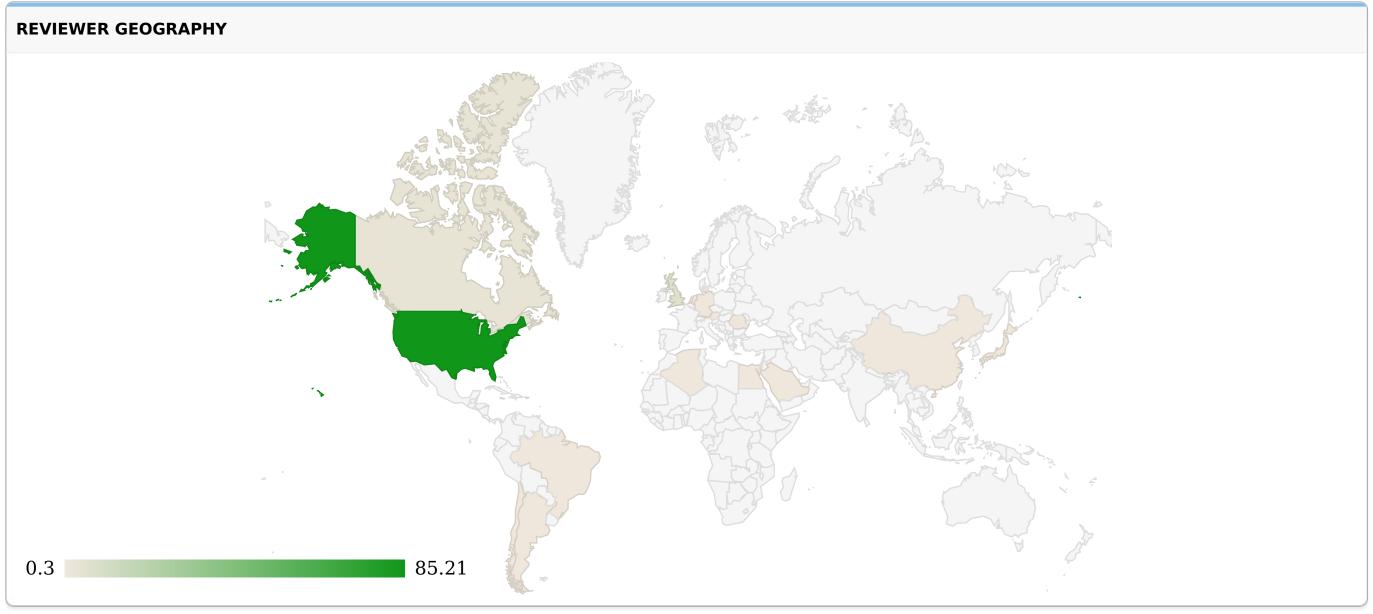
You have received **2,297** likes on your media. That's an average of **29** likes per media

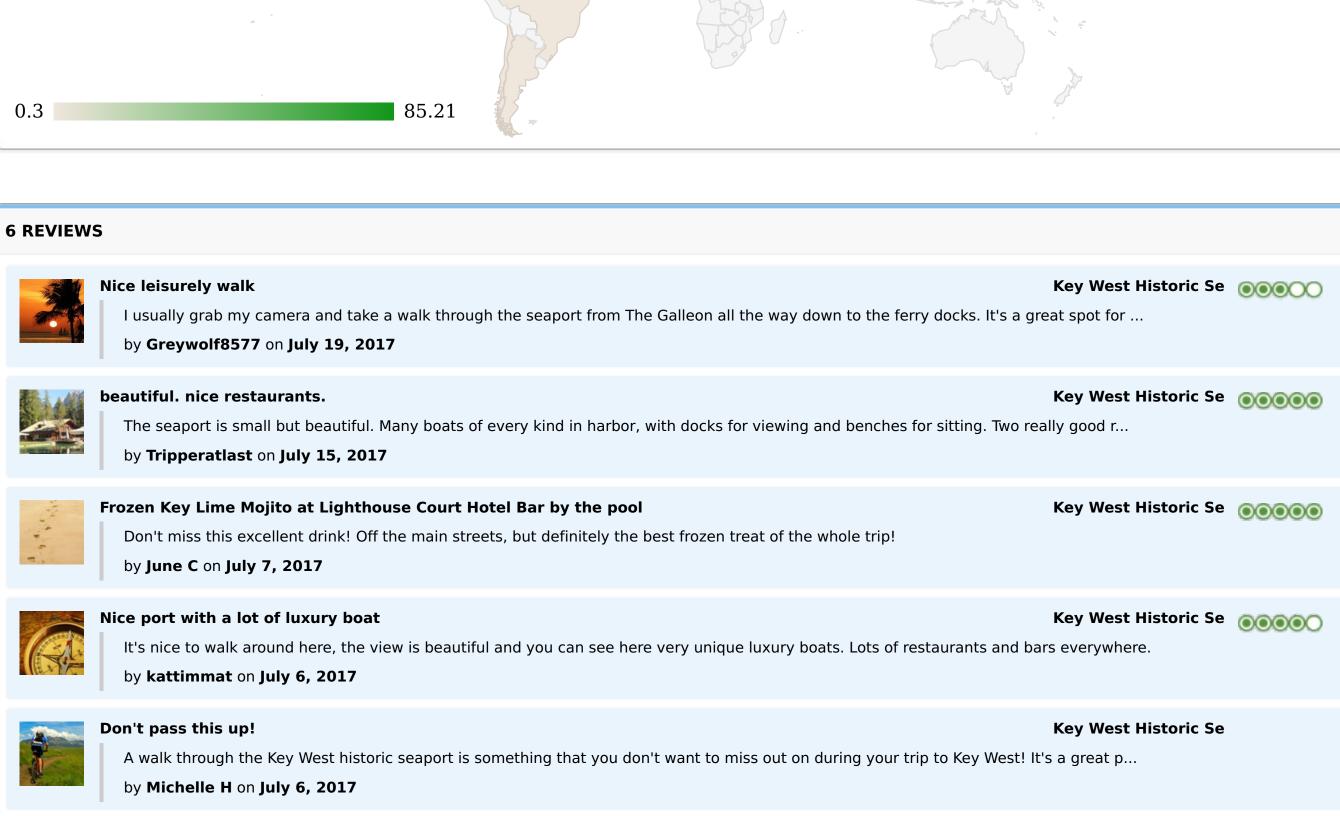






**Key West Historic Se** 





Love the many restaurants and bars. Don't miss the tarpon looking for scraps from the fishing boats.

A Must See

by **DABMIN** on **July 3, 2017** 

# 379 TripAdvisor users that reviewed your profiles.



Wanda L Reviews: **36** Votes: **8** Saint Petersbur...



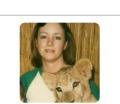
Reviews: 30 Votes: 19 Jacksonville, F...



Ryan S Reviews: **31** Votes: **4** Vienna, Austria



chelseadia Reviews: **7** Votes: **2** New York City, ...



Wendy D Reviews: 31 Votes: 17 Brandon,



jeffrey w Reviews: 237 Votes: 135 Omaha, Nebraska



Fishyfishy111 Reviews: 70 Votes: 20 Saint Paul, Min...



Dana B Reviews: **55** Votes: **14** Manchester,



Rubyrater Reviews: 22 Votes: 11



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



aberdeenangler Reviews: 462 Votes: 213 Aberdeen, Unite...



barney4201 Reviews: 8 Votes: 9 Texas City, Texas



msbnsb Reviews: 30 Votes: 12 New Smyrna



Carlie D Reviews: 69 Votes: 33 Dallas, Texas



Reviews: 73 Votes: **16** Montgomery, III...



VacationFamilyNJ Reviews: 116 Votes: 59 **New Jersey** 



NancyLovesRehoboth Réviews: 115 Votes: **260** Lexington, Virg...



Reviews: **95** Votes: **42** Jim Thorpe, Pen...



William T Reviews: 320 Votes: 141 Atlanta, Georgia



75boat Reviews: 37 Votes: 7 Albuquerque,



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



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



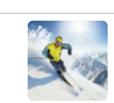
Vanessa L Reviews: 43 Votes: 24 Rome, Georgia



easterntreker 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...** 



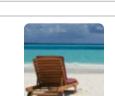
adsscs Reviews: 20 Votes: 24 Tennessee



**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,



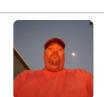
Densch1 Reviews: **44** Votes: **12 New Jersey** 



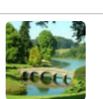
Reviews: 106 Votes: 53 Winter Springs,...



Reviews: 104 Votes: 28 Valparaiso, IN



Derek E Reviews: **84** Votes: **30** 



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,...



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





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



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



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



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



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



Surrey



Anne A52 Reviews: 8 Votes: 1 York, Donnevlýznia



ruthkred

Reviews: **167** Votes: **74** 

Town and

ergohand Reviews: 19

Votes: 3

**HMB** 



FLAKey33040 Reviews: **68** Votes: **24** Summerland Ebensburg, PA



Cambria5

Reviews: 336 Votes: 119



katem j Reviews: 81 Votes: 22 Suffern, New York Ebensburg, PA



Reviews: 28 Votes: 13

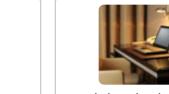
vakshun17 Reviews: **45** Votes: **15** 

Wolfeboro, New



Key West, FL

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



dalessiopietro Reviews: 277 Votes: 59 Murray, Utah



**DABMIN** Reviews: **41** Votes: **15** Baltimore, Mary...



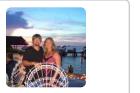
Reviews: **53** Votes: **17** 

New Orleans, Lo...

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



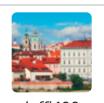
HoldenBea Reviews: **191** Votes: **81** Holden Beach,



tennisi11 Reviews: 168 Votes: 89 Simpsonville, SC



Reviews: 21 Votes: 13 George West,



jeffl499 Réviews: 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 Gomersal-08 Reviews: **75** Votes: **22** Reviews: 223 Votes: 208



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



Jeddah

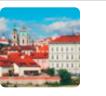
Lori K Reviews: 21 Votes: 11 Reviews: 71 Votes: 22



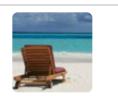
Dcraigclark Reviews: 39 Votes: 11 **Decatur, Georgia** 



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



MargaretNJ2014 Reviews: 20 Votes: 12 New Jersey



Leeds

Traveller71Rio tefsearch Reviews: 30 Votes: 6 West Palm Reviews: 15 Votes: 11 Lakeland, Florida



DebieDC Reviews: 113 Votes: 74 Marietta, GA



Beaver Falls, P...

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** 

Reviews: 21 Votes: 11

Macomb,



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



BonjourduCanada Reviews: 42 Votes: 30 Toronto, Canada



Votes: **39** 

Kenosha,

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



Reviews: 120 Votes: 122 San Francisco, ...



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



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



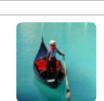
Reviews: **31** Votes: **8** Saint Augustine...



Reviews: **91** Votes: **21** 

illinois

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



Rosalie K Reviews: 4 Votes: 0



Reviews: 70 Votes: 25

Milwaukee

JaysaTravelinMan Řeviews: 139 Votes: 91 Salisbury, Mary...



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

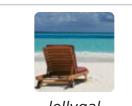


Reviews: **56** Votes: **43 Tampa, Florida** 



Reviews: **60** Votes: **19** 

Reviews: **74** Votes: **12** 



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



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

Paula P

Reviews: **11** Votes: **3** 

**KWLUV** 

Reviews: **45** Votes: **21** 

New Jersey



Reviews: 19

Votes: 9

washington,dc

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

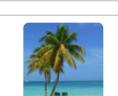


den-rick71 Reviews: **300** Votes: **116** Falmouth, Unite...



**Topsail Island, NC** 

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



happygirl497 Reviews: 22 Votes: 8 Rockaway, New

R S

Reviews: 12 Votes: 3

New York City, ...



ACRReviews: 415 Votes: 354 Smyrna, Georgia

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

**DLanders** Reviews: **146** Votes: **52** 

Bordentown, NJ

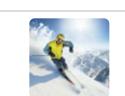


Lynn R Reviews: 17 Votes: 7 Titusville, Flo...



raybyerley

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



Yacht1999

Reviews: **165** Votes: **53** 

**Key West, Florida** 

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



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



TwoPawsUp

Reviews: **140** Votes: **58** 

Indiana

MarianneSup Reviews: 24 Votes: 19 Votes: **131** 





Mike M Votes: **11** 

Reviews: 44 Votes: 0



RaquelS14 Reviews: **16** Votes: 0



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



Northamptonshire

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

Northamptonshire



Philadelphia, P...



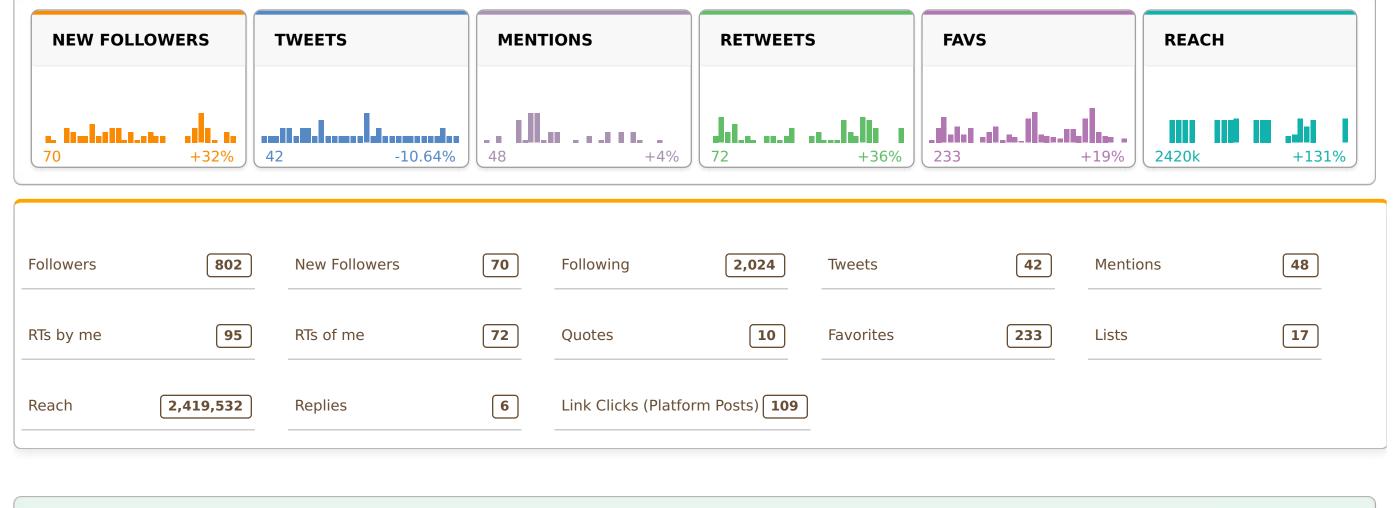
Tokyo Prefectur...



atlantic city



Philadelphia, P...

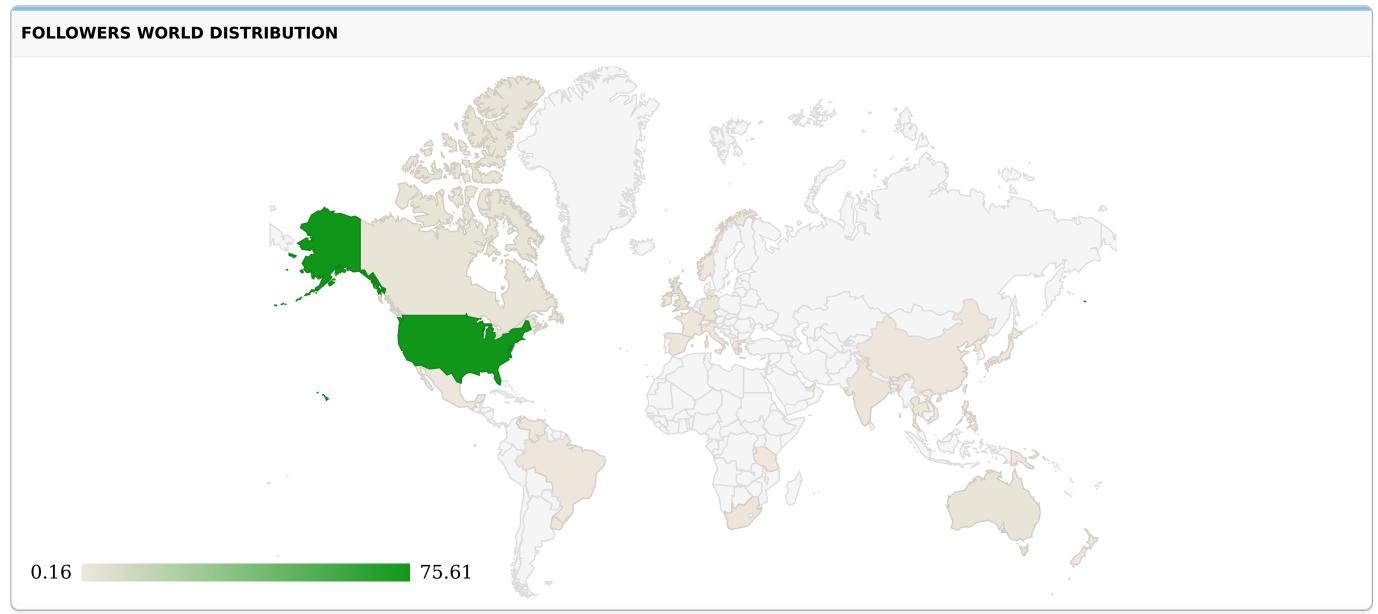


66% of engagement is favs. On average you get 5.55 favs, 1.71 retweets, 1.14 mentions and 1.69 new followers per post. Your engagement rate is 8.4

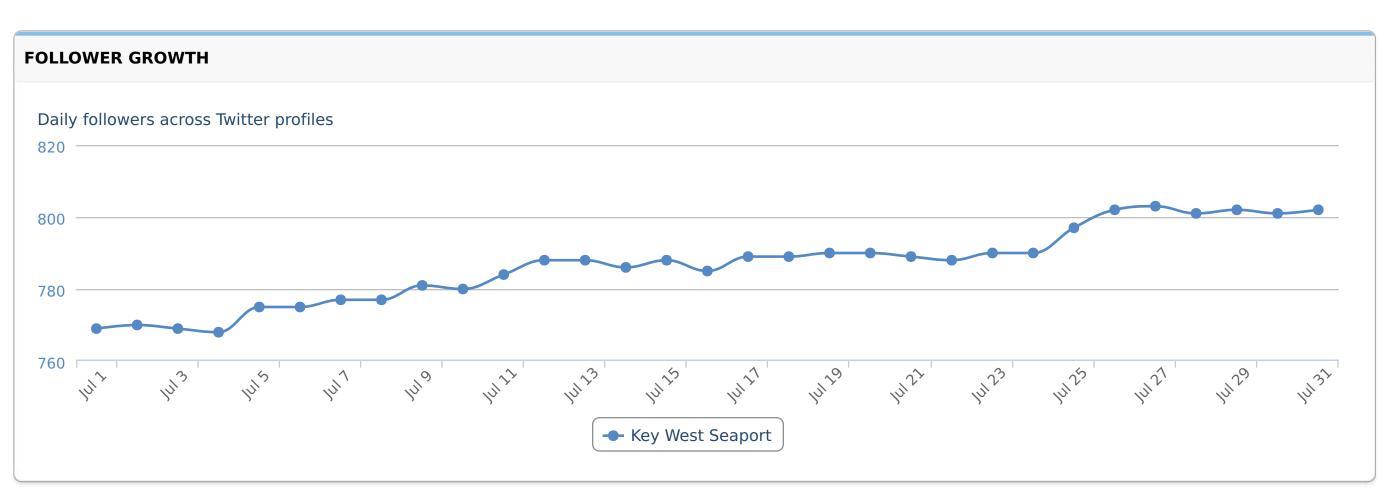
Your reach has exceeded your total followers 29 times during this period.

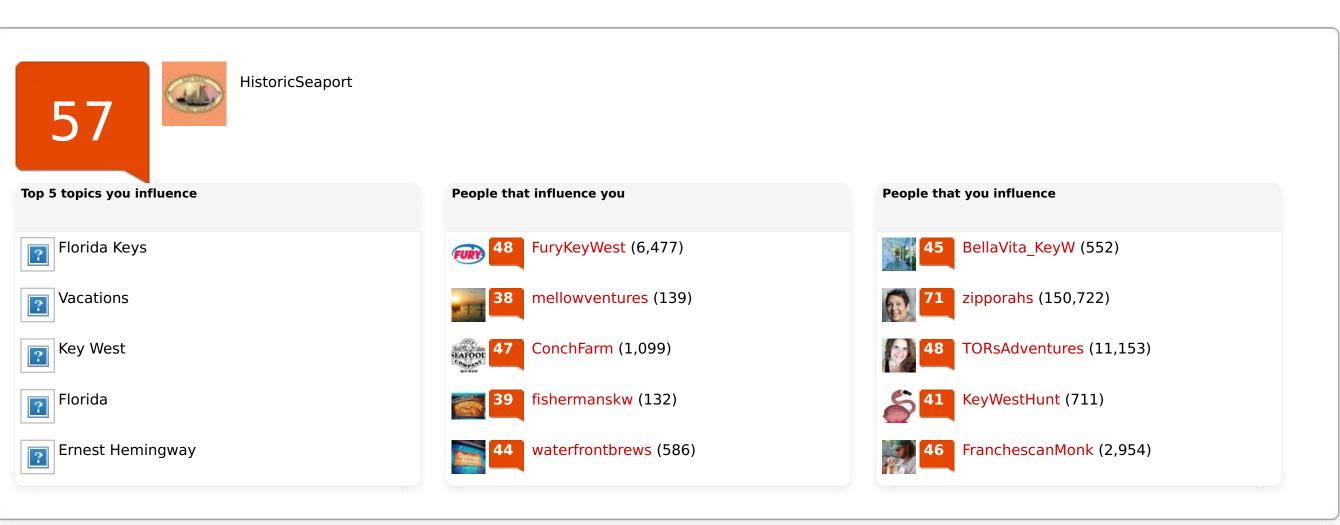
Majority of your followers or 47% are in GMT-4:00 timezone and 96% of your followers speak English

**United States** is the country with most followers (**75.61%**). You have followers in more than 30 countries

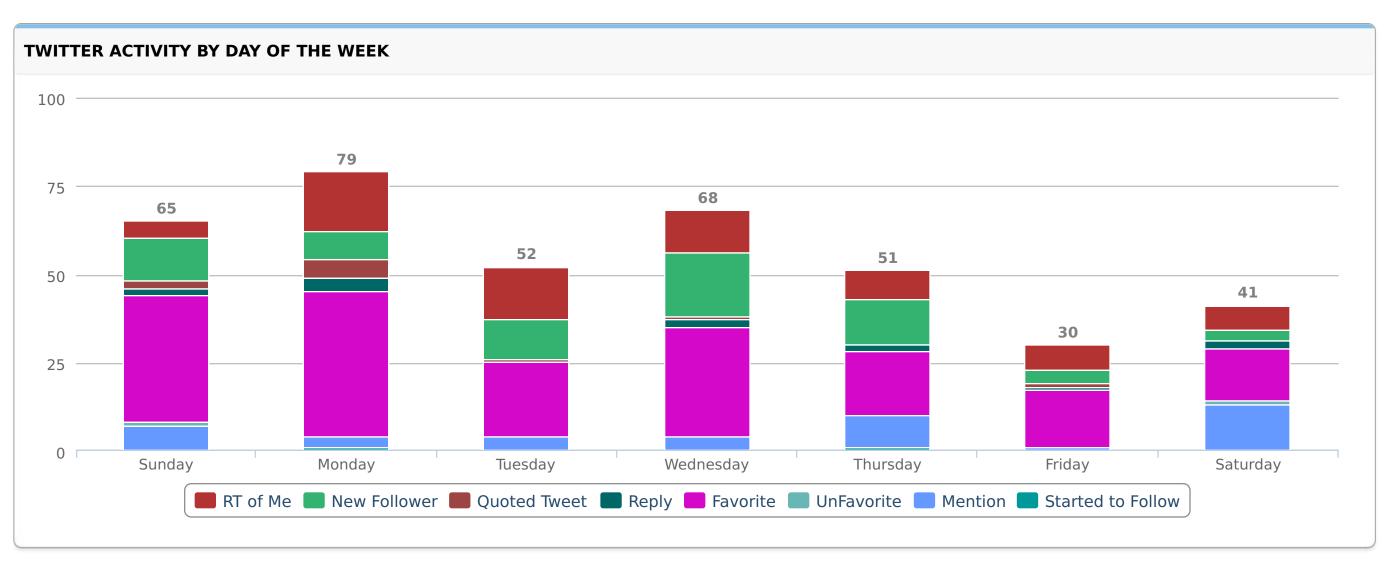


FOLLOW	VERS COMPARISON	TWEETS CO	OMPARISON	DAYS OF	N TWITTER	FOLLO	WER RATIO
You 804	Your Followers (avg) 14,599	You 1,297	Your Followers (avg) 9,400	You <b>441</b>	Your Followers (avg)  1,569	You 0.4	Your Followers (avg)  1.3
Your followers have 1.3x more followers than following.		On average, your followers tweet 0.2 times per day.		Your followers have been on Twitter 3.6x then you.		You follow 0.4x more users than follow you	





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	7:00 PM - 8:00 PM	12:00 PM - 1:00 PM	1:00 PM - 2:00 PM	
<b>35%</b> of retweets occur during this time	<b>15%</b> of replies occur during this time	22% of mentions occur during this time	<b>14%</b> of favorites occur during this time	16% of new follower occur during this time	



#### **MOST ENGAGEMENT DAY MOST RETWEETED MOST FAVORITED MOST REPLIED** It's always a beautiful #view when the It's always a beautiful #view when the Happy #WorldEmojiDay! What emojis Wednesday #sunset looks like a watercolor painting. #sunset looks like a watercolor painting. describe the #HistoricSeaport to you? Great shot captured by @jhart316... Great shot captured by @jhart316... ⊕ | \* | | | #LoveFL #KeyWest July 26, 2017 #SimplyTheKeys #Travel #Vacation https://t.co/bDp4mQSBgB https://t.co/bDp4mQSBgB 2 replies 6 RTs, 23 favs 11 retweets 38 favorites

Hashtag	Times	% of total
#yum	2	3%
#shop	2	3%
#kwhs	2	3%
#lovefl	6	8%
#seaportswag	5	7%
#sunset	3	4%
#vacation	2	3%
#historicseaport	14	17%
#keywest	13	16%

2

3%

MOST FREQUENTLY USED HASHTAGS

#simplythekeys

User	Times	% of total	
Good Day	2	14%	
Fury Key West	1	7%	
Lost Reef Adventures	1	7%	
Key West Bait Tackle	1	7%	
Miami Herald	1	7%	
Tasty	1	7%	
ConchRepublicSeafood	1	7%	
MVKW	1	7%	
Fisherman's Key West	1	7%	
Waterfront Brewery	1	7%	

Views	1,045	Minutes Watched	1,104	Watched Duration	1,941	Likes	3	Shares	2
New Subscribers	1	Subscribers	10	Total Videos	3				



You had 1,045 views (34.83 per day). 60% of engagement is likes. On average you get 0 comments, 0 likes, 0 shares per view.

On average **0.48%** 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 **95.41**% get to your videos from **link on another website**. Majority of minutes watched or **95.89**% are from users that arrive from **link on another website**.

Most users or 57.33% use **desktop** to watch your videos. Majority of minutes watched or **65.18%** are from users using **desktop**.

Most users or 42.87% use Windows operating system to watch your videos. Majority of minutes watched or 50.7% are from users using Windows.

