

MEMORANDUM

October 6, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

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

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

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

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

Facebook:

- Facebook accounted for the most audience growth, with 117 new friends added. That's a 11.79% increase
- Increase page likes from 954 to 1,114
- Increase in checkins from 1,389 to 1,651
- Reached a total of 16,957 users (565 per day). There was a total of 3,387 interactions
- 2 new 5-star Facebook reviews

Twitter:

- Increase in followers from 806 to 872
- Reach has exceeded total followers 22 times during this period
- 22.5K impressions in September
- Reach was 79,715 (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 2,833 likes
- 100 new followers with a new total of 1,389 followers

TripAdvisor:

- 516 Reviews
- #15 of 180 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 on a mobile device



What are people saying?

“The restaurants all have the freshest seafood and you won’t be disappointed.”

“Love walking along the boardwalk. Great shops, bars, and restaurants.”

“Nice place to visit!”



FOURSQUARE

Yelp:

- Used \$300 in FREE ad credit from a September promotion
- Below is a screenshot of the ad that is on the Yelp website



KWHS WEBSITE:

- Ongoing website maintenance and content creation (Tenant Info. Events, Blog, Hurricane Irma updates, etc.)
- Regular content writing services
 - September Blog posted: [Website Link>>](#)
- New events added monthly
- New Homepage and Header Images added
- New tenant added:
 - Blue Q Sailing Adventures
- Google Analytics for period September 1, 2017 to September 30, 2017 below:



Acquisition Overview:

	Sessions ↓	% New Sessions ↓	New Users ↓
	929	86.11%	800
1 ■ Organic Search	640		
2 ■ Direct	195		
3 ■ Social	76		
4 ■ Referral	18		

Top 10 Referral Sources:

		Sessions ? ↓	% New Sessions ?	New Users ?
		18 % of Total: 1.94% (929)	100.00% Avg for View: 86.11% (16.12%)	18 % of Total: 2.25% (800)
☐	1. fla-keys.com	4 (22.22%)	100.00%	4 (22.22%)
☐	2. keywest.com	4 (22.22%)	100.00%	4 (22.22%)
☐	3. us14.campaign-archive2.com	2 (11.11%)	100.00%	2 (11.11%)
☐	4. 100searchengines.com	1 (5.56%)	100.00%	1 (5.56%)
☐	5. duckduckgo.com	1 (5.56%)	100.00%	1 (5.56%)
☐	6. m.dogpile.com	1 (5.56%)	100.00%	1 (5.56%)
☐	7. mg.mail.yahoo.com	1 (5.56%)	100.00%	1 (5.56%)
☐	8. search.xfinity.com	1 (5.56%)	100.00%	1 (5.56%)
☐	9. seojokes.net	1 (5.56%)	100.00%	1 (5.56%)
☐	10. southernmostbeachresort.com	1 (5.56%)	100.00%	1 (5.56%)

Google My Business

Key West Historic Seaport

21,445 PEOPLE FOUND YOU ON GOOGLE

1

called you

483

asked for directions

39

visited your website

[SEE FULL REPORT](#) ➔

WHAT CUSTOMERS ARE SAYING ABOUT YOU

Congrats, **Key West Historic Seaport** has a **4.6** star rating on Google



Stay connected to your customers. Make sure to reply to their reviews and comments.

Audience Summary

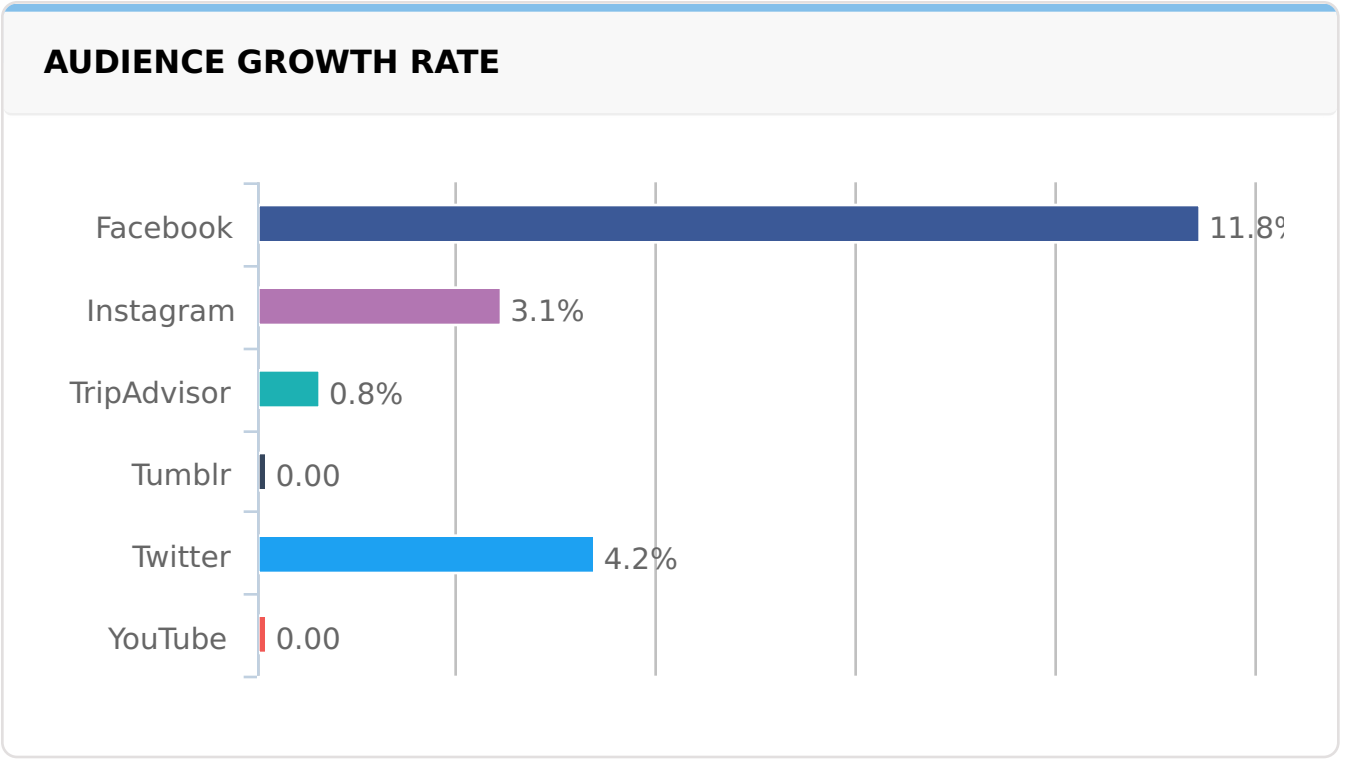
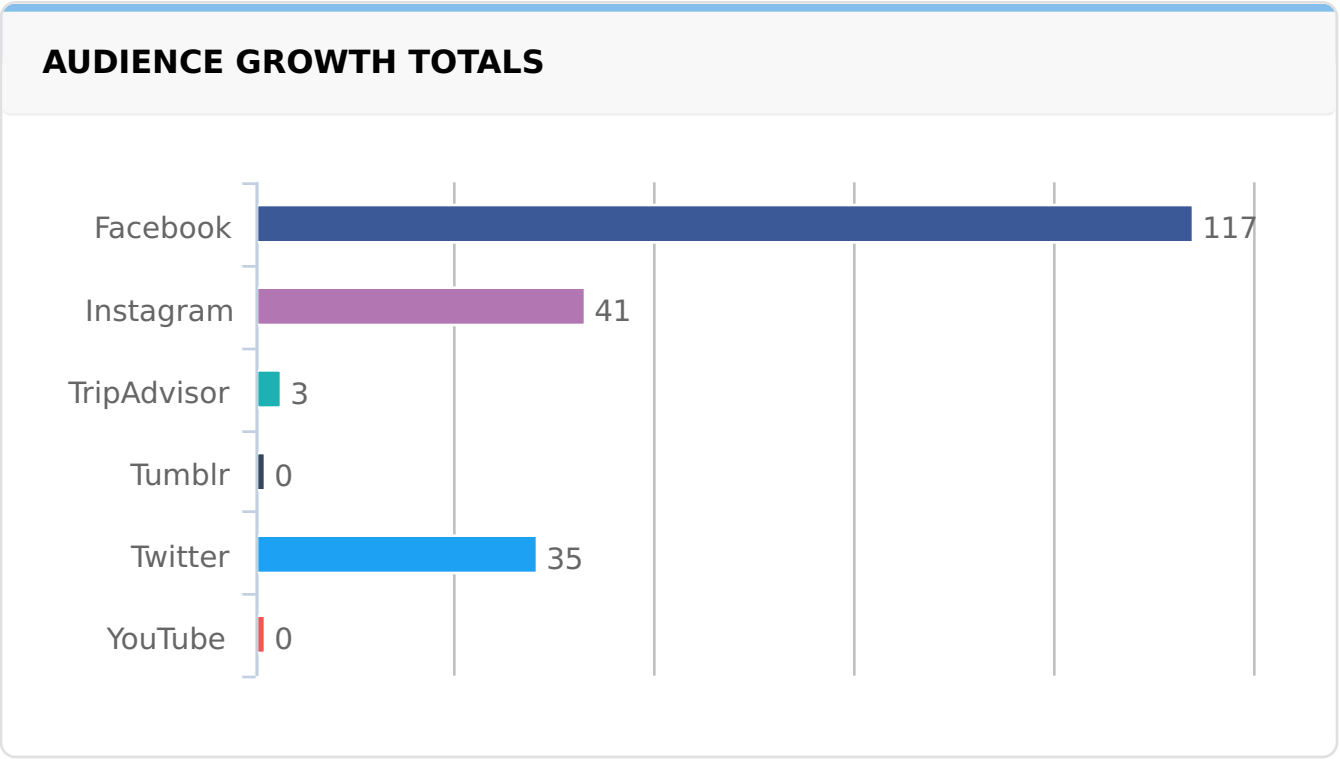
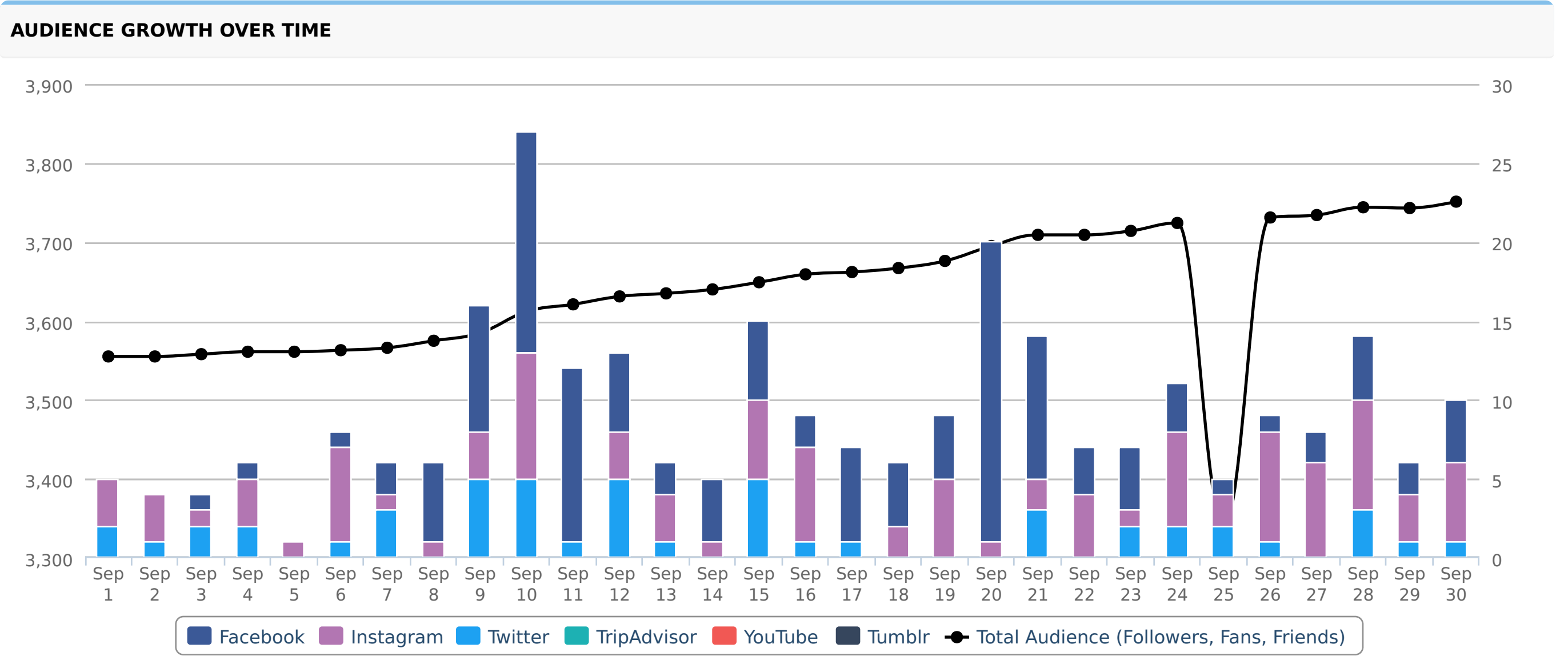
Key West Historic Seaport

September 1, 2017 - September 30, 2017

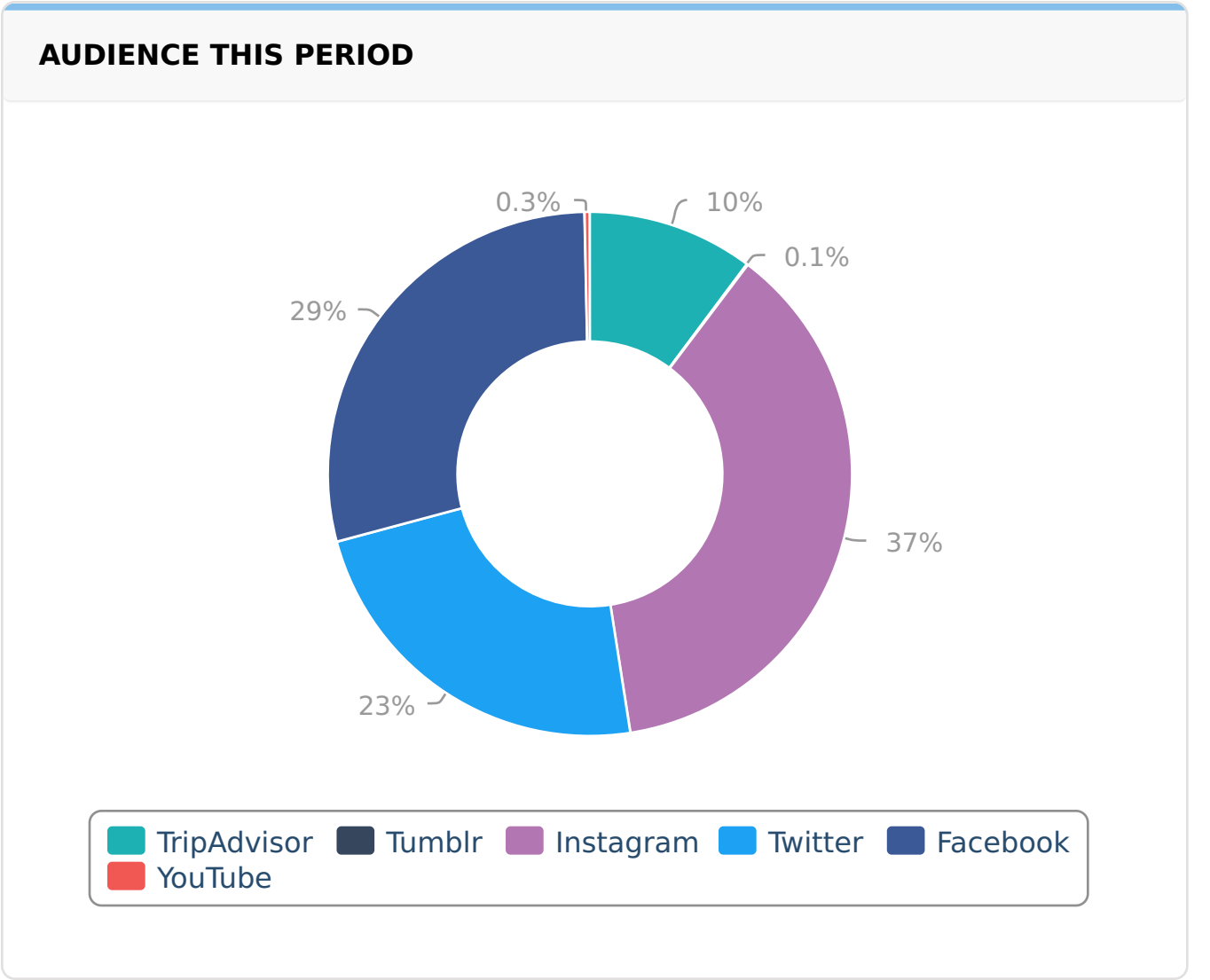
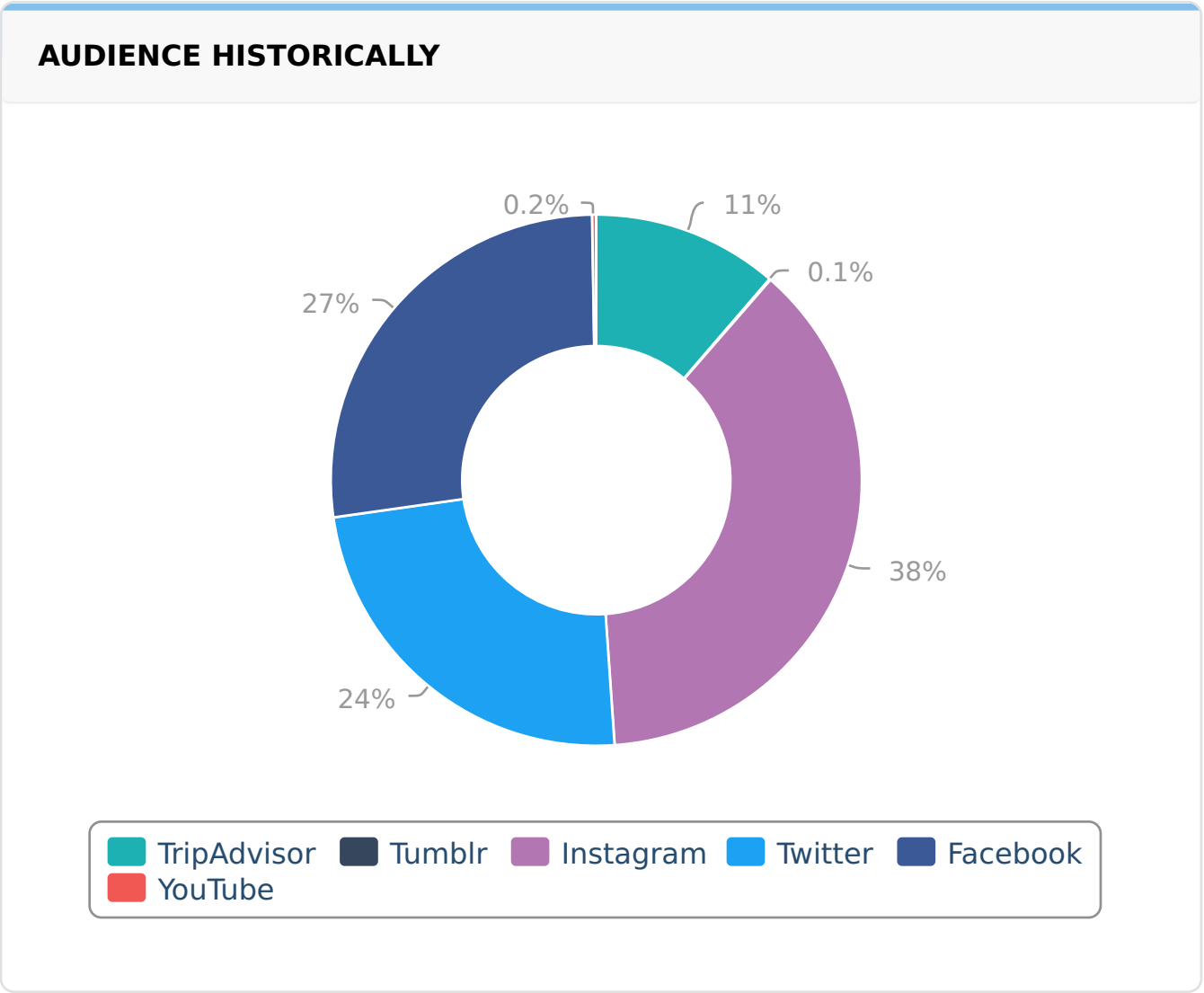
Cross Channel Report

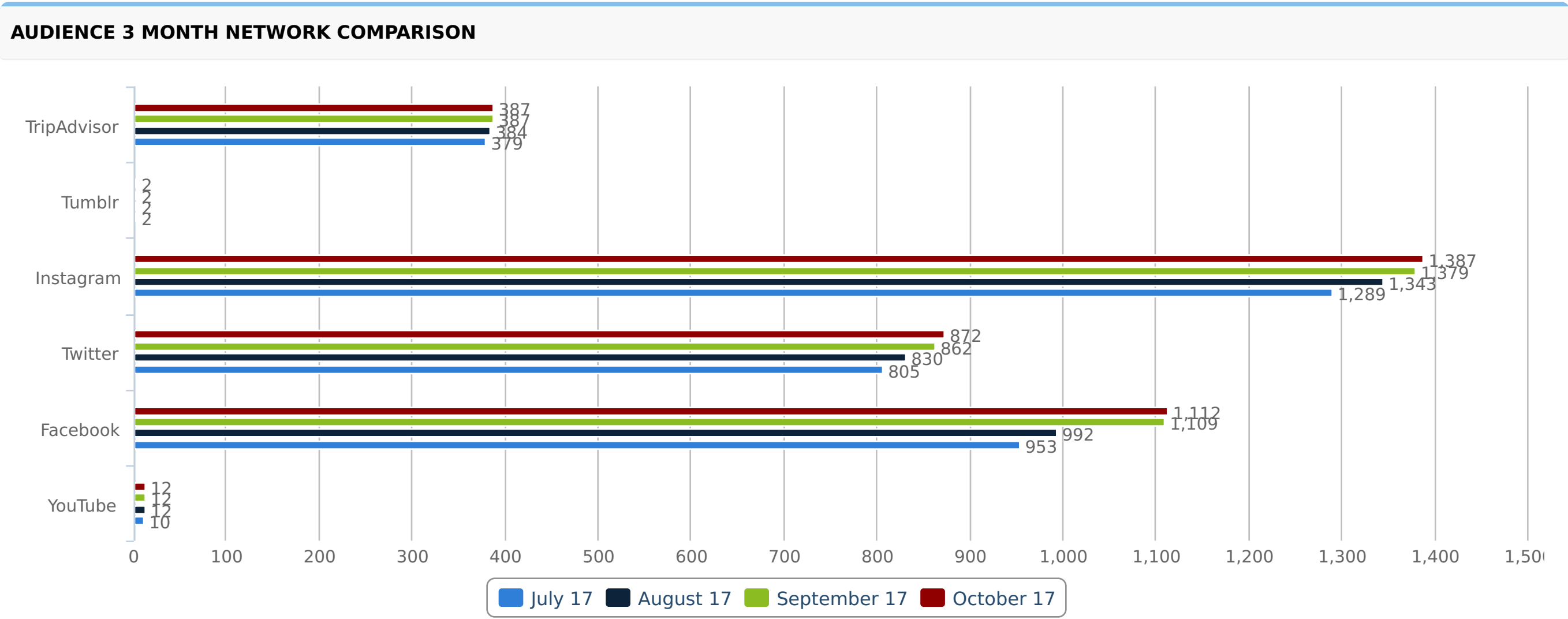
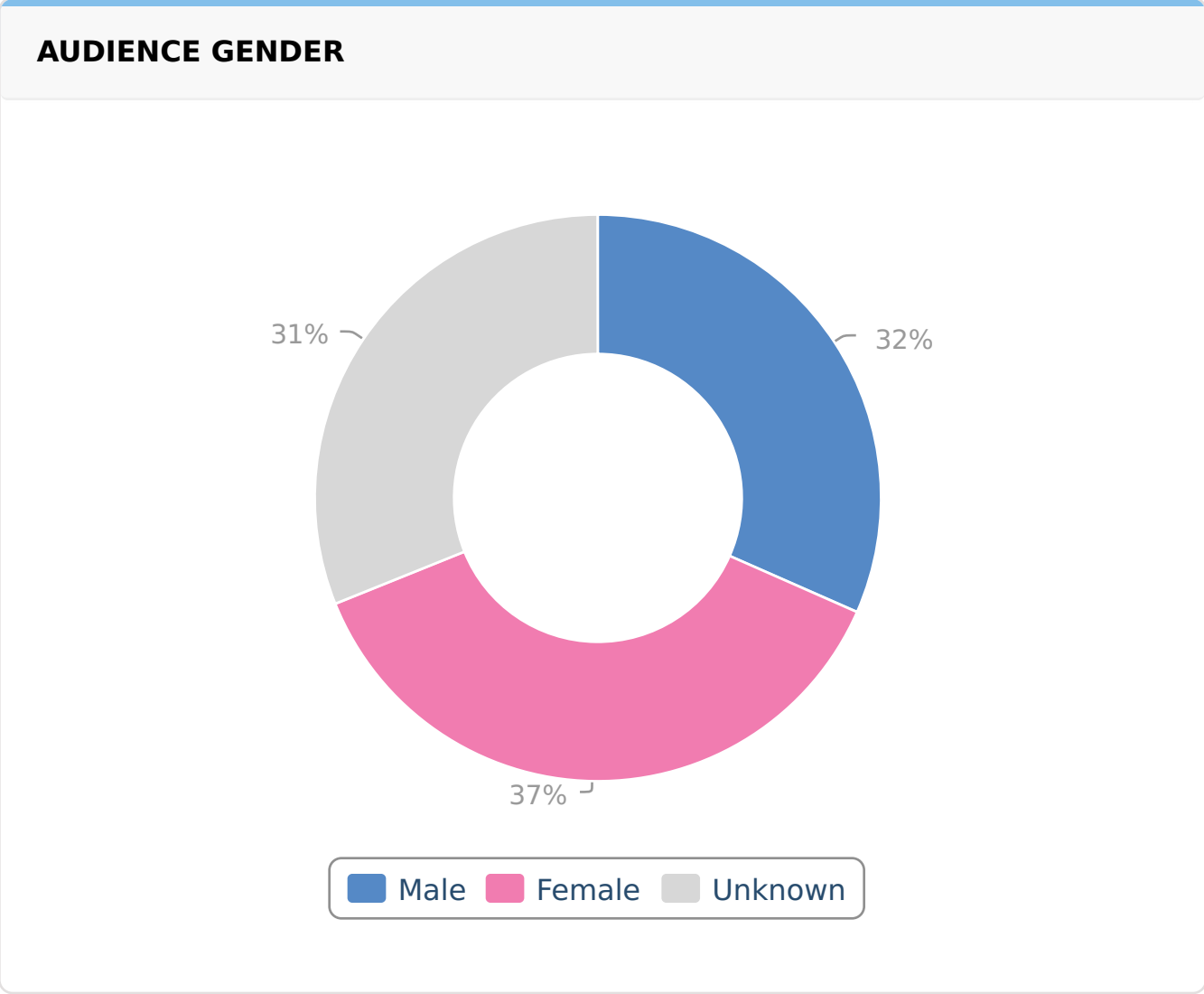
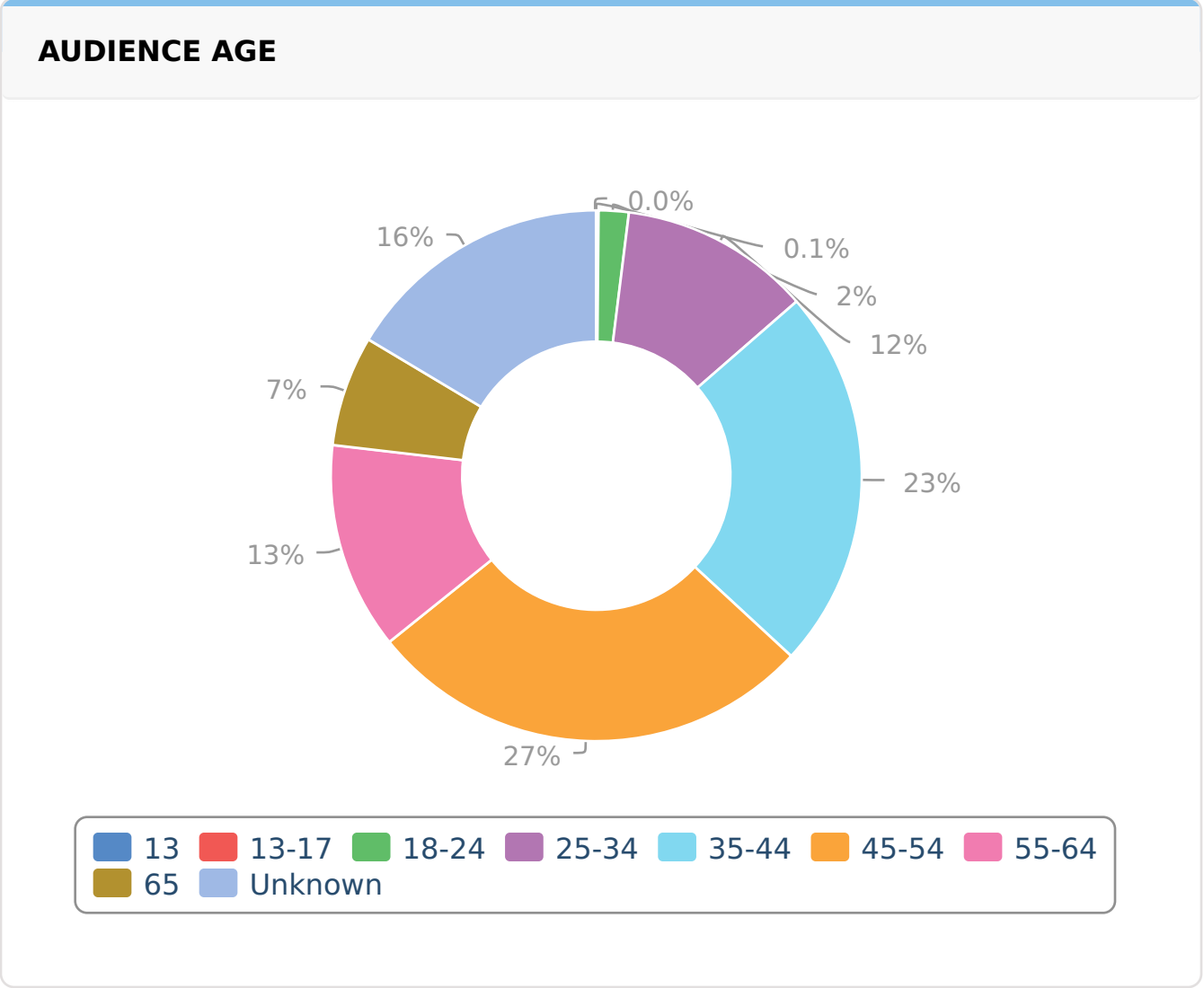
Prepared by: ADEPT Strategy & Public Relations

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	117	11.79%	1,109
 Instagram	41	3.06%	1,379
 TripAdvisor	3	0.78%	387
 Tumblr	0	0%	2
 Twitter	35	4.23%	862
 YouTube	0	0%	12
	196	5.23%	3,751

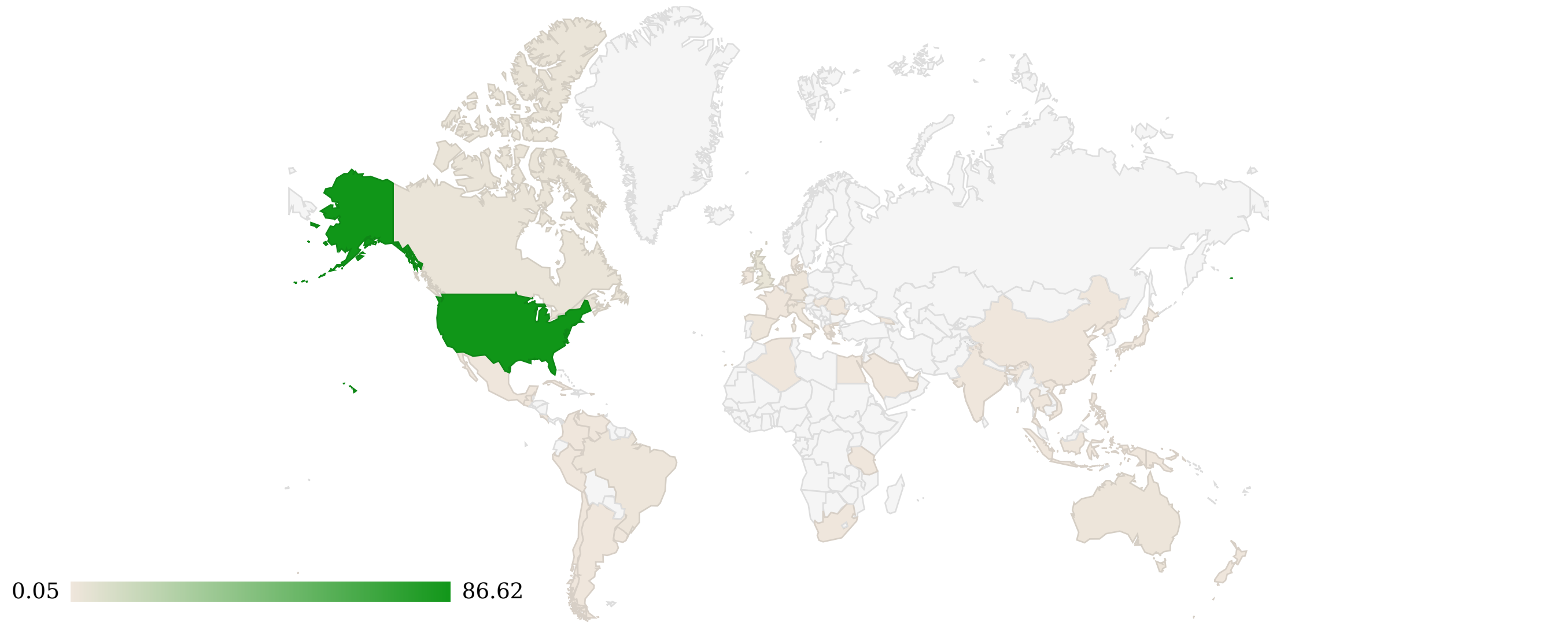


Facebook accounted for the most audience growth, with 117 new friends added, and also was your fastest-growing channel, with 11.79% friend growth.





AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	86.62
United Kingdom	GB	2.63
Canada	CA	1.88
Germany	DE	0.94
Brazil	BR	0.94
Australia	AU	0.75
Italy	IT	0.42
Spain	ES	0.33
United Arab Emirates	AE	0.28
South Africa	ZA	0.23
Philippines	PH	0.23
France	FR	0.23
Argentina	AR	0.19
Mexico	MX	0.19
Thailand	TH	0.19
Uruguay	UY	0.14
Japan	JP	0.14
Denmark	DK	0.14
Venezuela	VE	0.14
Ireland	IE	0.14
India	IN	0.14
Romania	RO	0.14
Guam	GU	0.14
Indonesia	ID	0.14
China	CN	0.14

Comprehensive Social Media Report

Key West Historic Seaport

September 1, 2017 - September 30, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Profile

1 Twitter Profile

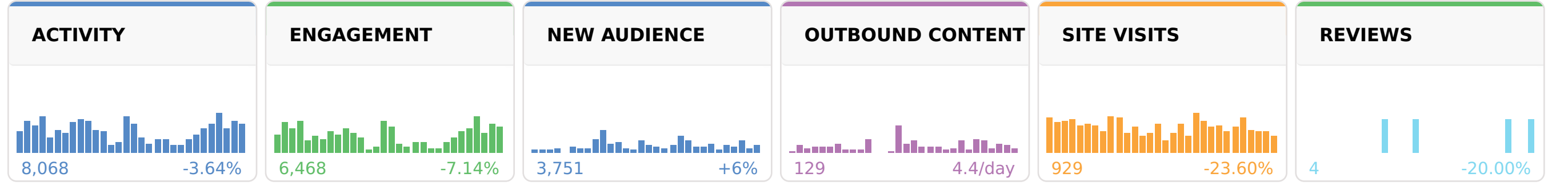
1 TripAdvisor Attraction

1 YouTube Channel

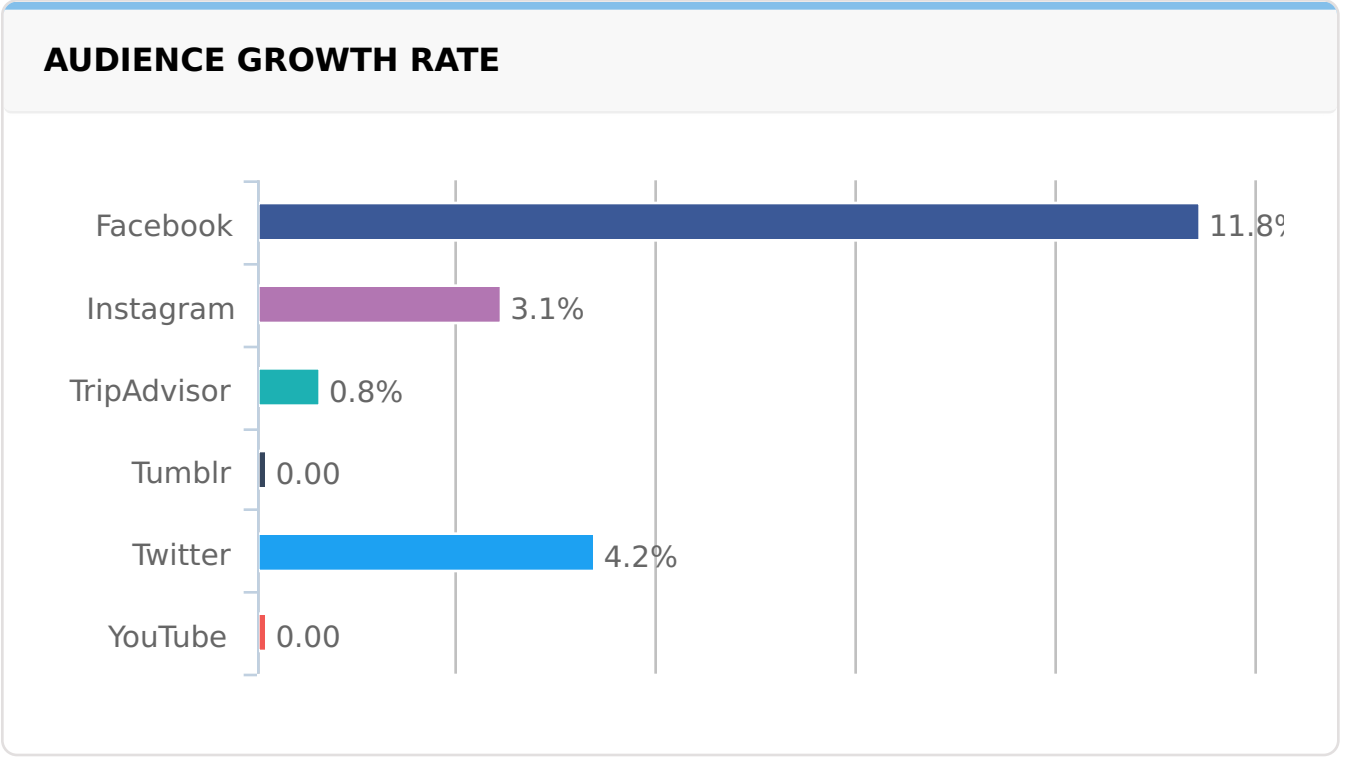
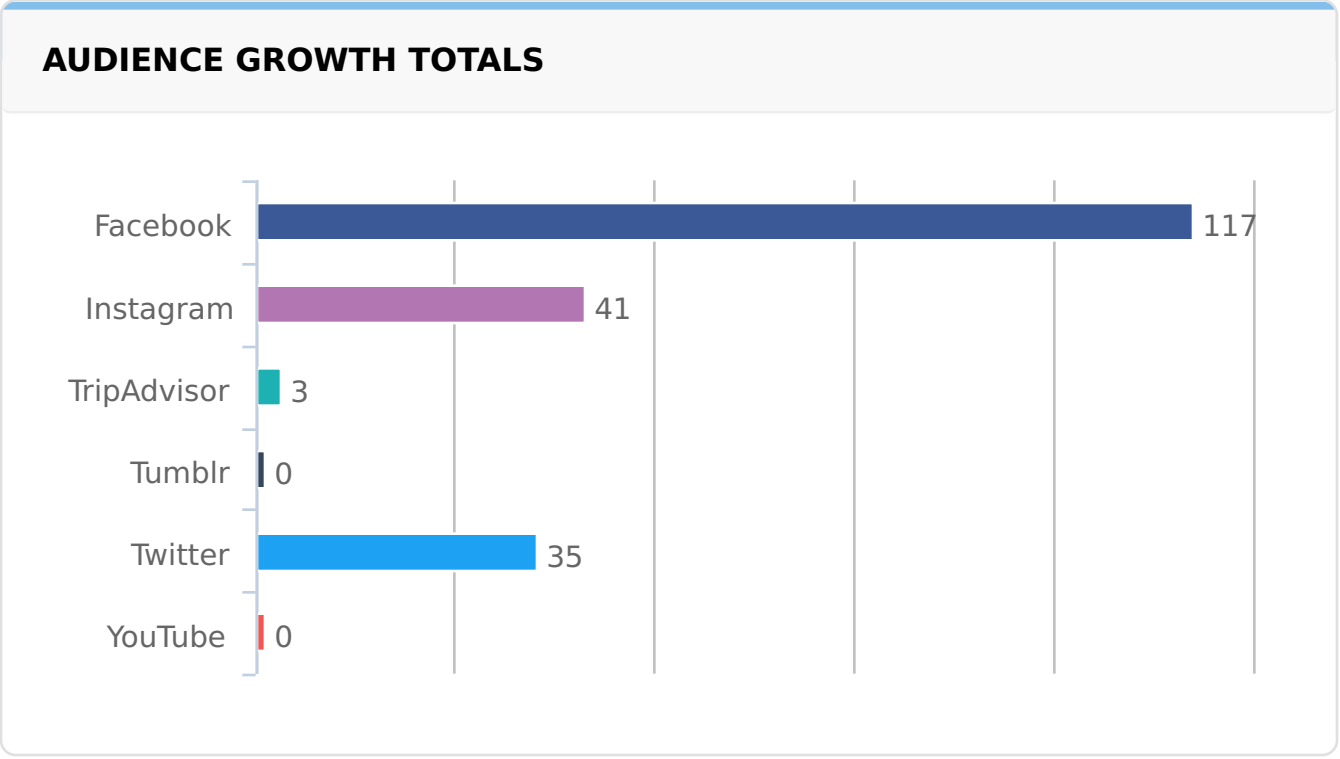
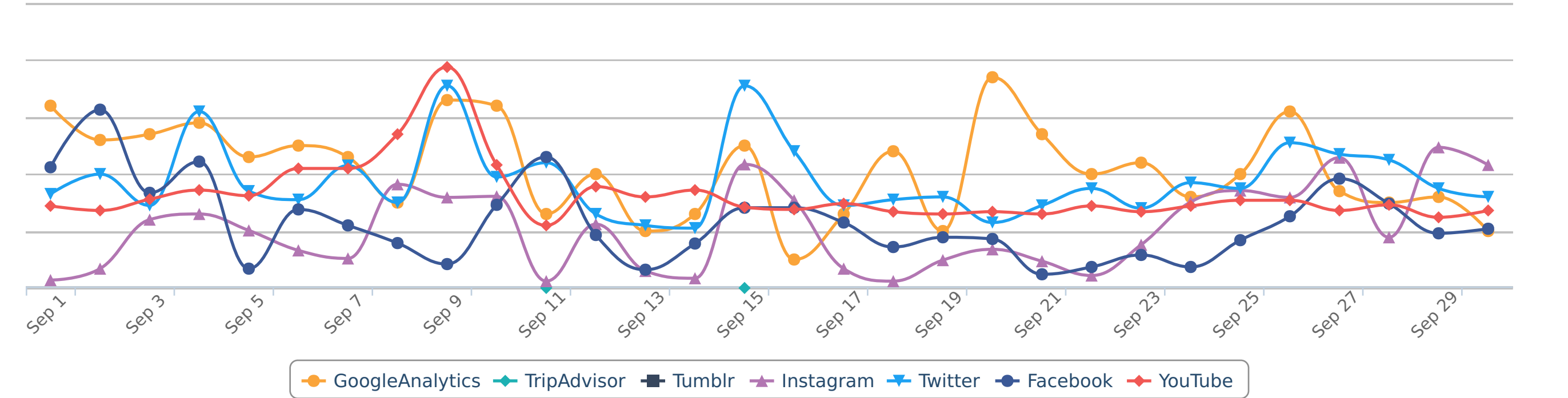
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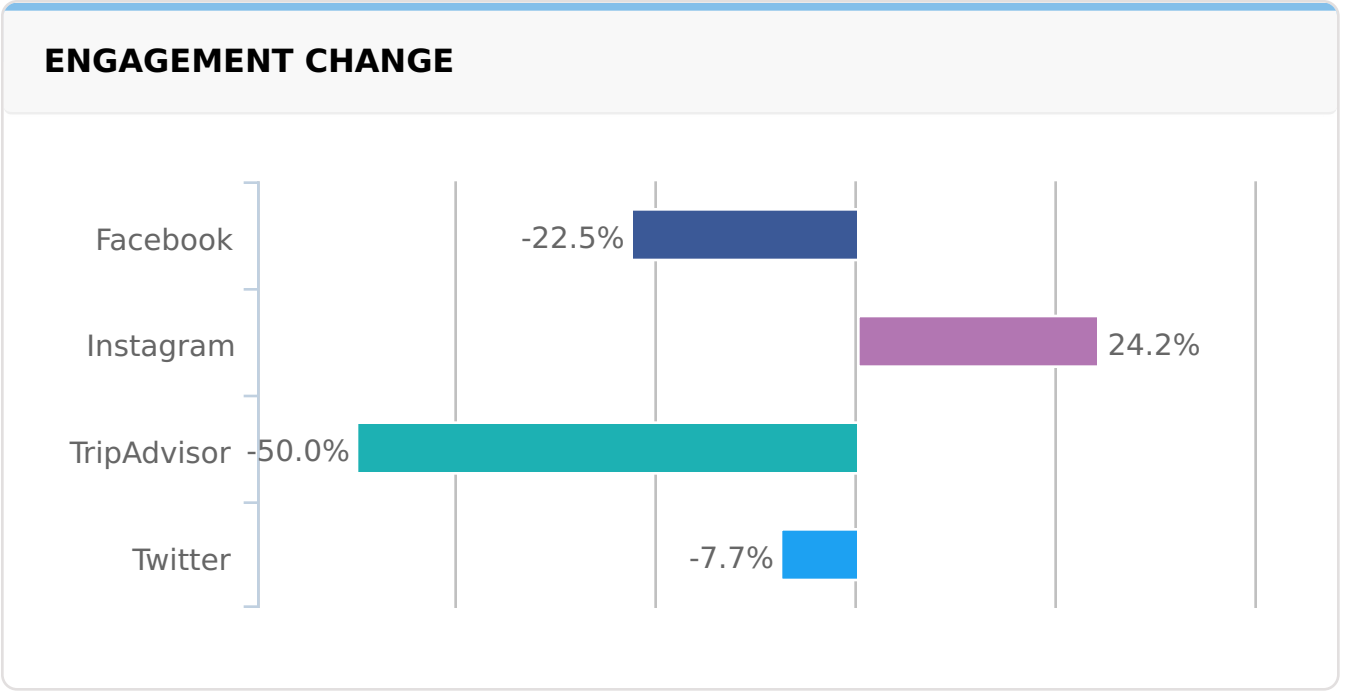
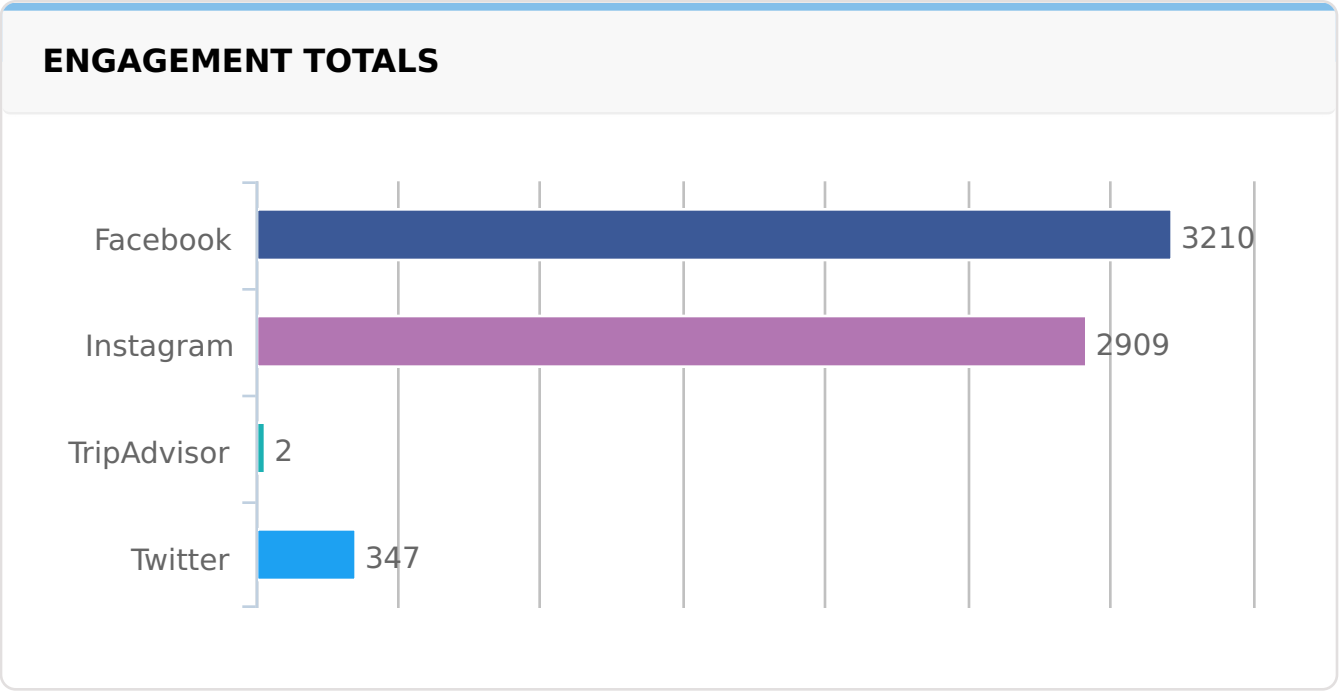
Cross Channel



CHANNEL ACTIVITY (DAILY NUMBER OF NEW COMMENTS, LIKES, FANS, REVIEWS, ETC)

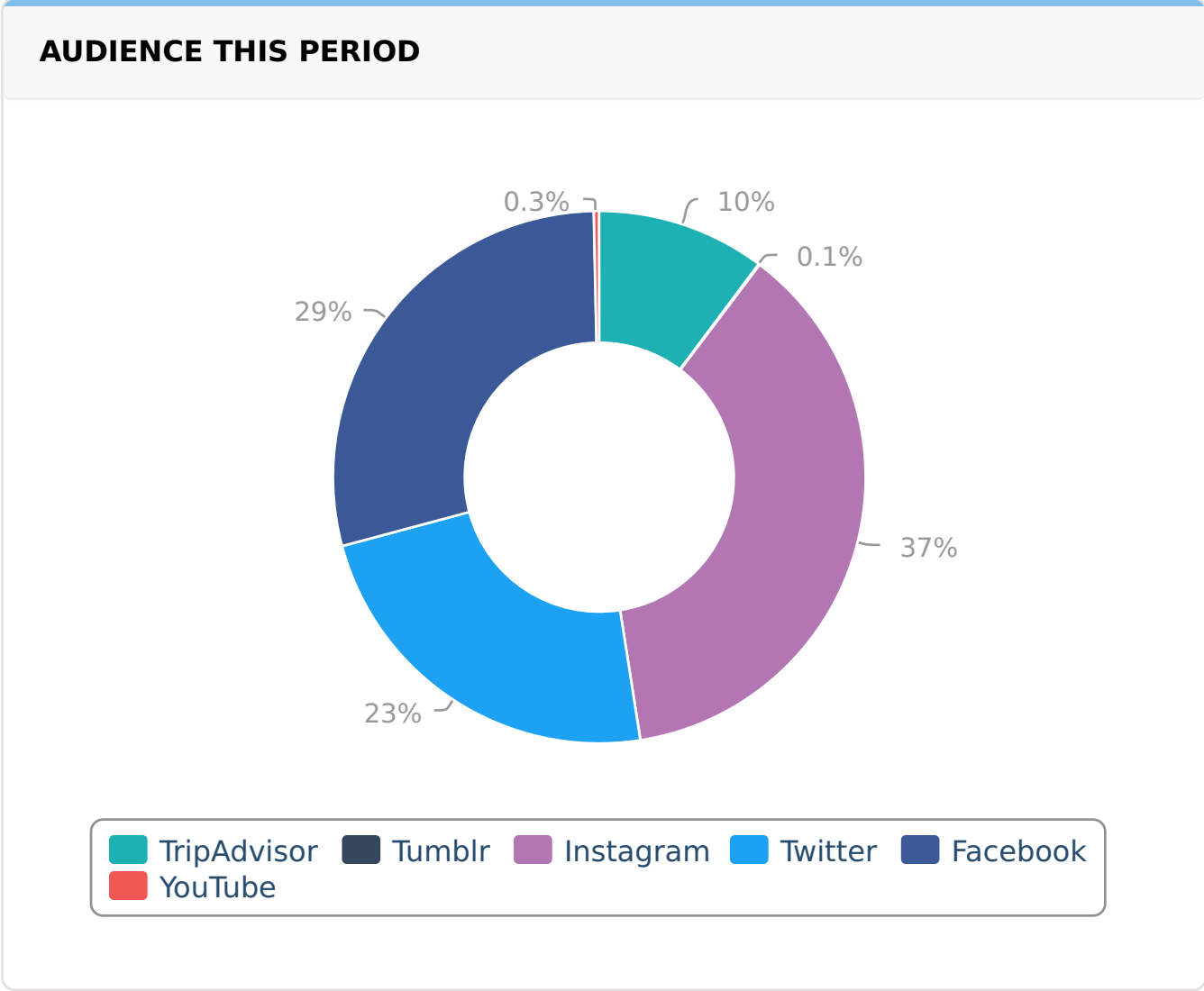
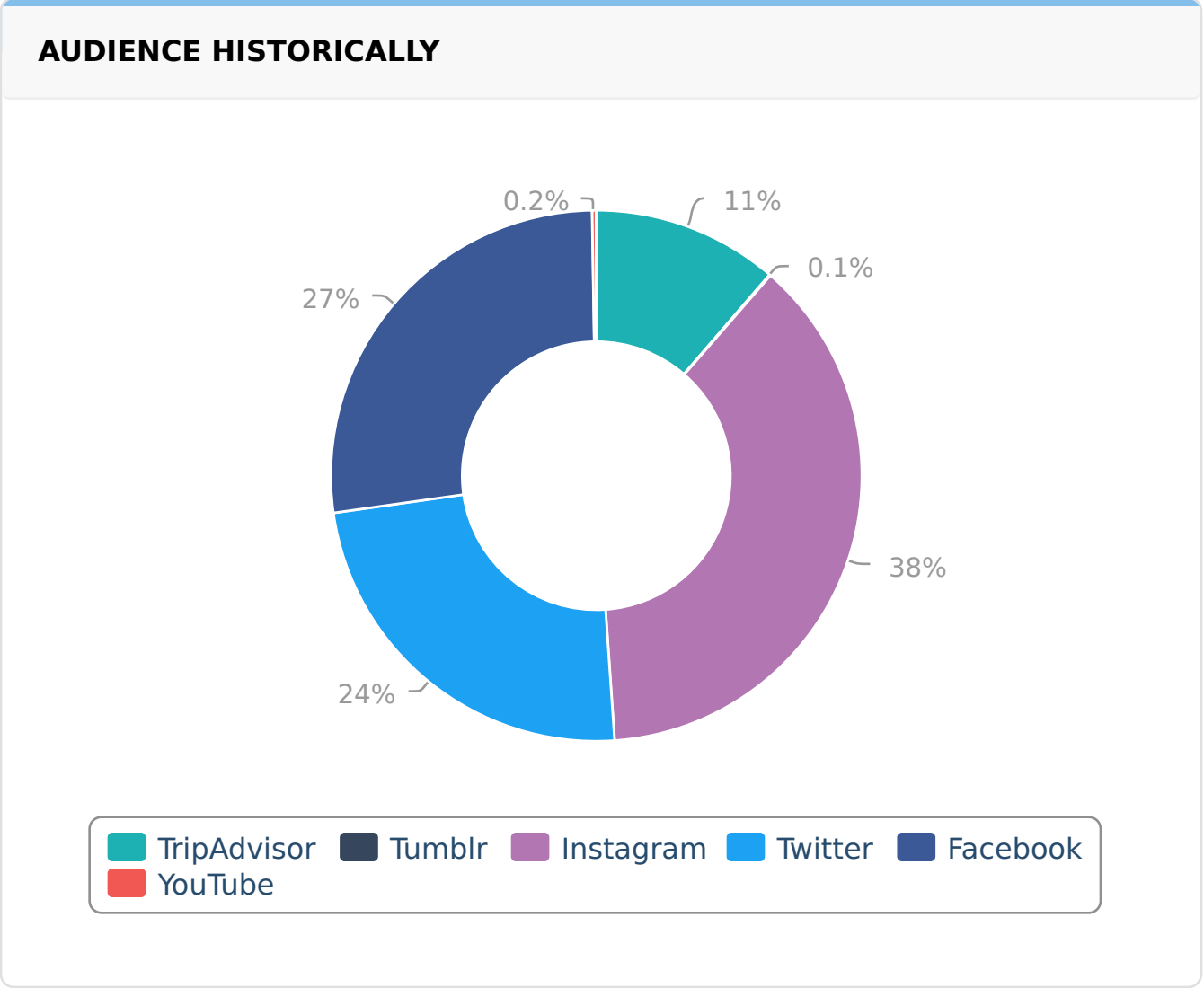


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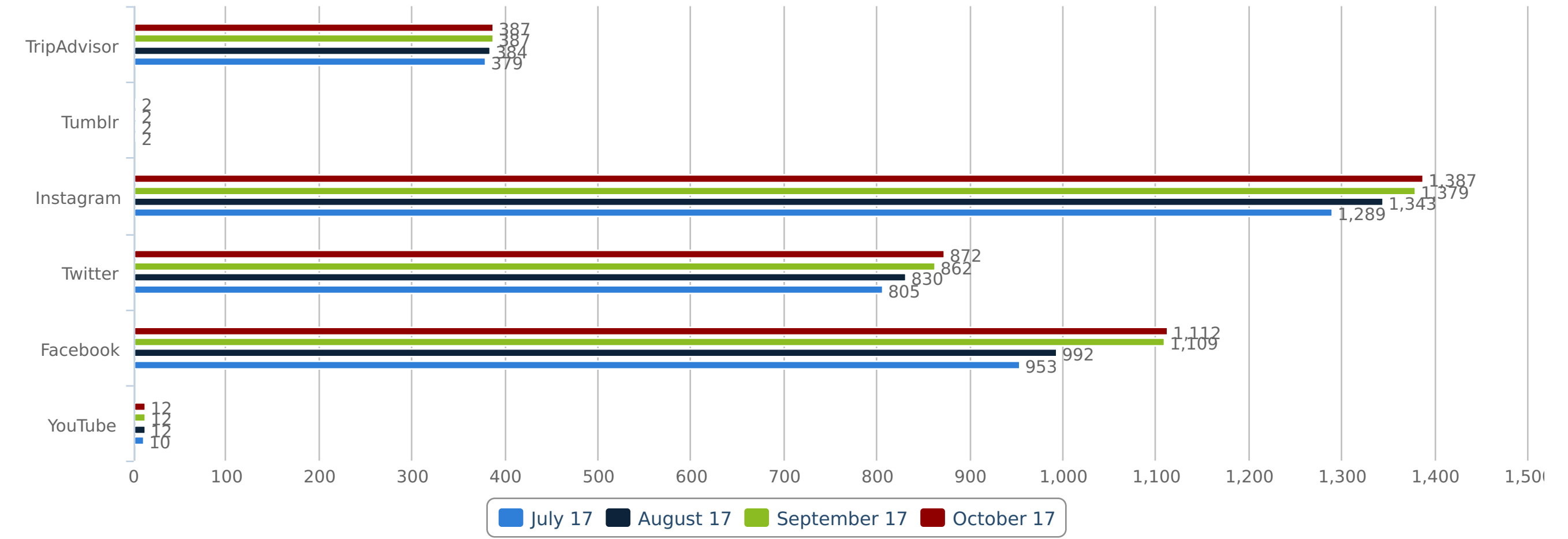


Facebook accounted for the most engagement growth, with **3210** new actions. **Instagram** had the biggest change in engagement of **24.16%**.

Facebook accounted for the most audience growth, with 117 new friends added, and also was your fastest-growing channel, with 11.79% friend growth.



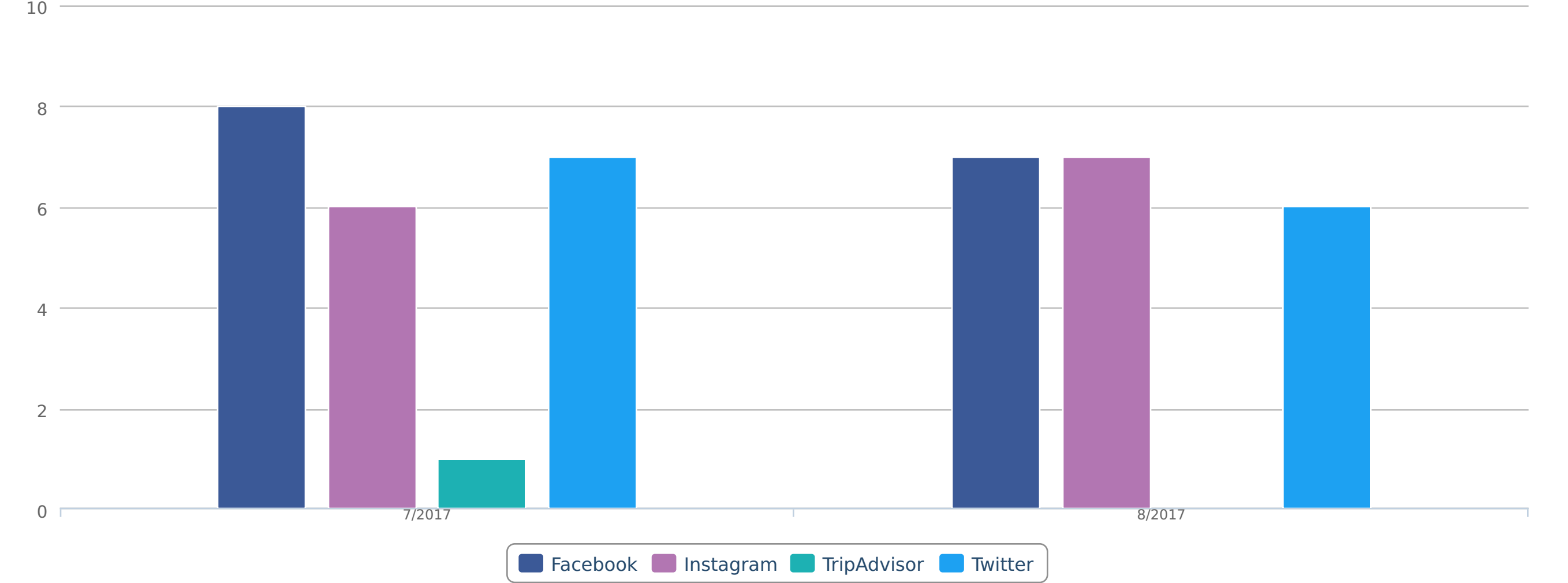
AUDIENCE 3 MONTH NETWORK COMPARISON



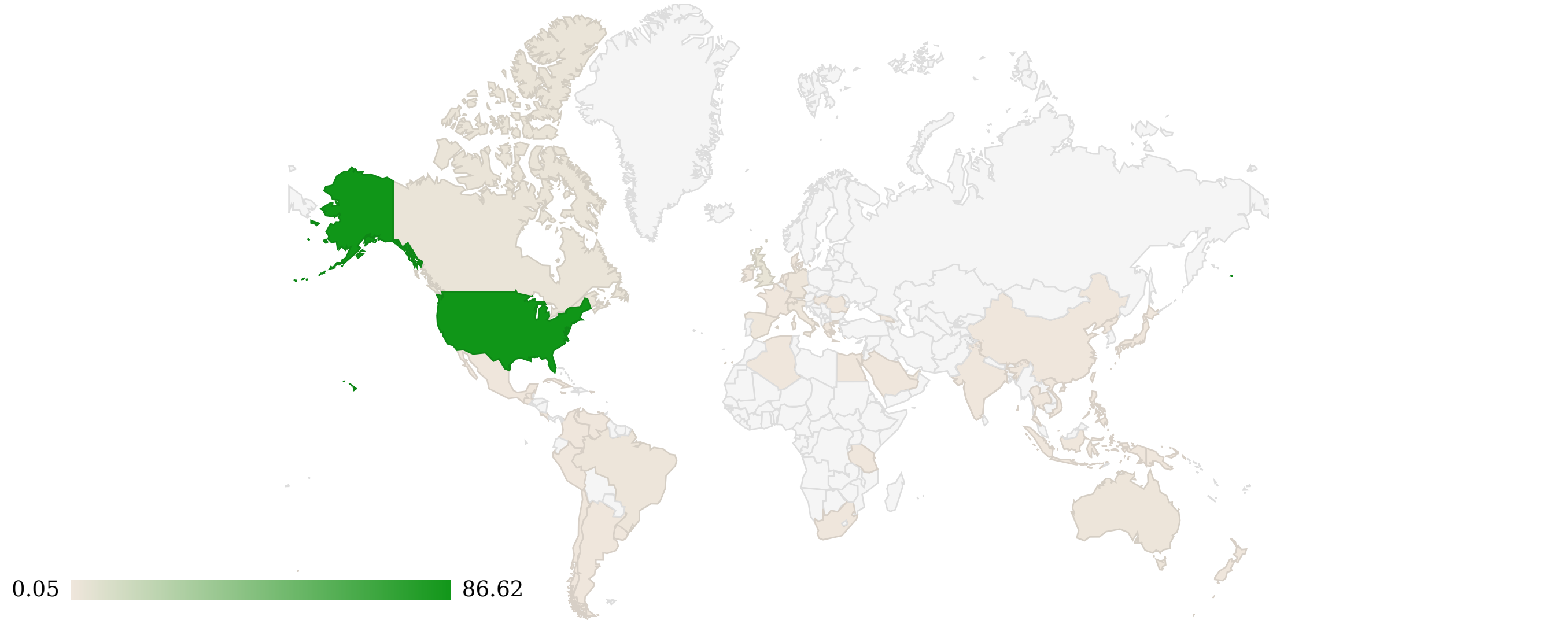
Facebook accounted for the most engagement growth, with **3210** new actions. **Instagram** had the biggest change in engagement of **24.16%**.

Your current current engagement level is **3.6**

QUALITY OF ENGAGEMENT COMPARISON

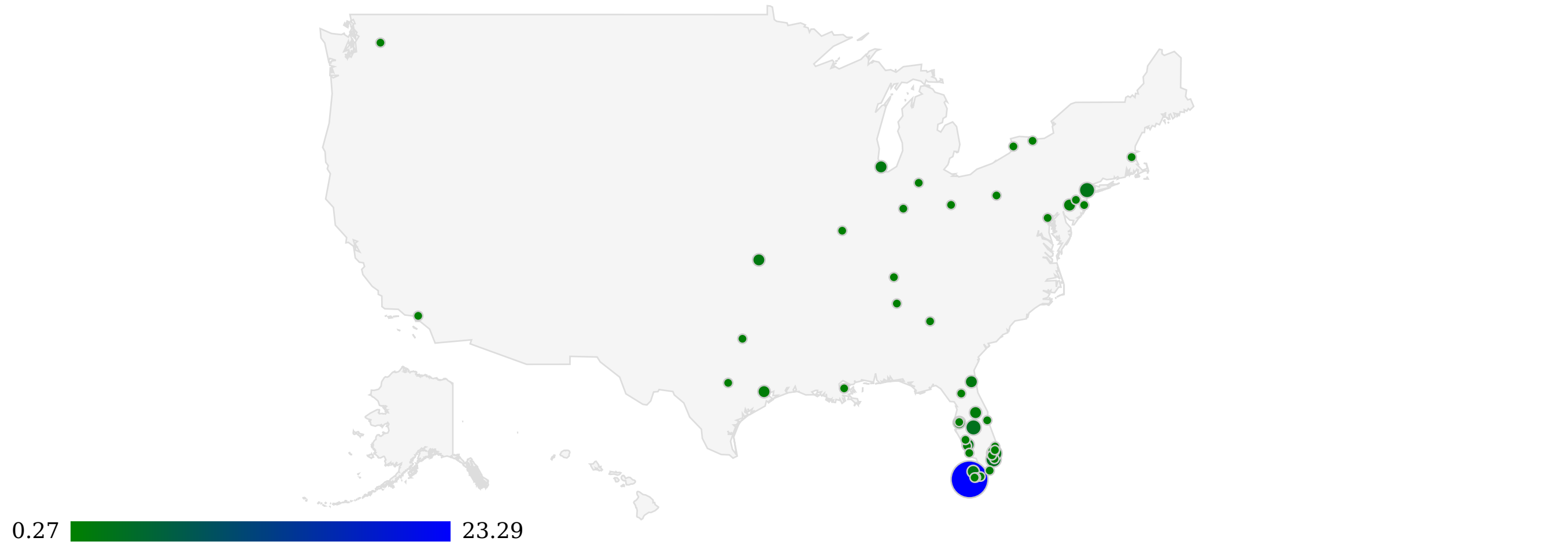


AUDIENCE WORLD DISTRIBUTION



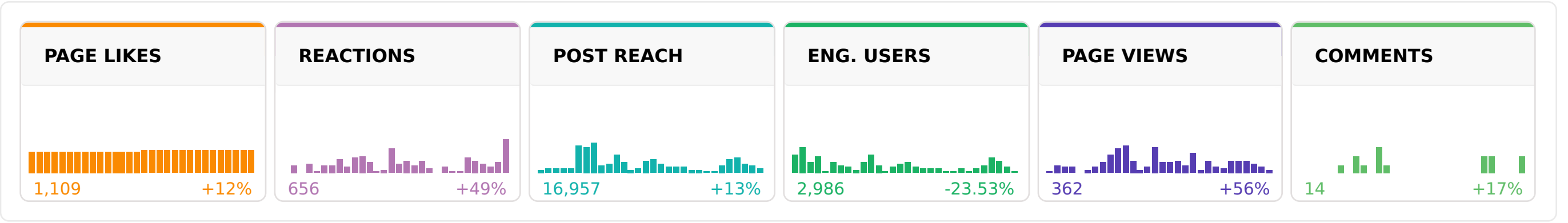
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Spain	ES	0.33
United Arab Emirates	AE	0.28
South Africa	ZA	0.23
Philippines	PH	0.23
France	FR	0.23
Argentina	AR	0.19
Mexico	MX	0.19
Thailand	TH	0.19
Uruguay	UY	0.14
Japan	JP	0.14
Denmark	DK	0.14
Venezuela	VE	0.14
Ireland	IE	0.14
India	IN	0.14
Romania	RO	0.14
Guam	GU	0.14
Indonesia	ID	0.14
China	CN	0.14

COUNTRY ACTIVITY



City	Code	% of Audience
Key West	FL	23.29
Miami	FL	2.91
Florida		2.91
New York	NY	2.37
Fort Lauderdale	FL	2.27
Fort Myers	FL	2.18
Florida Keys		1.73
United States		1.64
Jacksonville	FL	1.64
Chicago	IL	1.64
Tampa	FL	1.46
Orlando	FL	1.09
Philadelphia	PA	0.91
Houston	TX	0.91
Marathon Marathon Airport		0.82
Indianapolis	IN	0.82
Boca Raton	FL	0.82
Dallas	TX	0.73
Pompano Beach	FL	0.64
Coral Springs	FL	0.64
Boynton Beach	FL	0.64
Trenton	NJ	0.64
Miami Beach	FL	0.64
Cape Coral		0.64
Melbourne	FL	0.55

Facebook (1 accounts)



Page Likes	1,109	New Page Likes	127	Total Reach	38.3k	Post Reach	17.0k	Eng. Users	2,986
Total Clicks	2,440	Page Views	362	Talking About This	178	Page Impressions	71.7k	Post Impressions	34.8k
Posts	49	Comments	14	Reactions	656	Post Unlikes	11	Shares	49
Video Views	394	Reviews	2	Checkins	94	Mentions	5	Messages	4

You have published **49** posts (**1.63** per day). **72%** of interactions are clicks (**2440** total). You had **14** comments and **49** post shares.

Your posts reached a total of **16,957** users (**565** per day). There was a total of **3387** interactions.

You had a total of **34,802** post impressions (**1,160** per day).

United States is the country with most audience (94.32%). You have audience in 22 countries.

You have a gained a total of **117** new page fans during this time period. That's a **12%** increase.

Most common source for page likes, or **41%**, is **Page Profile**

Majority of your page fans (**27%**) are **45-54** years old and are **Female (6%)**.

Majority of your page fans 1,053, or **95%**, speak **English**.

MOST ENGAGED FRIENDS



Monica Lieberman

Comments: 0
Reactions: 50



Ali Faye

Comments: 1
Reactions: 48



Sophia Wilshire

Comments: 3
Reactions: 45



ADEPT Strategy & Public Relations

Comments: 0
Reactions: 45



Imperial Point Neighborhood Association

Comments: 0
Reactions: 45



Mandy Claire

Comments: 1
Reactions: 43



Talia Kab

Comments: 2
Reactions: 17



Gary Farman

Comments: 0
Reactions: 14



Suziq Lat

Comments: 0
Reactions: 13



Paul Vrooman

Comments: 0
Reactions: 9



Dana Sebek

Comments: 0
Reactions: 9



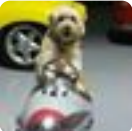
Key West Historic Seaport

Comments: 1
Reactions: 6



Niki Macpherson

Comments: 0
Reactions: 6



Julie Ruffolo

Comments: 0
Reactions: 6

Fort Lauderdale, Florida



Conni Walkup

Comments: 0
Reactions: 5



Joan Emmersi

Comments: 0
Reactions: 5



Dana Pollitt, P.A.

Comments: 0
Reactions: 5



Jamie Davids-Mayhew

Comments: 0
Reactions: 4



Maggie Whitaker

Comments: 0
Reactions: 4



Karen Olson

Comments: 0
Reactions: 4



Susan O'Neill

Comments: 0
Reactions: 4



Jill Woods

Comments: 0
Reactions: 4



Donna Marie DeGross Garber

Comments: 0
Reactions: 4



Chip Ventura

Comments: 0
Reactions: 4



Candy Jones

Comments: 0
Reactions: 3



Charlene Schroeder

Comments: 0
Reactions: 3

United States is the country with most audience (94.32%). You have audience in 21 countries.

MOST LIKED



Glass bottom viewing allows you to see the fascinati...

112 reactions

MOST COMMENTED



UPDATE: "The Florida Keys are closed to the general ...

4 comments

MOST ENGAGED USERS



UPDATE: "The Florida Keys are closed to the general ...

215 engaged users

MOST SHARED



UPDATE: "The Florida Keys are closed to the general ...

16 shares

Majority of your posts or 53% are links. Reviews however offer you the best engagement rate of 2 events per post.

Most of engagement (reactions, comments and shares) or 90% comes on days when post at least once. Majority of post engagement or 91% are reactions.

TOP PUBLISHERS					
User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	49	100%	636	14	49

BEST TIME FOR LIKES

6:00 PM - 7:00 PM

14% of likes occur during this time

BEST TIME FOR COMMENTS

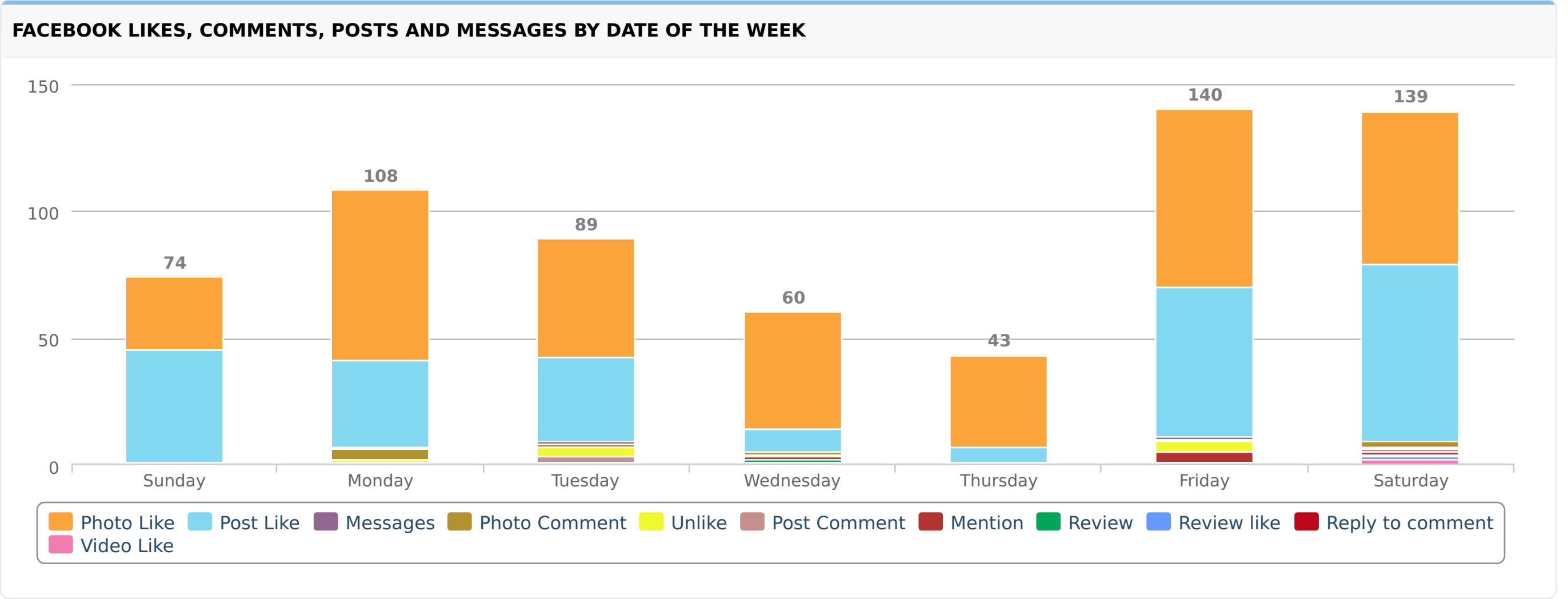
2:00 PM - 3:00 PM

21% of comments occur during this time

BEST TIME FOR MENTIONS

10:00 AM - 11:00 AM

25% of mentions occur during this time



Most users reached, or **87.85%**, are from **United States**

MOST MENTIONS BY



Key West Finest

4 mentions

MOST SHARED POST



Friday Sept. 8th 10am from Key West Historic Seaport and the Schooner Wharf Bar.

15 shares

MOST MENTIONS DAY

Friday

September 8, 2017

1 mentions

Most mentions, or **50%**, are **photo captions**. Most mentions, or **100%** are by **unknown** users.

2 REVIEWS



The Key West Historic Seaport is the place to be! Definitely recommend coming here when you're in Key West. We loved ...
by **Talia Kab** on **Sep 30, 2017**

Key West Historic Se

5 stars

1 Comments 1 Likes



I never get tired of walking along the seaport boardwalk. I especially like eating on the 2nd floor of the restaurant...
by **Hector E. Perez** on **Sep 27, 2017**

Key West Historic Se

5 stars

1 Comments 1 Likes

MOST VIEWED VIDEO



Key West Half Marathon & 5K Run

88 views

MOST LIKED VIDEO



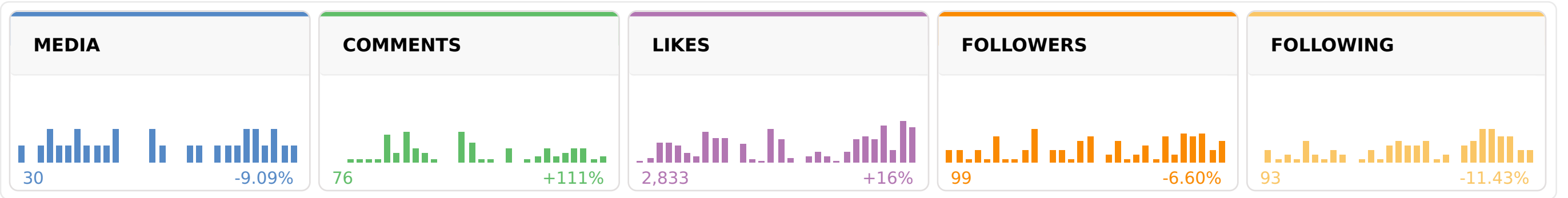
Key West Half Marathon & 5K Run

8 likes

Most of video engagement (likes, comments and shares) or **100%** comes on days when you do not upload videos. Majority of video engagement or **100%** are **likes**.

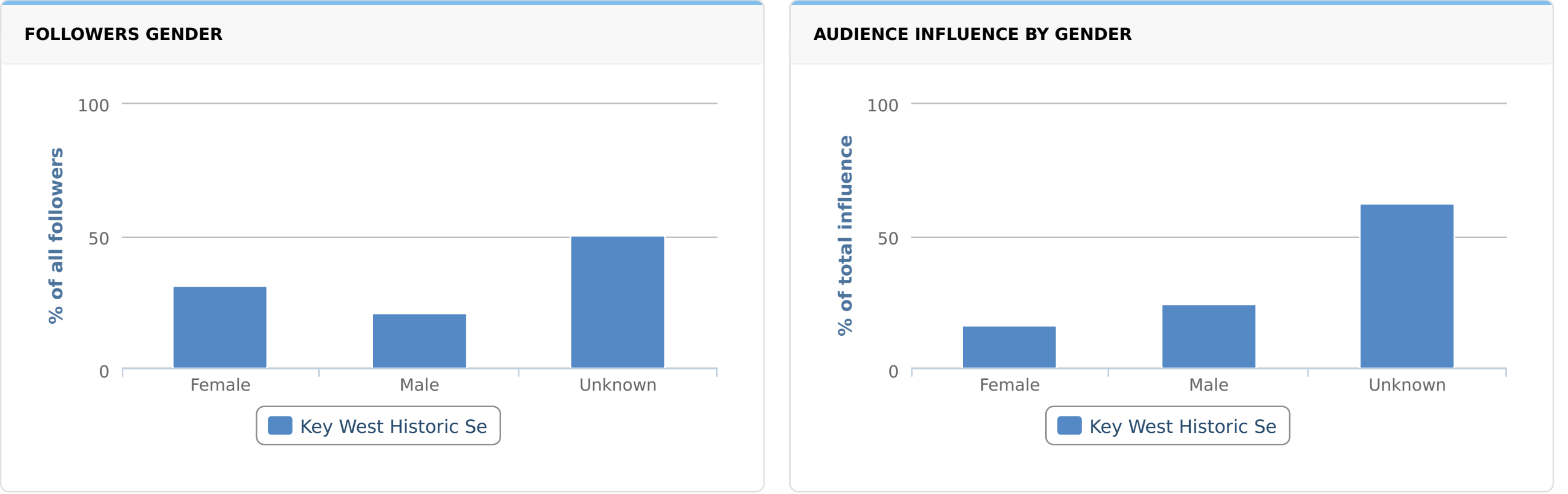
Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

39% of percent videos views result in engagement. That's **633% decline** compared to last period.



New Photos	29	New Videos	1	New Comments	76	New Likes	2,833	New Followers	99
New Following	93	Total Followers	1,379	Total Followings	1,241	Total Uploaded Media	491		

TOP POSTS BY NUMBER OF LIKES				
Post	Publisher	Likes	% of all likes	
 Check out @twtravelnews and mark your calendars t...	 Key West Historic Seaport	169	6%	
 @americanredcross positioned at Lands End in fron...	 Key West Historic Seaport	157	6%	
 After a long day, it's nice to sit back and enjoy...	 Key West Historic Seaport	154	6%	
 We are hoping for the safety of everyone in Hurri...	 Key West Historic Seaport	147	6%	
 Thank you #JayeshMani for evacuating some Key Wes...	 Key West Historic Seaport	131	5%	



MOST COMMENTS DAY	MOST COMMENTS BY	MOST COMMENTED
Friday September 8, 2017	 Michael DiBonaventura	 Check out @twtravelnews and mark your calendars to v...
9 comments	4 comments	10 comments, 169 likes

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

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

Most Influential Users		
User	Followers	% of total reach
 Scott Eddy ➔➔➔	239,286	9%
 Dm For Ad Rates!	153,440	6%
 Flavia Peixoto	110,652	5%
 Adam Houlahan	56,620	3%
 Rio Academia Natural 🌿🌿...	52,946	2%
 Sailing Nandji-Bonita ⚓...	34,689	2%
 Maxim Sukhanov	34,175	2%
 Sagrado Studios	31,157	2%
 Samantha 👭 👭👭	29,328	2%
 Siesta Key Beach	27,877	2%

Most Active Users		
User	Posts	Followers
 Leslie P Burrell	11,079	1,082
 Carlos Owner	8,676	21,334
 Kyla Shoemaker	5,436	1,141
 Jenjibee	4,679	1,185
 you're a catch 22	4,495	1,403
 Heather Wilde	4,444	389
 AquariumDepot.com	4,405	3,860
 Melissa Gessner	4,040	434
 Adam Houlahan	3,311	56,620
 Scott Eddy ➔➔➔	3,257	239,286

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

MOST LIKES DAY

Thursday
September 28, 2017

239 likes, 1 comments

MOST LIKED



Check out @twtravelnews and mark your calendars to v...

169 likes

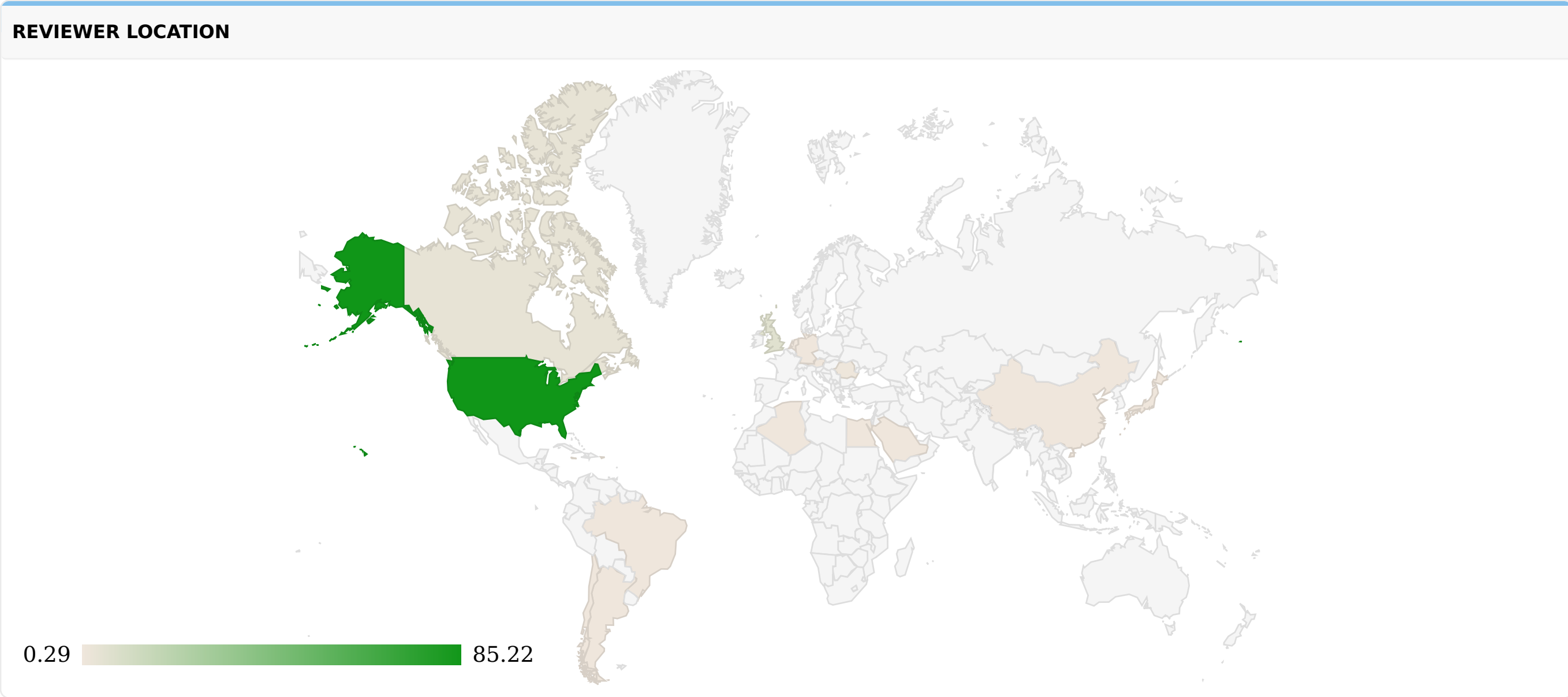
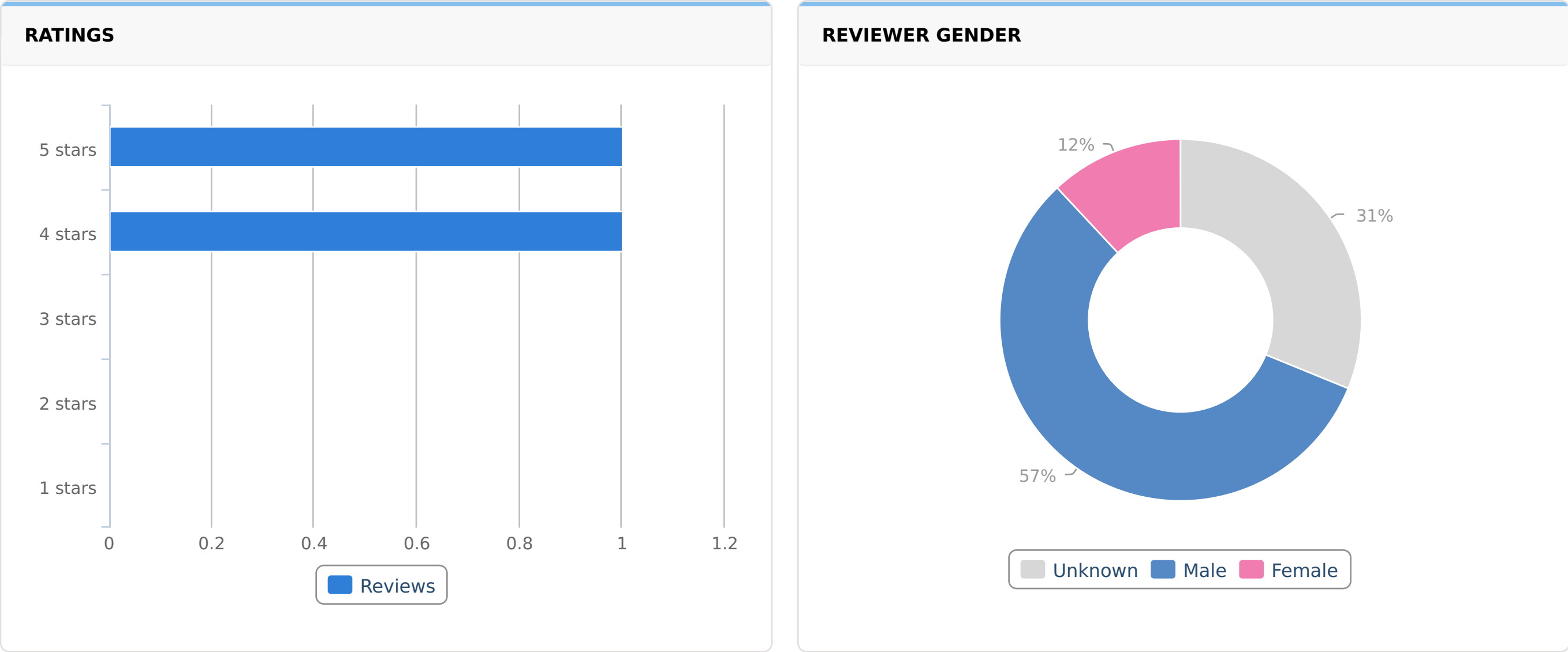
You have received **2,787** likes on your media. That's an average of **50** likes per media

Reviews:2

Avg. Rating4.5

Total Reviews515

Total Reviewers387



9 REVIEWS

You will enjoy this
I just loved walking around this area of Key West. Lots of places for a cold one. You can just feel the history here.
by a TripAdvisor user on September 15, 2017

Key West Historic Se ⭐⭐⭐⭐⭐

Key West Seaport
Great place to walk around and enjoy the views. Plenty of places to stop in along the way to eat or have a drink.
by a TripAdvisor user on September 11, 2017

Key West Historic Se ⭐⭐⭐⭐⭐

387 TRIPADVISOR USERS THAT REVIEWED YOUR PROFILES.

Wanda L
Reviews: 40
Votes: 8
Saint Petersburg, FL

Wanda L
Reviews: 42
Votes: 8
Saint Petersburg, FL

Robert C
Reviews: 30
Votes: 19
Jacksonville, Florida

Ryan S
Reviews: 31
Votes: 4
Vienna, Austria

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

Mkmac3
Reviews: 23
Votes: 6
Pawtucket, Rhode Island

jeffrey w
Reviews: 240
Votes: 137
Omaha, Nebraska

Fishyfishy111
Reviews: 70
Votes: 20
Saint Paul, Minnesota

Dana B
Reviews: 56
Votes: 18
Manchester, New Hampshire

Rubyrater
Reviews: 24
Votes: 12

Peggy73703
Reviews: 11
Votes: 0
Enid, Oklahoma

aberdeenangler
Reviews: 476
Votes: 221
Aberdeen, United Kingdom

barney4201
Reviews: 8
Votes: 9
Texas City, Texas

msbnsb
Reviews: 30
Votes: 12
New Smyrna Beach, Florida



Carlie D
Reviews: **74**
Votes: **36**
Dallas, Texas



David H
Reviews: **77**
Votes: **16**
Montgomery, Ill...



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



NancyLovesRehoboth
Reviews: **134**
Votes: **463**
Lexington, Virg...



Bob S
Reviews: **96**
Votes: **42**
Jim Thorpe, Pen...



William T
Reviews: **320**
Votes: **143**
Atlanta, Georgia



75boat
Reviews: **37**
Votes: **7**
Albuquerque,



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



ckvar
Reviews: **63**
Votes: **35**
Cudjoe Key, Flo...



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



easterntreker
Reviews: **931**
Votes: **289**
Halifax



Arthur S
Reviews: **134**
Votes: **39**
Boca Raton, Flo...



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



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



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



Chuck M
Reviews: **61**
Votes: **12**
North Babylon



Sean Jamie S
Reviews: **20**
Votes: **6**
Heltonville, In...



TheExplorerFamily
Reviews: **496**
Votes: **361**
Somerset, New



Eat1Drink2Travel3
Reviews: **493**
Votes: **372**
London, United ...



Allen21096
Reviews: **3**
Votes: **629**
Chicago, Illinois



Charles V
Reviews: **911**
Votes: **208**



MONYMAN53
Reviews: **112**
Votes: **25**



BrendaRoss2010
Reviews: **6**
Votes: **22**
Brampton, Ont...



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



Steve D
Reviews: **108**
Votes: **53**
Winter Springs,...



mosika
Reviews: **106**
Votes: **28**
Valparaiso, IN



Derek E
Reviews: **86**
Votes: **36**



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: **22**
Virginia Beach,...



buffalojim67
Reviews: **1**
Votes: **153**
Lawrence, Kansas



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



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



Cub66
Reviews: **123**
Votes: **69**
Chicago, Illinois



mwooduk
Reviews: **1**
Votes: **512**
Miami



goodegg5
Reviews: **53**
Votes: **18**
Philly



ruthkred
Reviews: **169**
Votes: **75**
Town and Coun...



WanderLust M
Reviews: **86**
Votes: **95**
Redondo Beach,



Sue O
Reviews: **271**
Votes: **100**
Kent, United Ki...



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



Cordial1
Reviews: **190**
Votes: **61**



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



Anne_A52
Reviews: **8**
Votes: **1**
New York, New York



Lisa S
Reviews: **866**
Votes: **254**



ergohand
Reviews: **27**
Votes: **6**
HMB



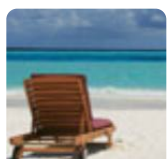
FLAKey33040
Reviews: **68**
Votes: **24**
Summerland, Bri...



Cambria5
Reviews: **340**
Votes: **120**
Ebensburg, PA



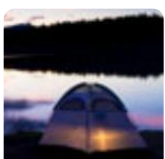
Cambria5
Reviews: **340**
Votes: **120**
Ebensburg, PA



katem j
Reviews: **90**
Votes: **26**
Suffern, New York



hrmgrrbt
Reviews: **28**
Votes: **13**



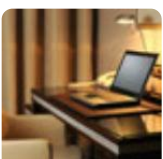
vakshun17
Reviews: **47**
Votes: **15**
Wolfeboro, New



T2Socks
Reviews: **272**
Votes: **132**
Key West, FL



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



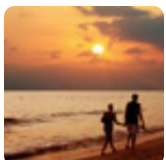
dalessiopietro
Reviews: **289**
Votes: **61**
Murray, Utah



DABMIN
Reviews: **41**
Votes: **17**
Baltimore, Mary...



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



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



HoldenBea
Reviews: **201**
Votes: **82**
Holden Beach,



tennis11
Reviews: **168**
Votes: **91**
Simpsonville, SC



Sherri W
Reviews: **21**
Votes: **13**
George West, Tex...



jeff1499
Reviews: **1**
Votes: **531**
Alexandria, VA



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



CaptnBill
Reviews: **38**
Votes: **20**
Cape Coral, Flo...



br01374859
Reviews: **141**
Votes: **50**
Ballston Spa, N...



travelkitty28
Reviews: **158**
Votes: **56**
midwest



Shawna G
Reviews: **270**
Votes: **134**
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...



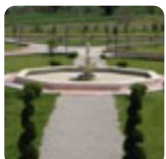
Kathy P
Reviews: **29**
Votes: **10**
Chicago, Illinois



Walsh13k
Reviews: **272**
Votes: **49**
Saratoga Spring...



Paul W
Reviews: **51**
Votes: **25**
Wesley Chapel, ...



Patricia S
Reviews: **80**
Votes: **22**



Gomersal-08
Reviews: **227**
Votes: **208**
Leeds



VirginiaSunny
Reviews: **109**
Votes: **44**
Virginia



Lmilaat
Reviews: **21**



Lori K
Reviews: **92**



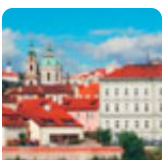
Dcraigclark
Reviews: **40**



Amy B
Reviews: **15**



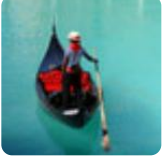
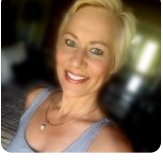
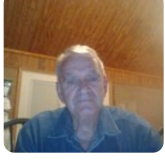
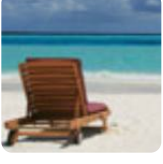
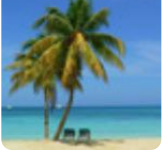
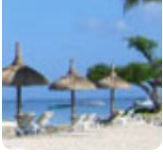
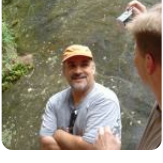
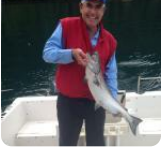
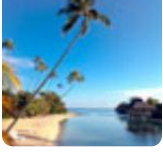
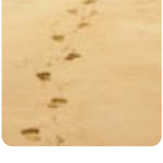
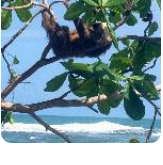
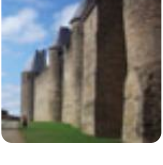
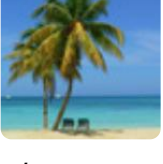
DebiOco
Reviews: **112**

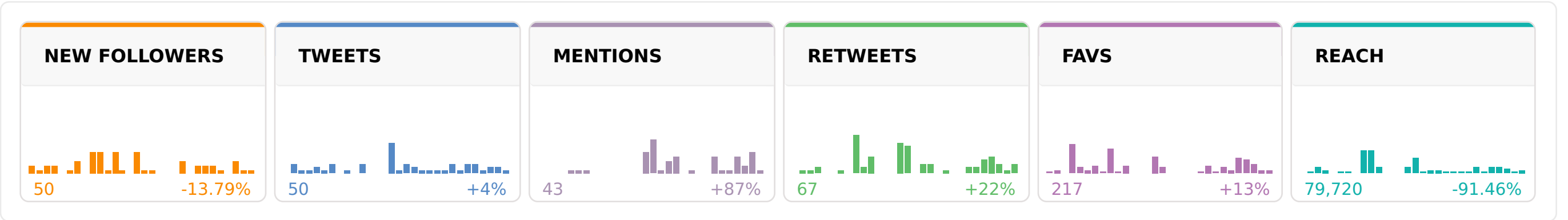


MargaretNJ2014
Reviews: **21**



kj0923
Reviews: **31**

 Traveller71Rio Reviews: 32 Votes: 6 West Palm Beach	 tefsearch Reviews: 15 Votes: 11 Lakeland, Florida	 DebieDC Reviews: 112 Votes: 74 Marietta, GA	 Donna H Reviews: 33 Votes: 7 Chicago, Illinois	 Dr. R. C. M Reviews: 143 Votes: 33 Fort Mohave, Ar...	 Mpollifax Reviews: 165 Votes: 53 Philadelphia	 merrybrook1 Reviews: 75 Votes: 32 Butler, Tennessee
 Steve P Reviews: 31 Votes: 10 Fairfield, Iowa	 BonjourduCanada Reviews: 42 Votes: 30 Toronto, Canada	 SEWiscon Reviews: 143 Votes: 39 Kenosha, Wisconsin	 sarahkathleen1 Reviews: 106 Votes: 54 Eastern Shore, AL	 Jolly B Reviews: 121 Votes: 127 San Francisco, ...	 Rick61 Reviews: 391 Votes: 139 Cambridge, Unit...	 FrankF2357 Reviews: 21 Votes: 11 Macomb, Illinois
 jackrabbit26 Reviews: 11 Votes: 2 Coastal North C...	 07417 Reviews: 32 Votes: 8 Saint Augustine...	 lisa r Reviews: 95 Votes: 24 illinois	 cocktailsanddreams Reviews: 28 Votes: 9 Key West, Florida	 Rosalie K Reviews: 4 Votes: 0	 Collette L Reviews: 73 Votes: 26 Milwaukee	 JaysaTravelinMan Reviews: 139 Votes: 91 Salisbury, Mary...
 FLGal1980 Reviews: 58 Votes: 43 Tampa, Florida	 FLGal1980 Reviews: 58 Votes: 43 Tampa, Florida	 Janet C Reviews: 62 Votes: 20	 bob A Reviews: 81 Votes: 14	 lollygal Reviews: 1 Votes: 375 New York City, ...	 Clamcake51 Reviews: 43 Votes: 18 Newport, Rhode	 sshmuffin Reviews: 21 Votes: 9 washington,dc
 BobMinchak Reviews: 271 Votes: 101 New York City, ...	 den-rick71 Reviews: 300 Votes: 124 Falmouth, Unite...	 conniecat Reviews: 32 Votes: 54 Topsail Island, NC	 Waldir José O Reviews: 10 Votes: 3	 happygirl497 Reviews: 28 Votes: 8 Rockaway, New	 Paula P Reviews: 11 Votes: 3	 A C R Reviews: 440 Votes: 397 Smyrna, Georgia
 Islander35 Reviews: 22 Votes: 7 New York City, ...	 moonchuckersmom Reviews: 75 Votes: 49 Connecticut	 raybyerley Reviews: 512 Votes: 134 Mandeville, Lou...	 Yacht1999 Reviews: 176 Votes: 56 Key West, Florida	 R S Reviews: 12 Votes: 3 New York City, ...	 KWLUV Reviews: 46 Votes: 21 New Jersey	 TwoPawsUp Reviews: 142 Votes: 59 Indiana
 DLanders Reviews: 173 Votes: 57 Bordentown, NJ	 Lynn R Reviews: 17 Votes: 7 Titusville, Flo...	 SunshineLadybird Reviews: 232 Votes: 73 Punta Gorda, Fl...	 downtowngreggbrown Reviews: 9 Votes: 1 Grover Beach, C...	 RaquelS14 Reviews: 16 Votes: 0 Santiago	 Stevew07 Reviews: 388 Votes: 134 Northamptonshire	 Stevew07 Reviews: 388 Votes: 134 Northamptonshire
 MarianneSup Reviews: 24 Votes: 19 Philadelphia, P...	 Aaron K Reviews: 738 Votes: 271 Tokyo Prefectur...	 Idoree Reviews: 44 Votes: 11 atlantic city	 Mike M Reviews: 58 Votes: 7 Philadelphia, P...	 HavenCt Reviews: 20 Votes: 6 CT	 Mary B Reviews: 242 Votes: 83 Bethalto, Illinois	 travelinggrace816 Reviews: 37 Votes: 9 Nutley, New
 letsvaca Reviews: 59 Votes: 20 Egg Harbor	 Lindsey F Reviews: 322 Votes: 172 Columbia, Missouri	 June C Reviews: 17 Votes: 7 Saint Louis, Mi...	 bert3580 Reviews: 22 Votes: 2 Huntsville, Ala...	 a TripAdvisor user Reviews: 0 Votes: 0		



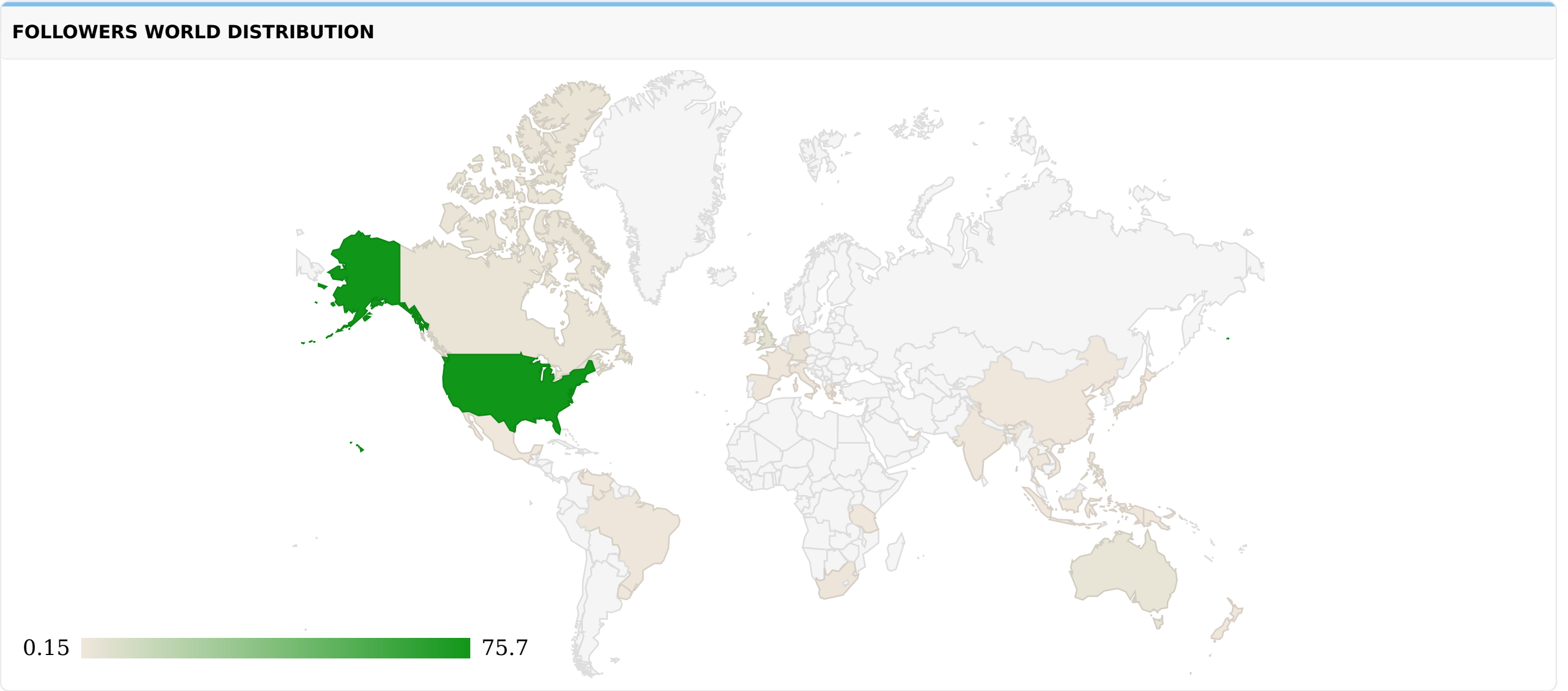
Followers	862	New Followers	50	Following	2,023	Tweets	50	Mentions	43
RTs by me	72	RTs of me	67	Quotes	7	Favorites	217	Lists	18
Reach	79,720	Replies	4	Link Clicks (Platform Posts)	37				

66% of engagement is **fav**s. On average you get **4.34** favs, **1.34** retweets, **0.86** mentions and **1.02** new followers per post. Your engagement rate is **6.54** (interactions per post)

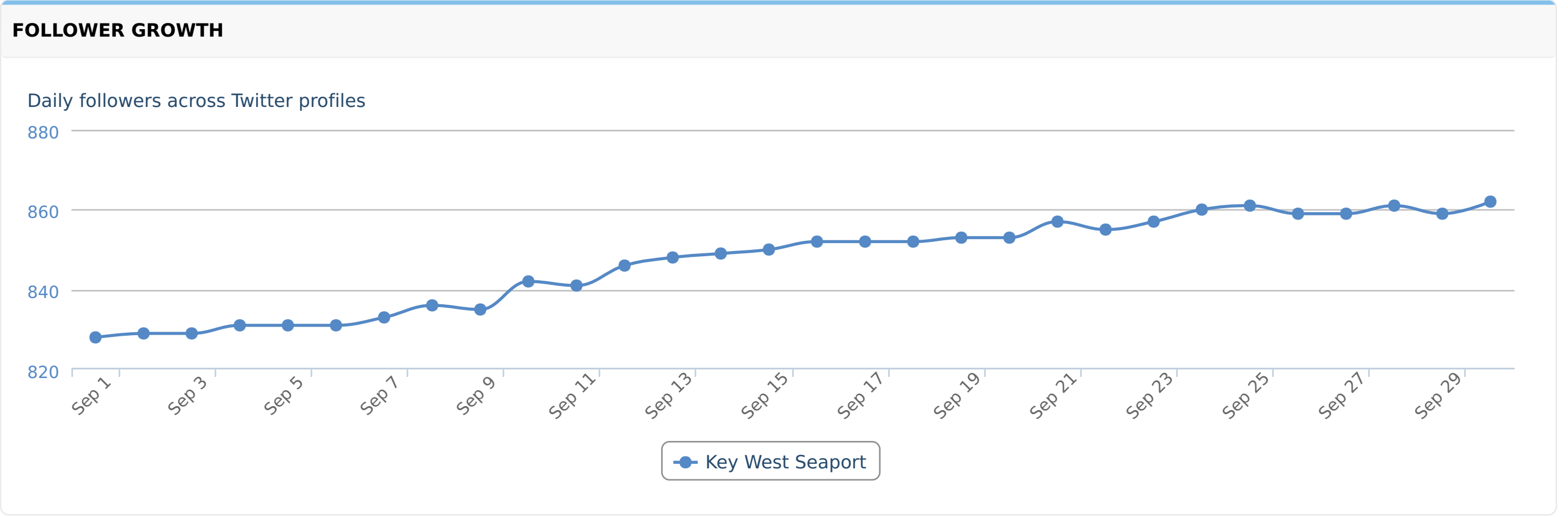
Your reach has exceeded your total followers **22** times during this period.

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 (**75.7%**). 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)
869	14,145	1,541	9,752	507	1,618	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 3.2x then you.		You follow 0.4x more users than follow you.	



55

HistoricSeaport

Top 5 topics you influence

Florida Keys

Key West

Jimmy Buffett

Ernest Hemingway

Boating

People that influence you

45 ConchFarm (1,235)

36 mellowventures (142)

43 waterfrontbrews (677)

43 YankeeFreedom (1,142)

65 thefloridakeys (42,952)

People that you influence

47 BellaVita_KeyW (634)

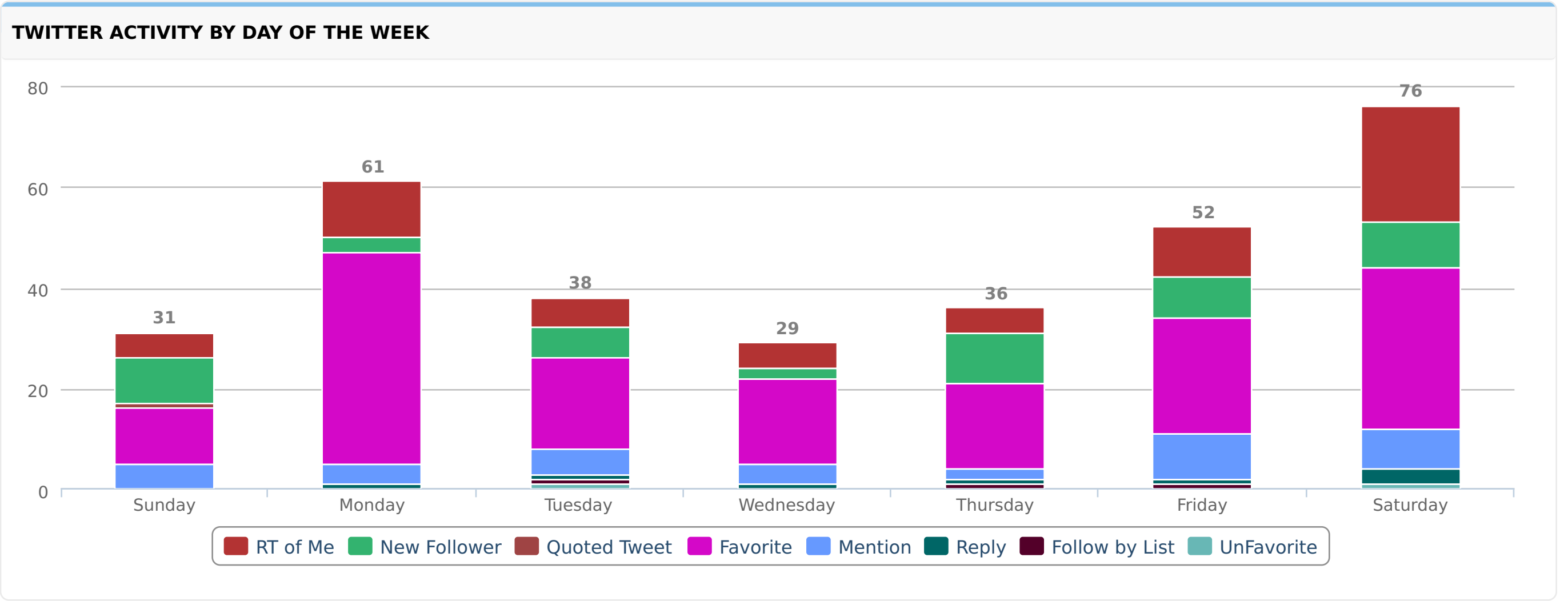
40 KWBaitandTackle (96)

56 vdstaff58 (5,148)

69 zipporahs (151,150)

46 Nails_Nathan (329)

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	4:00 AM - 5:00 AM	3:00 PM - 4:00 PM	9:00 AM - 10:00 AM	2:00 PM - 3:00 PM
15% of retweets occur during this time	13% of replies occur during this time	11% of mentions occur during this time	13% of favorites occur during this time	13% of new follower occur during this time



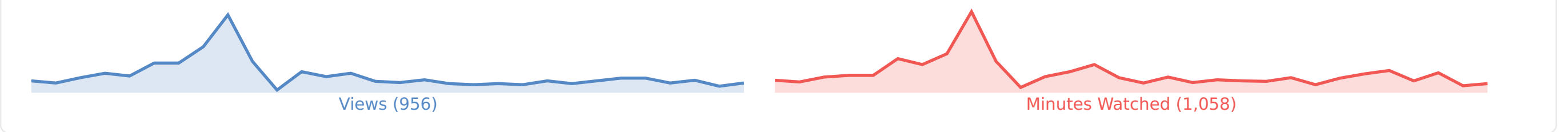
MOST ENGAGEMENT DAY	MOST RETWEETED	MOST REPLIED	MOST FAVORITED
Saturday September 9, 2017	We are hoping for the safety of everyone in #HurricaneIrma's path & for our beautiful #FloridaKeys to pull through!... https://t.co/0Go...	@RedCross positioned at Lands End in front of #LocalColor with the one and only totem pole at the #HistoricSeaport! ... https://t.co/6VLqavGkUs	We are hoping for the safety of everyone in #HurricaneIrma's path & for our beautiful #FloridaKeys to pull through!... https://t.co/0Go...
11 RTs, 28 favs, 1 unfavorites	12 retweets	1 replies	21 favorites

Most Frequently Used Hashtags		
Hashtag	Times	% of total
#hurricaneirma	4	5%
#september	3	4%
#lovefl	4	5%
#fl	2	3%
#floridakeys	4	5%
#flkeys	3	4%
#thekeys	3	4%
#keywest	14	16%
#historicseaport	9	10%
#blog	3	4%

Most Mentioned Users		
User	Times	% of total
 Key West Citizen	3	14%
 Monroe County News	2	10%
 Waterfront Brewery	2	10%
 American Red Cross	1	5%
 Miami Herald	1	5%
 Royal Caribbean	1	5%
 ConchRepublicSeafood	1	5%
 Florida Weekly	1	5%
 Cuban Coffee Queen	1	5%
 Half Shell Raw Bar	1	5%

Views	956	Minutes Watched	1,058	Watched Duration	2,158	Subscribers	12	Total Videos	3
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CURRENT TRENDS



You had **956** views (**31.87** per day).. On average you get **0** comments, **0** likes, **0** shares per view.

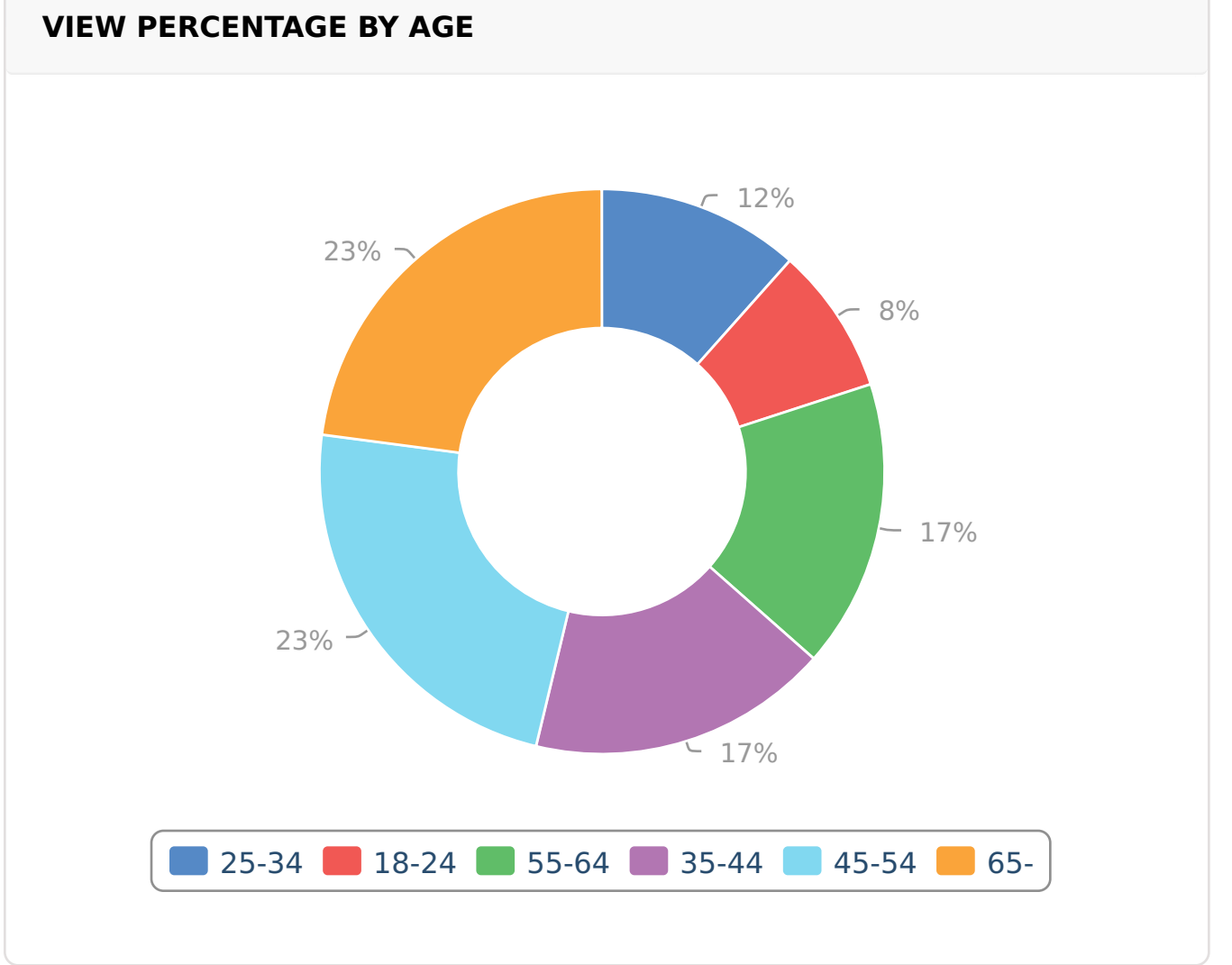
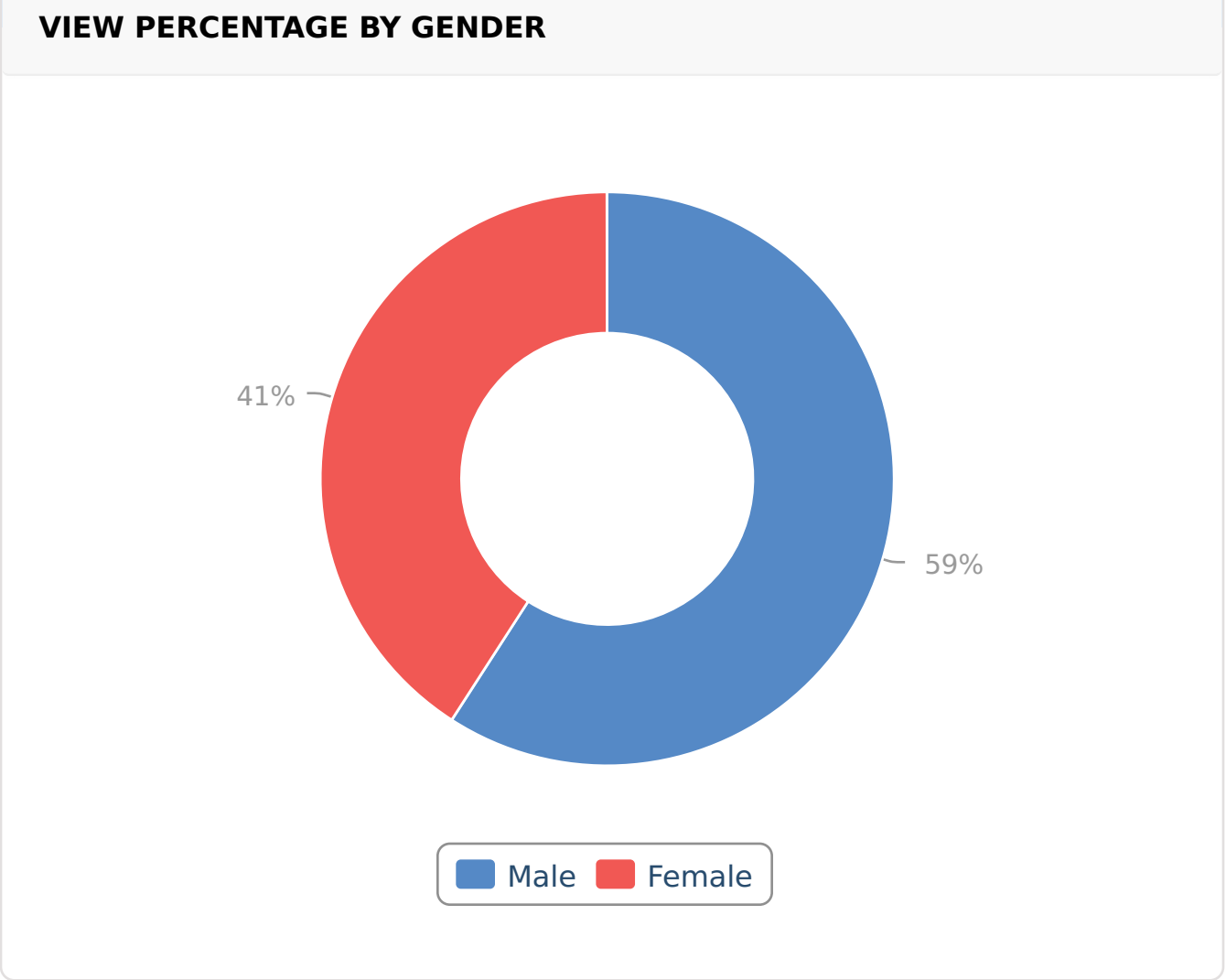
On average **0%** of your views result in engagement.

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

Most viewers or **87.97%** get to your videos from **link on another website**. Majority of minutes watched or **89.01%** are from users that arrive from **link on another website**.

Most users or 58.37% use **desktop** to watch your videos. Majority of minutes watched or **65.1%** are from users using **desktop**.

Most users or **46.65%** use **Windows** operating system to watch your videos. Majority of minutes watched or **54.3%** are from users using **Windows**.



MOST VIEWS

Key West Historic Seaport - Official Video

936 views