

Social Media Quarter

Key West Historic Seaport

November 1, 2016 - January 31, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Account

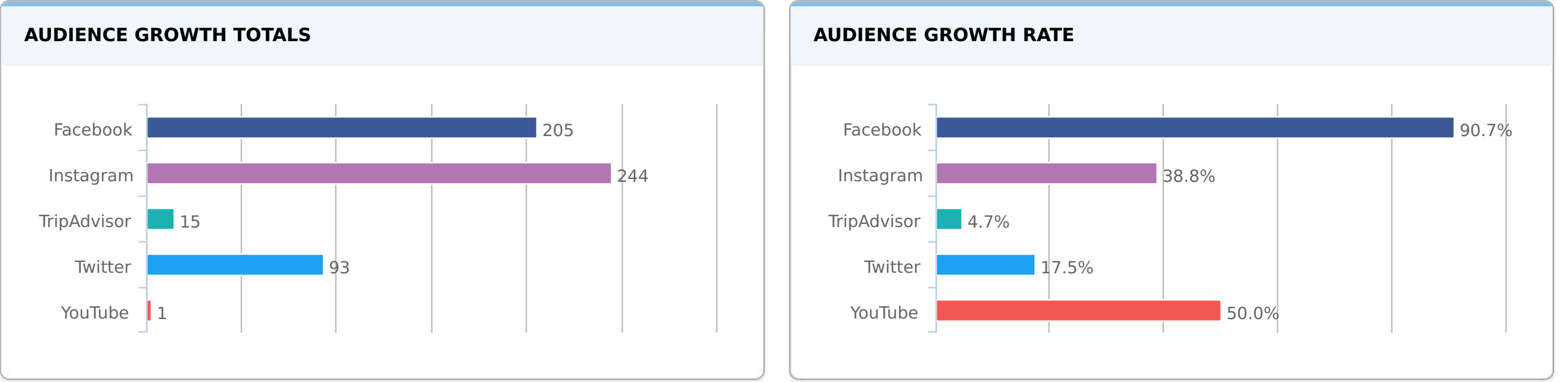
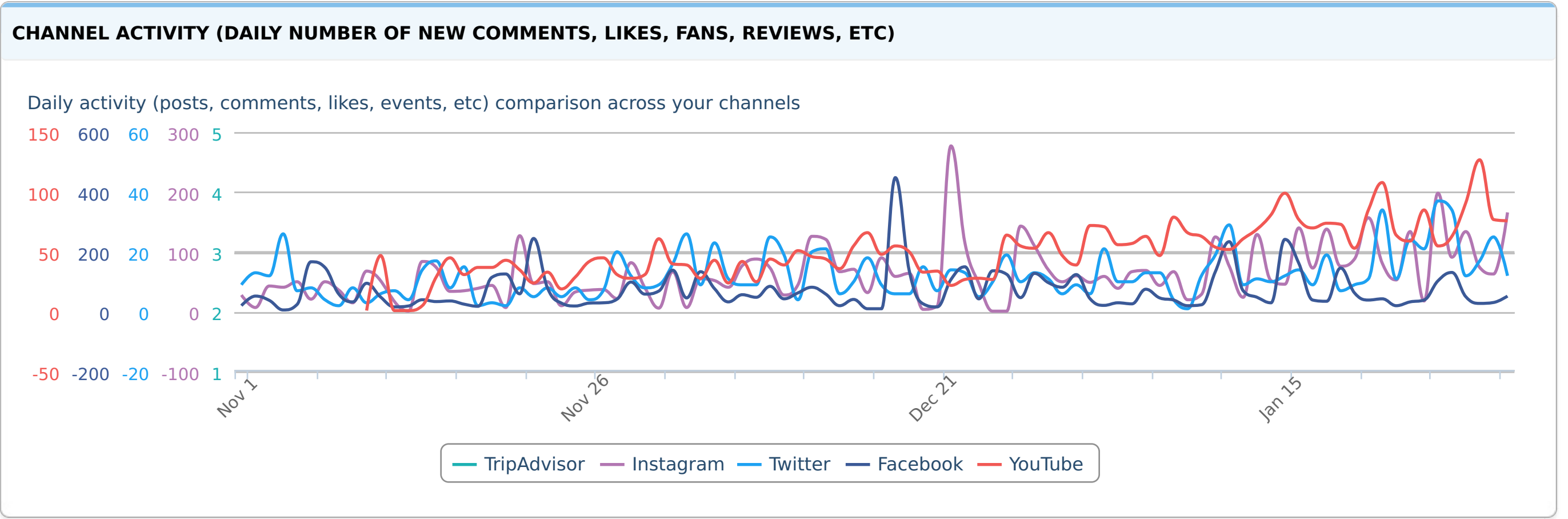
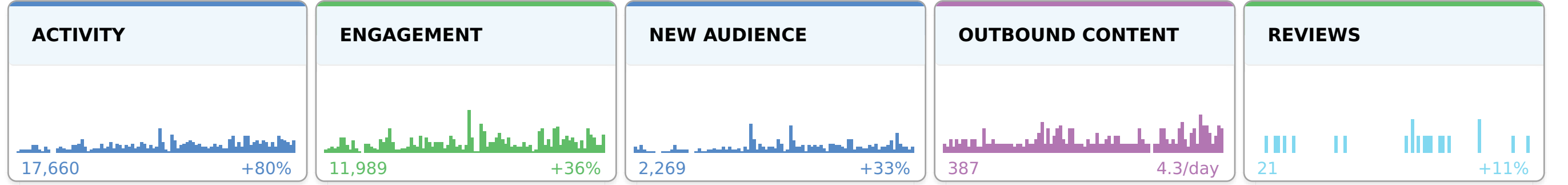
1 Twitter Profile

1 TripAdvisor Attraction

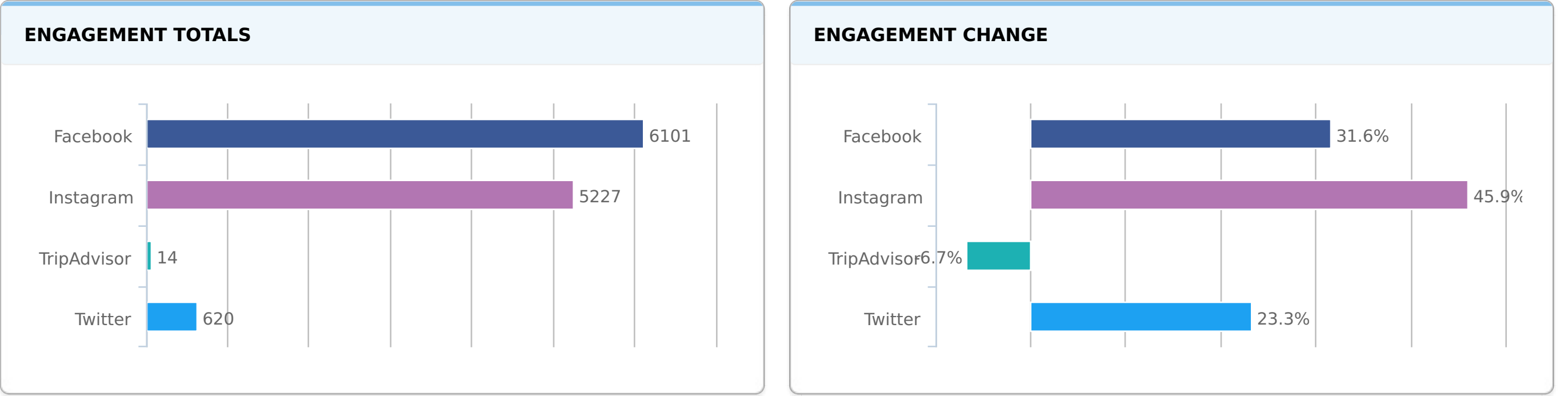
1 YouTube Channel

Prepared by: ADEPT Strategy & Public Relations

Cross Channel

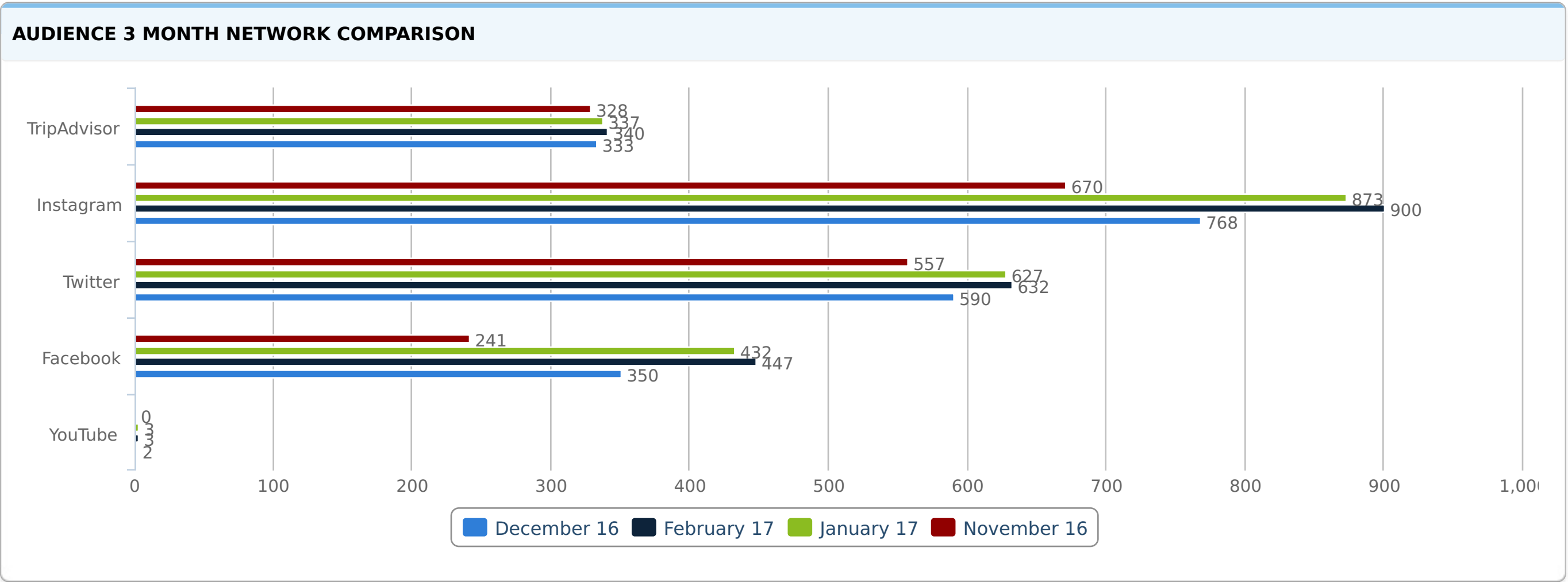
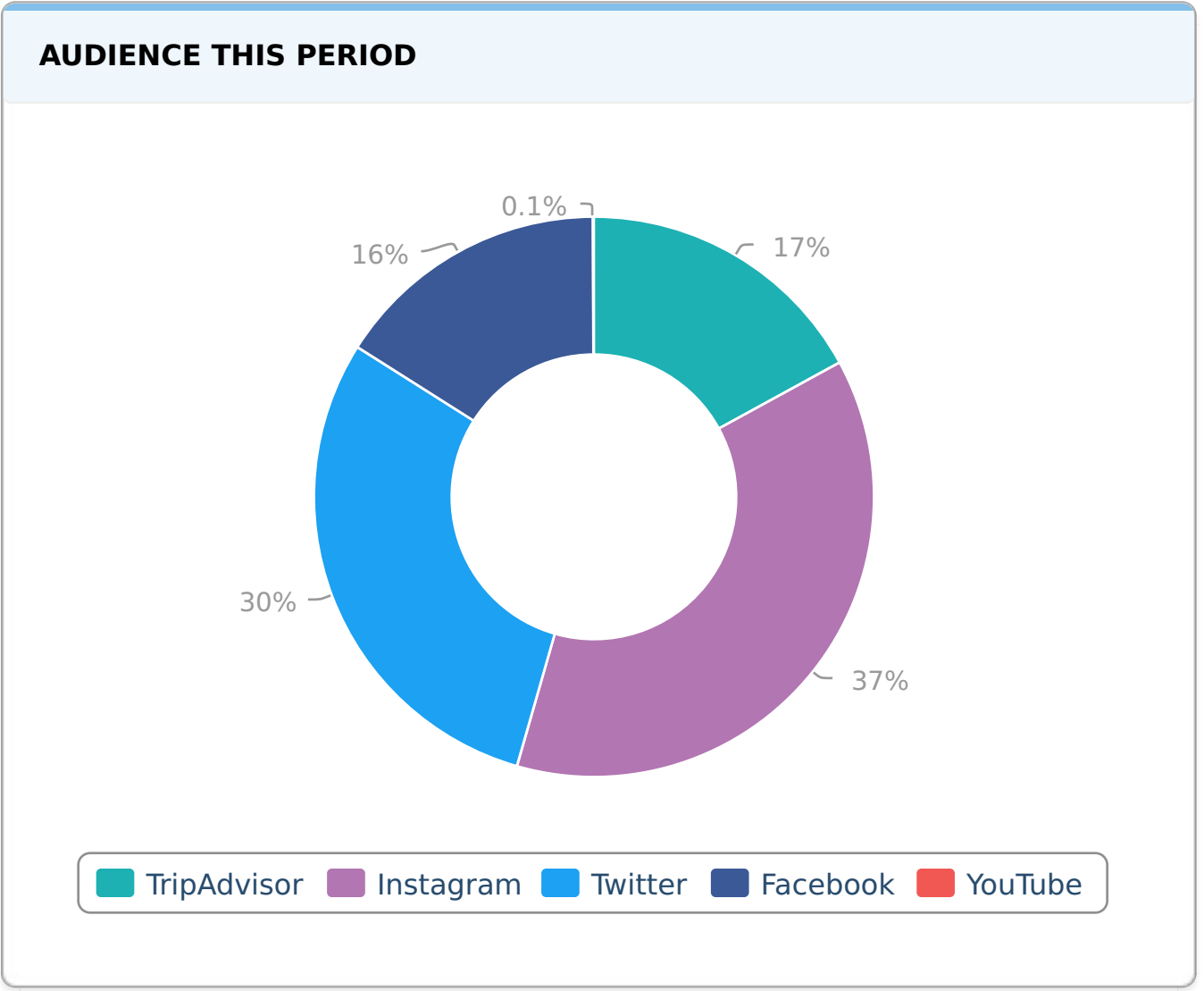
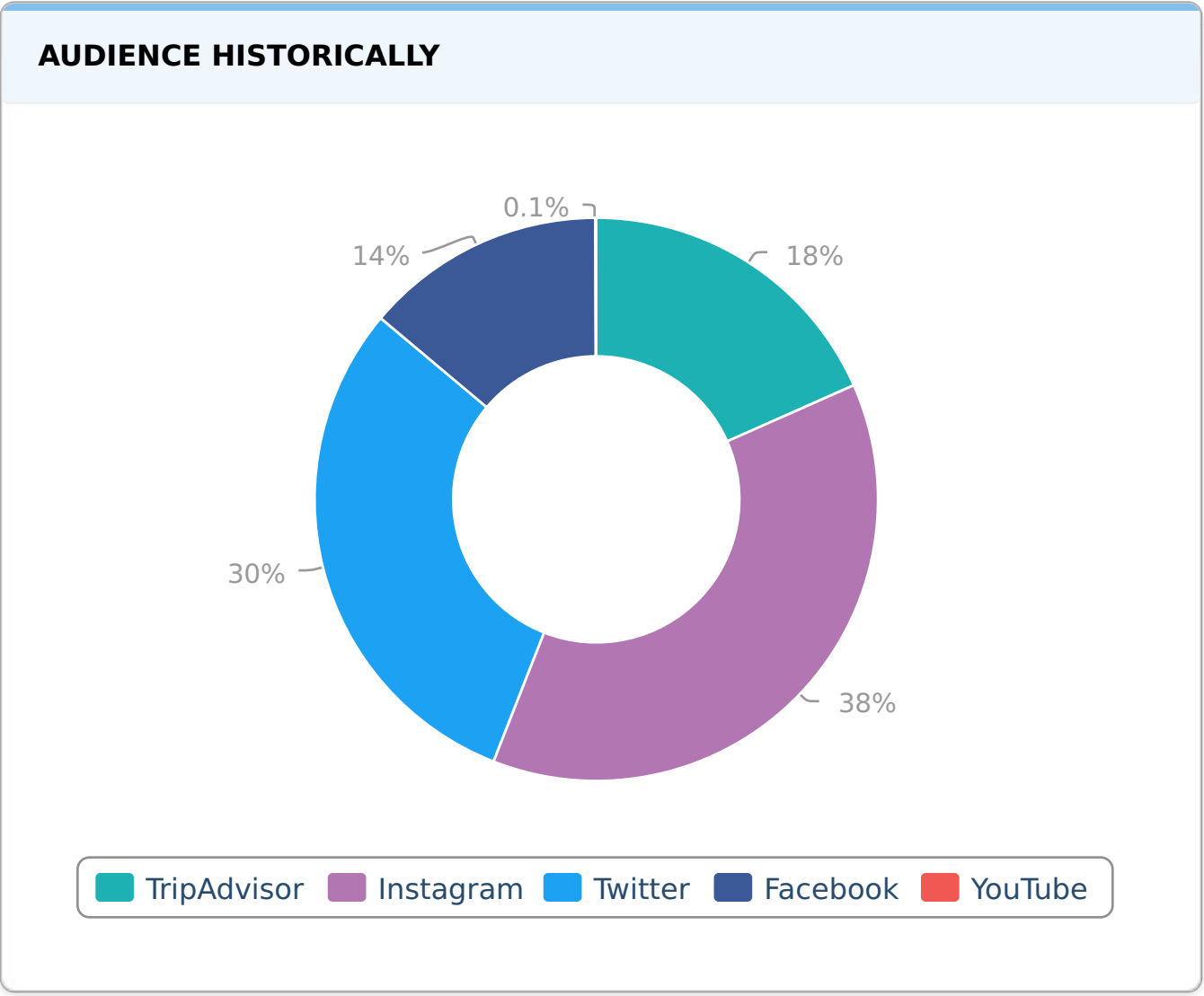


Instagram accounted for the most audience growth, with **244** new followers added. **Facebook** was your fastest-growing channel, with **90.71%** friend growth.



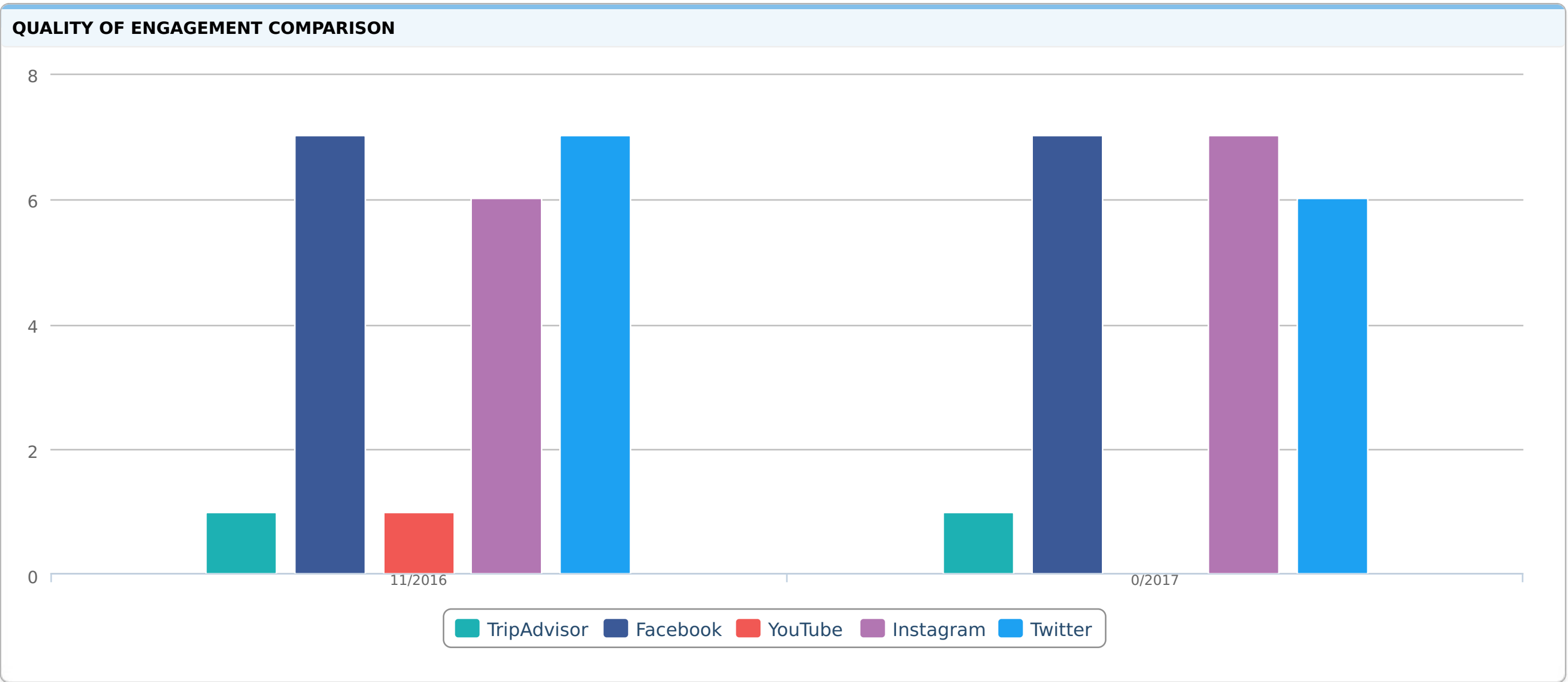
Facebook accounted for the most engagement growth, with **6101** new actions. **Instagram** had the biggest change in engagement of **45.88%**.

Instagram accounted for the most audience growth, with **244** new followers added. **Facebook** was your fastest-growing channel, with **90.71%** friend growth.

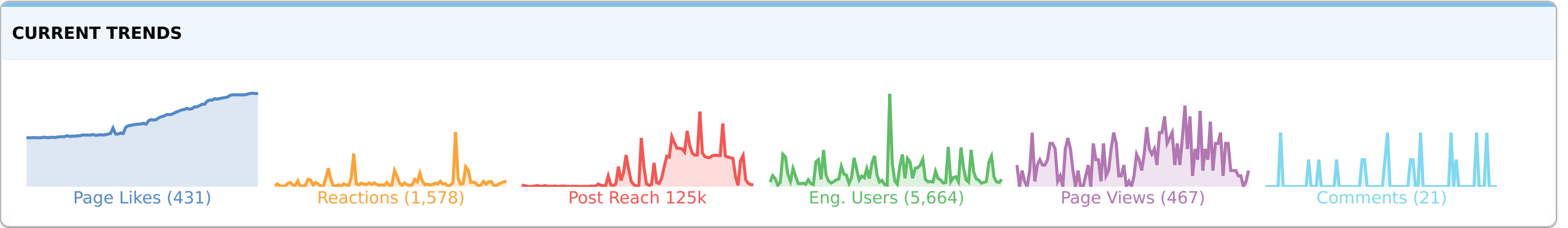


Facebook accounted for the most engagement growth, with **6101** new actions. **Instagram** had the biggest change in engagement of **45.88%**.

Your current current engagement level is **4.9**



| | | | | | | | | | |
|---------------|-------|----------------|-----|------------------|--------|------------------|--------|------------|-------|
| Page Likes | 431 | New Page Likes | 215 | Total Reach | 163.8k | Post Reach | 124.9k | Eng. Users | 5,664 |
| Total Clicks | 4,298 | Page Views | 467 | Page Impressions | 223.6k | Post Impressions | 152.5k | Posts | 133 |
| Visitor Posts | 1 | Comments | 21 | Reactions | 1,578 | Post Unlikes | 21 | Shares | 101 |
| Video Views | 8 | Reviews | 7 | Checkins | 189 | Mentions | 4 | Messages | 26 |






You have published **134** posts (**1.46** per day). **67%** of interactions are clicks (**32.1** per post). On average you get **0.16** comments**0.75** shares per post.

Your posts reached a total of **124,920** users (**1,358** per day). On average **5%** of users reached engage with your content.

You had a total of **223,588** page impressions (**2,430** per day). On average **3%** of your page impressions result in engagement.

United States is the country with most audience (92.38%). You have audience in 12 countries.



| MOST LIKED | MOST COMMENTED | MOST ENGAGED USERS | MOST SHARED |
|--|--|--|--|
|  <p>Hello and happy Friday from Vacation Homes of Key We...</p> | <p>Visit Key West's Historic Seaport & find world class dining, shopping, accommodations, museums & water excursions, all while soaking up breathtaking views.</p> |  <p>This Sunday's #SeaportSpotlight features Casey Arnol...</p> |  <p>This fiery orange sunset in December is picture-perf...</p> |
| 197 reactions | 6 comments | 527 engaged users | 12 shares |

Majority of your posts or 70% are links. Reviews however offer you the best engagement rate of 8 events per post.

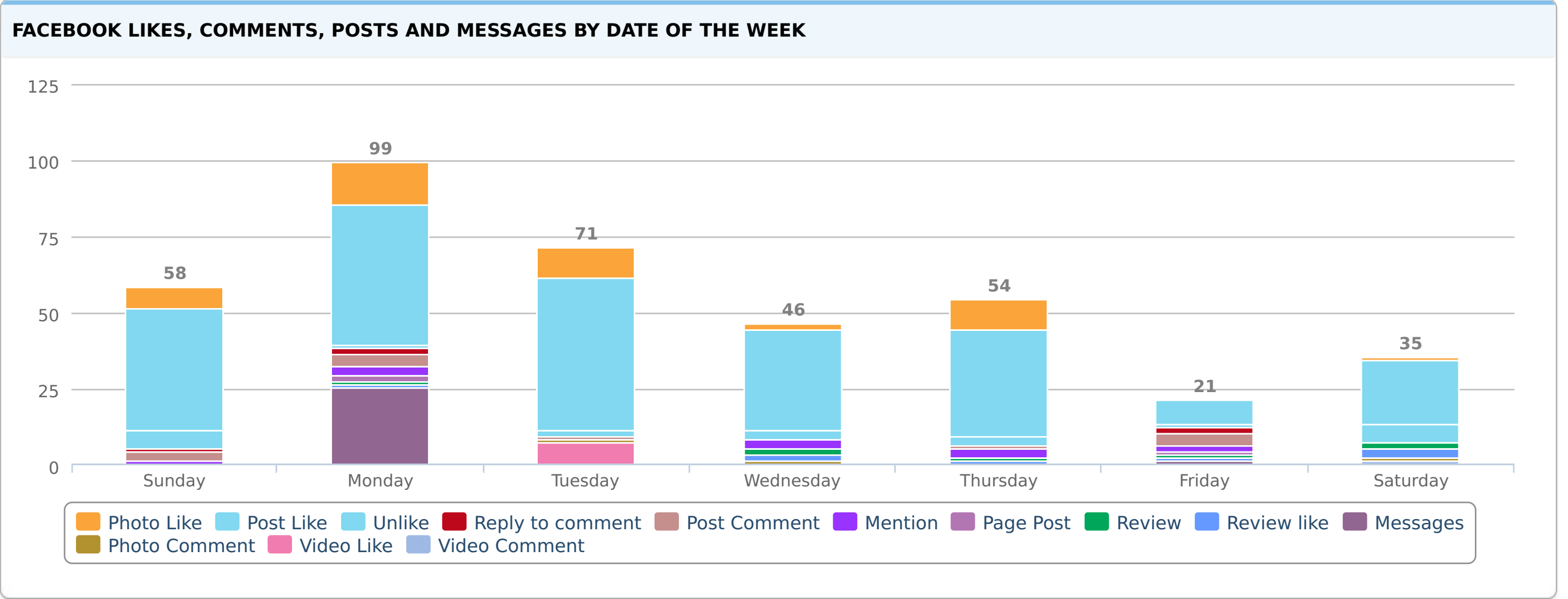
Most of engagement (reactions, comments and shares) or 100% comes on days when post at least once. Majority of post engagement or 93% are reactions.

You had 2 different users posting content during this period.

TOP PUBLISHERS

| User | Posts | % of all posts | Total Likes | Total Comments | Total Shares |
|--|-------|----------------|-------------|----------------|--------------|
|  Key West Historic Seaport | 137 | 104% | 1146 | 19 | 85 |
|  Vacation Homes of Key West - VHKW | 3 | 3% | 412 | 3 | 18 |
| | | | | | |

| BEST TIME FOR LIKES | BEST TIME FOR COMMENTS | BEST TIME FOR MENTIONS |
|-------------------------------------|--|--|
| 1:00 PM - 2:00 PM | 6:00 PM - 7:00 PM | 12:00 PM - 1:00 PM |
| 32% of likes occur during this time | 18% of comments occur during this time | 17% of mentions occur during this time |



Most users reached, or **31.52%**, are from **Brazil**

7 REVIEWS

by **Graça Freitas da Silva** on **Jan 30, 2017**

Key West Historic Se

1 Likes

by **Nancy Cruz Pinco** on **Jan 14, 2017**

Key West Historic Se

1 Likes

by **Joe Haggerty** on **Jan 14, 2017**

Key West Historic Se

1 Likes

It was incredible! Wonderful food, great atmosphere. Get there.... SOON! 💎

by **Anne Hudson** on **Dec 29, 2016**

Key West Historic Se

1 Likes

by **Jose Javier Tello** on **Dec 22, 2016**

Key West Historic Se

1 Likes

by **Anja Kreis** on **Dec 21, 2016**

Key West Historic Se

1 Likes

by **Milagros Guardia** on **Nov 9, 2016**

Key West Historic Se

1 Likes

MOST VIEWED VIDEO

The Florida Keys & Key West

24 views

MOST LIKED VIDEO

Friday afternoon at the Historic Seaport

197 likes

MOST SHARED VIDEO

Friday afternoon at the Historic Seaport

8 shares

MOST COMMENTED

Friday afternoon at the Historic Seaport

1 comments

Most of video engagement (likes, comments and shares) or **89%** comes on days when you do not upload videos. Majority of video engagement or **95%** 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**

3263% of percent videos views result in engagement. That's **88% increase** compared to last period.

New Media91

New Videos1

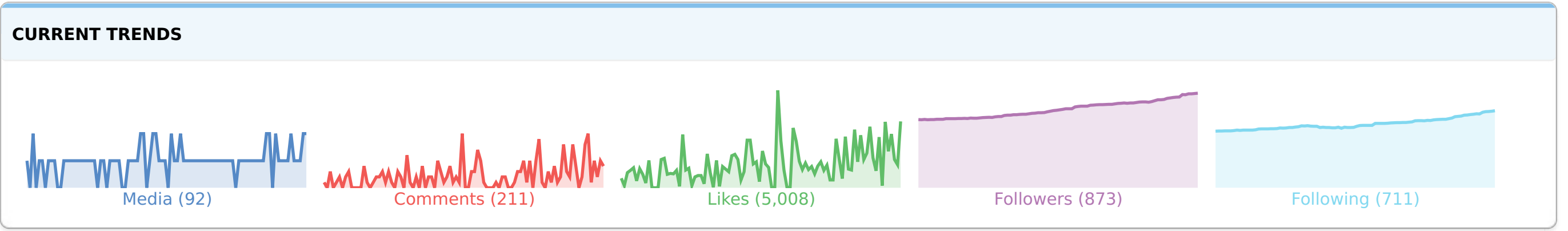
Comments211

Likes5,008











Followers873

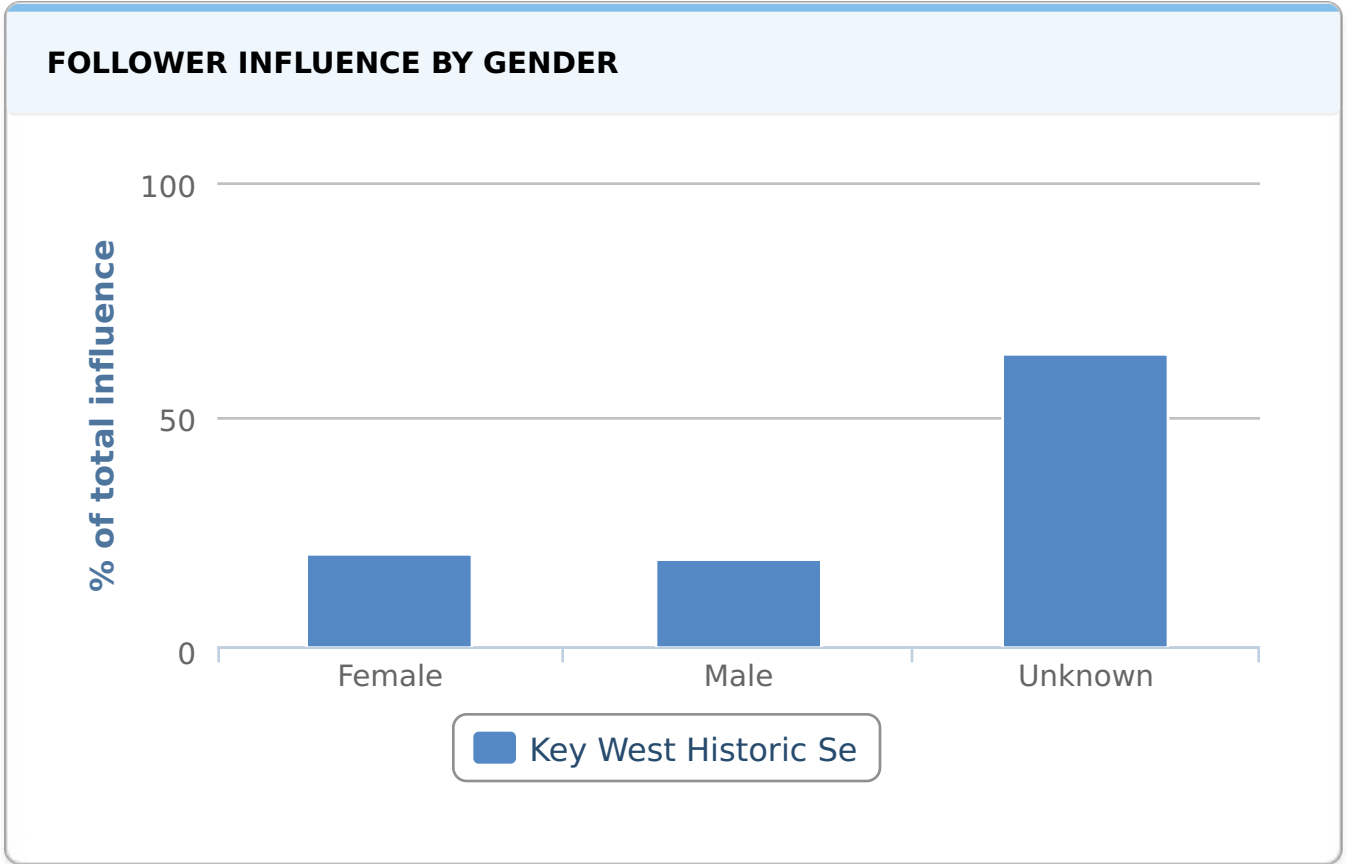
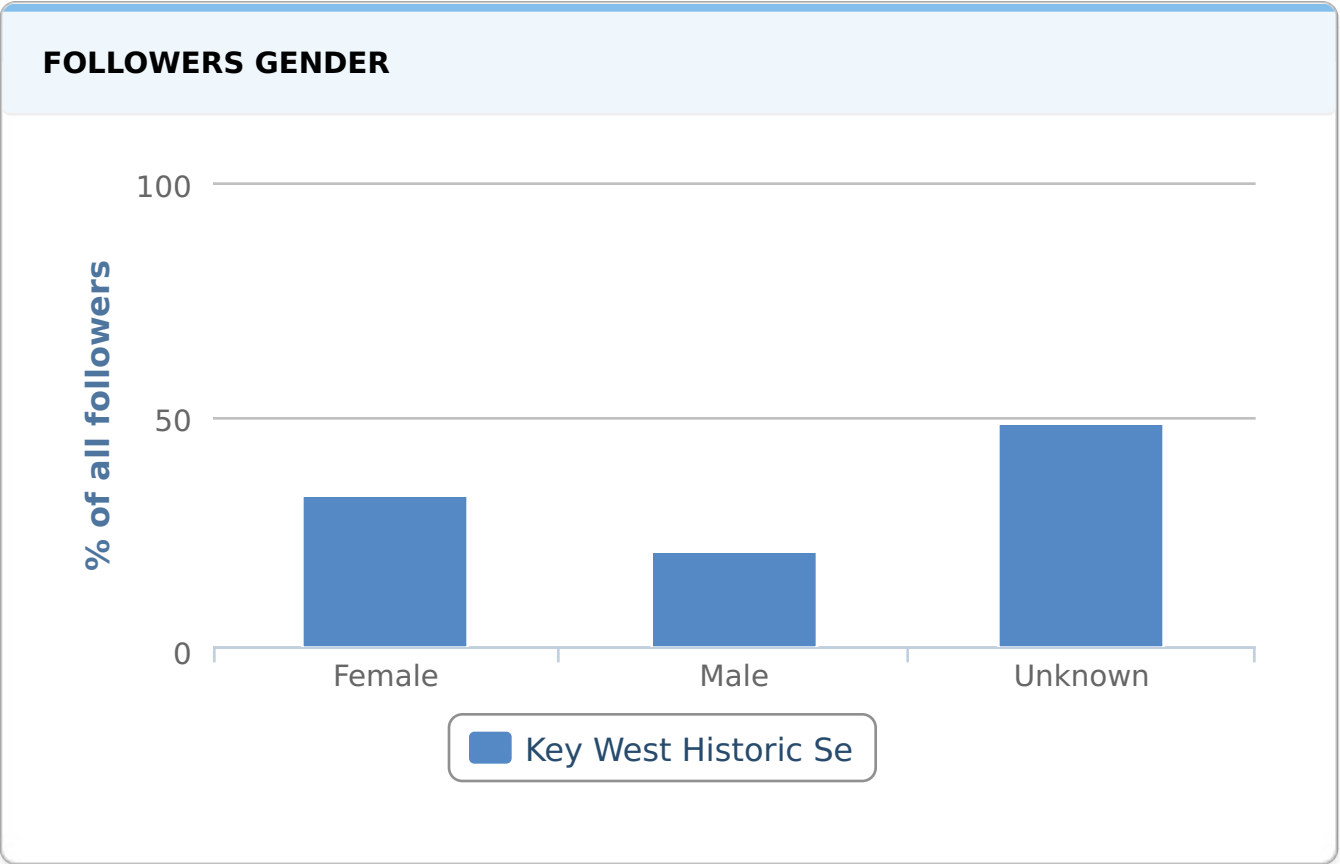
Following711

Total Medias207



TOP POSTS BY NUMBER OF LIKES

| Post | Publisher | Likes | % of all likes |
|---|---|-------|----------------|
|  Hanging out by the docks! For information on the... |  Key West Historic Seaport | 110 | 3% |
|  Beautiful sunset at a beautiful place. Photo ... |  Key West Historic Seaport | 96 | 2% |
|  Watch Bottlenose Dolphins in their natural habita... |  Key West Historic Seaport | 92 | 2% |
|  I think we're speechless with this captivating Ke... |  Key West Historic Seaport | 89 | 2% |
|  If your morning to-do list looks something like: ... |  Key West Historic Seaport | 86 | 2% |



MOST COMMENTS DAY

Wednesday
January 25, 2017


10 comments

MOST COMMENTS BY


Key West Historic Seaport

6 comments











MOST COMMENTED












For fresh seafood, stop by @halfshellrawbar to try t...

8 comments, 77 likes

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

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

| Most Influential Followers | | |
|--|-----------|------------------|
| | | |
| User | Followers | % of total reach |
|  Flavia Peixoto | 112,531 | 9% |
|  Rio Academia Natural 𐄂𐄂... | 54,300 | 5% |
|  Chef Eddie Brik | 39,591 | 3% |
|  Miami Prime Living | 32,107 | 3% |
|  Ragnhild Jevne | 31,508 | 3% |
|  Cowboy & Cowgirl Charters | 30,361 | 3% |
|  Matt Monge | 29,519 | 3% |
|  Shades starting at \$24! | 26,692 | 3% |
|  TRAVEL BASECAMP | 24,924 | 2% |
|  A L I N E G U E R I N O | 23,821 | 2% |

| Most Active Followers | | |
|--|-------|-----------|
| | | |
| User | Posts | Followers |
|  Leslie P Burrell | 5,959 | 1,168 |
|  Kyla Shoemaker | 5,436 | 1,141 |
|  you're a catch 22 | 4,455 | 1,530 |
|  ThatGingerAnna | 4,301 | 592 |
|  AquariumDepot.com | 3,069 | 2,420 |
|  April Ann | 2,647 | 946 |
|  Christina S. | 2,603 | 7,549 |
|  New York Lunker Hunter... | 2,444 | 6,650 |
|  Odin | 2,404 | 6,225 |
|  K E L L Y N O R M A N | 2,368 | 1,657 |

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


MOST LIKES DAY

Wednesday

December 21, 2016

225 likes, 5 comments

MOST LIKED



Hanging out by the docks! For information on the Ke...

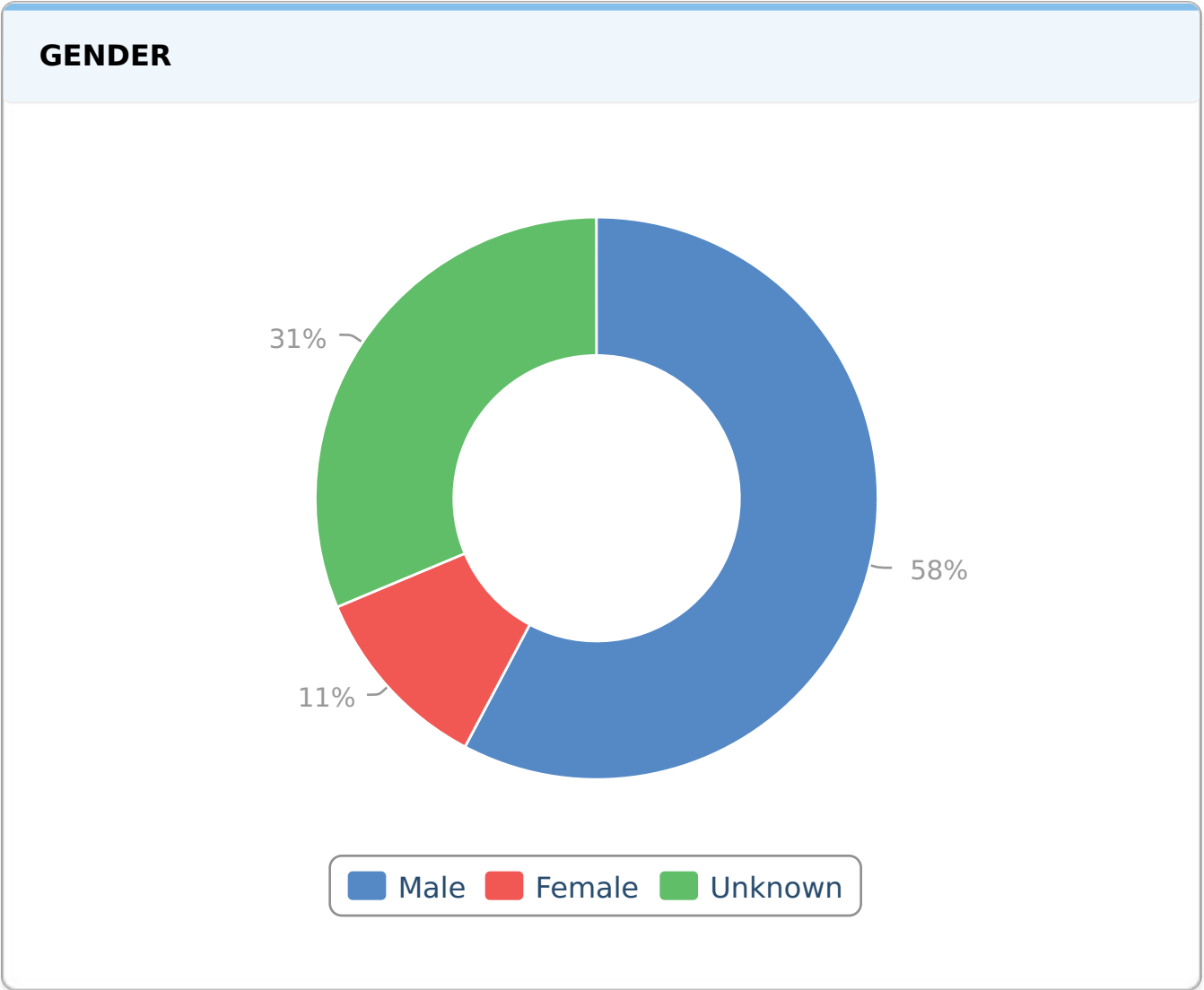
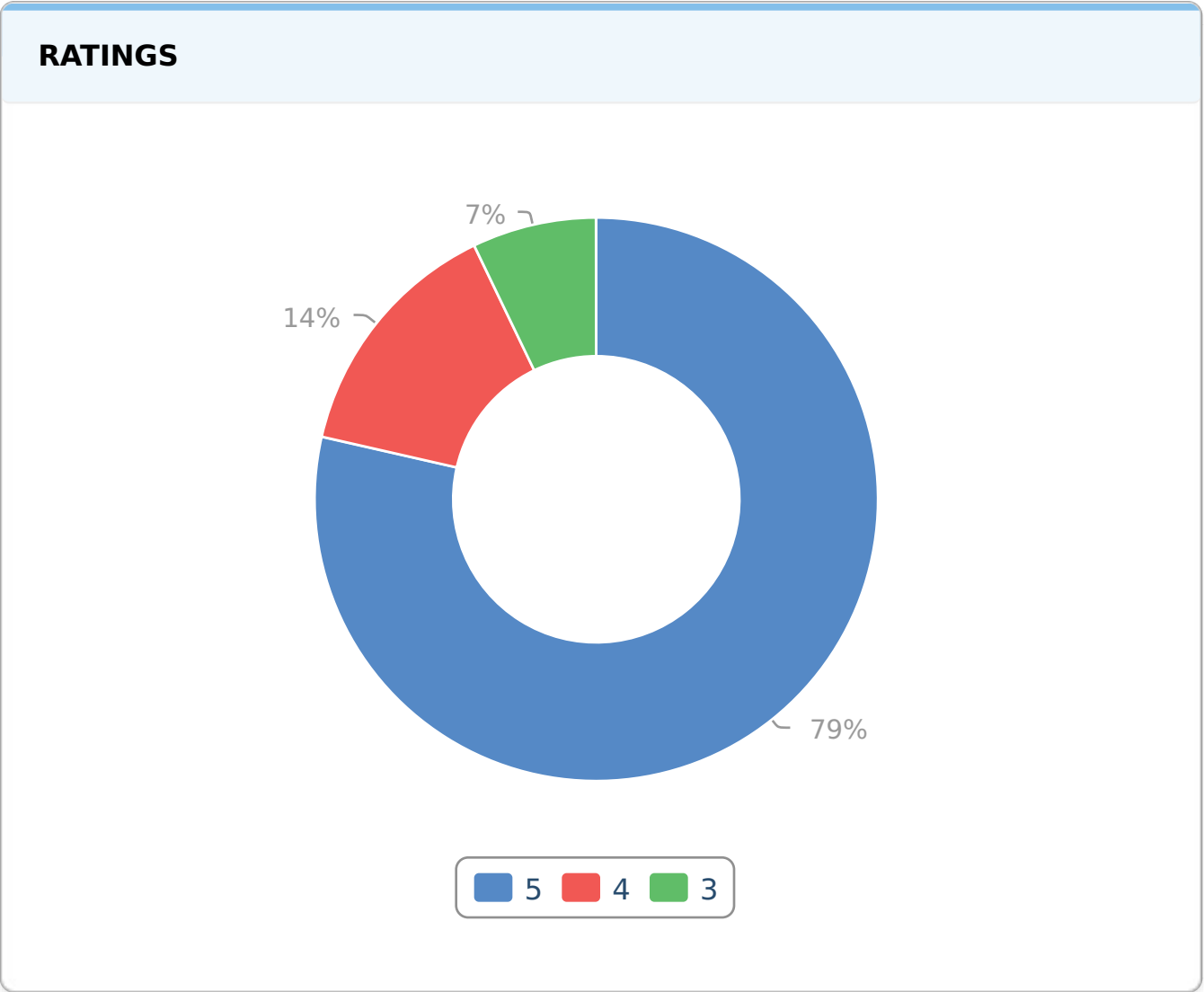
110 likes

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

Monitoring: **1 TripAdvisor Account**

Reviews: **14**

Rating: **4.71**



14 REVIEWS

- 

Great view and eating and shopping

Historic Seaport at

We were here for a boat ride to Garden key. We also visited to to do some shopping and to see the cruse ships.

by **bob A** on **January 25, 2017**
- 

The View Will Take Your Breath Away

Historic Seaport at

Grab your coffee and watch the early morning unfold or, a wine, and watch the sunset. Just beautiful and it's all for you, free of charge.

by **Walsh13k** on **January 4, 2017**
- 

Excellent

Historic Seaport at

I hate to admit we thought we'd seen this but the next day realized we hadn't walked along the seafront far enough. This area starts with...

by **easterntreker** on **January 2, 2017**
- 

Center of all Waterfront Activity in Key West

Historic Seaport at

You could spend a week here and not get through all of the adventures and food choices to be had. Great boardwalk and always interesting ...

by **Mj T** on **January 1, 2017**
- 

Stroll through the Seaport

Historic Seaport at

What's a visit to Key West without a touch of the seaport? Exactly. We enjoyed the waterfront, the sea gypsy people, the yachters, all th...

by **ceebean** on **December 28, 2016**
- 

Nice boardwalk

Historic Seaport at

Nice for a leisurely walk and for people watching. Grab a go cup and wander around. There's performers, massive cruise ships docked, and ...

by **JayUlrich** on **December 27, 2016**
- 

Yatch to Row boats in this harbor! What fun just watching the activity.

Historic Seaport at

This is one of our favorite activities. It is free, fun and a real learning experience for all. You can see million dollar Yachts, Cats, ...

by **George B** on **December 25, 2016**
- 

Nice walk

Historic Seaport at

This is a nice walk, and it is a must do, but I would not say there is anything overly exciting. It is a meandering boardwalk with docks,...

by **Mitchelllafrance** on **December 23, 2016**
- 

Best area in key west

Historic Seaport at

Love this area the best in key west ! Lots of boats and great restaurants ! So much better then party Duval street ! Great food !

by **jens_7279980001** on **December 1, 2016**
- 

Boardwalk Along the Marina

Historic Seaport at

Enjoy a nice walk down the board walk of the marina passing restaurants, shop, and every kind of boat along the way. So many places to ea...

by **Bigbamboosup** on **November 28, 2016**
- 

Always something happening here

Historic Seaport at

Tremendous spot for watching the Key West world going by, both on foot and afloat, and by day and by night. The range of seagoing craft i...

by **aberdeenangler** on **November 25, 2016**
- 

Great Eating Places along The Seaport

Historic Seaport at

This is a great place to just stroll around and look at all the boats in the harbour, there are lots of eateries to choose from and we we...

by **MinnieM1928** on **November 14, 2016**
- 

interesting

Historic Seaport at

Just two blocks from Duval street, Key West's love affair with the sea is honored at the historic seaport at the Key West Bight, where th...

by **adi035** on **November 11, 2016**
- 

Fun, beautiful view of Key West

Historic Seaport at

We enjoyed the shops, the view and delicious places to eat. This is a must see spot when visiting Key West.

by **lauradky1** on **November 8, 2016**
- 

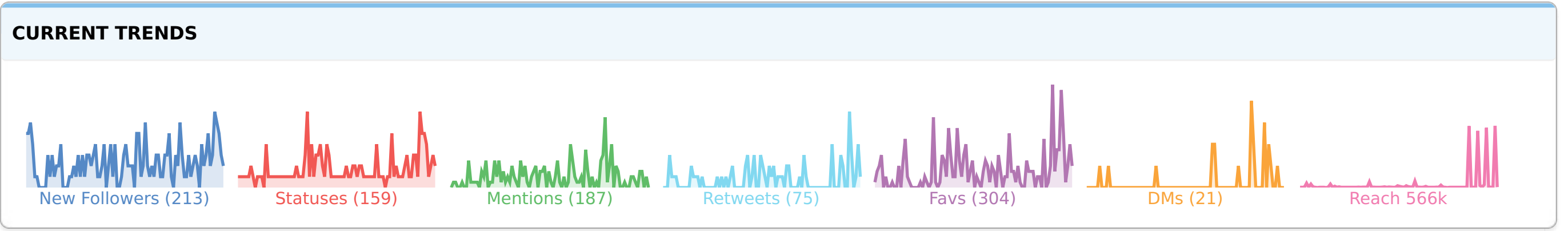
Strole the Boardwalk

Historic Seaport at

If you can't find some place you like to eat here - you are just not hungry - Lots of boats, restaurants & things to see.

by **Hugh S** on **November 5, 2016**

| | | | | | | | | | |
|-------------|-----|---------------|---------|-----------|-------|------------------------------|-----|-----------|-----|
| Followers | 625 | New Followers | 213 | Following | 1,888 | Statuses | 159 | Mentions | 187 |
| Inbound DMs | 21 | RTs by me | 69 | RTs of me | 75 | Quotes | 15 | Favorites | 304 |
| Lists | 13 | Reach | 565,758 | Replies | 13 | Link Clicks (Platform Posts) | 55 | | |



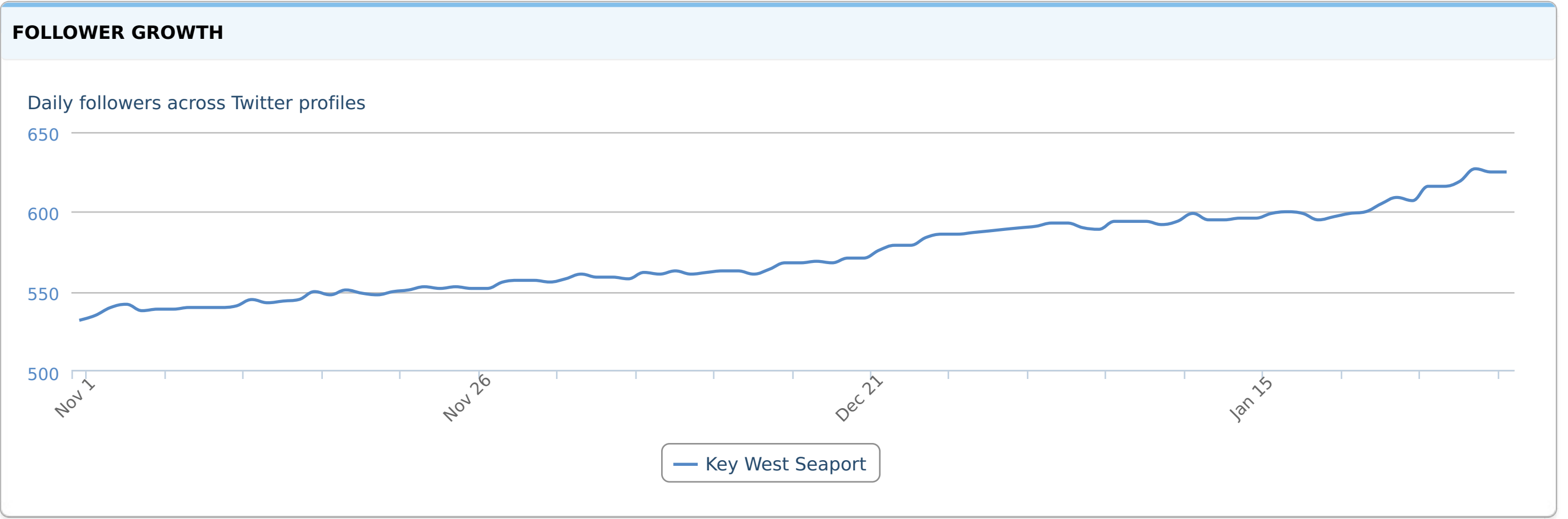
You have published **159** updates (**1.73** per day). **54%** of engagement is **favs**. On average you get **1.91** favs, **0.47** retweets, **1.18** mentions and **1.35** new followers per post.

Your reach has exceeded your total followers **54** times during this period.


Majority of your followers or **49%** are in **GMT-5:00** timezone and **96%** of your followers speak **English**

United States is the country with most followers (**71.07%**). You have followers in more then 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) |
| 630 | 16,637 | 378 | 9,340 | 268 | 1,473 | 0.3 | 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 5.5x then you. | | You follow 0.3x more users than follow you. | |





59


HistoricSeaport


Top 5 topics you influence

Key West


Florida Keys


Florida


Seafood


Vacations


People that influence you

44 ConchFarm (924)


48 keywestRW (327)


36 KWBaitandTackle (33)


51 KWfoodwineFest (2,914)


43 reefrelief (3,389)


People that you influence

36 KWBaitandTackle (33)

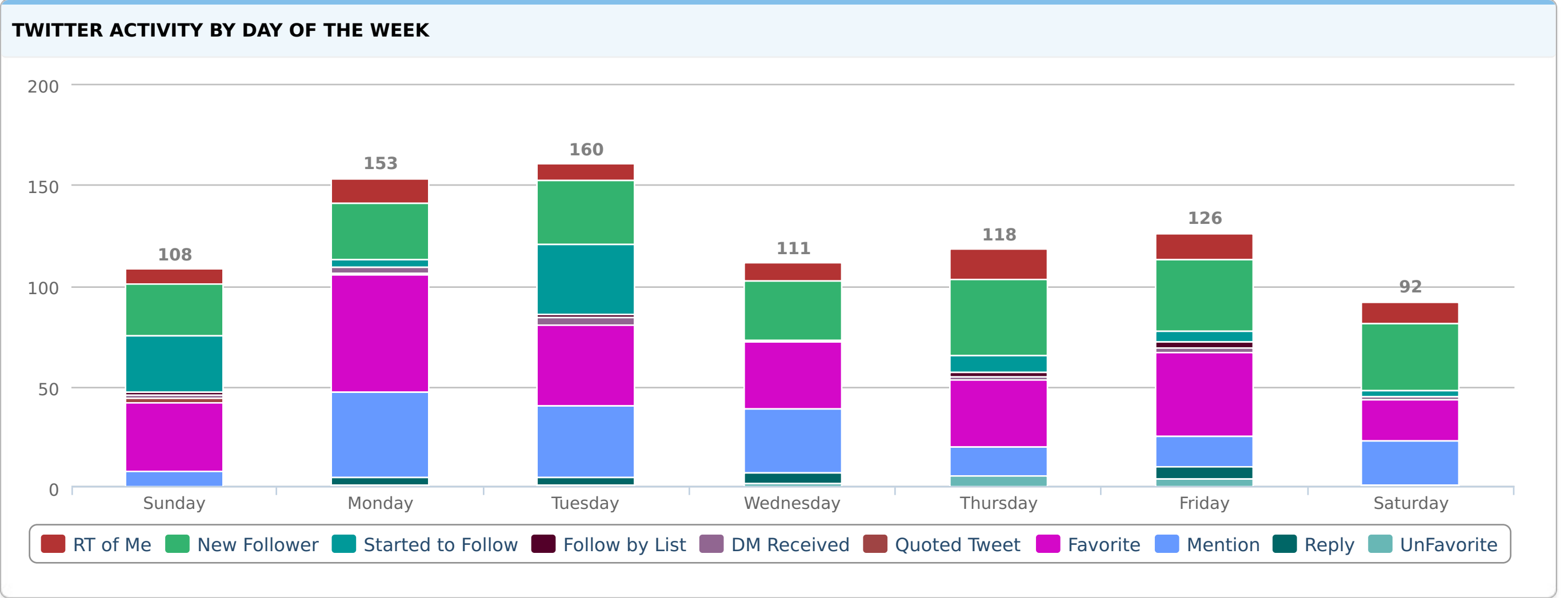
50 TORsAdventures (10,790)

40 Nails_Nathan (267)











59 FLTripGuides (102,521)

45 AdeptPR (687)

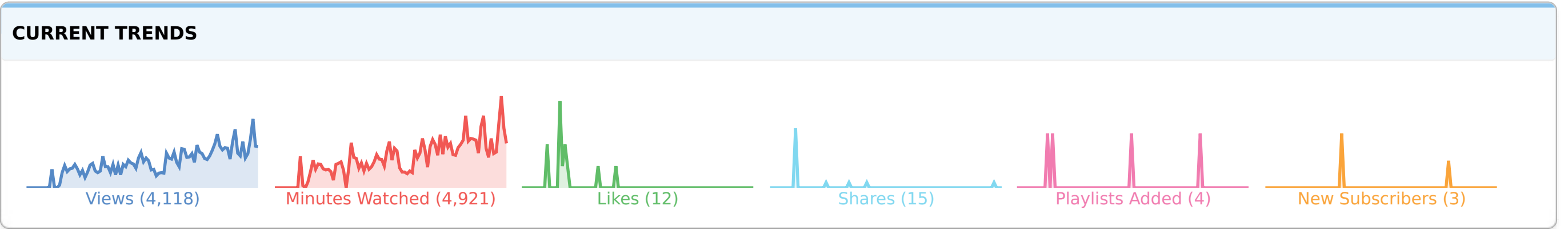
| BEST TIME FOR RTs | BEST TIME FOR REPLIES | BEST TIME FOR MENTIONS | BEST TIME FOR FAVS | BEST TIME FOR FOLLOWS |
|--|---------------------------------------|--|---|---|
| 1:00 PM - 2:00 PM | 1:00 PM - 2:00 PM | 12:00 PM - 1:00 PM | 1:00 PM - 2:00 PM | 4:00 PM - 5:00 PM |
| 21% of retweets occur during this time | 26% of replies occur during this time | 13% of mentions occur during this time | 15% of favorites occur during this time | 9% of new follower occur during this time |



| Most Frequently Used Hashtags | | |
|-------------------------------|-------|------------|
| Hashtag | Times | % of total |
| #thankfulforkwhs | 5 | 4% |
| #kwhs | 25 | 18% |
| #yoursandmayan | 2 | 2% |
| #sunset | 3 | 3% |
| #schoonerwesternunion | 2 | 2% |
| #bosfishwagon | 4 | 3% |
| #historicseaport | 8 | 6% |
| #keywest | 8 | 6% |
| #schoonerwharfbar | 13 | 10% |
| #holidaysatthekwhs | 3 | 3% |

| Most Mentioned Users | | |
|---|-------|------------|
| User | Times | % of total |
|  Fury Key West | 4 | 4% |
|  Turtle Kraals | 5 | 5% |
|  Reef Relief | 5 | 5% |
|  Quantum Key West RW | 4 | 4% |
|  Key West Seaport | 5 | 5% |
|  ConchRepublicSeafood | 8 | 8% |
|  Key West Bait Tackle | 5 | 5% |
|  Sunset Watersports | 4 | 4% |
|  Waterfront Brewery | 6 | 6% |
|  Cuban Coffee Queen | 4 | 4% |

| | | | | | | | | | |
|-------------|------------------|-----------------|--------|-----------------|-------|------------------|-------|-----------------|----|
| Monitoring | YouTube Channel1 | Activity Trend | 1%/day | New Videos | 2 | Views | 4,118 | Likes | 12 |
| Shares | 15 | Playlists Added | 4 | Minutes Watched | 4,921 | Watched Duration | 6,034 | New Subscribers | 3 |
| Subscribers | 3 | Total Videos | 2 | | | | | | |



You had **4,118** views (**44.76** per day). **45%** of engagement is shares. On average you get **0** comments, **0** likes, **0** shares, **0** added to playlists per view.

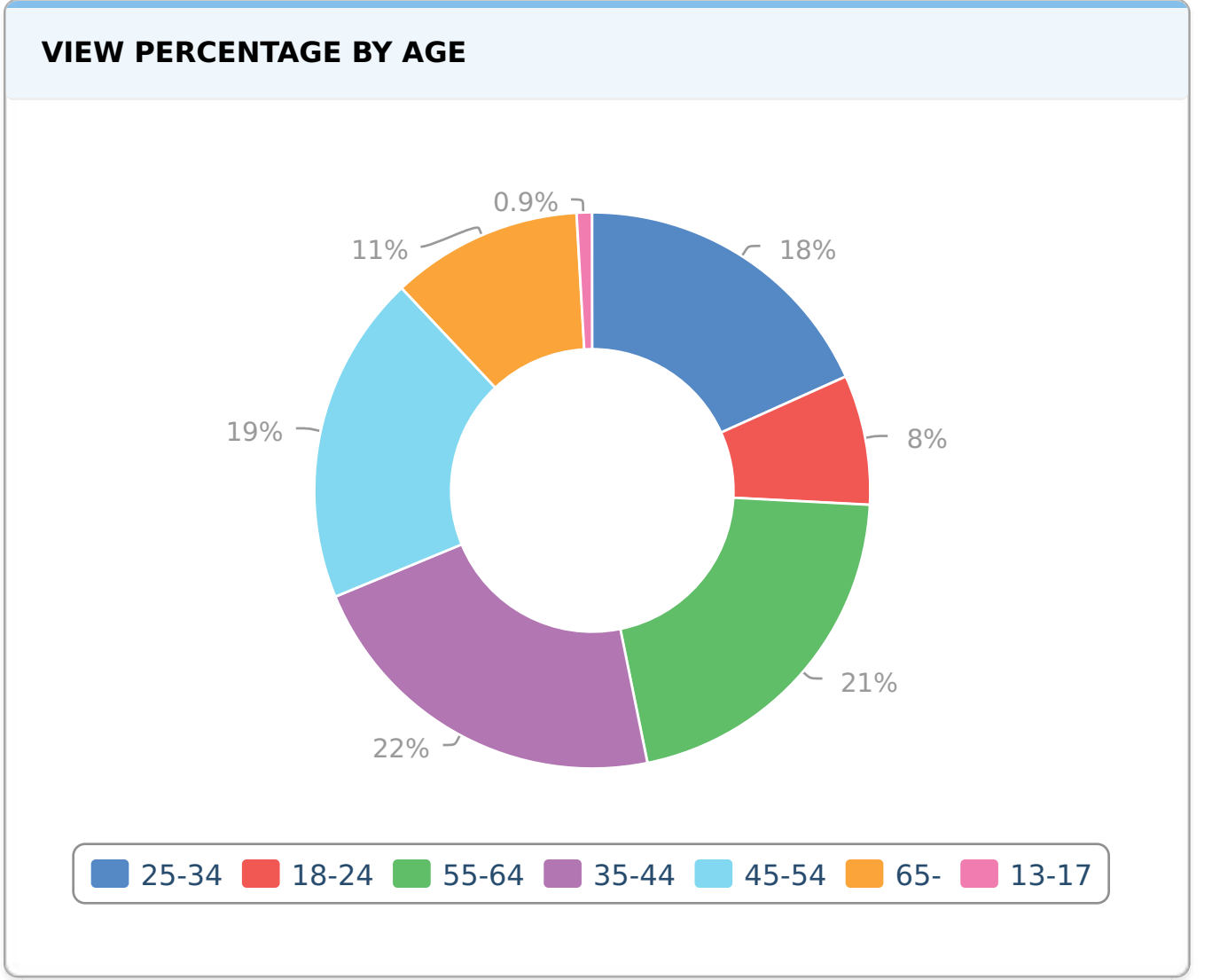
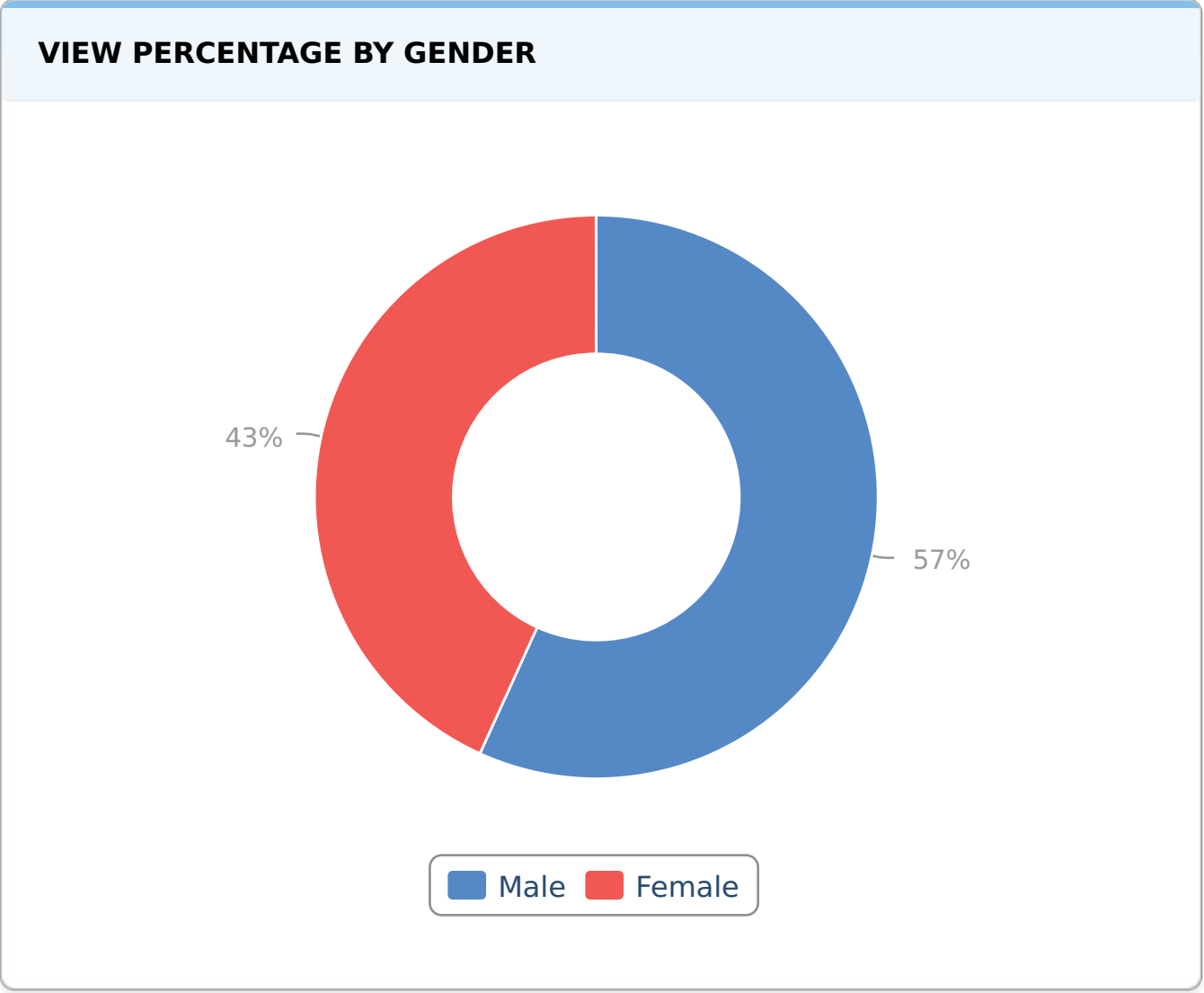
On average **0.75%** of your views result in engagement.

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

Most viewers or **93.02%** get to your videos from **link on another website**. Majority of minutes watched or **94.58%** are from users that arrive from **link on another website**.

Most users or 65.48% use **desktop** to watch your videos. Majority of minutes watched or **65.96%** are from users using **desktop**.

Most users or **47.2%** use **Windows** operating system to watch your videos. Majority of minutes watched or **51.15%** are from users using **Windows**.



MOST VIEWS



Key West Historic Seaport - Official Video

4,059 views

MOST LIKES



Key West Historic Seaport - Official Video

11 likes