

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

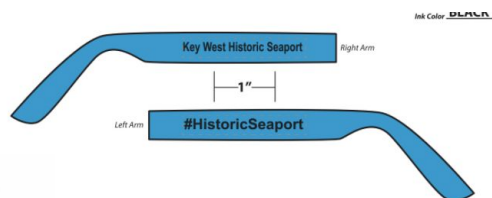
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OOH Key West Historic Seaport 2017	7/1/2017	06:08:31
OOH Key West Historic Seaport 2017	7/1/2017	06:17:44
OOH Key West Historic Seaport 2017	7/1/2017	06:43:55
OOH Key West Historic Seaport 2017	7/1/2017	07:12:31
OOH Key West Historic Seaport 2017	7/1/2017	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 West Historic Seaport 2017	7/2/2017	07:56:12
OOH Key West Historic Seaport 2017	7/2/2017	08:32:22
OOH Key West Historic Seaport 2017	7/2/2017	08:40:52
OOH Key West Historic Seaport 2017	7/2/2017	08:57:27
OOH Key West Historic Seaport 2017	7/2/2017	11:43:22
OOH Key West Historic Seaport 2017	7/3/2017	00:44:47
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OOH Key West Historic Seaport 2017	7/3/2017	21:53:06
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OOH Key West Historic Seaport 2017	7/4/2017	00:51:17
OOH Key West Historic Seaport 2017	7/4/2017	06:17:58
OOH Key West Historic Seaport 2017	7/4/2017	08:38:40
OOH Key West Historic Seaport 2017	7/4/2017	08:54:51
OOH Key West Historic Seaport 2017	7/4/2017	09:11:24
OOH Key West Historic Seaport 2017	7/4/2017	09:51:51
OOH Key West Historic Seaport 2017	7/4/2017	11:44:04
OOH Key West Historic Seaport 2017	7/5/2017	06:58:43
OOH Key West Historic Seaport 2017	7/5/2017	08:32:22
OOH Key West Historic Seaport 2017	7/5/2017	08:54:52
OOH 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
OOH Key West Historic Seaport 2017	7/6/2017	06:32:49
OOH Key West Historic Seaport 2017	7/6/2017	06:53:15
OOH Key West Historic Seaport 2017	7/6/2017	07:09:35
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OOH Key West Historic Seaport 2017	7/7/2017	08:17:46
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OOH Key West Historic Seaport 2017	7/7/2017	11:42:51
OOH Key West Historic Seaport 2017	7/7/2017	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

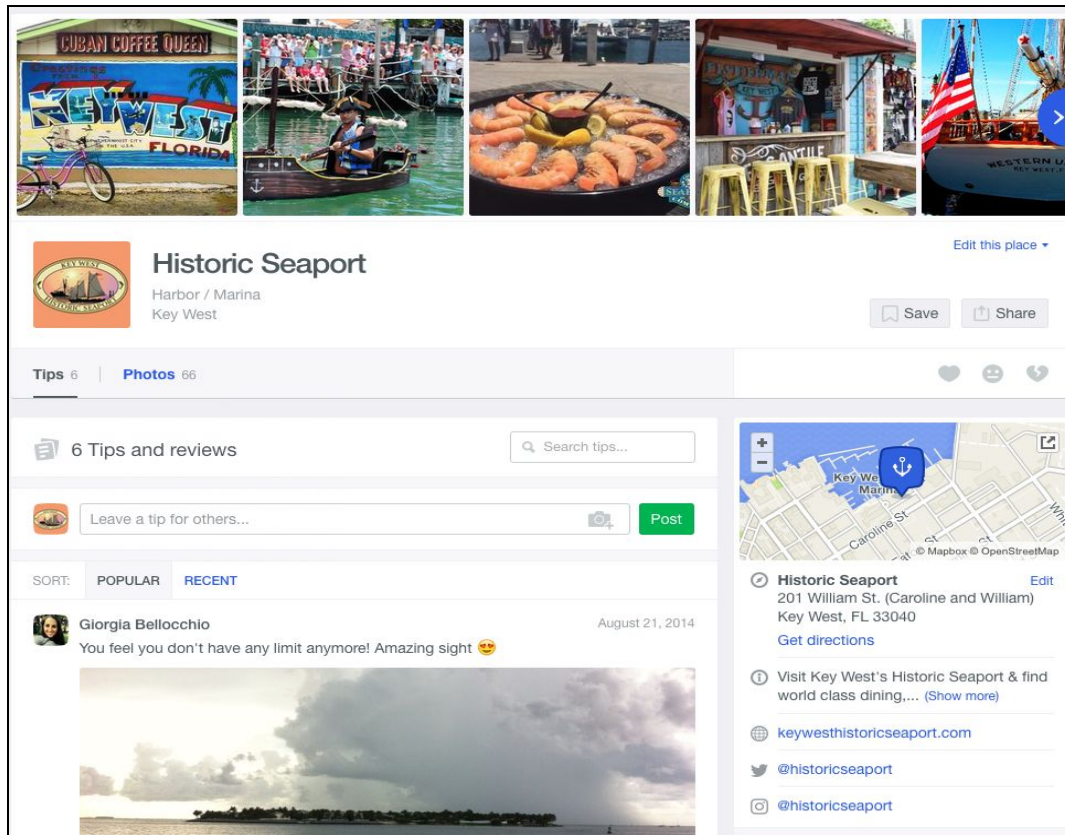
TripAdvisor:

- 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:
 - 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:

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	1,341	83.52%	1,120
1 ■ Organic Search	674		
2 ■ Social	232		
3 ■ Direct	225		
4 ■ Referral	210		

Top 10 Referral Sources:

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	210 % of Total: 15.66% (1,341)	84.76% Avg for View: 83.52% (1.49%)	178 % of Total: 15.89% (1,120)
1. keywestinstatesummer.com	39 (18.57%)	84.62%	33 (18.54%)
2. tpc.google syndication.com	38 (18.10%)	76.32%	29 (16.29%)
3. googleads.g.doubleclick.net	29 (13.81%)	96.55%	28 (15.73%)
4. keywest.com	27 (12.86%)	77.78%	21 (11.80%)
5. fla-keys.com	26 (12.38%)	96.15%	25 (14.04%)
6. cityofkeywest-fl.gov	10 (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	3 (1.43%)	100.00%	3 (1.69%)
9. foxweber.com	3 (1.43%)	100.00%	3 (1.69%)
10. keywesttocubafest.com	3 (1.43%)	33.33%	1 (0.56%)



Digital Advertising Report

Key West Historic Seaport

June 1, 2017 - July 31, 2017

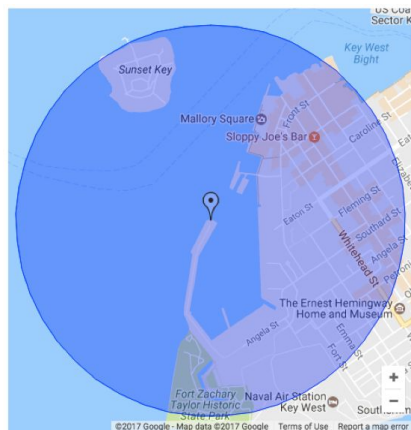
Prepared by: ADEPT Strategy & Public Relations

CAMPAIGN OVERVIEW

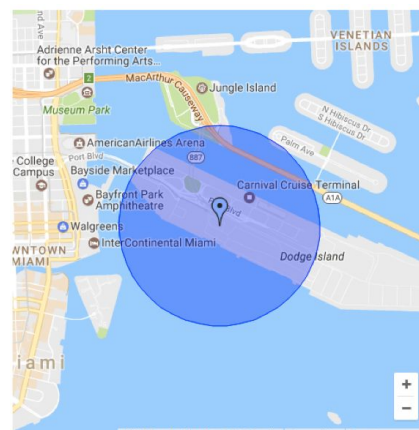
APPROACH: With low interest for couponing/discounting from merchants, we revised our campaign into an awareness campaign, versus a retail approach. With this, impressions in the very targeted cruise passenger segment became key.

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: 302
- Cost: \$304.42
- Average Cost/Thousand Impressions: \$1.01

Campaign	Budget ?	Status ?	Impr. ?	Interactions ? ↓	Interaction rate ?	Avg. cost ?	Cost ?
City-Wide Display	\$40.00/day	Paused	119,036	198 clicks	0.17% CTR	\$0.99 per click	\$196.69
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: 12,667
- Results: 8,839 people
- Cost: \$150.00
- Average Cost/Thousand Impressions: \$0.23

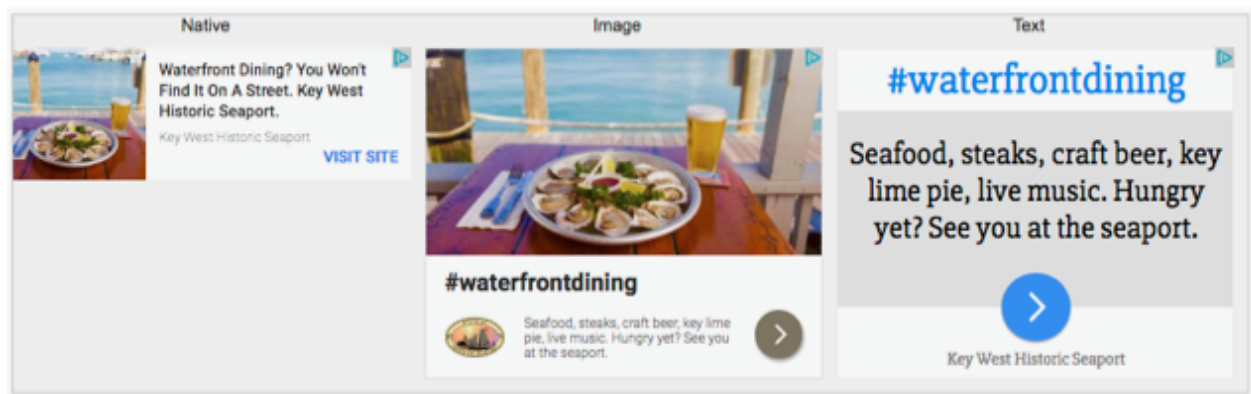
Campaign Name	Results ⓘ	Impressions ⓘ	Reach ⓘ	Cost per Result ⓘ	Amount Spent ⓘ
Post: SeaportSwag Week 3	181 Post Engagements	3,252	2,858	\$0.17 Per Post Engagement	\$30.00 of \$30.00
Post: "Happy Holidays from your friends at the Key ...	39 Post Engagements	726	616	\$0.26 Per Post Engagement	\$10.00 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	12,667 Total	8,839 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.

Budget Summary

	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:



Native	Image	Text
 <p>The Key West Shopping You Were Looking For? Find It Here.</p> <p>Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>Big Finds, Not Big Chains</p> <p>If unique shopping with a Key West funk-factor is what you're looking for, that's us!</p>	<p>Big Finds, Not Big Chains</p> <p>If unique shopping with a Key West funk-factor is what you're looking for, that's us!</p> <p>Key West Historic Seaport</p>

Key West Historic Seaport Sponsored · 🌐

Winners of our #SeaportSwag Summer Contest from last week will be contacted shortly! Don't worry if you didn't win because we're kicking off this week with a new contest photo! Head to ... [More](#)



👍👍 Jerry Pollitt and 102 others
7 Comments 3 Shares

Key West Historic Seaport Sponsored · 🌐


Who wants to win some #SeaportSwag?! This is the contest photo for this week! You have until this Friday (7/7) at 8 p.m. EST to enter for your chance to win summer prizes. For official rules and instructions on... [More](#)



👍👍👍 You, Jerry Pollitt and 111 others
15 Comments 19 Shares



Key West Historic Seaport Sponsored · 🌐



Click <https://www.keywesthistoricseaport.com/seaportswag> and follow the steps to enter into the last week of our #SeaportSwag Summer Contest! Participants have until this Friday (7/28) at 8PM EST to enter. Good... [More](#)









Key West Historic Seaport Seafood Restaurant [Learn More](#)




👍👍 Alda Campos and 159 others
9 Comments 25 Shares


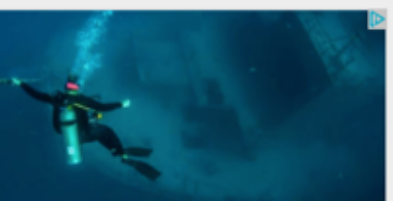

Native	Image	Text
 <p>If Key West people visited Key West, they'd come here.</p> <p>Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>Key West Historic Seaport</p> <p>Waterfront restaurants, bars, shopping and tours. This is the Key West you're looking for.</p>	<p>Key West Historic Seaport</p> <p>Waterfront restaurants, bars, shopping and tours. This is the Key West you're looking for.</p> <p>Key West Historic Seaport</p>

Native	Image	Text
 <p>The Locale Where Key West Locals Love To Locate.</p> <p>Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>Key West Historic Seaport</p> <p>The best part of Key West is on the water. Dine,shop, dive, sail like a local.</p>	<p>Key West Historic Seaport</p> <p>The best part of Key West is on the water. Dine,shop, dive, sail like a local.</p> <p>Key West Historic Seaport</p>

Native	Image	Text
 <p>Key West Historic Seaport: Come Here To Get Out There. Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>#adventure</p>  <p>Diving, sailing, fishing, parasailing and a great place to celebrate when you get back.</p>	<p>#adventure</p> <p>Diving, sailing, fishing, parasailing and a great place to celebrate when you get back.</p> <p>➤</p> <p>Key West Historic Seaport</p>







Native	Image	Text
 <p>Key West Historic Seaport. Come Here, Get Out There. Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>Come Here, Get Out There.</p>  <p>Sail, dive, snorkle, parasail. This is where your vacation becomes an adventure.</p>	<p>Come Here, Get Out There.</p> <p>Sail, dive, snorkle, parasail. This is where your vacation becomes an adventure.</p> <p>➤</p> <p>Key West Historic Seaport</p>

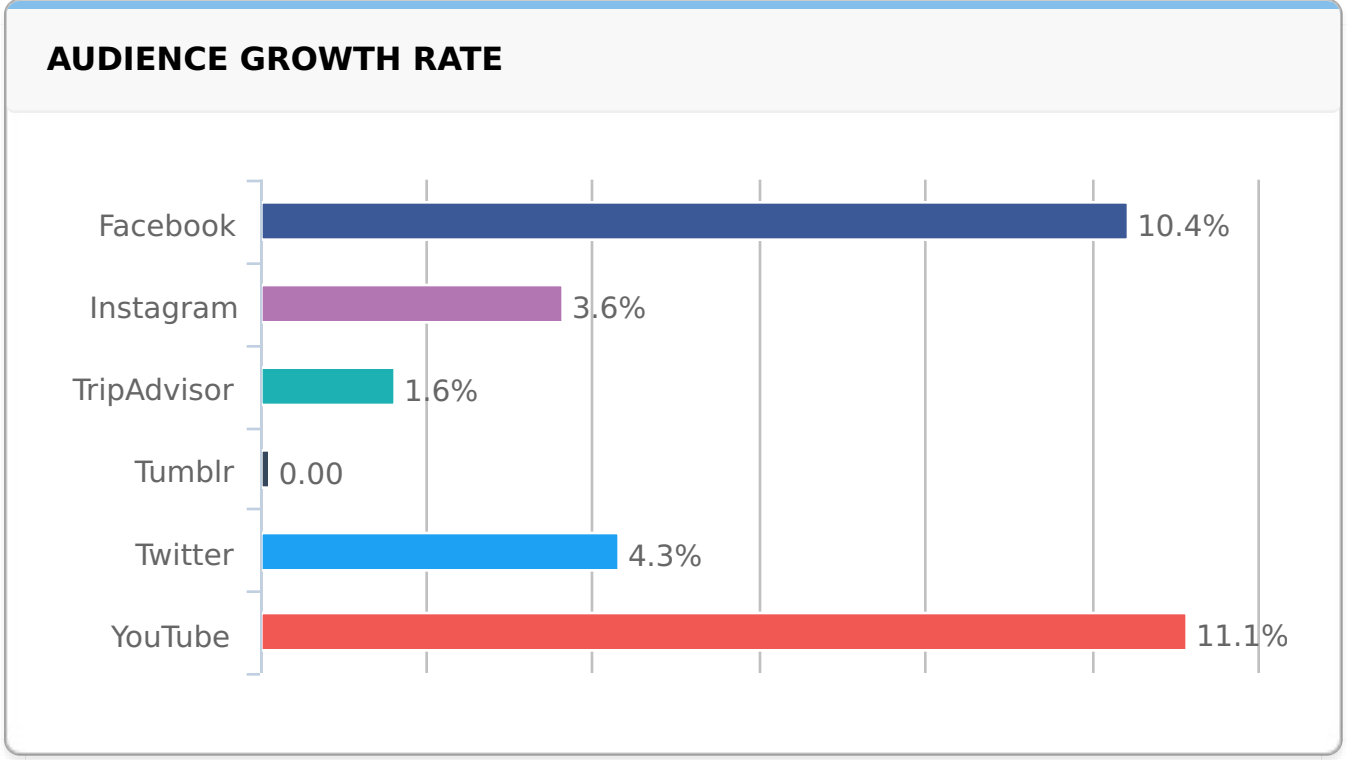
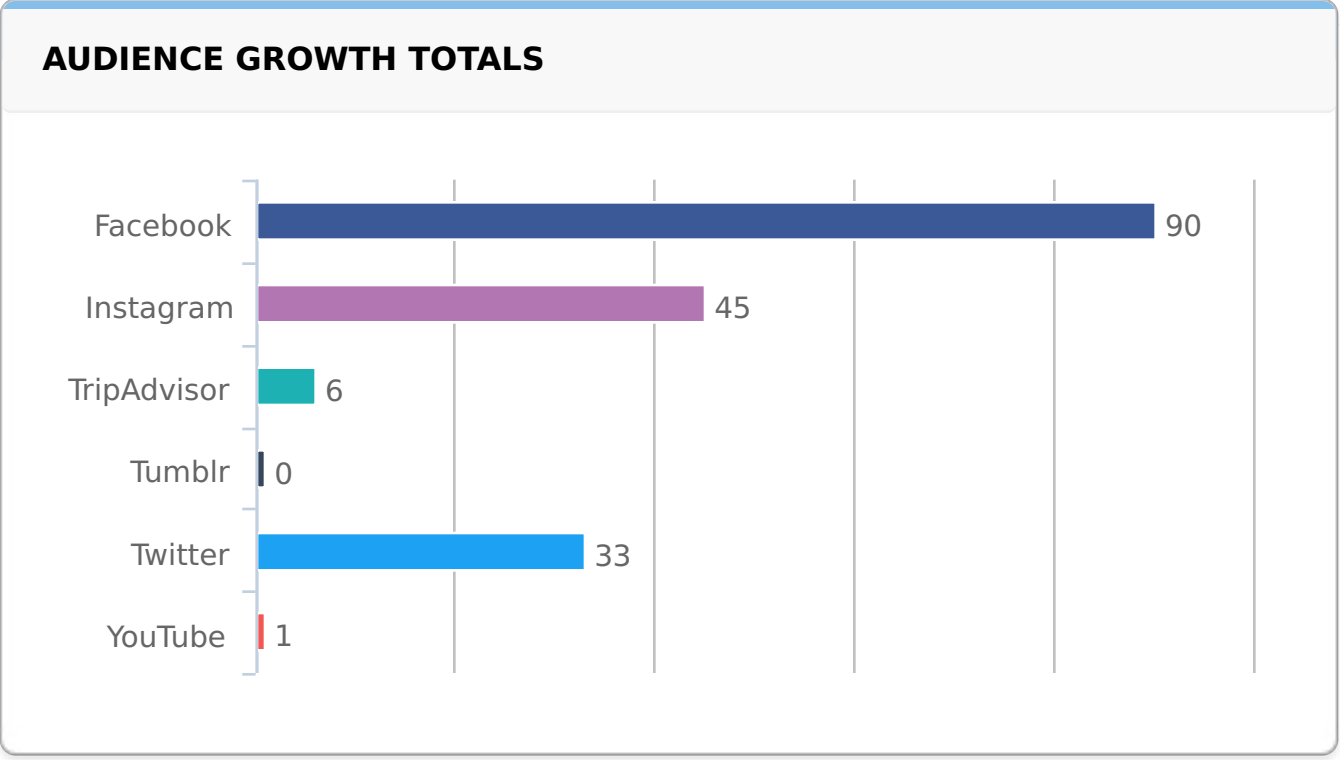
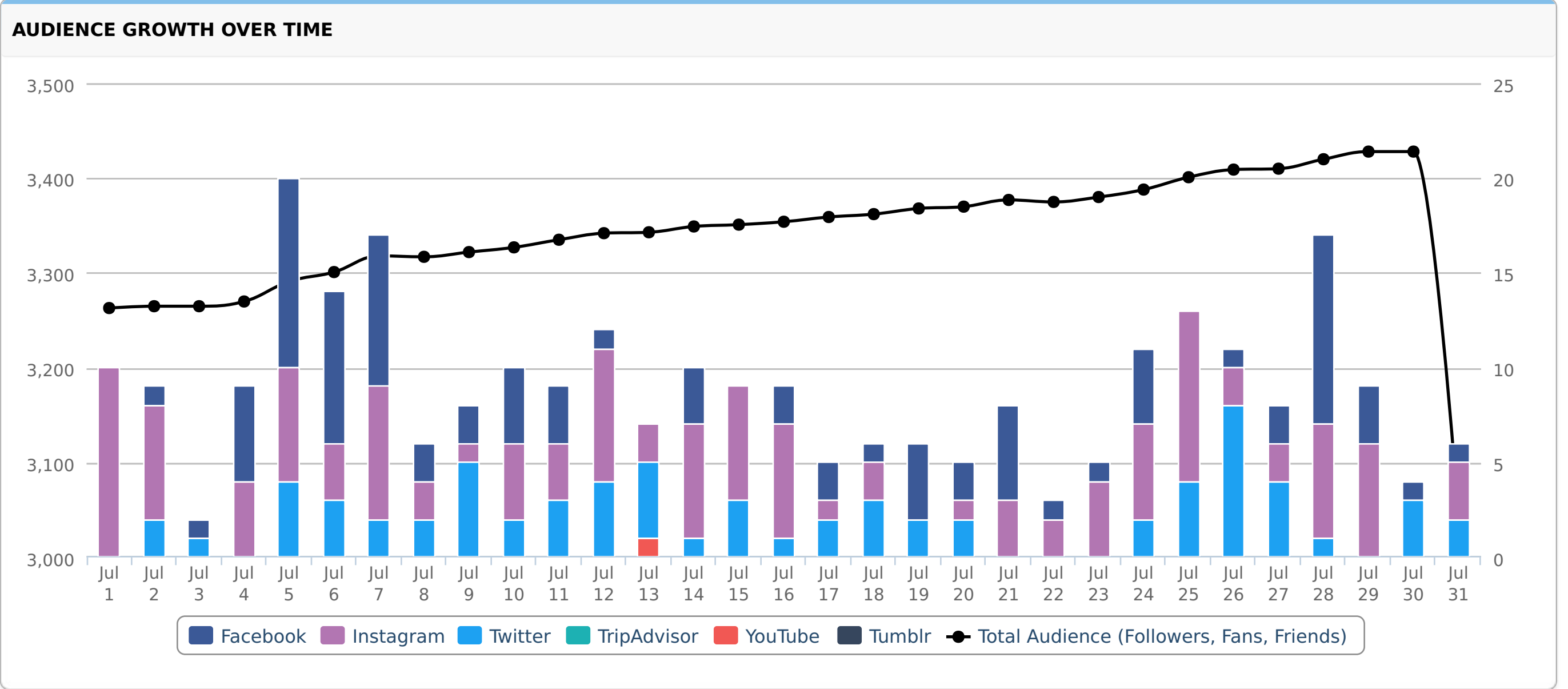
Native	Image	Text
 <p>Come To Key West Historic Seaport And Meet The Locals. Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>Come Here To Meet Locals</p>  <p>Dive and snorkle. Sail and swim. Eat and drink. Pick your combination of memories.</p>	<p>Come Here To Meet Locals</p> <p>Dive and snorkle. Sail and swim. Eat and drink. Pick your combination of memories.</p> <p>➤</p> <p>Key West Historic Seaport</p>

Native	Image	Text
 <p>Start Your Day As A Tourist. End It As An Adventurer. Key West Historic Seaport</p> <p>VISIT SITE</p>	 <p>Tourist, Or Adventurer?</p>  <p>Come here to get out there. And when you get back, celebrate your day.</p>	<p>Tourist, Or Adventurer?</p> <p>Come here to get out there. And when you get back, celebrate your day.</p> <p>➤</p> <p>Key West Historic Seaport</p>

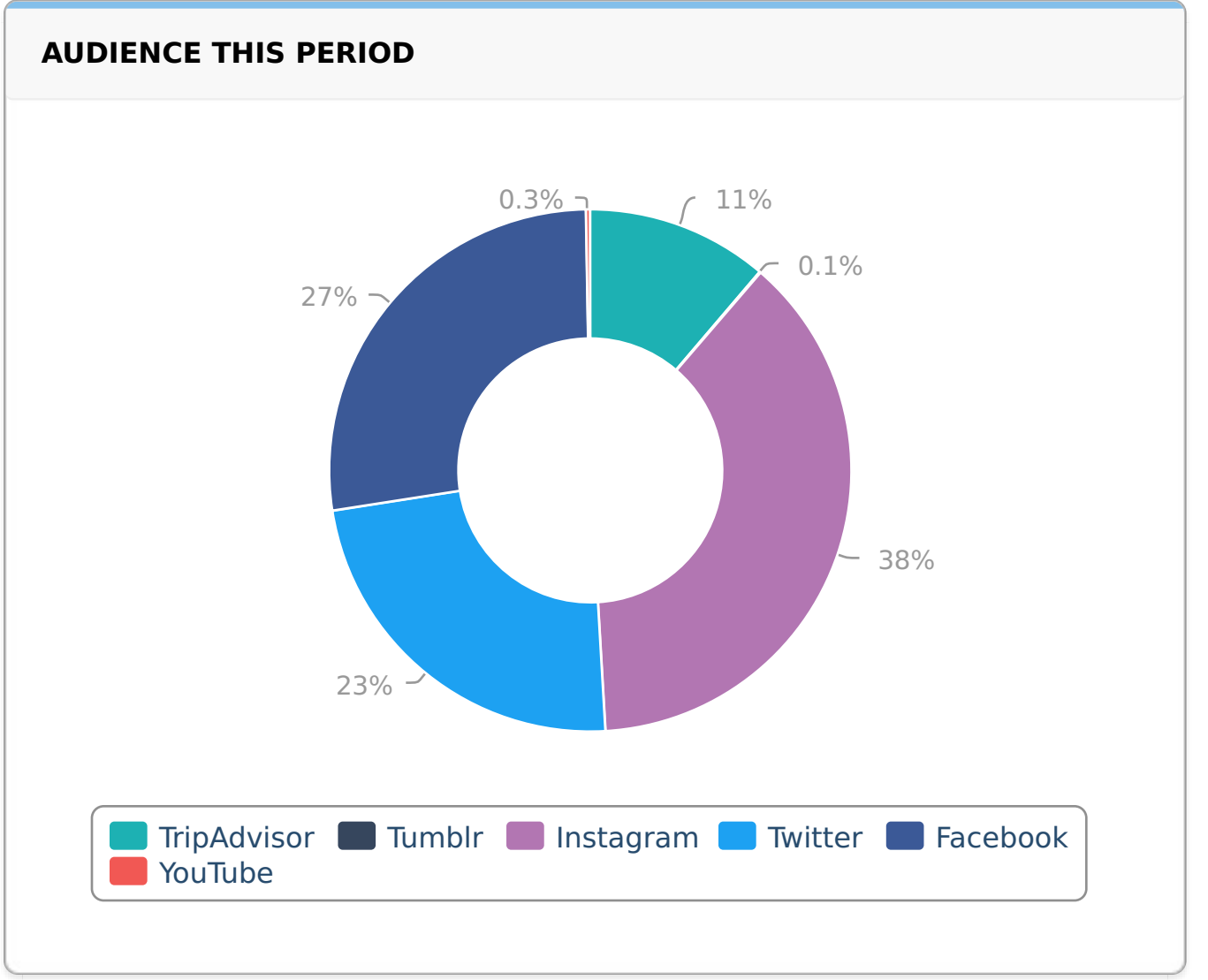
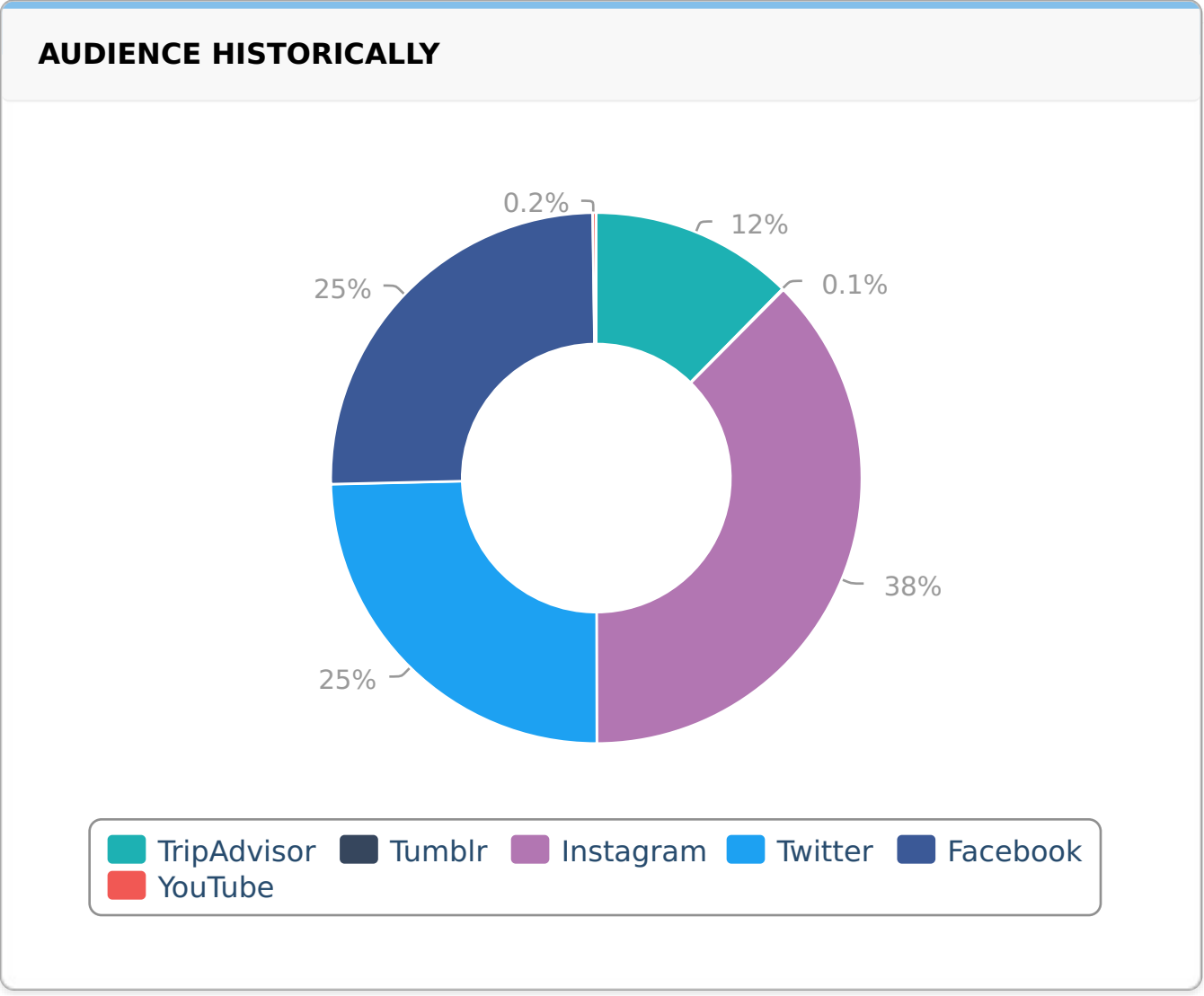
Audience Summary
Key West Historic Seaport
July 1, 2017 - July 31, 2017
Cross Channel Report

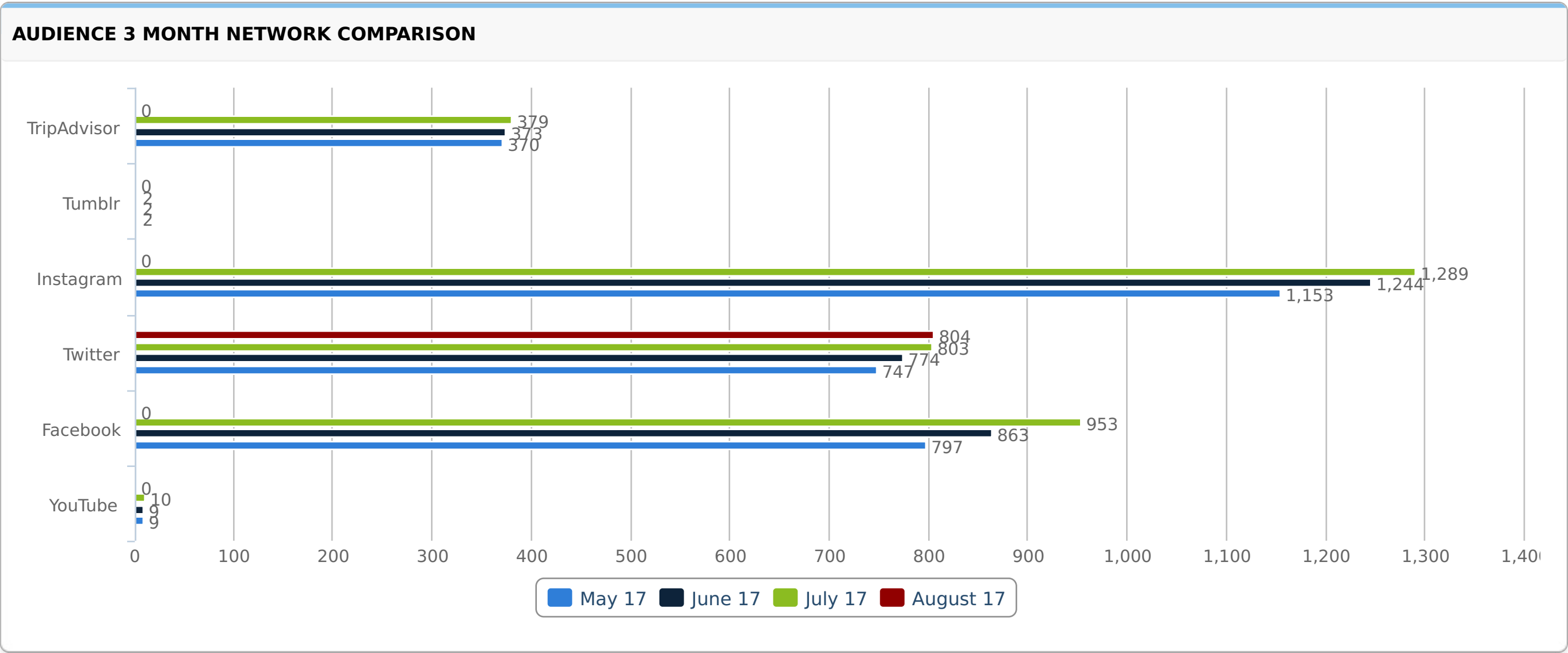
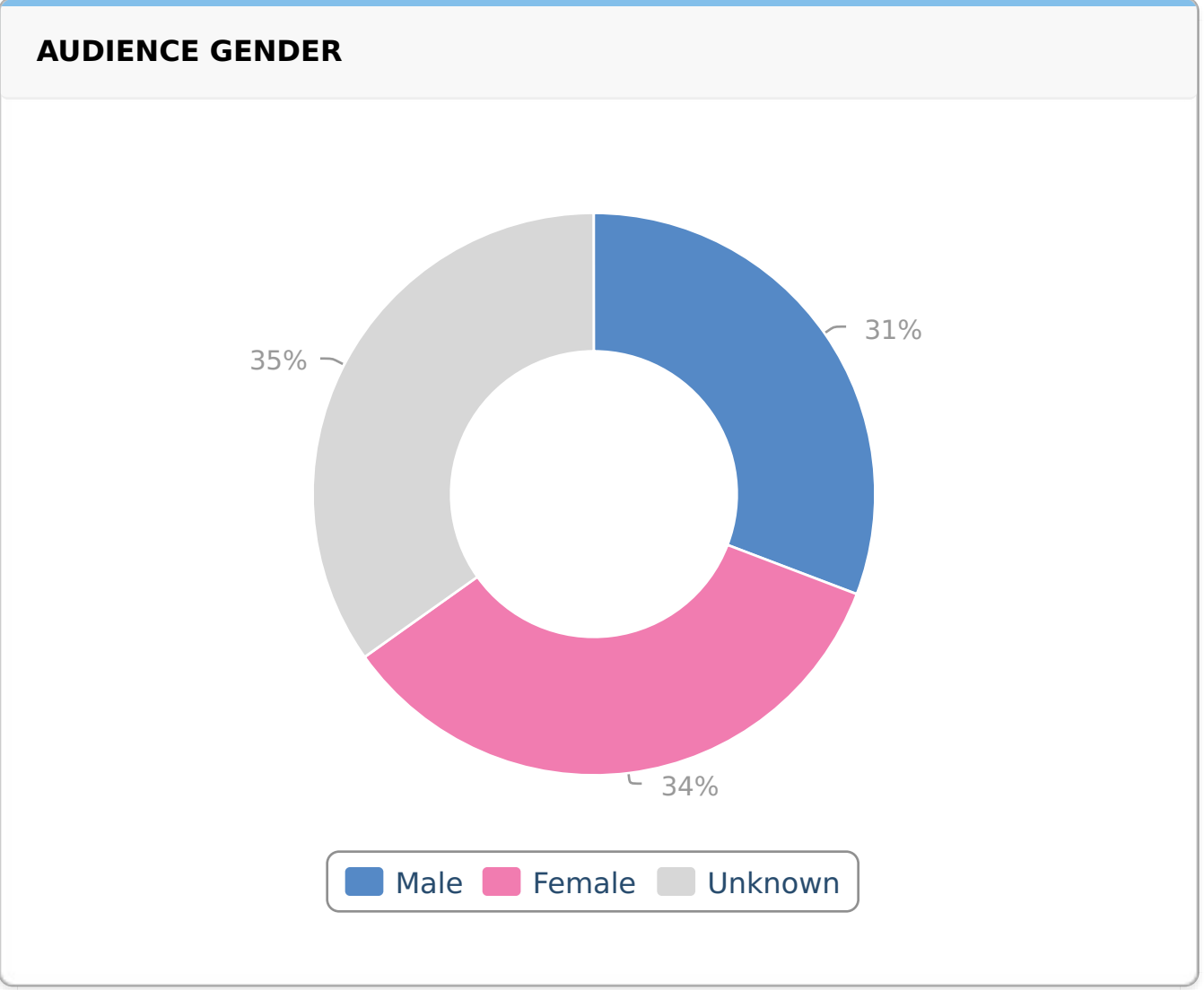
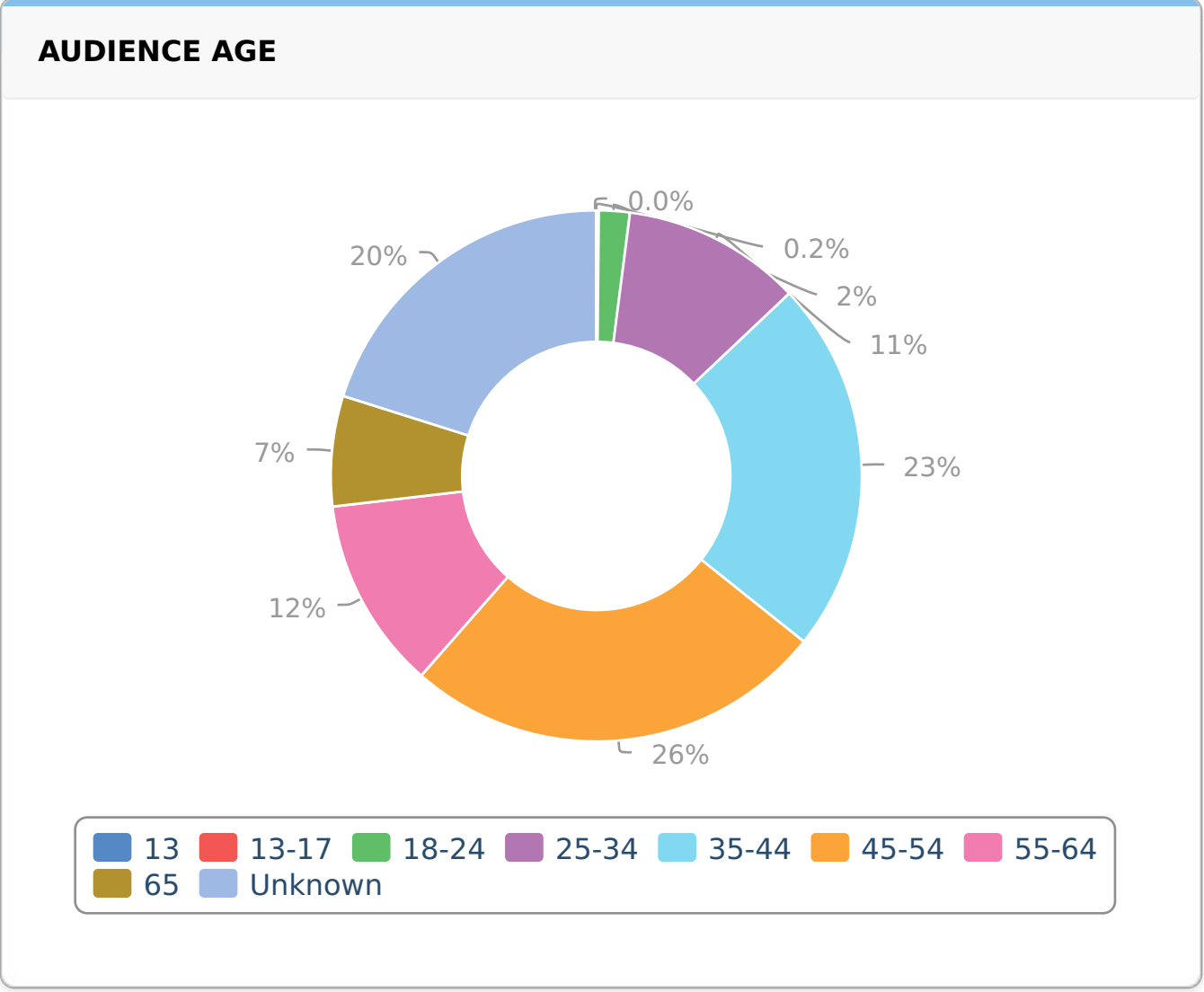
Prepared by: ADEPT Strategy & Public Relations

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	90	10.43%	953
 Instagram	45	3.62%	1,289
 TripAdvisor	6	1.61%	379
 Tumblr	0	0%	2
 Twitter	33	4.29%	802
 YouTube	1	11.11%	10
	175	5.09%	3,435

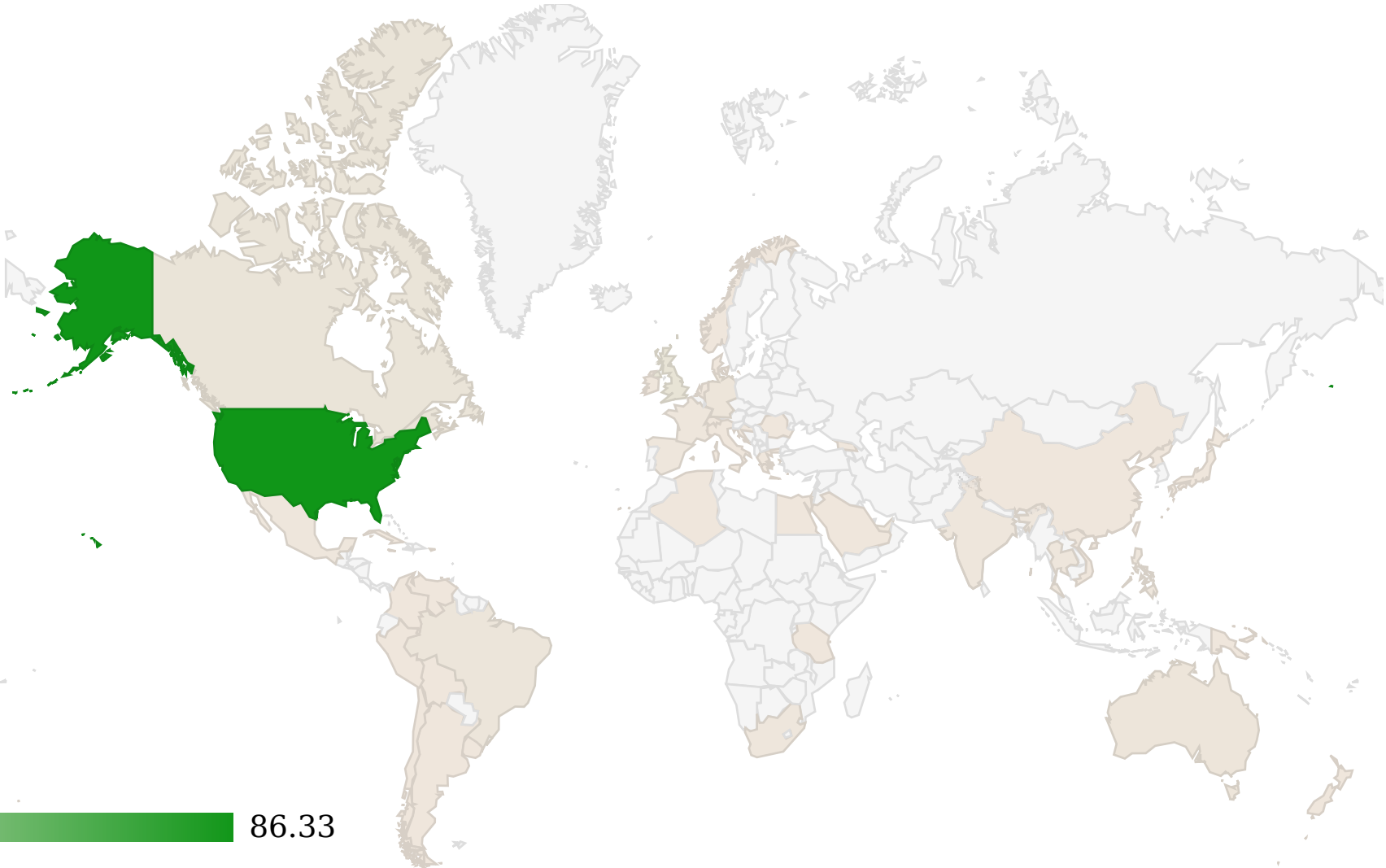


Facebook accounted for the most audience growth, with **90** new friends added. **YouTube** was your fastest-growing channel, with **11.11%** friend growth.





AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	86.33
United Kingdom	GB	2.57
Canada	CA	2
Brazil	BR	1.08
Australia	AU	0.77
Germany	DE	0.72
United Arab Emirates	AE	0.31
South Africa	ZA	0.26
Mexico	MX	0.26
Spain	ES	0.26
India	IN	0.26
Thailand	TH	0.26
Philippines	PH	0.26
France	FR	0.26
Uruguay	UY	0.21
Venezuela	VE	0.21
Ireland	IE	0.21
Italy	IT	0.21
Guam	GU	0.21
Japan	JP	0.15
New Zealand	NZ	0.15
Romania	RO	0.15
China	CN	0.15
Argentina	AR	0.1
Puerto Rico	PR	0.1

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

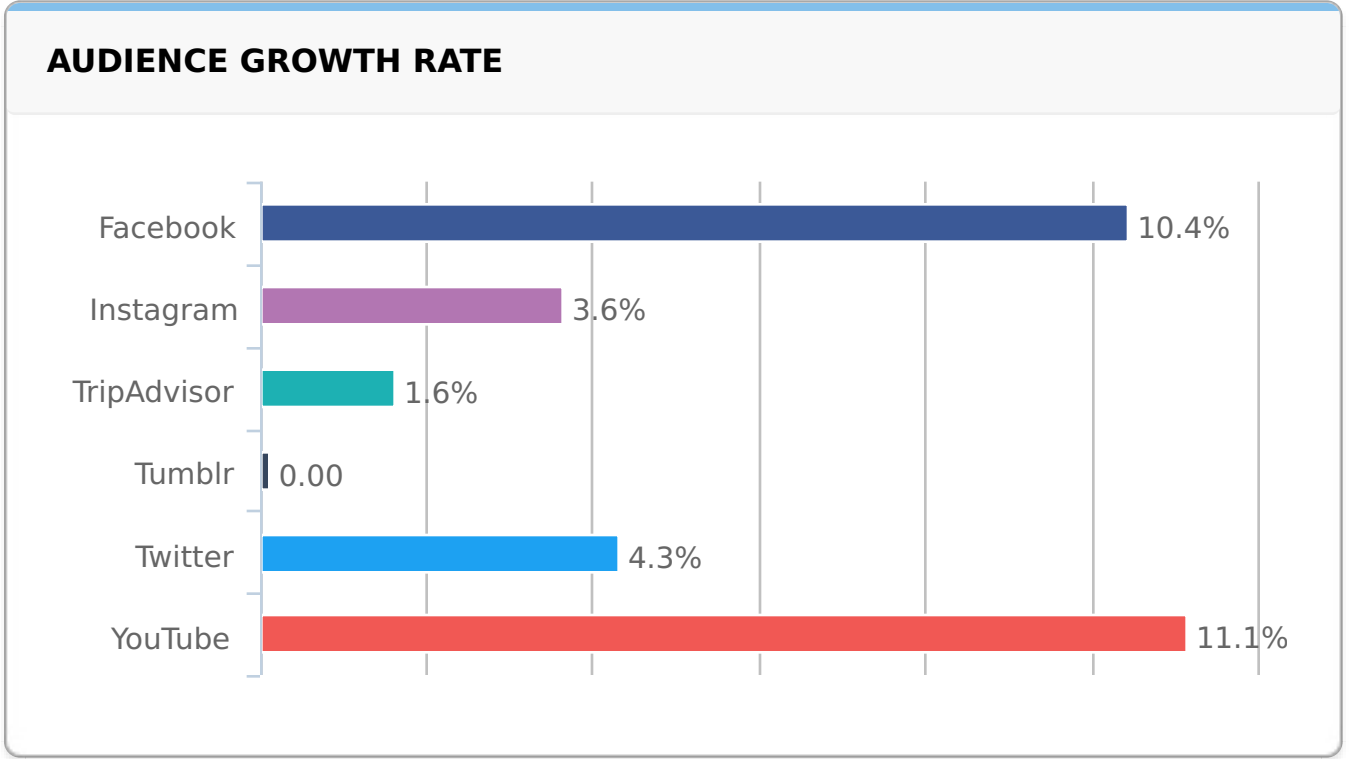
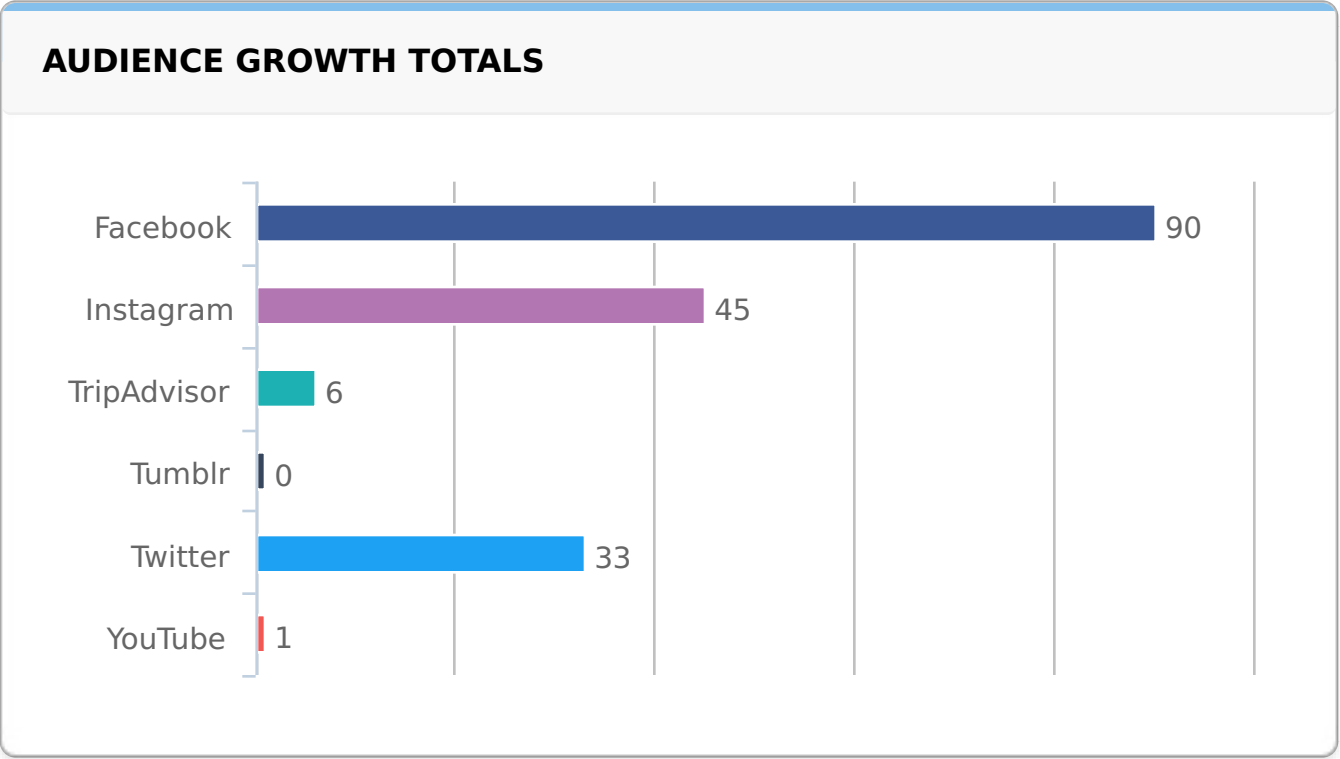
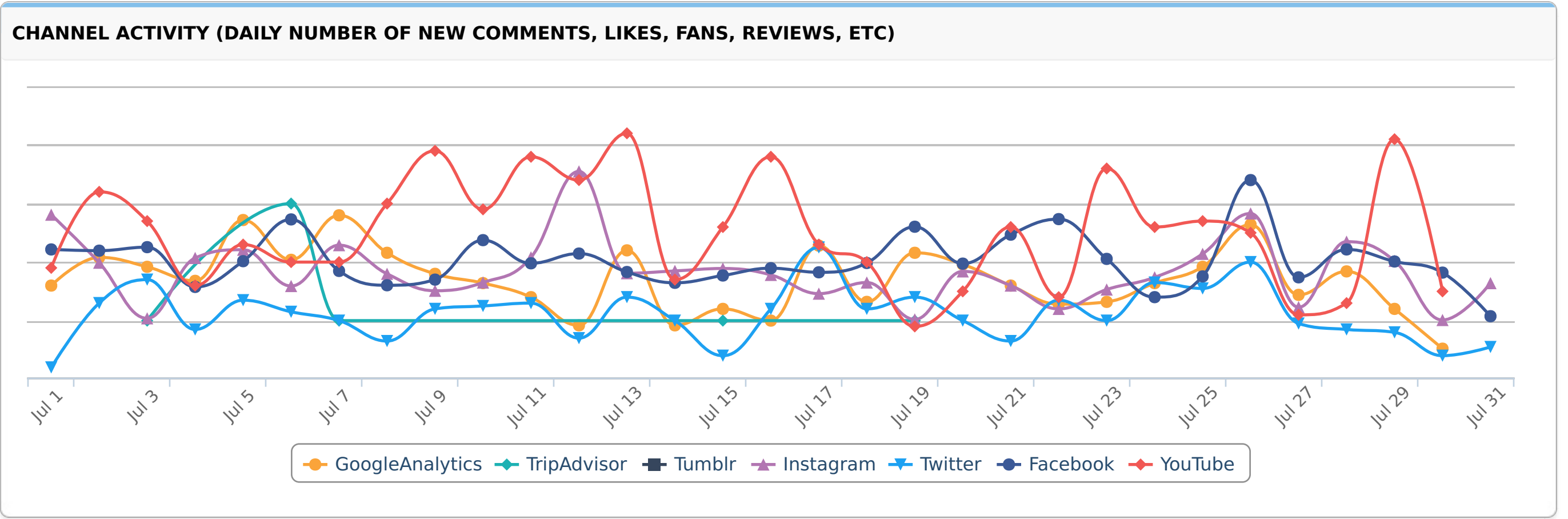
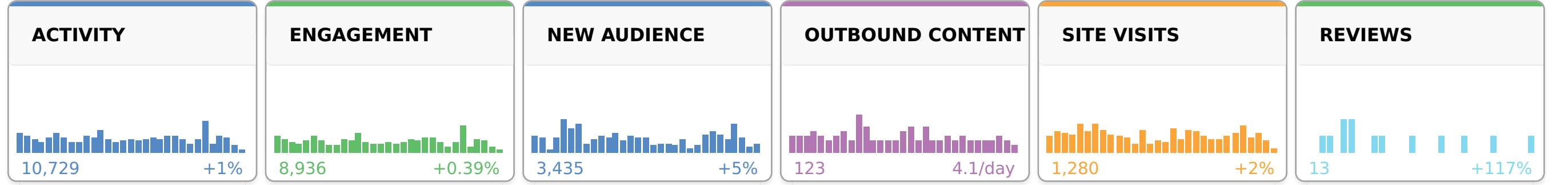
1 TripAdvisor Attraction

1 YouTube Channel

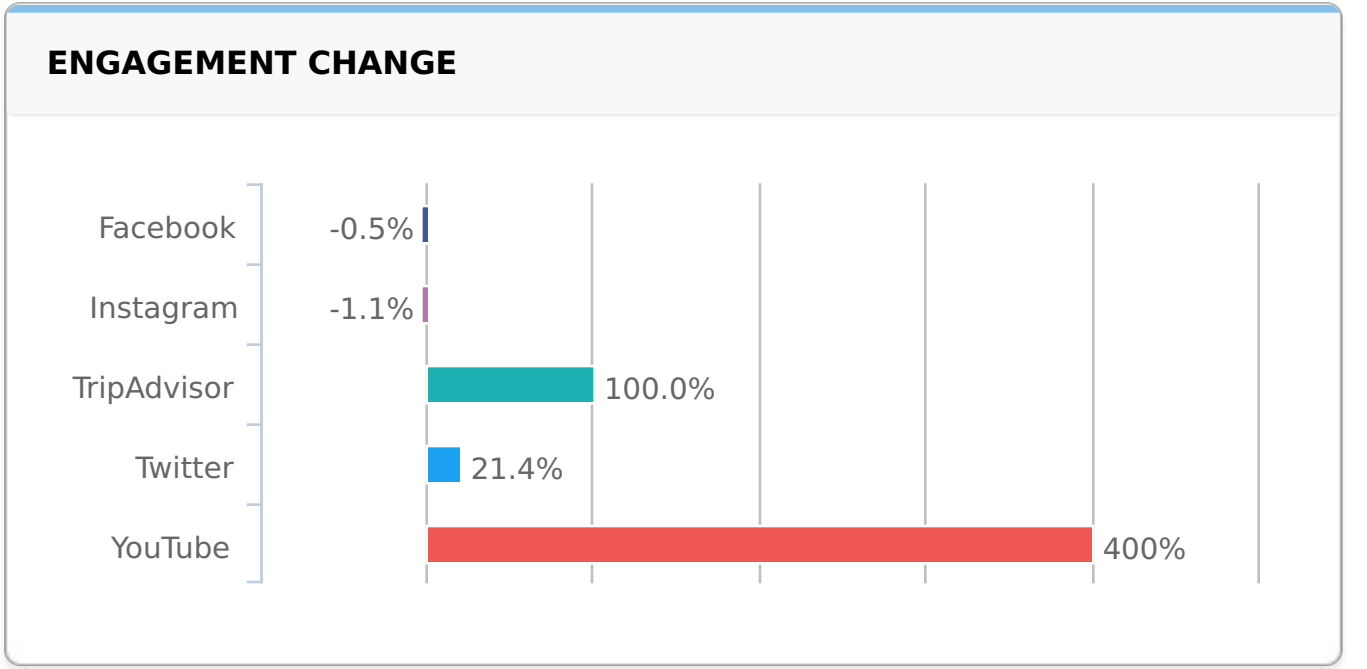
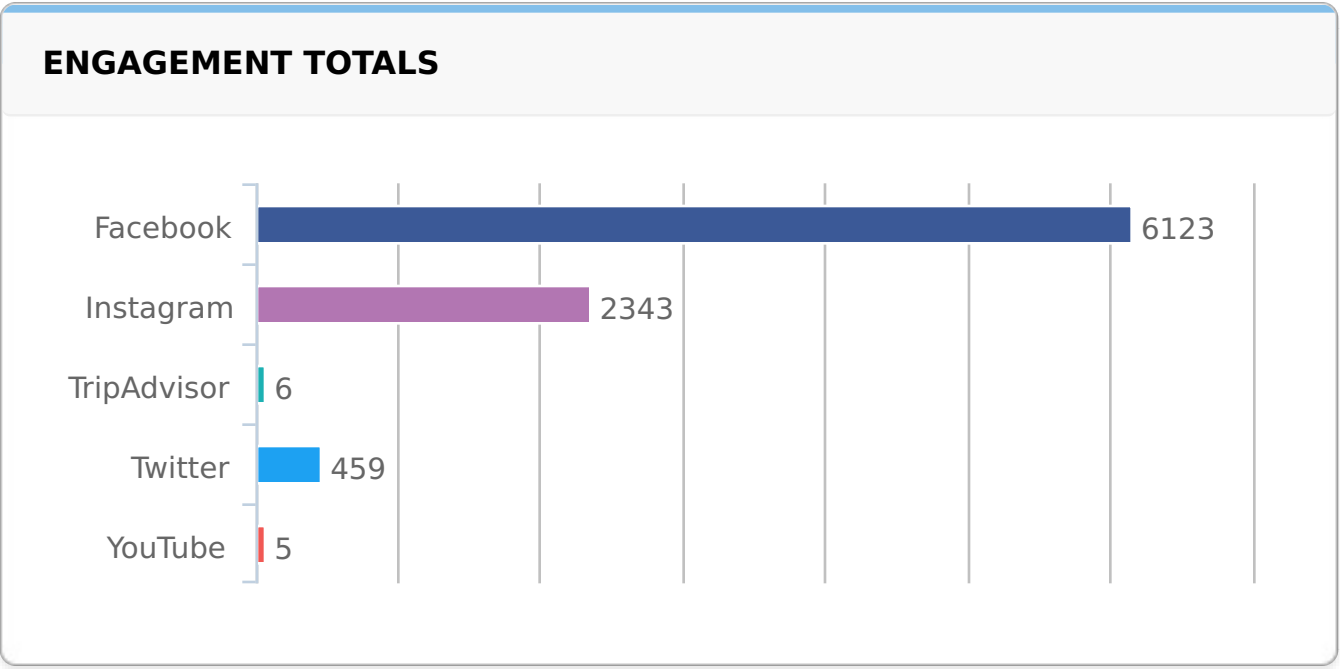
Comprehensive Social Media Report

Prepared by: ADEPT Strategy & Public Relations

Cross Channel

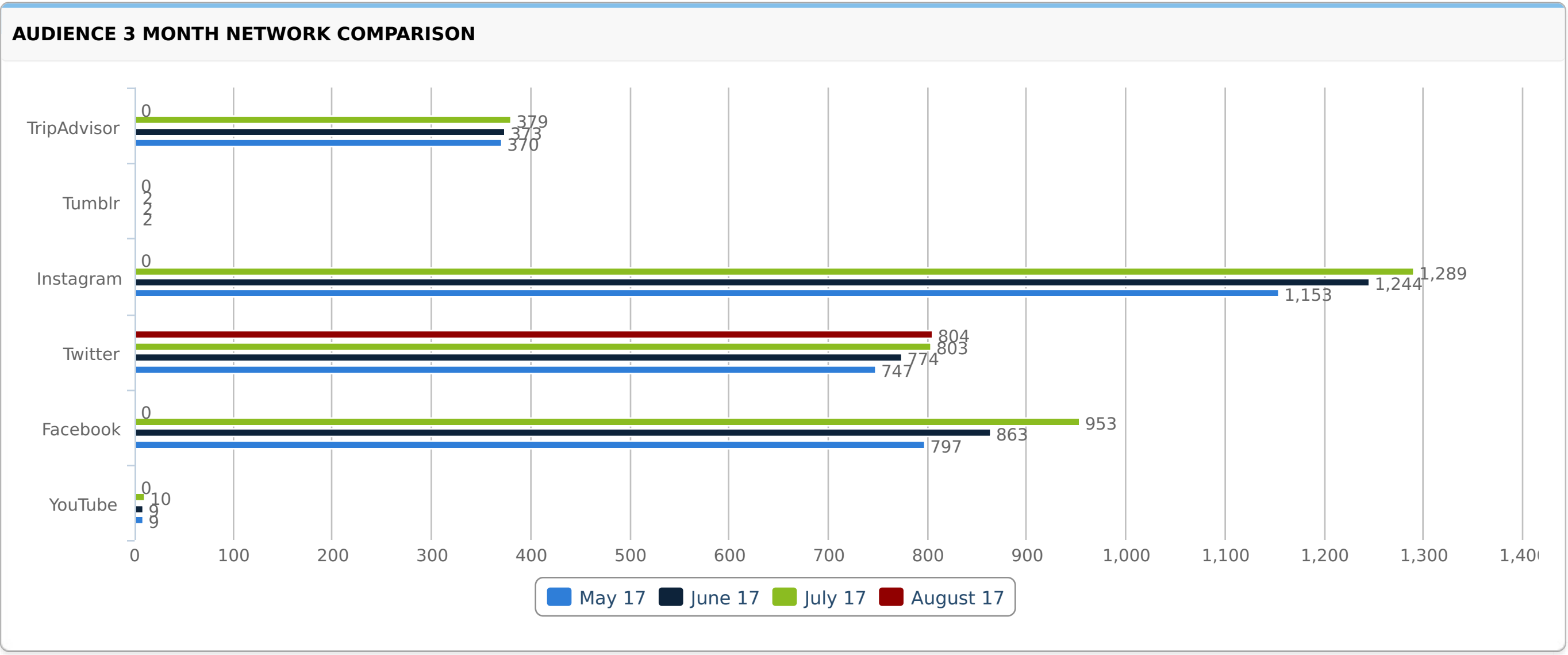
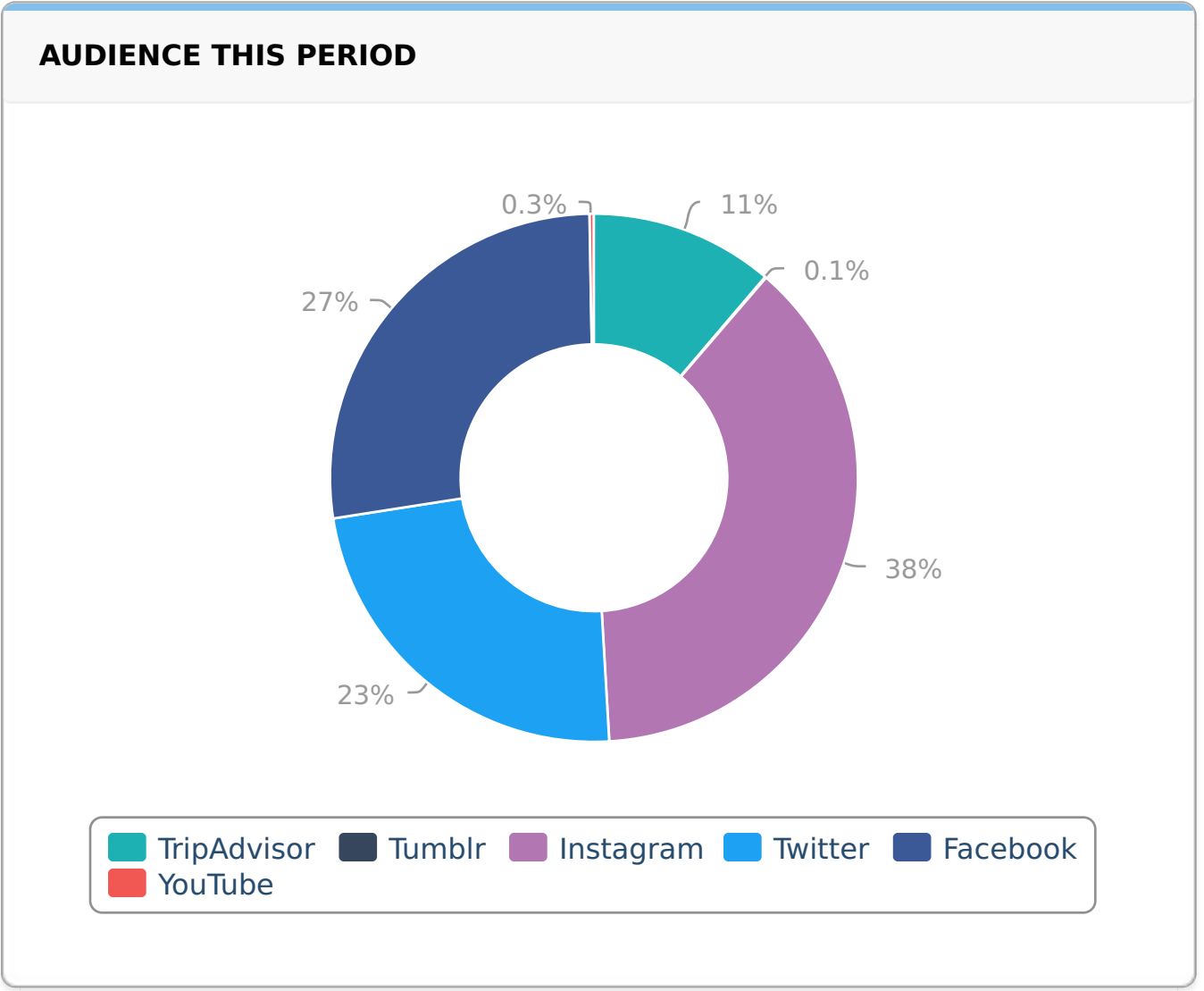
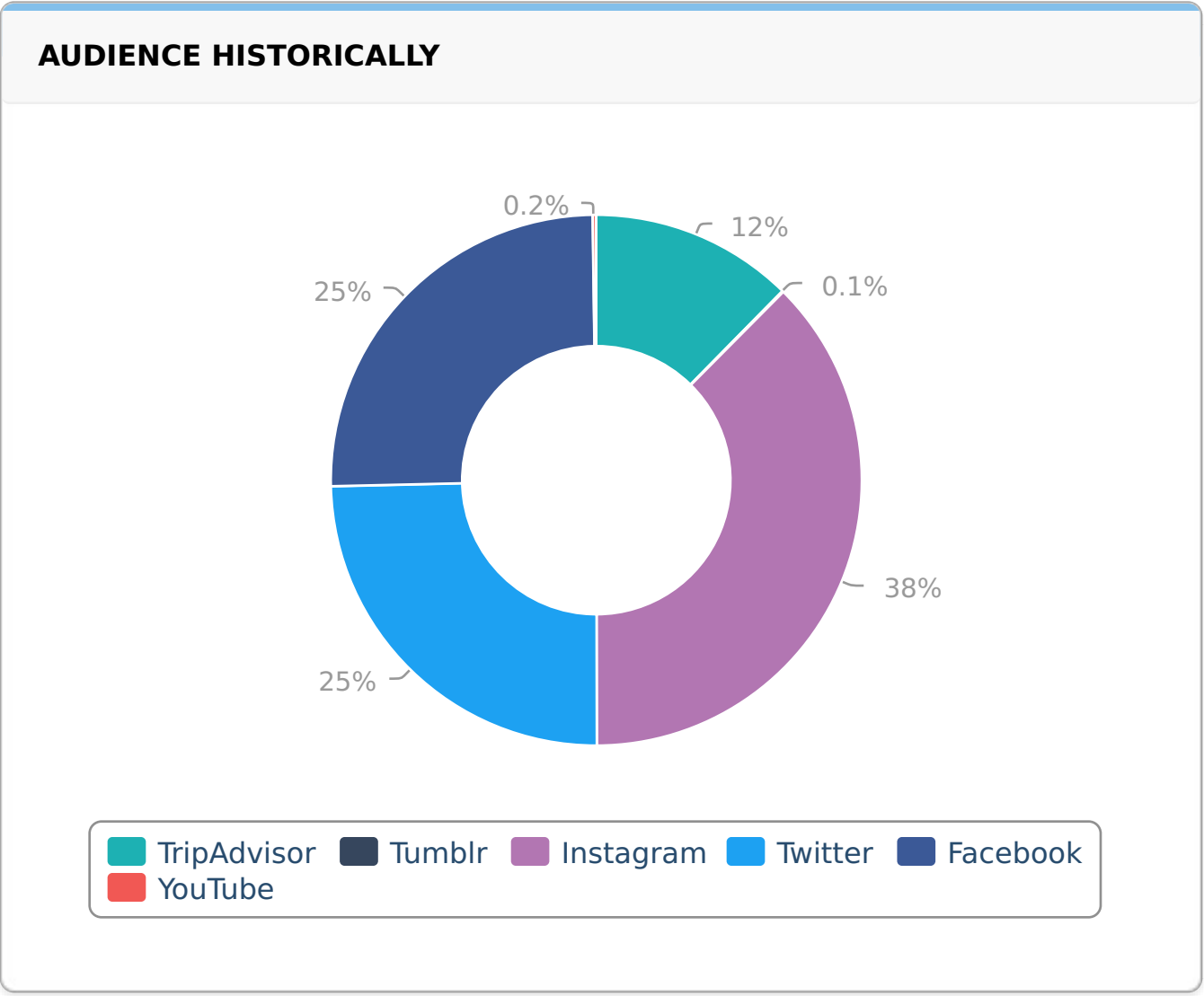


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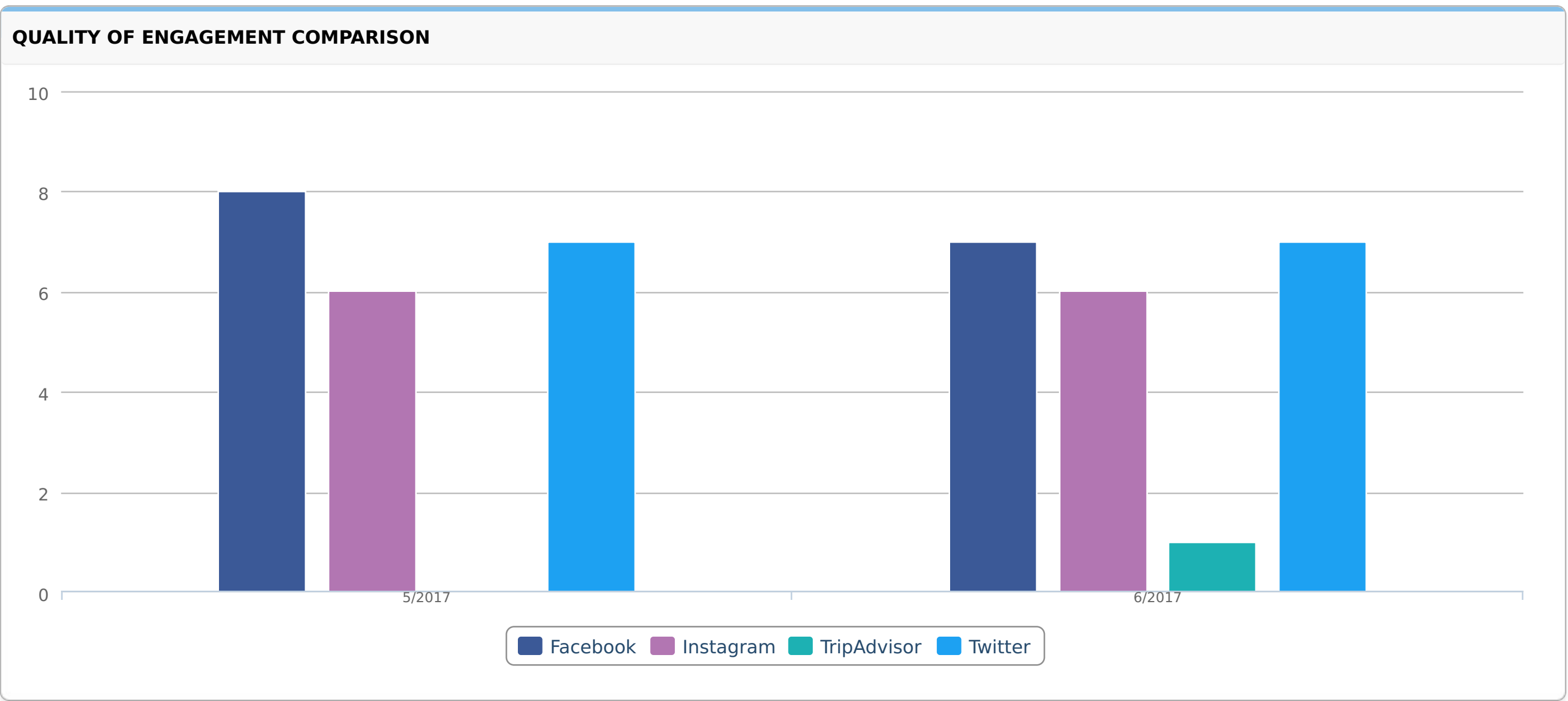
Facebook accounted for the most engagement growth, with **6123** new actions. **YouTube** had the biggest change in engagement of **400%**.

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

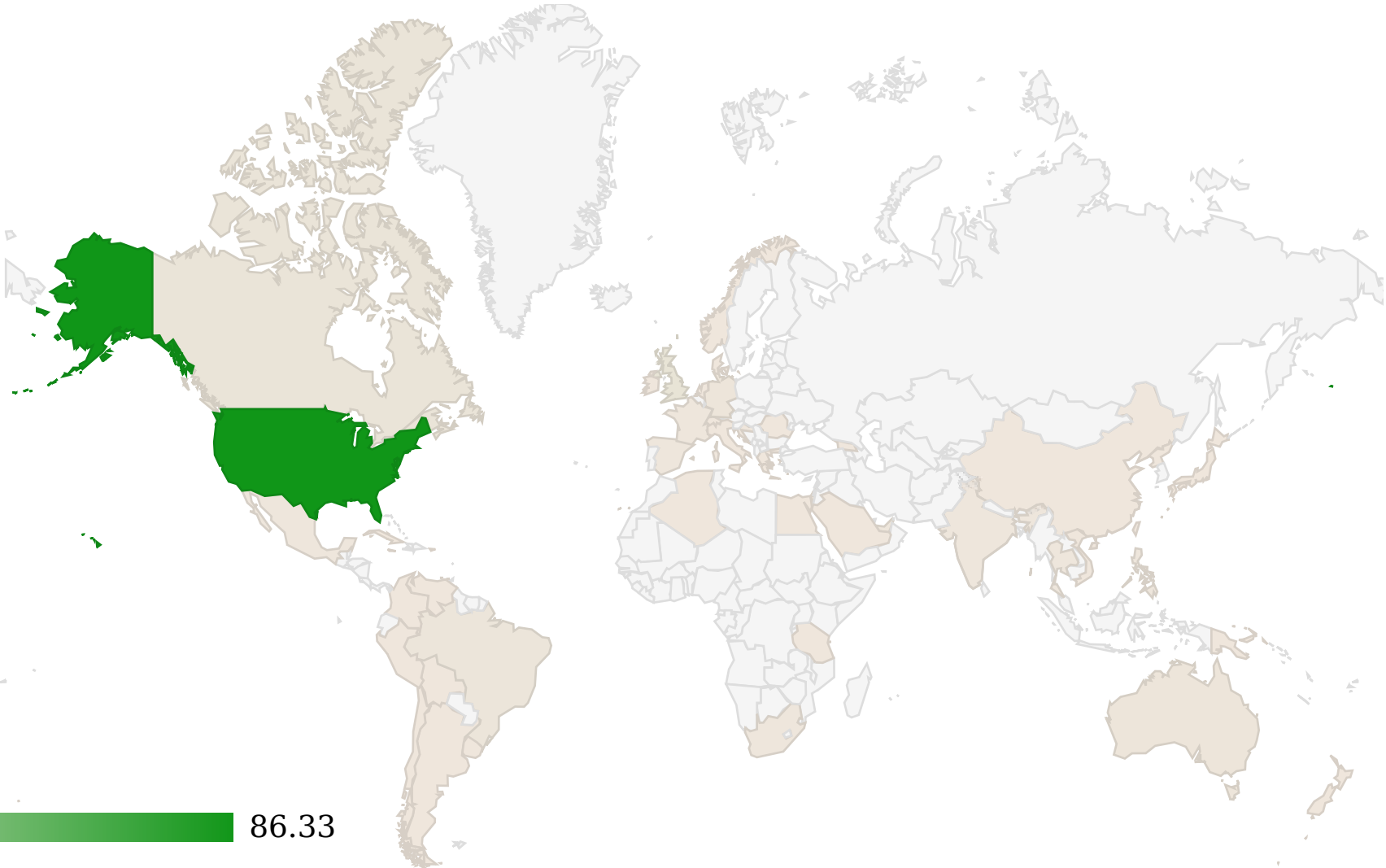


Facebook accounted for the most engagement growth, with **6123** new actions. **YouTube** had the biggest change in engagement of **400%**.

Your current current engagement level is **4.5**

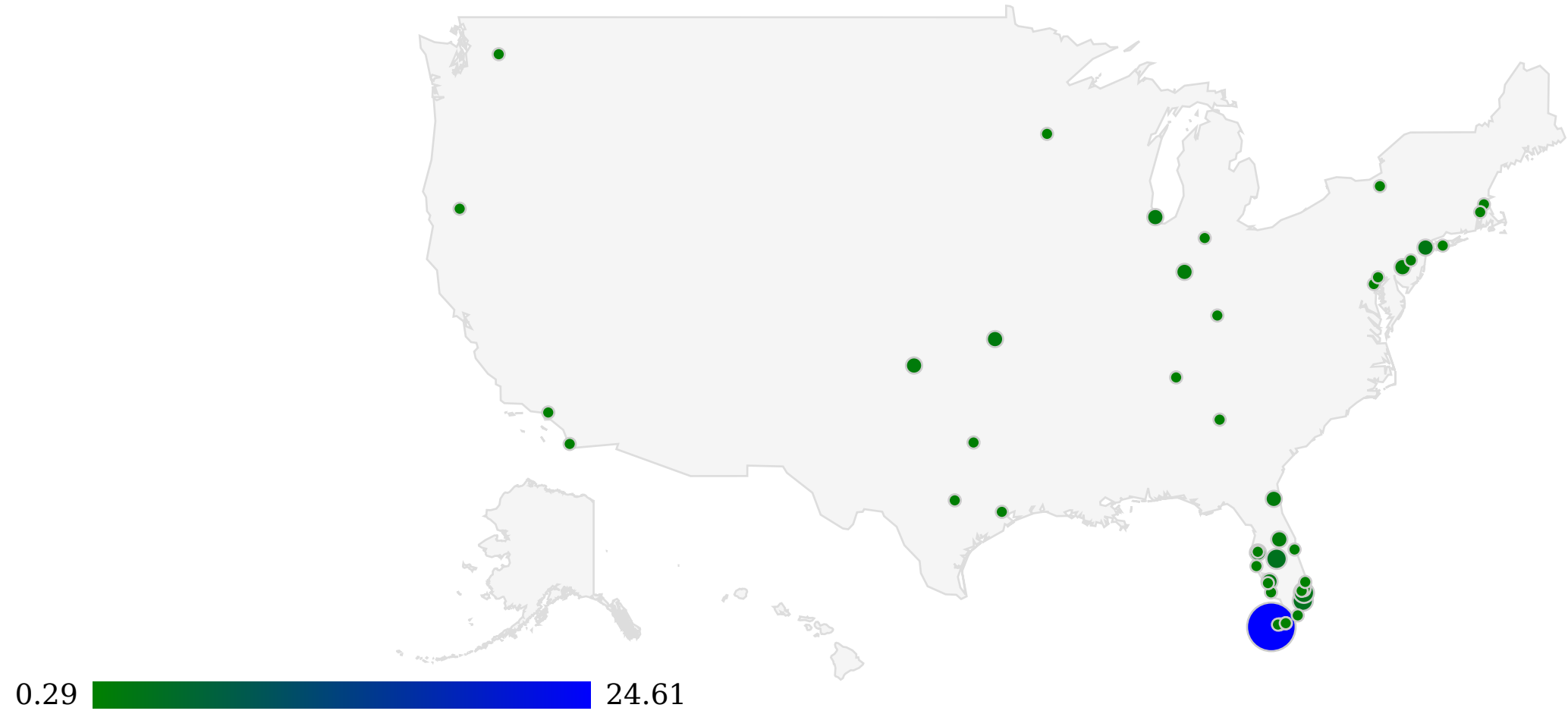


AUDIENCE WORLD DISTRIBUTION

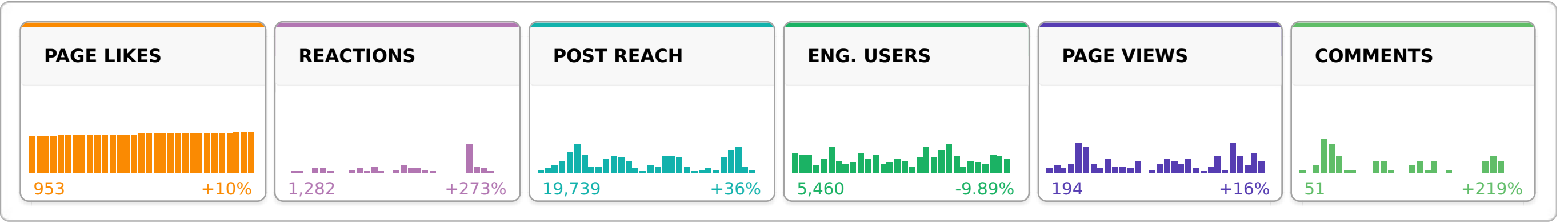


Country	Code	%
United States	US	86.33
United Kingdom	GB	2.57
Canada	CA	2
Brazil	BR	1.08
Australia	AU	0.77
Germany	DE	0.72
United Arab Emirates	AE	0.31
South Africa	ZA	0.26
Mexico	MX	0.26
Spain	ES	0.26
India	IN	0.26
Thailand	TH	0.26
Philippines	PH	0.26
France	FR	0.26
Uruguay	UY	0.21
Venezuela	VE	0.21
Ireland	IE	0.21
Italy	IT	0.21
Guam	GU	0.21
Japan	JP	0.15
New Zealand	NZ	0.15
Romania	RO	0.15
China	CN	0.15
Argentina	AR	0.1
Puerto Rico	PR	0.1

COUNTRY ACTIVITY



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



Page Likes	953	New Page Likes	88	Total Reach	87.2k	Post Reach	19.7k	Eng. Users	5,460
Total Clicks	4,493	Page Views	194	Page Impressions	144.3k	Post Impressions	29.4k	Posts	45
Visitor Posts	2	Comments	51	Reactions	1,282	Post Unlikes	15	Shares	98
Video Views	369	Reviews	7	Checkins	288	Mentions	4		

You have published **47** posts (**1.52** per day). **71%** of interactions are clicks (**4493** total). You had **51** comments and **98** post shares.

Your posts reached a total of **19,739** users (**637** per day). There was a total of **6311** interactions.

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

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.

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

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


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

MOST ENGAGED FRIENDS




Sophia Wilshire

Comments: 4
Reactions: 112




Ali Faye

Comments: 2
Reactions: 52




Dana Pollitt, P.A.

Comments: 0
Reactions: 52




Mandy Claire

Comments: 3
Reactions: 48




ADEPT Strategy & Public Relations

Comments: 0
Reactions: 50




Imperial Point Neighborhood Association

Comments: 0
Reactions: 50



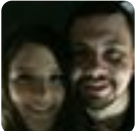
Key West Historic Seaport

Comments: 3
Reactions: 22




Gregorio Arcay

Comments: 0
Reactions: 22




Kevin Scott

Comments: 1
Reactions: 18




Karen Olson

Comments: 0
Reactions: 14




Charles McCloud

Comments: 1
Reactions: 10




Kolhage's Appliance and Air Conditioning Inc.

Comments: 0
Reactions: 11




Dana Pollitt

Comments: 1
Reactions: 8



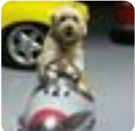
Gary Farman

Comments: 0
Reactions: 8




Paul Vallone

Comments: 0
Reactions: 7




Julie Ruffolo

Comments: 3
Reactions: 4



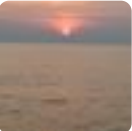
Melissa Johnson

Comments: 0
Reactions: 7




Pamela Lyon-Juhl

Comments: 1
Reactions: 5




Suziq Lat

Comments: 0
Reactions: 6




Fidel Campos

Comments: 0
Reactions: 6




Doris McGregor Steinberger

Comments: 0
Reactions: 6




Envision Uptown - Uptown Fort Lauderdale

Comments: 0
Reactions: 6




Lori Capobianco

Comments: 1
Reactions: 5




Joe Albair

Comments: 2
Reactions: 4



Annie Burroughs


Comments: 0
Reactions: 5



Danny E Hall

Comments: 0
Reactions: 5

MOST LIKED




Click

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

166 reactions


MOST COMMENTED



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

15 comments

MOST ENGAGED USERS




Click

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	Total Shares
 Key West Historic Seaport	51	114%	1134	80	96
 Linda Rossi	2	5%	0	0	0

BEST TIME FOR LIKES

4:00 PM - 5:00 PM

14% of likes occur during this time

BEST TIME FOR COMMENTS

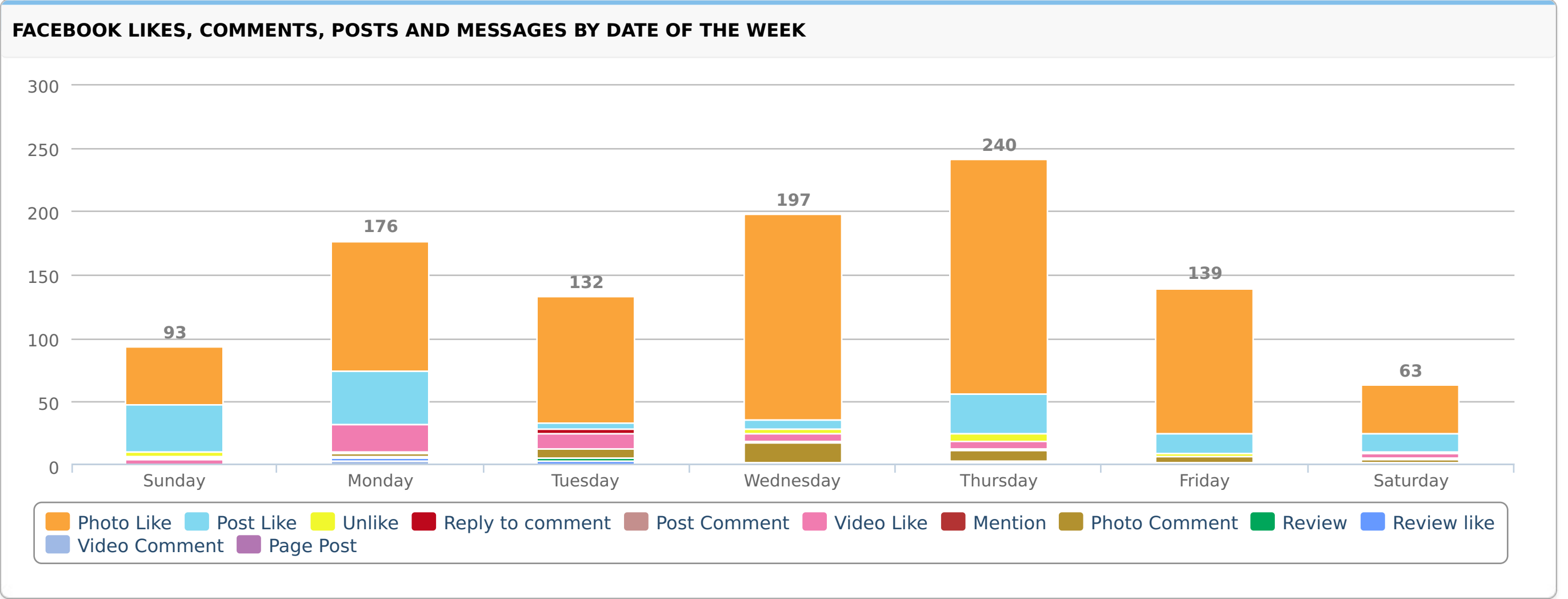
12:00 PM - 1:00 PM

12% of comments occur during this time

BEST TIME FOR MENTIONS


9:00 AM - 10:00 AM

20% of mentions occur during this time



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


MOST MENTIONS BY



Key Lime Bike Tour

1 mentions

MOST SHARED POST



There's always a gorgeous sunset in the Key West Historic Seaport! : IG @kylemc1103 #KeyWest #Sunset #Gorgeous

9 shares

MOST MENTIONS DAY

Saturday
July 8, 2017

1 mentions

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

7 REVIEWS



by **Kelly Davis** on **Jul 31, 2017**

Key West Historic Se

1 Likes



by **Teresa Ann** on **Jul 26, 2017**

Key West Historic Se

1 Comments 1 Likes



Beautiful view great food at the Waterfront Brewery . Made you feel like you had really been on vacation. Worth seein...
by **Terri Trag Mcgrath Bailey** on **Jul 22, 2017**

Key West Historic Se

1 Comments 1 Likes



by **Mickey Mastracchio** on **Jul 11, 2017**

Key West Historic Se

1 Comments 1 Likes



by **Sarah Bowlen** on **Jul 10, 2017**

Key West Historic Se

1 Comments 1 Likes



Great food options great for the family great to be on the docks great scenery a place that you should try definitely
by **Brent Mulyck** on **Jul 7, 2017**

Key West Historic Se

1 Comments 1 Likes




The Historic Seaport is the best place for fresh seafood. Every restaurant we went to was fantastic and the service ...
by **Monica Lieberman** on **Jul 4, 2017**

Key West Historic Se

1 Comments 1 Likes


MOST VIEWED VIDEO



Tasty

200 views


MOST LIKED VIDEO



Tasty

18 likes

MOST COMMENTED



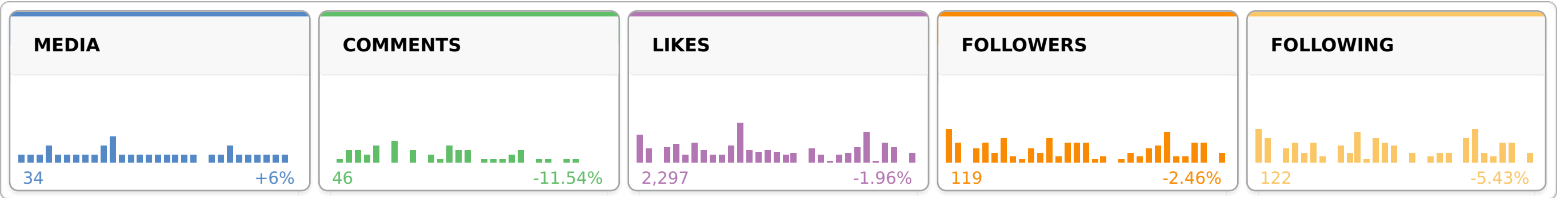
Tasty

6 comments

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**.

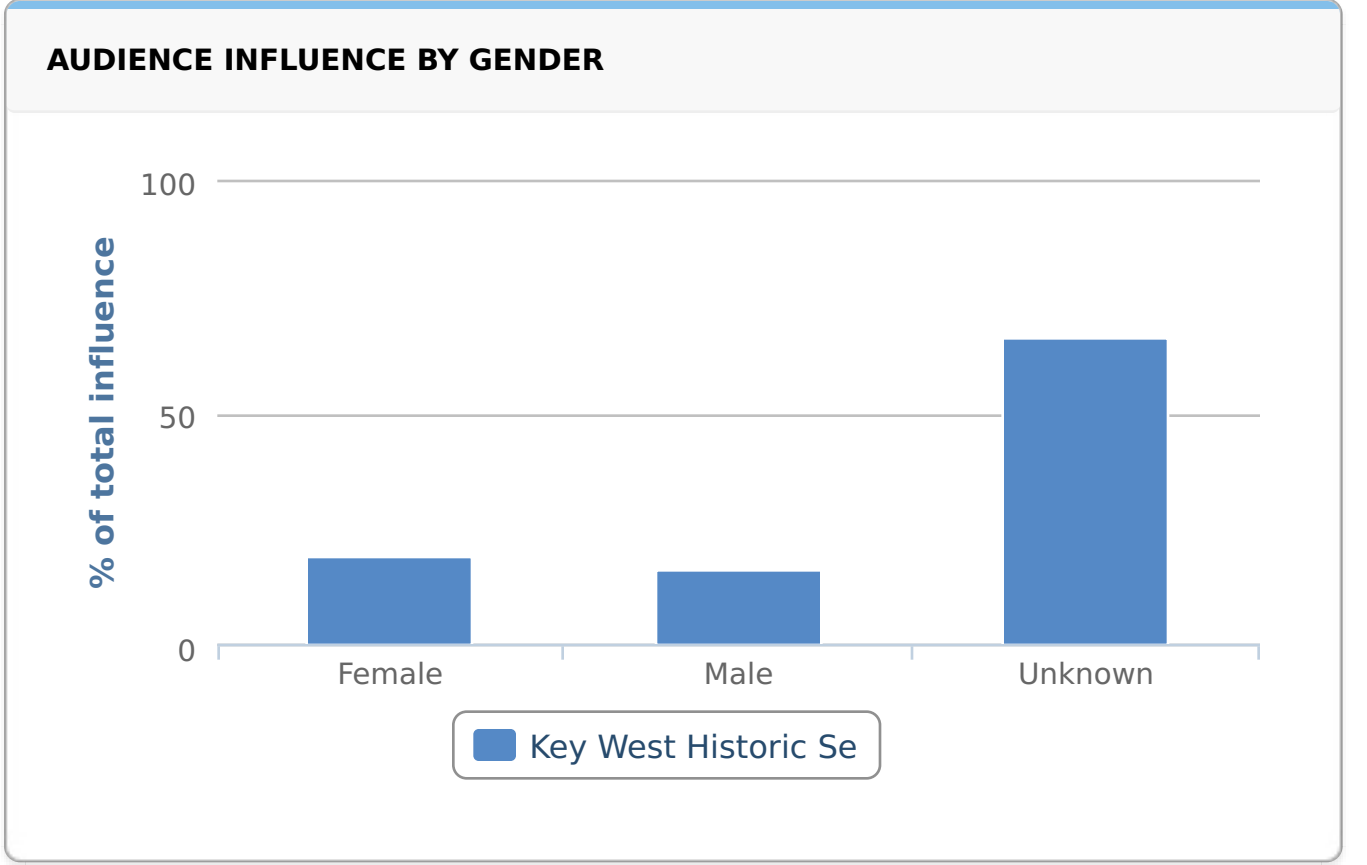
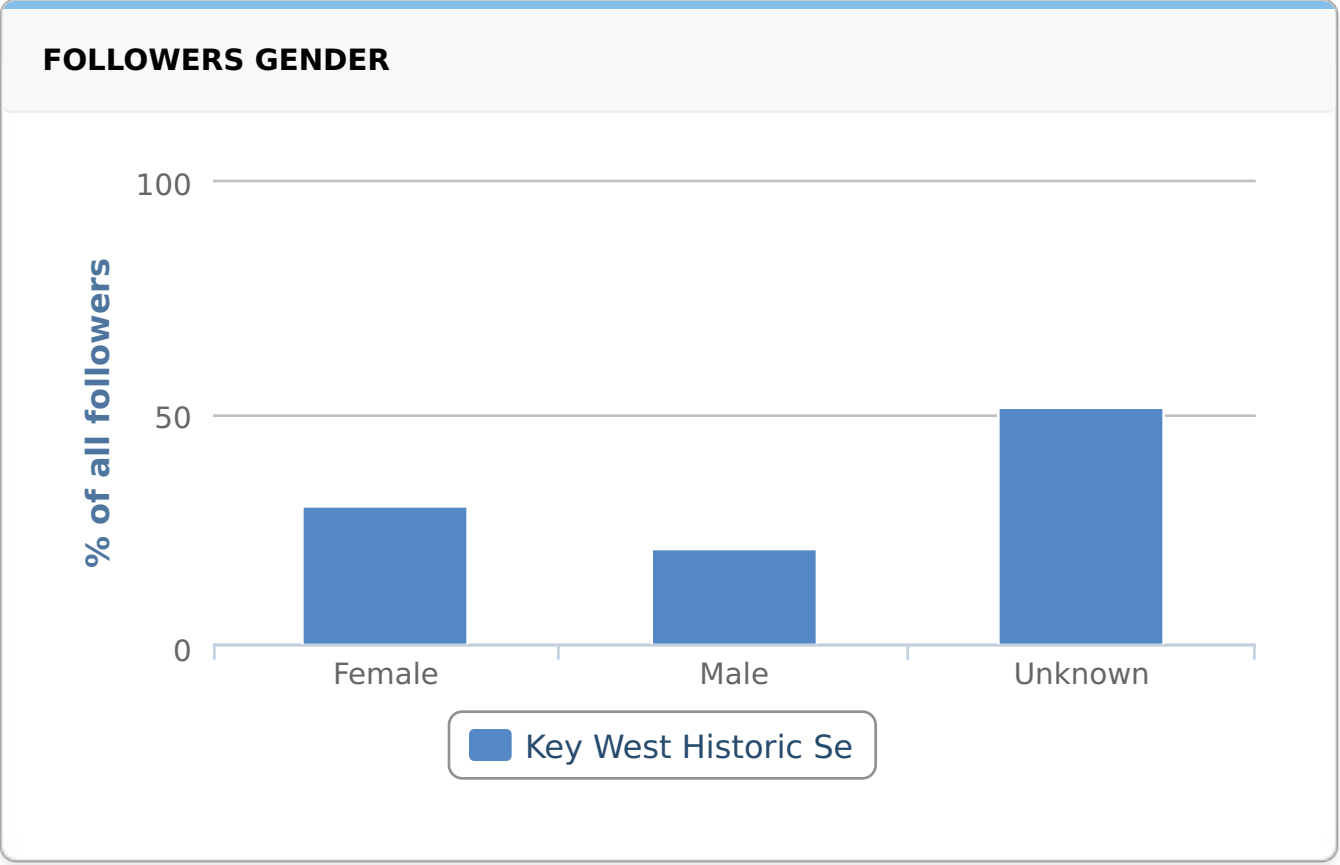
Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

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



New Photos	29	New Videos	5	New Comments	46	New Likes	2,297	New Followers	119
New Following	122	Total Followers	1,289	Total Followings	1,149	Total Uploaded Media	425		

TOP POSTS BY NUMBER OF LIKES				
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%



MOST COMMENTS DAY

Friday
July 7, 2017

5 comments

MOST COMMENTS BY

Ali

5 comments











MOST COMMENTED











Get your summer essentials at Dragonfly Key West! Yo...

5 comments, 107 likes

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

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

Most Influential Users		
User	Followers	% of total reach
 Flavia Peixoto	111,361	6%
 I Love To Travel ✈️❤️	60,561	3%
 Rio Academia Natural 🌿🌿...	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%

Most Active Users		
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
 AquariumDepot.com	4,352	3,813
 Heather Wilde	4,310	384
 The Distinguished Fish...	2,697	13,520
 April Ann	2,647	946
 Christina S.	2,641	8,762
 K E L L Y N O R M A N	2,635	2,005


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

MOST LIKES DAY

Tuesday
July 11, 2017

236 likes, 2 comments

MOST LIKED



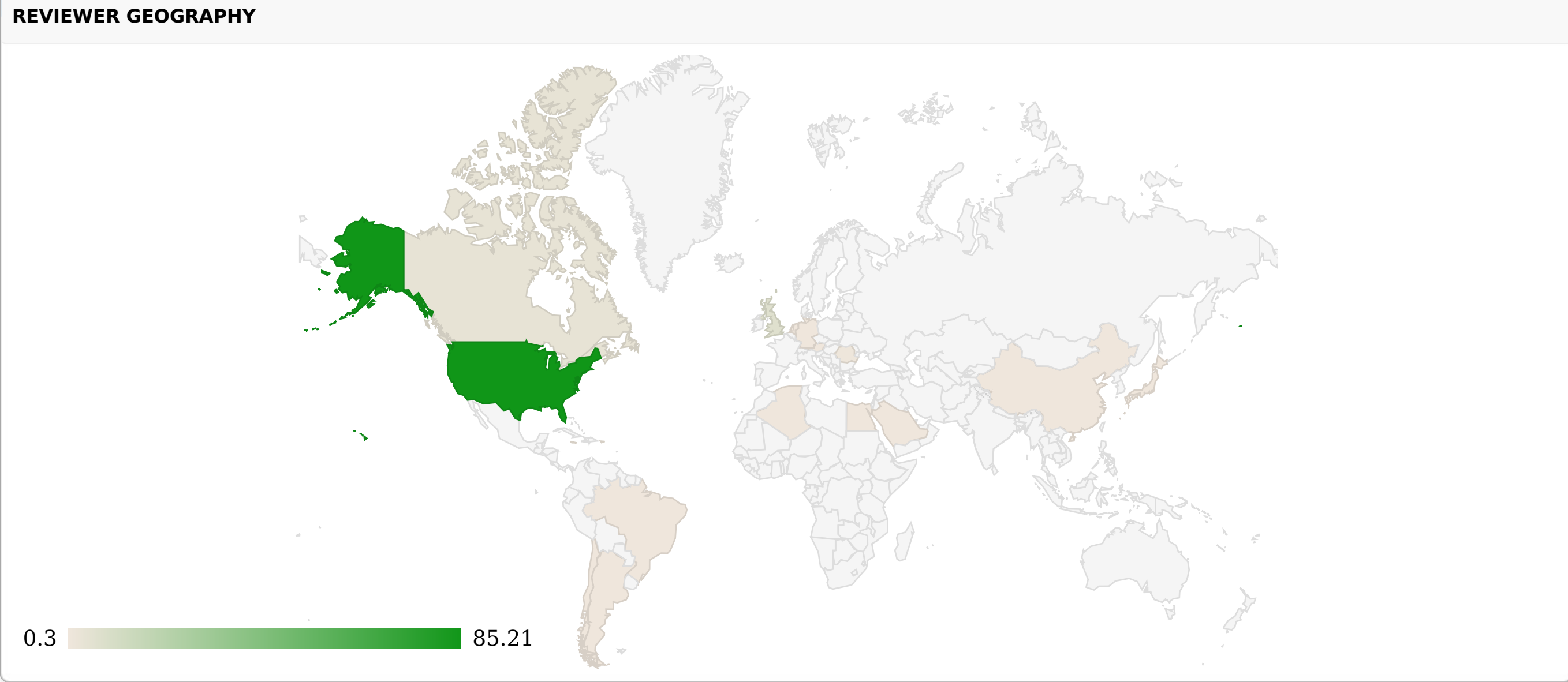
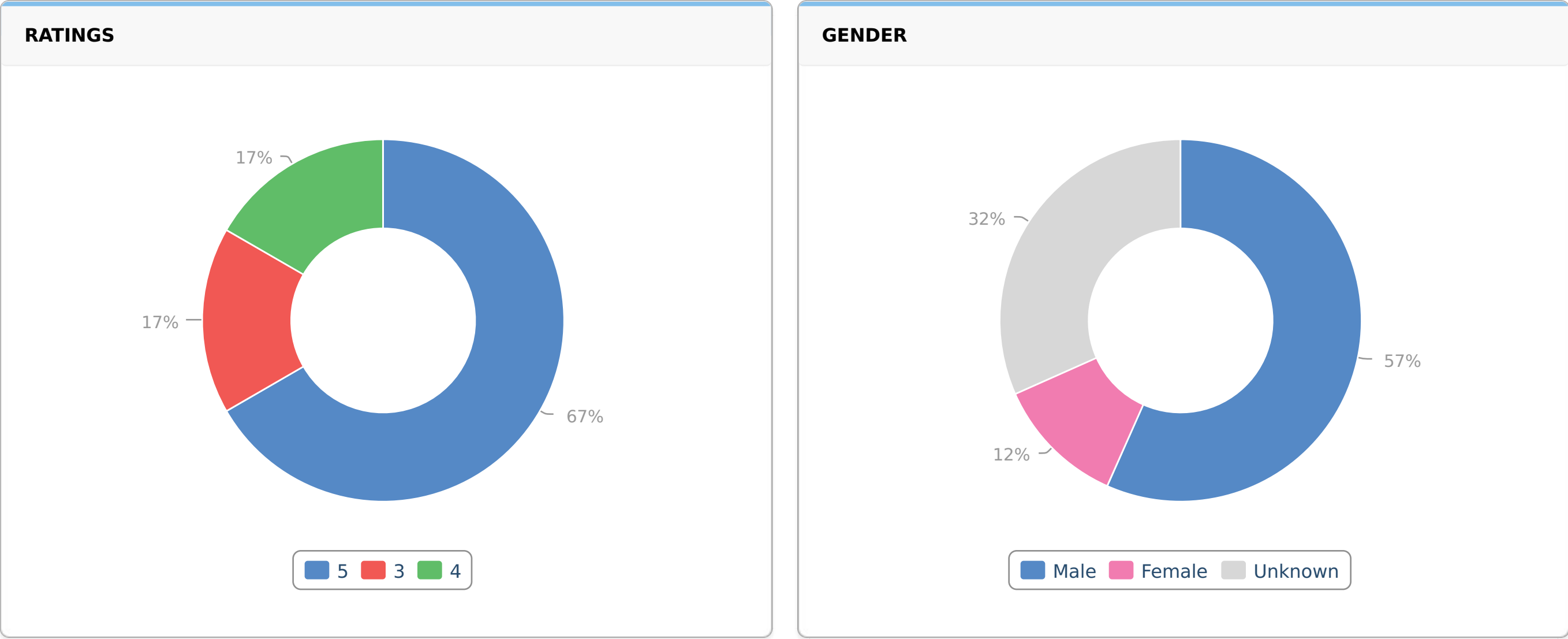
It's always a beautiful view when the sunset looks l...

112 likes

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

Reviews:6

Rating:4.5



- 6 REVIEWS
- Nice leisurely walk

Key West Historic Se

I usually grab my camera and take a walk through the seaport from The Galleon all the way down to the ferry docks. It's a great spot for ...

by Greywolf8577 on July 19, 2017
- beautiful. nice restaurants.

Key West Historic Se

The seaport is small but beautiful. Many boats of every kind in harbor, with docks for viewing and benches for sitting. Two really good r...

by Tripperatlast on July 15, 2017
- Frozen Key Lime Mojito at Lighthouse Court Hotel Bar by the pool

Key West Historic Se

Don't miss this excellent drink! Off the main streets, but definitely the best frozen treat of the whole trip!

by June C on July 7, 2017
- Nice port with a lot of luxury boat

Key West Historic Se

It's nice to walk around here, the view is beautiful and you can see here very unique luxury boats. Lots of restaurants and bars everywhere.

by kattimmat on July 6, 2017
- Don't pass this up!

Key West Historic Se

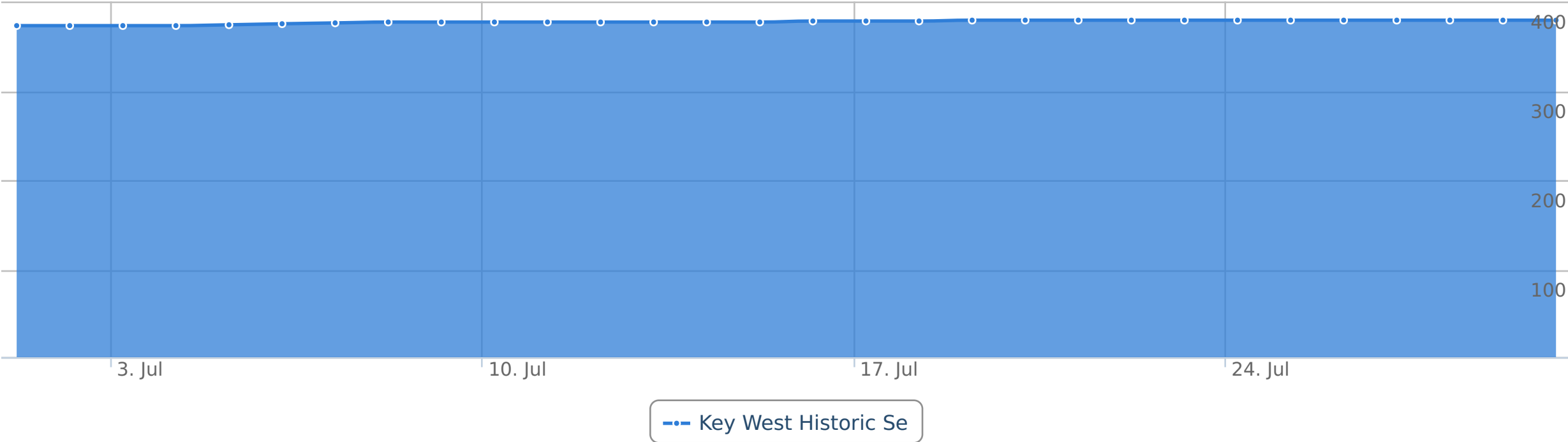
A walk through the Key West historic seaport is something that you don't want to miss out on during your trip to Key West! It's a great p...

by Michelle H on July 6, 2017
- A Must See






















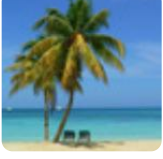
















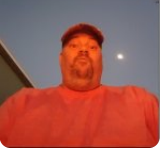











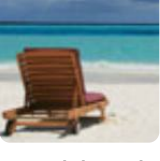











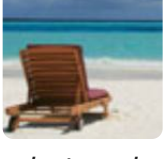
Key West Historic Se
































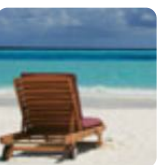

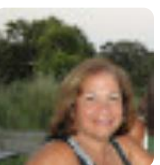
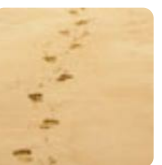
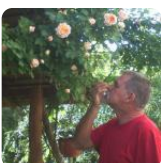
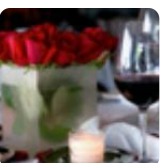




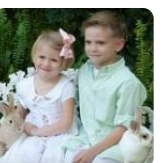



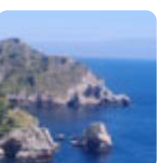



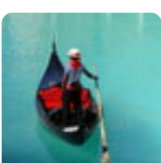





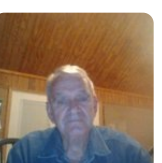
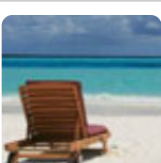



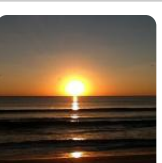
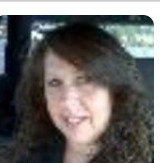

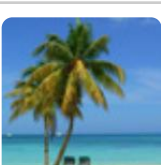

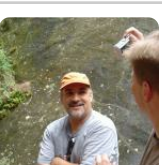

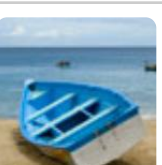

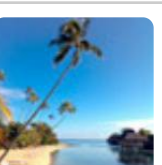

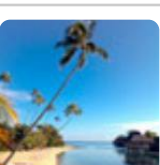
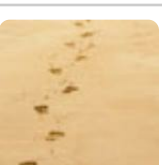
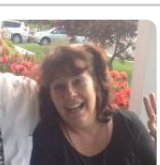




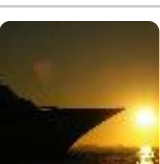
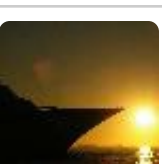
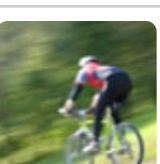
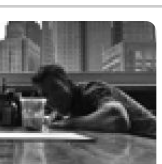

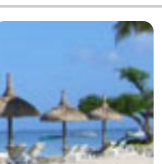
Love the many restaurants and bars. Don't miss the tarpon looking for scraps from the fishing boats.







by DABMIN on July 3, 2017

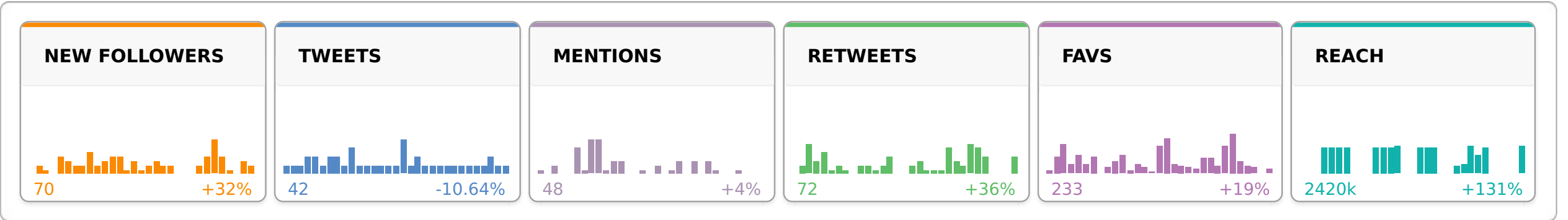


379 TripAdvisor users that reviewed your profiles.

<div></div> <div><div>Wanda L</div><div>Reviews: 36</div><div>Votes: 8</div><div>Saint Petersburg, FL</div></div>	<div></div> <div><div>Robert C</div><div>Reviews: 30</div><div>Votes: 19</div><div>Jacksonville, Florida</div></div>	<div></div> <div><div>Ryan S</div><div>Reviews: 31</div><div>Votes: 4</div><div>Vienna, Austria</div></div>	<div></div> <div><div>chelseadia</div><div>Reviews: 7</div><div>Votes: 2</div><div>New York City, New York</div></div>	<div></div> <div><div>Wendy D</div><div>Reviews: 31</div><div>Votes: 17</div><div>Brandon, Manitoba</div></div>	<div></div> <div><div>jeffrey w</div><div>Reviews: 237</div><div>Votes: 135</div><div>Omaha, Nebraska</div></div>	<div></div> <div><div>Fishyfishy111</div><div>Reviews: 70</div><div>Votes: 20</div><div>Saint Paul, Minnesota</div></div>
<div></div> <div><div>Dana B</div><div>Reviews: 55</div><div>Votes: 14</div><div>Manchester, New Hampshire</div></div>	<div></div> <div><div>Rubyrater</div><div>Reviews: 22</div><div>Votes: 11</div><div></div></div>	<div></div> <div><div>Peggy73703</div><div>Reviews: 11</div><div>Votes: 0</div><div>Enid, Oklahoma</div></div>	<div></div> <div><div>aberdeenangler</div><div>Reviews: 462</div><div>Votes: 213</div><div>Aberdeen, United Kingdom</div></div>	<div></div> <div><div>barney4201</div><div>Reviews: 8</div><div>Votes: 9</div><div>Texas City, Texas</div></div>	<div></div> <div><div>msbnsb</div><div>Reviews: 30</div><div>Votes: 12</div><div>New Smyrna Beach, Florida</div></div>	<div></div> <div><div>Carlie D</div><div>Reviews: 69</div><div>Votes: 33</div><div>Dallas, Texas</div></div>
<div></div> <div><div>David H</div><div>Reviews: 73</div><div>Votes: 16</div><div>Montgomery, Illinois</div></div>	<div></div> <div><div>VacationFamilyNJ</div><div>Reviews: 116</div><div>Votes: 59</div><div>New Jersey</div></div>	<div></div> <div><div>NancyLovesRehoboth</div><div>Reviews: 115</div><div>Votes: 260</div><div>Lexington, Virginia</div></div>	<div></div> <div><div>Bob S</div><div>Reviews: 95</div><div>Votes: 42</div><div>Jim Thorpe, Pennsylvania</div></div>	<div></div> <div><div>William T</div><div>Reviews: 320</div><div>Votes: 141</div><div>Atlanta, Georgia</div></div>	<div></div> <div><div>75boat</div><div>Reviews: 37</div><div>Votes: 7</div><div>Albuquerque, New Mexico</div></div>	<div></div> <div><div>Marcia L</div><div>Reviews: 189</div><div>Votes: 116</div><div>Port Saint Joe, Indiana</div></div>
<div></div> <div><div>ckvar</div><div>Reviews: 61</div><div>Votes: 33</div><div>Cudjoe Key, Florida</div></div>	<div></div> <div><div>Vanessa L</div><div>Reviews: 43</div><div>Votes: 24</div><div>Rome, Georgia</div></div>	<div></div> <div><div>easterntreker</div><div>Reviews: 924</div><div>Votes: 264</div><div>Halifax</div></div>	<div></div> <div><div>Arthur S</div><div>Reviews: 121</div><div>Votes: 39</div><div>Boca Raton, Florida</div></div>	<div></div> <div><div>Henk V</div><div>Reviews: 86</div><div>Votes: 19</div><div>Nieuw-Vennep</div></div>	<div></div> <div><div>Bob E</div><div>Reviews: 51</div><div>Votes: 26</div><div>Cleveland, Ohio</div></div>	<div></div> <div><div>adsscs</div><div>Reviews: 20</div><div>Votes: 24</div><div>Tennessee</div></div>
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<div></div> <div><div>Densch1</div><div>Reviews: 44</div><div>Votes: 12</div><div>New Jersey</div></div>	<div></div> <div><div>Steve D</div><div>Reviews: 106</div><div>Votes: 53</div><div>Winter Springs, Florida</div></div>	<div></div> <div><div>mosika</div><div>Reviews: 104</div><div>Votes: 28</div><div>Valparaiso, Indiana</div></div>	<div></div> <div><div>Derek E</div><div>Reviews: 84</div><div>Votes: 30</div><div></div></div>	<div></div> <div><div>ptruffa</div><div>Reviews: 10</div><div>Votes: 4</div><div>Pittsburgh</div></div>	<div></div> <div><div>Greg W</div><div>Reviews: 4</div><div>Votes: 1</div><div>Rochester, Minnesota</div></div>	<div></div> <div><div>imjustbeachy 1</div><div>Reviews: 20</div><div>Votes: 10</div><div>Monroe, Georgia</div></div>
<div></div> <div><div>ed33040</div><div>Reviews: 7</div><div>Votes: 11</div><div>Key West, Florida</div></div>	<div></div> <div><div>Billy B</div><div>Reviews: 85</div><div>Votes: 21</div><div>Virginia Beach, Virginia</div></div>	<div></div> <div><div>buffalojim67</div><div>Reviews: 1</div><div>Votes: 145</div><div>Lawrence, Kansas</div></div>	<div></div> <div><div>tld917</div><div>Reviews: 8</div><div>Votes: 10</div><div>Omaha, Nebraska</div></div>	<div></div> <div><div>Milesotravel41</div><div>Reviews: 8</div><div>Votes: 0</div><div>Charlotte, North Carolina</div></div>	<div></div> <div><div>Cub66</div><div>Reviews: 119</div><div>Votes: 68</div><div>Chicago, Illinois</div></div>	<div></div> <div><div>mwooduk</div><div>Reviews: 1</div><div>Votes: 501</div><div>Miami</div></div>
<div></div> <div><div>goodegg5</div><div>Reviews: 54</div><div>Votes: 18</div><div>Philly</div></div>	<div></div> <div><div>ruthkred</div><div>Reviews: 167</div><div>Votes: 74</div><div>Town and Country, Virginia</div></div>	<div></div> <div><div>WanderLust M</div><div>Reviews: 75</div><div>Votes: 91</div><div>Redondo Beach, California</div></div>	<div></div> <div><div>Sue O</div><div>Reviews: 254</div><div>Votes: 92</div><div>Kent, United Kingdom</div></div>	<div></div> <div><div>TtravelerJohn</div><div>Reviews: 192</div><div>Votes: 99</div><div>Glen Rock, New Jersey</div></div>	<div></div> <div><div>Cordial1</div><div>Reviews: 186</div><div>Votes: 59</div><div></div></div>	<div></div> <div><div>666Bunty</div><div>Reviews: 269</div><div>Votes: 114</div><div>Surrey</div></div>
<div></div> <div><div>Anne_A52</div><div>Reviews: 8</div><div>Votes: 1</div><div>York, Pennsylvania</div></div>	<div></div> <div><div>Lisa S</div><div>Reviews: 763</div><div>Votes: 204</div><div></div></div>	<div></div> <div><div>ergohand</div><div>Reviews: 19</div><div>Votes: 3</div><div>HMB</div></div>	<div></div> <div><div>FLAKey33040</div><div>Reviews: 68</div><div>Votes: 24</div><div>Sumnerland Key, Florida</div></div>	<div></div> <div><div>Cambria5</div><div>Reviews: 336</div><div>Votes: 119</div><div>Ebensburg, PA</div></div>	<div></div> <div><div>Cambria5</div><div>Reviews: 336</div><div>Votes: 119</div><div>Ebensburg, PA</div></div>	<div></div> <div><div>katem j</div><div>Reviews: 81</div><div>Votes: 22</div><div>Suffern, New York</div></div>

<div></div> <div><div>hmgrrbt</div><div>Reviews: 28</div><div>Votes: 13</div></div>	<div></div> <div><div>vakshun17</div><div>Reviews: 45</div><div>Votes: 15</div></div> <div>Wolfeboro, New</div>	<div></div> <div><div>T2Socks</div><div>Reviews: 269</div><div>Votes: 131</div></div> <div>Key West, FL</div>	<div></div> <div><div>CrazFox</div><div>Reviews: 30</div><div>Votes: 22</div></div> <div>Belle Isle, Flo...</div>	<div></div> <div><div>dalessiopietro</div><div>Reviews: 277</div><div>Votes: 59</div></div> <div>Murray, Utah</div>	<div></div> <div><div>DABMIN</div><div>Reviews: 41</div><div>Votes: 15</div></div> <div>Baltimore, Mary...</div>	<div></div> <div><div>dinosciambra</div><div>Reviews: 53</div><div>Votes: 17</div></div> <div>New Orleans, Lo...</div>
<div></div> <div><div>James M</div><div>Reviews: 73</div><div>Votes: 30</div></div> <div>Hamilton, Canada</div>	<div></div> <div><div>HoldenBea</div><div>Reviews: 191</div><div>Votes: 81</div></div> <div>Holden Beach, N</div>	<div></div> <div><div>tennisi11</div><div>Reviews: 168</div><div>Votes: 89</div></div> <div>Simpsonville, SC</div>	<div></div> <div><div>Sherri W</div><div>Reviews: 21</div><div>Votes: 13</div></div> <div>George West, Texac</div>	<div></div> <div><div>jeffl499</div><div>Reviews: 1</div><div>Votes: 520</div></div> <div>Alexandria, VA</div>	<div></div> <div><div>Missmarilynjoy</div><div>Reviews: 26</div><div>Votes: 4</div></div> <div>Key West, Florida</div>	<div></div> <div><div>CaptnBill</div><div>Reviews: 37</div><div>Votes: 20</div></div> <div>Cape Coral, Flo...</div>
<div></div> <div><div>br01374859</div><div>Reviews: 116</div><div>Votes: 34</div></div> <div>Ballston Spa, N...</div>	<div></div> <div><div>travelkitty28</div><div>Reviews: 156</div><div>Votes: 54</div></div> <div>midwest</div>	<div></div> <div><div>Shawna G</div><div>Reviews: 236</div><div>Votes: 119</div></div> <div>Jacksonville, F...</div>	<div></div> <div><div>JennyColCrawley_UK</div><div>Reviews: 16</div><div>Votes: 4</div></div> <div>Crawley, UK</div>	<div></div> <div><div>labe7000</div><div>Reviews: 60</div><div>Votes: 44</div></div> <div>Port Jefferson ...</div>	<div></div> <div><div>NervousDuck</div><div>Reviews: 30</div><div>Votes: 10</div></div> <div>Saint Paul, Min...</div>	<div></div> <div><div>Kathy P</div><div>Reviews: 24</div><div>Votes: 6</div></div> <div>Chicago, Illinois</div>
<div></div> <div><div>Walsh13k</div><div>Reviews: 238</div><div>Votes: 45</div></div> <div>Saratoga Spring...</div>	<div></div> <div><div>Paul W</div><div>Reviews: 45</div><div>Votes: 25</div></div> <div>Wesley Chapel, ...</div>	<div></div> <div><div>Patricia S</div><div>Reviews: 75</div><div>Votes: 22</div></div> <div></div>	<div></div> <div><div>Gomersal-08</div><div>Reviews: 223</div><div>Votes: 208</div></div> <div>Leeds</div>	<div></div> <div><div>VirginiaSunny</div><div>Reviews: 108</div><div>Votes: 44</div></div> <div>Virginia</div>	<div></div> <div><div>Lmilaat</div><div>Reviews: 21</div><div>Votes: 11</div></div> <div>Jeddah</div>	<div></div> <div><div>Lori K</div><div>Reviews: 71</div><div>Votes: 22</div></div> <div>Beaver Falls, P...</div>
<div></div> <div><div>Dcraigclark</div><div>Reviews: 39</div><div>Votes: 11</div></div> <div>Decatur, Georgia</div>	<div></div> <div><div>DebiOco</div><div>Reviews: 112</div><div>Votes: 35</div></div> <div>New York</div>	<div></div> <div><div>MargaretNJ2014</div><div>Reviews: 20</div><div>Votes: 12</div></div> <div>New Jersey</div>	<div></div> <div><div>Traveller71Rio</div><div>Reviews: 30</div><div>Votes: 6</div></div> <div>West Palm Beach</div>	<div></div> <div><div>tefsearch</div><div>Reviews: 15</div><div>Votes: 11</div></div> <div>Lakeland, Florida</div>	<div></div> <div><div>DebieDC</div><div>Reviews: 113</div><div>Votes: 74</div></div> <div>Marietta, GA</div>	<div></div> <div><div>Donna H</div><div>Reviews: 30</div><div>Votes: 7</div></div> <div>Chicago, Illinois</div>
<div></div> <div><div>Dr. R. C. M</div><div>Reviews: 143</div><div>Votes: 31</div></div> <div>Fort Mohave, Ar...</div>	<div></div> <div><div>Mpollifax</div><div>Reviews: 166</div><div>Votes: 54</div></div> <div>Philadelphia</div>	<div></div> <div><div>merrybrook1</div><div>Reviews: 75</div><div>Votes: 31</div></div> <div>Butler, Tennessee</div>	<div></div> <div><div>Steve P</div><div>Reviews: 31</div><div>Votes: 10</div></div> <div>Fairfield, Iowa</div>	<div></div> <div><div>BonjourduCanada</div><div>Reviews: 42</div><div>Votes: 30</div></div> <div>Toronto, Canada</div>	<div></div> <div><div>SEWiscon</div><div>Reviews: 143</div><div>Votes: 39</div></div> <div>Kenosha, Wisconsin</div>	<div></div> <div><div>sarahkathleen1</div><div>Reviews: 98</div><div>Votes: 51</div></div> <div>Eastern Shore, AL</div>
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<div></div> <div><div>Rosalie K</div><div>Reviews: 4</div><div>Votes: 0</div></div> <div></div>	<div></div> <div><div>Collette L</div><div>Reviews: 70</div><div>Votes: 25</div></div> <div>Milwaukee</div>	<div></div> <div><div>JaysaTravelinMan</div><div>Reviews: 139</div><div>Votes: 91</div></div> <div>Salisbury, Mary...</div>	<div></div> <div><div>FLGal1980</div><div>Reviews: 56</div><div>Votes: 43</div></div> <div>Tampa, Florida</div>	<div></div> <div><div>FLGal1980</div><div>Reviews: 56</div><div>Votes: 43</div></div> <div>Tampa, Florida</div>	<div></div> <div><div>Janet W</div><div>Reviews: 60</div><div>Votes: 19</div></div> <div></div>	<div></div> <div><div>bob A</div><div>Reviews: 74</div><div>Votes: 12</div></div> <div></div>
<div></div> <div><div>lollygal</div><div>Reviews: 1</div><div>Votes: 345</div></div> <div>New York City, ...</div>	<div></div> <div><div>Clamcake51</div><div>Reviews: 39</div><div>Votes: 17</div></div> <div>Newport, Rhode</div>	<div></div> <div><div>sshmuffin</div><div>Reviews: 19</div><div>Votes: 9</div></div> <div>washington,dc</div>	<div></div> <div><div>BobMinchak</div><div>Reviews: 270</div><div>Votes: 101</div></div> <div>New York City, ...</div>	<div></div> <div><div>den-rick71</div><div>Reviews: 300</div><div>Votes: 116</div></div> <div>Falmouth, Unite...</div>	<div></div> <div><div>conniecat</div><div>Reviews: 32</div><div>Votes: 54</div></div> <div>Topsail Island, NC</div>	<div></div> <div><div>Waldir José O</div><div>Reviews: 10</div><div>Votes: 3</div></div> <div></div>
<div></div> <div><div>happygirl497</div><div>Reviews: 22</div><div>Votes: 8</div></div> <div>Rockaway, New</div>	<div></div> <div><div>Paula P</div><div>Reviews: 11</div><div>Votes: 3</div></div> <div></div>	<div></div> <div><div>A C R</div><div>Reviews: 415</div><div>Votes: 354</div></div> <div>Smyrna, Georgia</div>	<div></div> <div><div>Islander35</div><div>Reviews: 22</div><div>Votes: 7</div></div> <div>New York City, ...</div>	<div></div> <div><div>moonchuckersmom</div><div>Reviews: 75</div><div>Votes: 47</div></div> <div>Connecticut</div>	<div></div> <div><div>raybyerley</div><div>Reviews: 482</div><div>Votes: 124</div></div> <div>Mandeville, Lou...</div>	<div></div> <div><div>Yacht1999</div><div>Reviews: 165</div><div>Votes: 53</div></div> <div>Key West, Florida</div>
<div></div> <div><div>R S</div><div>Reviews: 12</div><div>Votes: 3</div></div> <div>New York City, ...</div>	<div></div> <div><div>KWLUV</div><div>Reviews: 45</div><div>Votes: 21</div></div> <div>New Jersey</div>	<div></div> <div><div>TwoPawsUp</div><div>Reviews: 140</div><div>Votes: 58</div></div> <div>Indiana</div>	<div></div> <div><div>DLanders</div><div>Reviews: 146</div><div>Votes: 52</div></div> <div>Bordentown, NJ</div>	<div></div> <div><div>Lynn R</div><div>Reviews: 17</div><div>Votes: 7</div></div> <div>Titusville, Flo...</div>	<div></div> <div><div>SunshineLadybird</div><div>Reviews: 221</div><div>Votes: 72</div></div> <div>Punta Gorda, Fl...</div>	<div></div> <div><div>downtowngreggbrown</div><div>Reviews: 9</div><div>Votes: 1</div></div> <div>Grover Beach, C...</div>
<div></div> <div><div>RaquelS14</div><div>Reviews: 16</div><div>Votes: 0</div></div> <div></div>	<div></div> <div><div>Stevew07</div><div>Reviews: 374</div><div>Votes: 131</div></div> <div></div>	<div></div> <div><div>Stevew07</div><div>Reviews: 374</div><div>Votes: 131</div></div> <div></div>	<div></div> <div><div>MarianneSup</div><div>Reviews: 24</div><div>Votes: 19</div></div> <div></div>	<div></div> <div><div>Aaron K</div><div>Reviews: 740</div><div>Votes: 273</div></div> <div></div>	<div></div> <div><div>Idoree</div><div>Reviews: 44</div><div>Votes: 11</div></div> <div></div>	<div></div> <div><div>Mike M</div><div>Reviews: 44</div><div>Votes: 0</div></div> <div></div>

Santiago Matron	Northamptonshire	Northamptonshire	Philadelphia, P...	Tokyo Prefectur...	atlantic city	Philadelphia, P...
 HavenCt Reviews: 19 Votes: 6 CT	 Mary B Reviews: 232 Votes: 77 Bethalto, Illinois	 travelinggrace816 Reviews: 36 Votes: 8 Nutley, New Jersey	 letsvaca Reviews: 59 Votes: 20 Egg Harbor Township	 Lindsey F Reviews: 322 Votes: 172 Columbia, Missouri	 June C Reviews: 17 Votes: 7 Saint Louis, Mi...	 bert3580 Reviews: 22 Votes: 2 Huntsville, Ala...



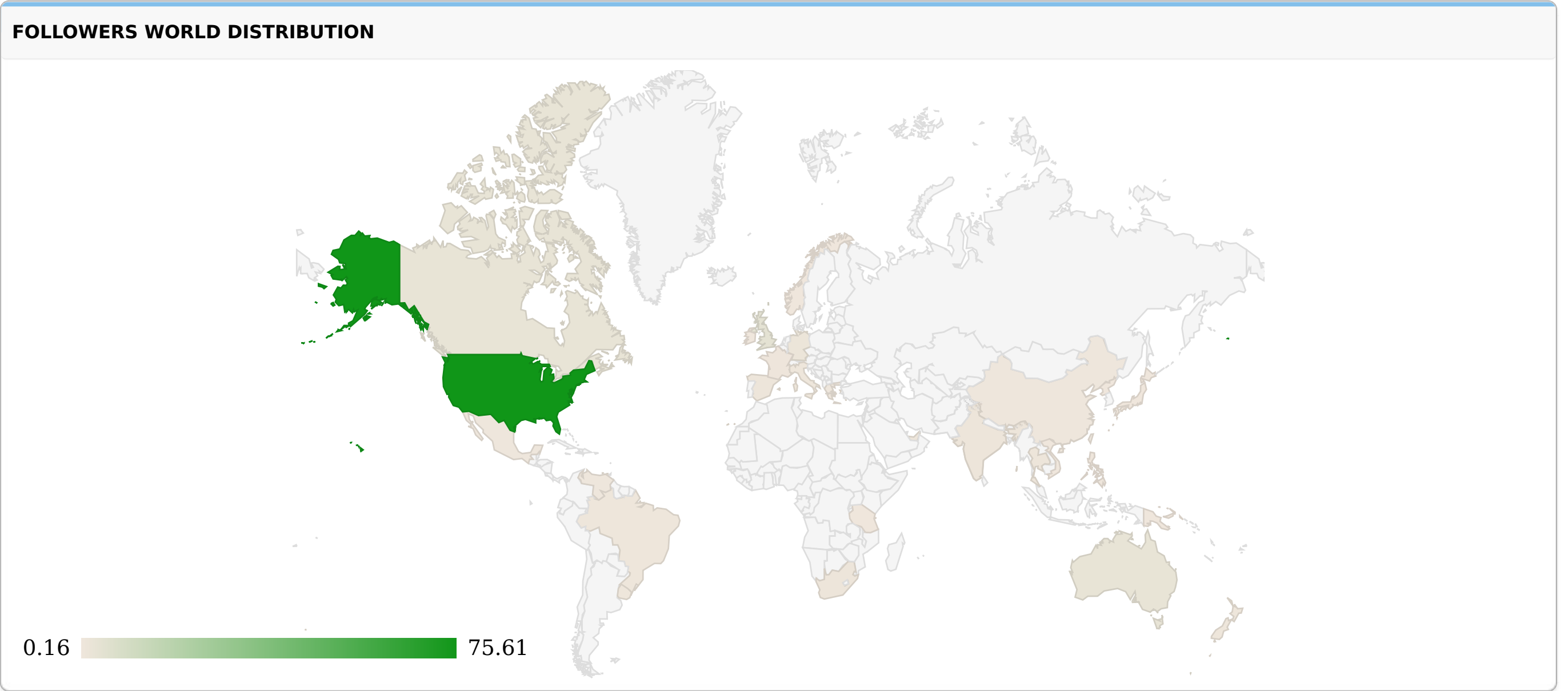
Followers	802	New Followers	70	Following	2,024	Tweets	42	Mentions	48
RTs by me	95	RTs of me	72	Quotes	10	Favorites	233	Lists	17
Reach	2,419,532	Replies	6	Link Clicks (Platform Posts)	109				

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**

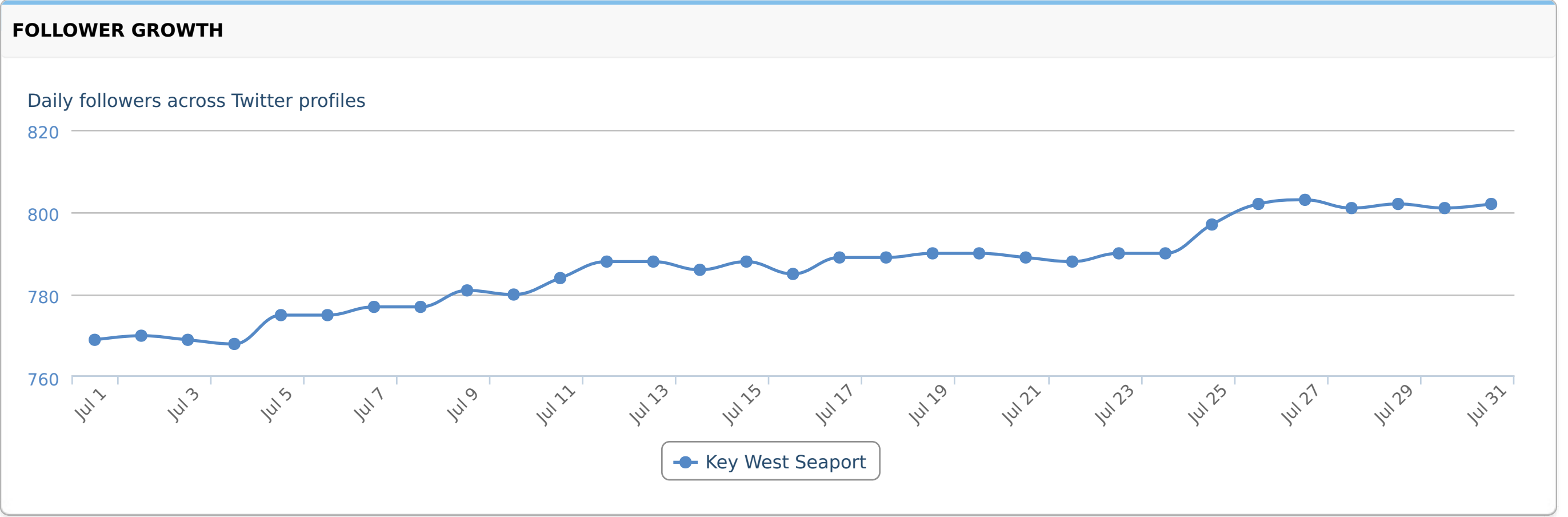
Your reach has exceeded your total followers **29** times during this period.

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



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)
804	14,599	1,297	9,400	441	1,569	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 3.6x then you.		You follow 0.4x more users than follow you.	



57

HistoricSeaport

Top 5 topics you influence

Florida Keys


Vacations


Key West


Florida


Ernest Hemingway


People that influence you

48 FuryKeyWest (6,477)


38 mellowventures (139)


47 ConchFarm (1,099)


39 fishermanskw (132)


44 waterfrontbrews (586)


People that you influence

45 BellaVita_KeyW (552)

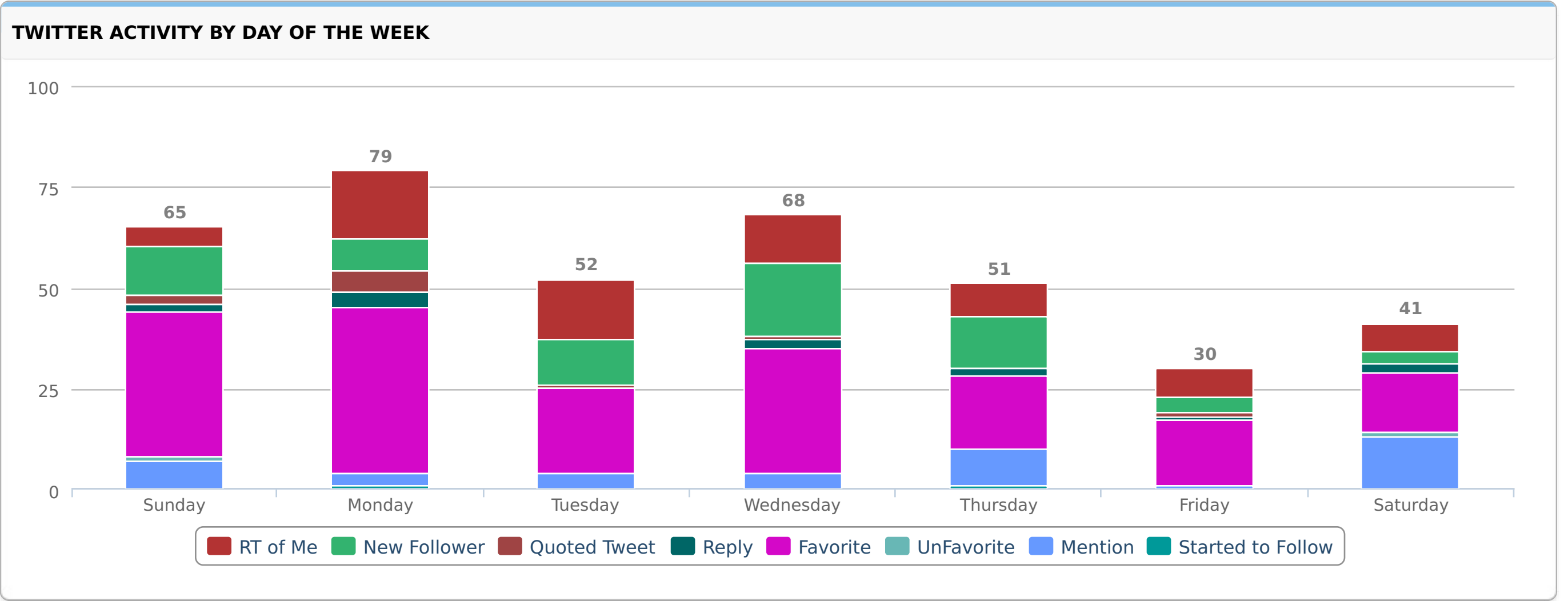
71 zipporahs (150,722)

48 TORsAdventures (11,153)

41 KeyWestHunt (711)











46 FranchescaMonk (2,954)

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
35% of retweets occur during this time	15% of replies occur during this time	22% of mentions occur during this time	14% of favorites occur during this time	16% of new follower occur during this time

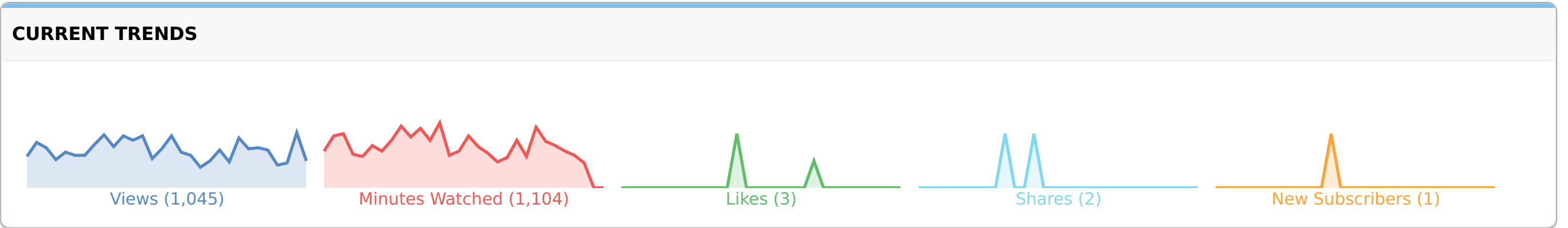


MOST ENGAGEMENT DAY	MOST RETWEETED	MOST REPLIED	MOST FAVORITED
Wednesday July 26, 2017	It's always a beautiful #view when the #sunset looks like a watercolor painting. Great shot captured by @jhart316... https://t.co/bDp4mQSBgB	Happy #WorldEmojiDay! What emojis describe the #HistoricSeaport to you? ☺️*🌴🌴🌴🌴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

Most Frequently Used Hashtags		
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%
#simplythekeys	2	3%

Most Mentioned Users		
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.

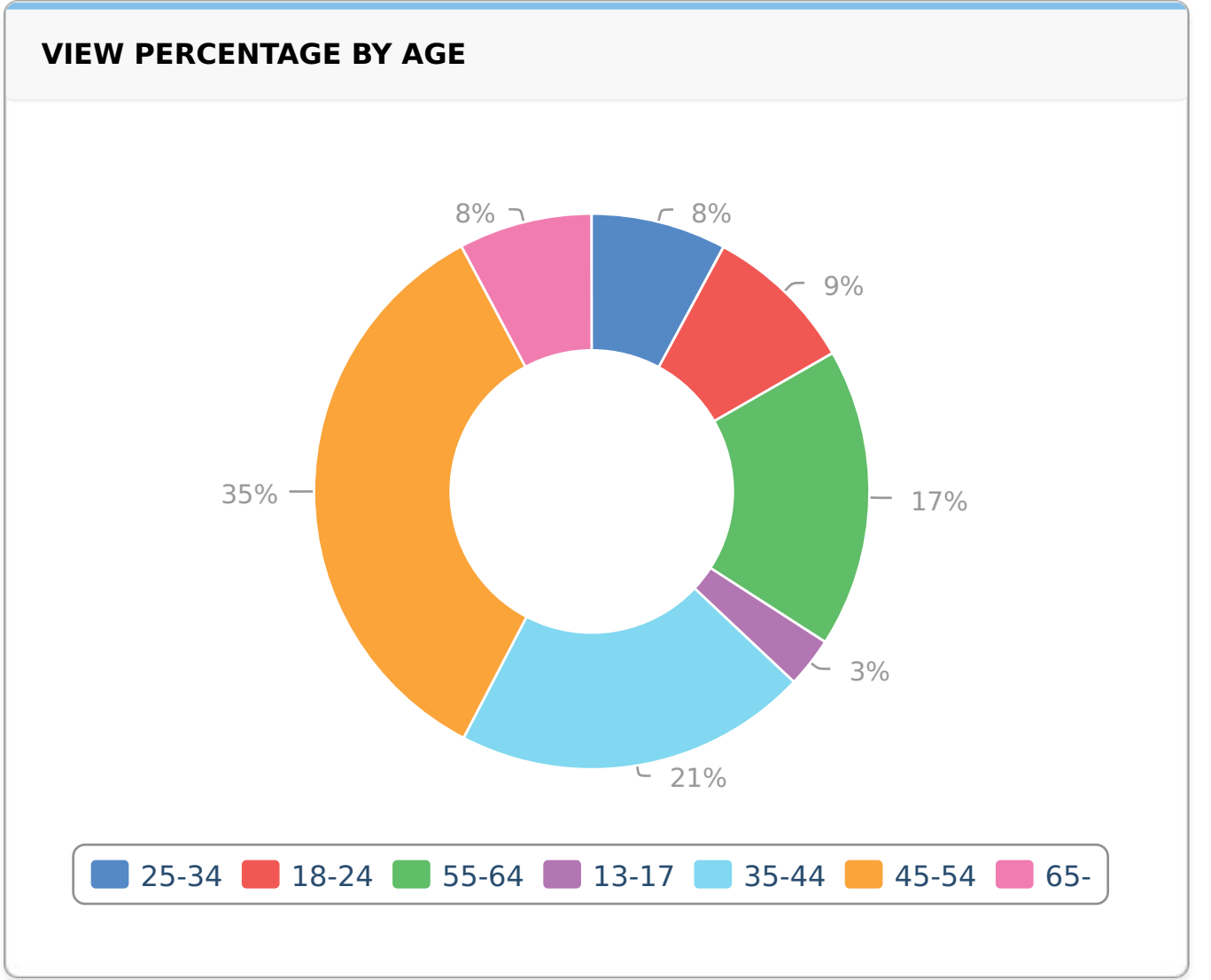
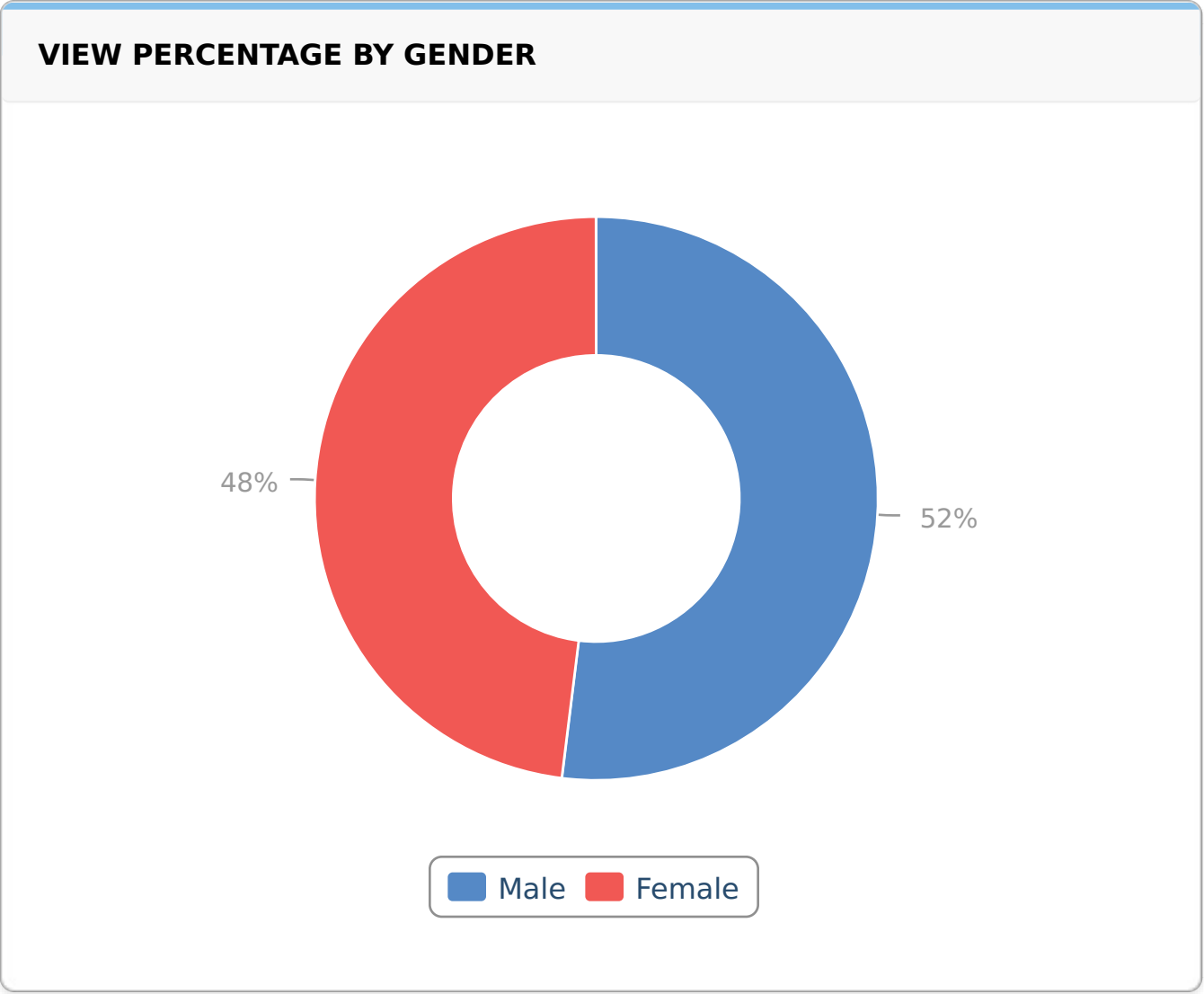
On average **0.48%** of your views result in engagement.

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**.




MOST VIEWS



Key West Historic Seaport - Official Video

1,060 views

MOST LIKES



Key West Historic Seaport - Official Video

3 likes