



Beach Business Improvement District Advisory Committee

Date: 06-13-22

Agenda Item: VIII.

Topic: Website and Social Media Performance

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# **Q1 & Q2 2022 RECAP**

## **MYFTLB.COM ADMIN REPORT**

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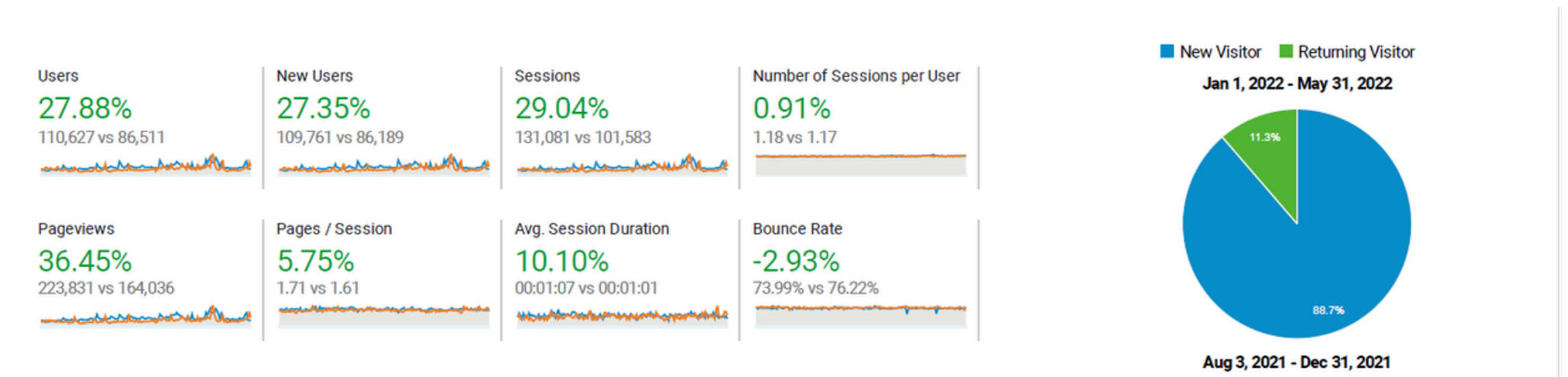
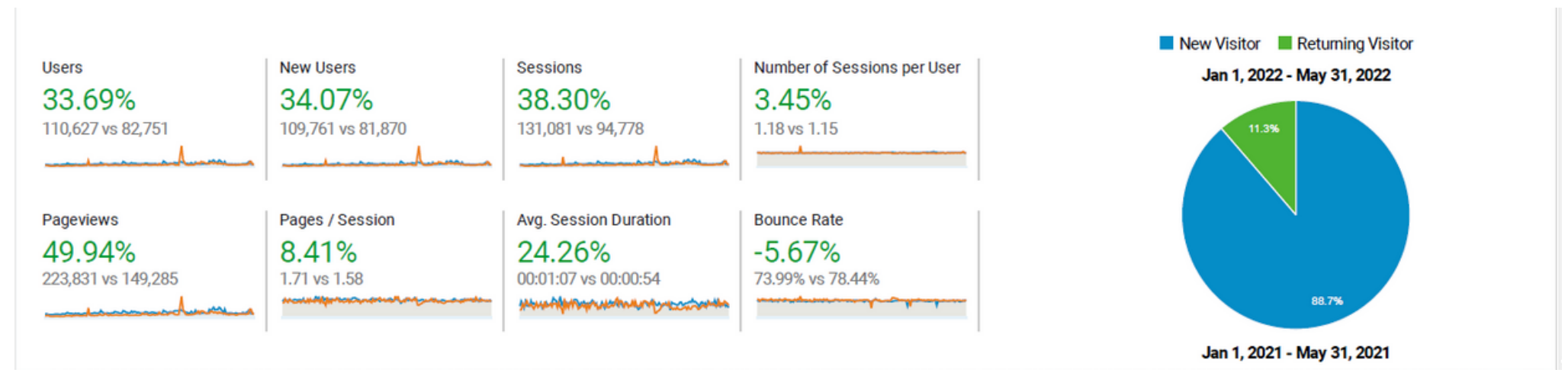
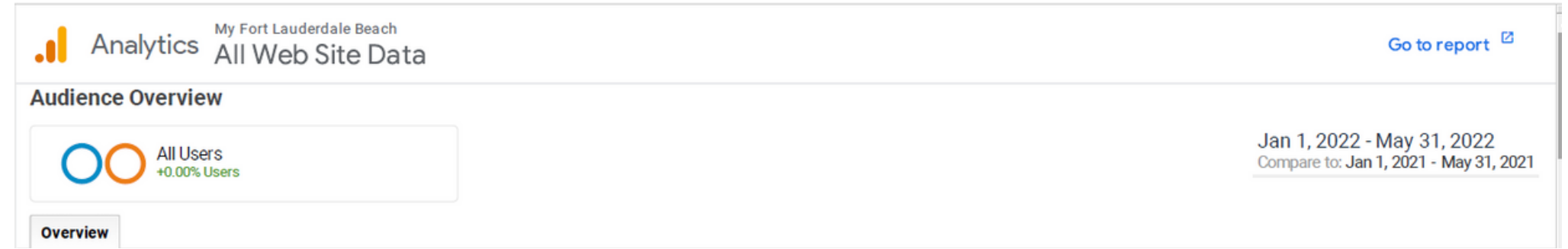
# WEBSITE TRAFFIC

## SITE TRAFFIC Q1/2 2022 vs Q1/2 2021

Users **Up 110,627** vs 82,751  
 Sessions **Up 131,081** vs 94,778  
 Page Views **Up 223,831 49.94%**

## SITE TRAFFIC Q1/2 2022 vs Q3/4 2021

Users **Up 110,627** vs 86,511  
 Sessions **Up 131,081** vs 101,583  
 Page Views **Up 36.45%**



# WEBSITE BLOG POSTS ACCOUNT FOR 25.19% OF ALL WEBSITE TRAFFIC

JANUARY 1 - MAY 31

- **Blog Post Views** - 56,385
- **Percentage of Web Traffic** - 25.19%
- **Top Post**- 9 Spa Resorts in Fort Lauderdale You Must Visit

Page	Pageviews	Pageviews	Contribution to total: Pageviews
	56,385 % of Total: 25.19% (223,831)	56,385 % of Total: 25.19% (223,831)	
1. <a href="#">/my-ftlb-blog/health-fitness/9-spa-resorts-in-fort-lauderdale-you-must-visit-experience/</a>	11,221	19.90%	
2. <a href="#">/my-ftlb-blog/30th-annual-fleet-week-sails-into-port/</a>	5,594	9.92%	
3. <a href="#">/my-ftlb-blog/budget-friendly/splashy-pool-daycation/</a>	5,428	9.63%	
4. <a href="#">/my-ftlb-blog/morea-restaurant/</a>	2,068	3.67%	
5. <a href="#">/my-ftlb-blog/easter-brunch-on-fort-lauderdale-beach/</a>	1,822	3.23%	
6. <a href="#">/my-ftlb-blog/health-fitness/workout-fort-lauderdale-beach/</a>	1,302	2.31%	
7. <a href="#">/my-ftlb-blog/budget-friendly/fort-lauderdale-beach-memorial-day/</a>	1,281	2.27%	
8. <a href="#">/my-ftlb-blog/family-centric/friday-night-sound-waves/</a>	1,259	2.23%	
9. <a href="#">/my-ftlb-blog/four-seasons-spring-arrival/</a>	1,254	2.22%	
10. <a href="#">/my-ftlb-blog/pet-friendly/its-a-dogs-life-on-fort-lauderdale-beach/</a>	1,149	2.04%	
11. <a href="#">/my-ftlb-blog/travel-tips/pack-florida-vacation/</a>	1,123	1.99%	
12. <a href="#">/my-ftlb-blog/in-the-air-on-the-ground/</a>	986	1.75%	
13. <a href="#">/my-ftlb-blog/live-music/let-music-play-live-music-fort-lauderdale-beach/</a>	949	1.68%	
14. <a href="#">/my-ftlb-blog/adventure/galentines-girls-weekend/</a>	857	1.52%	
15. <a href="#">/my-ftlb-blog/story-17th-street-causeway-bridge/</a>	814	1.44%	
16. <a href="#">/my-ftlb-blog/live-music/tortuga-rocks-the-ocean/</a>	765	1.36%	
17. <a href="#">/my-ftlb-blog/10-things-to-do-in-fort-lauderdale-for-under-20/</a>	760	1.35%	
18. <a href="#">/my-ftlb-blog/travel-tips/girls-getaway-is-good-for-your-health/</a>	634	1.12%	
19. <a href="#">/my-ftlb-blog/mothers-day-on-fort-lauderdale-beach/</a>	609	1.08%	
20. <a href="#">/my-ftlb-blog/in-the-news/iconic-lauderdale-beach/</a>	539	0.96%	
21. <a href="#">/my-ftlb-blog/evelyns-fort-lauderdale-connecting-eastern-mediterranean-fare-with-coastal-flair/</a>	527	0.93%	
22. <a href="#">/my-ftlb-blog/valentines-weekend-2021/</a>	518	0.92%	
23. <a href="#">/my-ftlb-blog/best-brunches-in-broward/</a>	512	0.91%	
24. <a href="#">/my-ftlb-blog/</a>	442	0.78%	
25. <a href="#">/my-ftlb-blog/wedding-my-ftlb-blog/trending-micro-weddings/</a>	410	0.73%	

# WEBSITE ACQUISITION

## SEARCH Q1/2 2022 vs Q1/2 2021

Organic **Up** 39.93%  
 Direct **Down** 0.55%  
 Referral **Down** 1.16%  
 Social **Down** 33.83%

## SEARCH Q1/2 2022 vs Q3/4 2021

Organic **Up** 51.94%  
 Direct **Down** 27.02%  
 Referral **Up** 170.26%  
 Social **Down** 34.52%

	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	27.88% ↑	27.35% ↑	29.04% ↑
1 Organic Search	39.93% ↑		
2 Direct	0.55% ↓		
3 Referral	1.16% ↓		
4 Social	33.83% ↓		
5 (Other)	84.09% ↓		
6 Email	100.00% ↓		

January 2022 - May 2022 vs January 2021 - May 2021

	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	33.69% ↑	34.07% ↑	38.30% ↑
1 Organic Search	51.94% ↑		
2 Direct	27.02% ↓		
3 Referral	170.26% ↑		
4 Social	34.52% ↓		
5 (Other)	0.00%		
6 Email	100.00% ↓		

January 2022 - May 2022 vs August 2021 - December 2021

# WEBSITE ACQUISITION

## SEARCH Q1/2 2022 vs Q1/2 2019

Organic **Up** 39.89%

Direct **Up** 60.88%

Referral **Up** 85.94%

Social **Down** 33.29%

	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	40.45% ↑	41.72% ↑	38.90% ↑
1 ■ Organic Search	39.89% ↑		
2 ■ Direct	60.88% ↑		
3 ■ Referral	85.94% ↑		
4 ■ Social	33.29% ↓		
5 ■ (Other)	99.59% ↓		
6 ■ Email	100.00% ↓		

January 2022 - May 2022 vs January 2019 - May 2019

# WEBSITE - ORGANIC GOOGLE SEARCH POSITIONING

The screenshot shows a Google search for "fort lauderdale beach". The search bar contains the text "fort lauderdale beach" and the Google logo is on the left. Below the search bar, there are navigation tabs for "All", "News", "Images", "Maps", "Videos", and "More". The search results show "About 264,000,000 results (0.94 seconds)".

The top result is for <https://myfortlauderdalebeach.com>. The title is "Fort Lauderdale Beach" and the snippet reads: "Welcome to MyFortLauderdaleBeach.com - your online Destination Guide to all there is to Do and Discover and Places to Dine, Stay and Play on Fort Lauderdale ...". There are links for "Things To Do", "Calendar of Events", "Getting Around", and "Food & Drink". A large blue "#1" is overlaid on the left side of this result.

Below the main result is a "People also ask" section with four questions:

- What is the nicest beach in Fort Lauderdale?
- Does Fort Lauderdale have nice beach?
- What is the most popular beach in Fort Lauderdale?
- Are Fort Lauderdale beaches free?

Below this is a result for <https://twitter.com/search/fort+lauderdale+beach> with the title "fort lauderdale beach on Twitter". It shows three tweets from "South Florida Su... @SunSentinel", "Eileen Cukier @SFBJFocus", and "Lago Mar Resort @LagoMarResor...".

On the right side of the search results, there is a knowledge panel for "Fort Lauderdale Beach". It includes a map showing the location near "Bonnet House Museum & Gardens", "Orton Ave", and "Belmar St". Below the map are buttons for "Website", "Directions", "Save", and "Call". The text below the map says "Beach in Fort Lauderdale, Florida" and "4.7 ★★★★★ 3,649 Google reviews". There is also a "Reviews" section with "3,649 Google reviews" and a "Questions & answers" section with "See all questions (42)".

# WEBSITE - ORGANIC

## GOOGLE SEARCH POSITIONING

Fort Lauderdale Beach #1	#2 in 2019, 2021	Visit Lauderdale #2
Fort Lauderdale Beach Park #2	#1 in 2021	FTL.gov #1
Fort Lauderdale Beach Events #1	#1 in 2019, 2021	Visit Lauderdale #2
Fort Lauderdale Beach Parking #3	#2 in 2019; 2021	FTL.gov #1; Parkopedia #2
<b>Fort Lauderdale</b> Events #7	#8 in 2019; 2021	<b>Visit Lauderdale #1</b>
Fort Lauderdale Beach Music #3	#6+7 in 2019; #4 in 2021	<b>Visit Lauderdale #1</b> ; Tortuga #2
<ul style="list-style-type: none"> <li>Friday Night Sound Waves #1 in the Map Views</li> </ul>		
Pet Friendly Fort Lauderdale Beach #2	Bringfido.com #1; Sunny.org #4	
Fort Lauderdale Beach Pet Friendly #1	USA News #1; Sunny.org #2	
Fort Lauderdale Beach Restaurants #2	Yelp.com #1	
Getting Around FT.L.B. #2	Travel US News #1	
Fort Lauderdale Beach Fitness #1	Beachyogafit.com #2	
<b>Fort Lauderdale</b> Spas #2	RitzCarlton.com #1	
Fort Lauderdale Beach Watersports #2	Visit Lauderdale #1	
Las Olas Oceanside Park #2	Parks.FortLauderdale.gov #1	

Green = Raise in Ranking from 2021

Red = Fall in Ranking

No Color = Same Ranking

# WEBSITE REFERRAL AQUISITION

## REFERRAL Q1/2 2022 vs Q1/2 2021

### Largest Increase

1. Newsbreak: **+76,500%**
2. Bestwestern.com: **+67,000%**
3. Tortuga Music Festival: **+779%**

### Biggest Decreases

1. News.Google: **- 66%**
2. M.Facebook: **- 54%**
  - a. LM.Facebook **+ 198%**
3. Sunny.org: **- 29.2%**

Source	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Arg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	73.33% 8,663 vs 4,998	83.29% 8,338 vs 4,549	82.82% 10,022 vs 5,482	9.66% 73.60% vs 81.47%	10.11% 1.77 vs 1.61	32.66% 00:01:01 vs 00:00:46	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. tortugamusicfestival.com									
Jan 1, 2022 - May 31, 2022	2,947 (34.06%)	2,896 (34.72%)	3,627 (36.19%)	59.03%	2.23	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	335 (6.66%)	328 (7.21%)	359 (5.55%)	61.28%	2.44	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	779.70%	782.93%	910.31%	-3.67%	-8.62%	35.26%	0.00%	0.00%	0.00%
2. newsbreakapp.com									
Jan 1, 2022 - May 31, 2022	2,298 (26.56%)	2,229 (26.85%)	2,615 (26.09%)	93.23%	1.08	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	3 (0.06%)	3 (0.07%)	3 (0.03%)	66.67%	1.33	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	76,500.00%	74,533.33%	87,066.67%	39.85%	-18.95%	-14.39%	0.00%	0.00%	0.00%
3. m.facebook.com									
Jan 1, 2022 - May 31, 2022	754 (8.71%)	725 (8.70%)	781 (7.79%)	81.31%	1.50	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	1,649 (32.80%)	1,641 (36.07%)	1,702 (31.05%)	86.49%	1.35	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-54.28%	-55.82%	-54.11%	-5.99%	10.48%	27.71%	0.00%	0.00%	0.00%
4. onlyinyourstate.com									
Jan 1, 2022 - May 31, 2022	325 (3.76%)	320 (3.84%)	351 (3.50%)	74.64%	1.47	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	214 (4.28%)	210 (4.62%)	224 (4.09%)	87.95%	1.36	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	51.87%	52.38%	56.70%	-15.13%	8.32%	58.78%	0.00%	0.00%	0.00%
5. linkedin.com									
Jan 1, 2022 - May 31, 2022	184 (2.13%)	184 (2.21%)	244 (2.43%)	87.30%	1.20	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	=%	=%	=%	=%	=%	=%	0.00%	0.00%	0.00%
6. l.facebook.com									
Jan 1, 2022 - May 31, 2022	174 (2.01%)	143 (1.72%)	187 (1.87%)	65.24%	2.24	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	171 (3.40%)	138 (3.03%)	205 (3.74%)	61.95%	2.25	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	1.75%	3.62%	-8.78%	5.31%	-0.58%	-15.72%	0.00%	0.00%	0.00%
7. lm.facebook.com									
Jan 1, 2022 - May 31, 2022	164 (1.90%)	158 (1.89%)	174 (1.74%)	79.31%	1.64	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	55 (1.09%)	39 (0.86%)	73 (1.33%)	60.27%	2.90	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	198.18%	305.13%	138.36%	31.58%	-43.60%	-71.07%	0.00%	0.00%	0.00%
8. sunny.org									
Jan 1, 2022 - May 31, 2022	159 (1.84%)	136 (1.63%)	184 (1.84%)	43.48%	3.65	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	224 (4.48%)	201 (4.45%)	259 (4.72%)	49.42%	3.72	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-29.02%	-32.34%	-28.96%	-12.02%	-1.92%	-17.00%	0.00%	0.00%	0.00%
9. us.bwguest.com									
Jan 1, 2022 - May 31, 2022	136 (1.57%)	135 (1.62%)	161 (1.61%)	71.43%	2.08	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	2 (0.04%)	0 (0.00%)	2 (0.04%)	50.00%	2.00	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	6,700.00%	=%	7,950.00%	42.86%	4.04%	124.80%	0.00%	0.00%	0.00%
10. news.google.com									
Jan 1, 2022 - May 31, 2022	132 (1.53%)	130 (1.56%)	137 (1.37%)	88.32%	1.35	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2021 - May 31, 2021	391 (7.76%)	399 (8.93%)	419 (7.64%)	93.79%	1.11	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-66.24%	-66.58%	-67.30%	-5.84%	21.42%	225.63%	0.00%	0.00%	0.00%

January 2022 - May 2022 vs January 2021 - May 2021

# WEBSITE VISITOR DEMOGRAPHIC

## VISITOR PROFILE AGE

Core Audience 35 - 44 : 23.7%  
 Largest Increase 18-24 : 34.10%  
 Smallest Increase 65+ : 11.84%

## VISITOR PROFILE GENDER

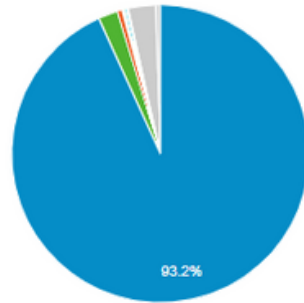
Gender ?	Users ? ↓	New Users ?	Sessions ?
	31.60% ↑ 23,689 vs 18,001	33.83% ↑ 23,584 vs 17,623	32.95% ↑ 27,403 vs 20,612
1. female			
Jan 1, 2022 - May 31, 2022	12,801 (53.96%)	12,741 (54.02%)	14,864 (54.24%)
Aug 3, 2021 - Dec 31, 2021	9,752 (54.23%)	9,548 (54.18%)	11,217 (54.42%)
% Change	31.27%	33.44%	32.51%
2. male			
Jan 1, 2022 - May 31, 2022	10,924 (46.04%)	10,843 (45.98%)	12,539 (45.76%)
Aug 3, 2021 - Dec 31, 2021	8,231 (45.77%)	8,075 (45.82%)	9,395 (45.58%)
% Change	32.72%	34.28%	33.46%

Age	Acquisition		
	Users ↓	New Users	Sessions
	31.12% ↑ 22,585 vs 17,225	32.98% ↑ 22,517 vs 16,932	32.14% ↑ 26,200 vs 19,828
1. 35-44			
Jan 1, 2022 - May 31, 2022	5,416 (23.77%)	5,346 (23.74%)	6,293 (24.02%)
Aug 3, 2021 - Dec 31, 2021	3,767 (21.69%)	3,681 (21.74%)	4,357 (21.97%)
% Change	43.77%	45.23%	44.43%
2. 25-34			
Jan 1, 2022 - May 31, 2022	5,084 (22.31%)	5,031 (22.34%)	5,898 (22.51%)
Aug 3, 2021 - Dec 31, 2021	3,969 (22.86%)	3,885 (22.94%)	4,512 (22.76%)
% Change	28.09%	29.50%	30.72%
3. 45-54			
Jan 1, 2022 - May 31, 2022	4,345 (19.07%)	4,295 (19.07%)	4,953 (18.90%)
Aug 3, 2021 - Dec 31, 2021	3,326 (19.15%)	3,236 (19.11%)	3,739 (18.86%)
% Change	30.64%	32.73%	32.47%
4. 55-64			
Jan 1, 2022 - May 31, 2022	3,205 (14.07%)	3,155 (14.01%)	3,645 (13.91%)
Aug 3, 2021 - Dec 31, 2021	2,555 (14.71%)	2,468 (14.58%)	2,933 (14.79%)
% Change	25.44%	27.84%	24.28%
5. 18-24			
Jan 1, 2022 - May 31, 2022	2,856 (12.53%)	2,831 (12.57%)	3,269 (12.48%)
Aug 3, 2021 - Dec 31, 2021	2,068 (11.91%)	2,042 (12.06%)	2,359 (11.90%)
% Change	38.10%	38.64%	38.58%
6. 65+			
Jan 1, 2022 - May 31, 2022	1,880 (8.25%)	1,859 (8.26%)	2,142 (8.18%)
Aug 3, 2021 - Dec 31, 2021	1,681 (9.68%)	1,620 (9.57%)	1,928 (9.72%)
% Change	11.84%	14.75%	11.10%

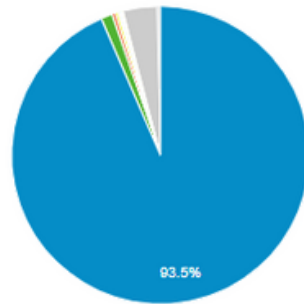
# WEBSITE VISITOR GEOGRAPHIC

Rank	Country	Jan 1, 2022 - May 31, 2022	Aug 3, 2021 - Dec 31, 2021
1.	United States	103,734	81,113
		93.20%	93.48%
2.	Canada	2,321	1,082
		2.09%	1.25%
3.	United Kingdom	617	323
		0.55%	0.37%
4.	Germany	269	256
		0.24%	0.30%
5.	Brazil	267	125
		0.24%	0.14%

Jan 1, 2022 - May 31, 2022

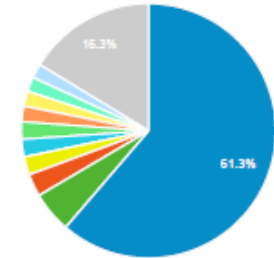


Aug 3, 2021 - Dec 31, 2021

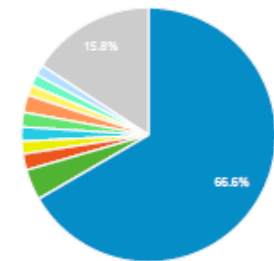


Rank	State	Jan 1, 2022 - May 31, 2022	Aug 3, 2021 - Dec 31, 2021
1.	Florida	64,217	54,748
		61.31%	66.62%
2.	New York	5,460	3,215
		5.21%	3.91%
3.	Virginia	3,016	1,696
		2.88%	2.06%
4.	Pennsylvania	2,407	1,318
		2.30%	1.60%
5.	Illinois	2,349	1,472
		2.24%	1.79%
6.	Georgia	2,291	1,526
		2.19%	1.86%
7.	Texas	2,082	1,814
		1.99%	2.21%
8.	Ohio	2,000	1,095
		1.91%	1.33%
9.	Massachusetts	1,930	1,197
		1.84%	1.46%
10.	New Jersey	1,905	1,086
		1.82%	1.32%

Jan 1, 2022 - May 31, 2022



Aug 3, 2021 - Dec 31, 2021



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# **Q1 & Q2 2022 RECAP**

## **EMAIL MARKETING**

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# EMAIL OVERVIEW

## 2022

### 10,968

ACTIVE USERS 2022  
Growth 416 - *List Scrub in February 2022*

### 43.58%

OPEN RATE  
INDUSTRY AVG 22.44%

### 11.7%

CLICK THROUGH RATE  
INDUSTRY AVG 2.25%

## 2021

### 10,552

ACTIVE USERS 2021  
Growth 2,867

### 28%

OPEN RATE  
INDUSTRY AVG 22.05%

### 18%

CLICK THROUGH RATE  
INDUSTRY AVG 2.25%

## 2019

### 7,685

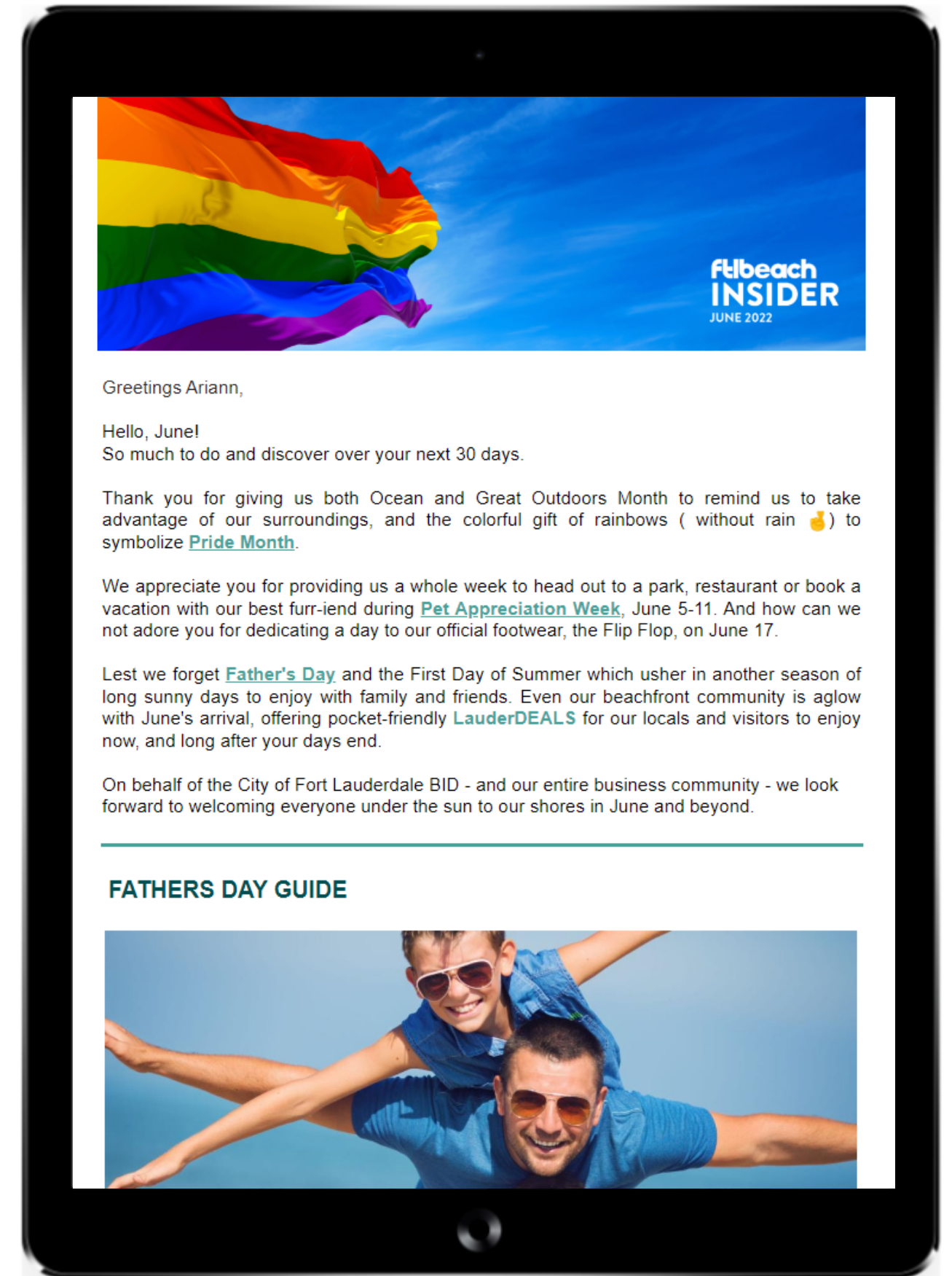
ACTIVE USERS 2019  
Growth 3,538 over 2018

### 22%

OPEN RATE  
INDUSTRY AVG 22.05%

### 15%

CLICK THROUGH RATE  
INDUSTRY AVG .94%



# EMAIL OVERVIEW

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile	Desktop	Clicks	Click Rate	Bounces	Bounce Rate	Unsub	Unsub %
5/2/2022 12:35	May 2022 FTLB Insider	10968	4481	42.30%	10.40%	89.60%	563	12.60%	376	3.40%	27	0.30%
4/29/2022 12:40	Air Show Fleet Week Schedule	10923	5088	48.20%	9.10%	90.90%	557	10.90%	363	3.30%	23	0.20%
4/1/2022 10:13	April 2022 FTLB Insider	10853	4395	41.80%	10.10%	89.90%	395	9.00%	349	3.20%	18	0.20%
2/10/2022 9:32	Feb 2022 Insider Email	10677	4934	47.70%	10.90%	89.10%	564	11.40%	338	3.20%	30	0.30%
12/30/2021 8:29	New Years Eve Guide	10552	3872	37.90%	16.80%	83.20%	563	14.50%	343	3.30%	24	0.20%
		Averages		<b>43.58%</b>	<b>11.46%</b>	<b>88.54%</b>	<b>528.40</b>	<b>11.68%</b>	<b>353.80</b>	<b>3.28%</b>	<b>24.40</b>	<b>0.24%</b>

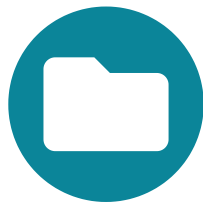
Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile	Desktop	Clicks	Click %	Bounces	Bounce %	Unsub	Unsub %
12/30/2021 8:29	New Years Eve Guide	10552	3768	36.90%	17.50%	82.50%	560	14.90%	342	3.20%	23	0.20%
12/3/2021 10:27	December 2021 Insider	10297	3511	35.10%	21.10%	78.90%	572	16.30%	308	3.00%	25	0.30%
11/4/2021 9:11	November 2021 Insider	9980	2910	30.00%	28.20%	71.80%	510	17.50%	286	2.90%	22	0.20%
10/26/2021 12:55	Boat Show Issue	9246	2789	30.90%	30.90%	69.10%	385	13.80%	225	2.40%	26	0.30%
10/5/2021 8:32	October 2021 Insider	9694	2808	29.70%	35.00%	65.00%	666	23.70%	241	2.50%	22	0.20%
8/27/2021 14:20	September 2021 Insider	9329	2404	26.40%	43.70%	56.30%	443	18.40%	214	2.30%	24	0.30%
7/30/2021 11:05	August 2021 Insider	9148	2335	26.30%	37.70%	62.30%	394	16.90%	262	2.90%	38	0.40%
6/28/2021 8:57	July 2021 Insider	8823	2039	23.80%	41.60%	58.40%	439	21.50%	249	2.80%	23	0.30%
5/28/2021 9:13	June 2021 Insider	7957	2068	27.00%	39.80%	60.20%	446	21.60%	297	3.70%	32	0.40%
4/30/2021 10:43	May 2021 Insider	7421	1565	22.00%	39.30%	60.70%	310	19.80%	304	4.10%	17	0.20%
4/1/2021 13:05	April 2021 Insider	6247	1391	23.40%	39.30%	60.70%	244	17.50%	300	4.80%	6	0.10%
3/12/2021 9:12	March 2021 Insider	6810	1715	26.40%	36.60%	63.40%	349	20.30%	314	4.60%	21	0.30%
2/9/2021 12:11	Fort Lauderdale Beach Loves You!	5947	1514	26.60%	31.80%	68.20%	217	14.30%	259	4.40%	19	0.30%
2/1/2021 16:27	February 2021 Insider	5921	1514	26.70%	43.20%	56.80%	269	17.80%	254	4.30%	9	0.20%
			AVG	<b>27.94%</b>	<b>34.69%</b>	<b>65.31%</b>	<b>415</b>	<b>18.16%</b>	<b>275</b>	<b>3.42%</b>	<b>22</b>	<b>0.26%</b>
			TOTAL				<b>5804</b>					
			*IND AVG	<b>20.44%</b>				<b>2.25%</b>		<b>8.35%</b>		<b>0.24%</b>

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# **Q1 & Q2 2022 RECAP**

## **SOCIAL MEDIA**

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# Profile Performance

January 1, 2022 - May 31, 2022

Report Compares Dates Selected to Prior Period Reporting  
August 1, 2021 - December 31, 2022

Understand growth and health of your social profiles

## Included in this Report

 @MyFTLB

 myfortlauderdalebeach.com

 myftlbeach

 Fort Lauderdale Beach

 myftlb

 MyFortLauderdaleBeach.com

### Performance Summary

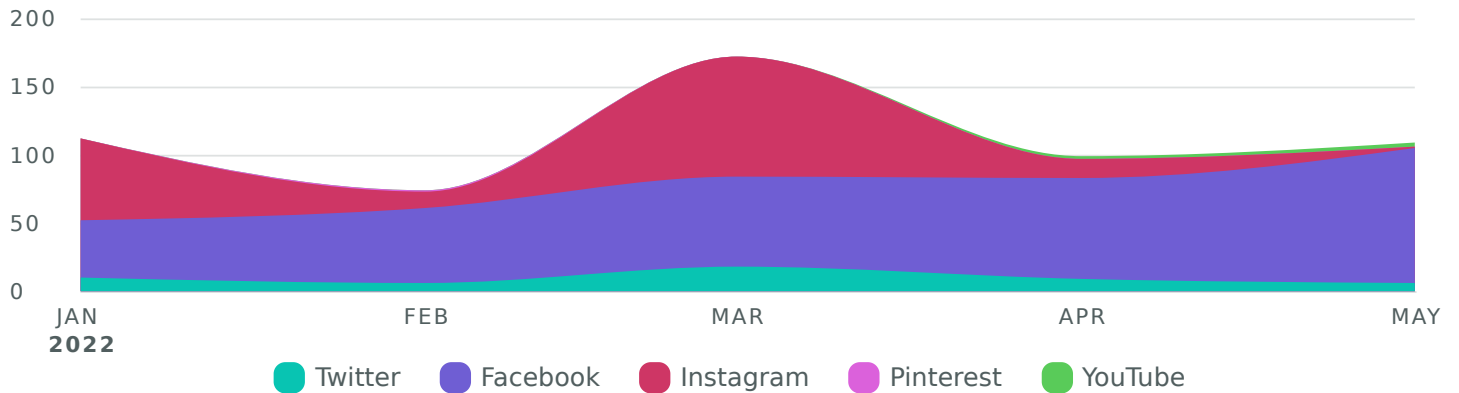
View your key profile performance metrics from the reporting period.

Impressions <b>517,112</b> ↘ 6%	Engagements <b>15,498</b> ↗ 2.1%	Post Link Clicks <b>442</b> ↘ 45.8%
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## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month

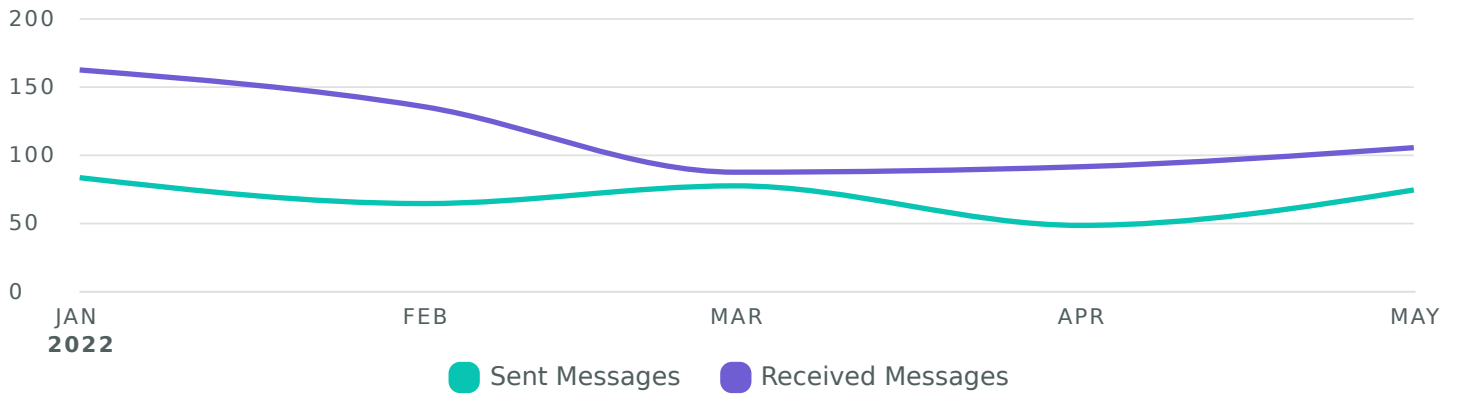


Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>22,079</b>	<b>↗ 3.6%</b>
<b>Total Net Audience Growth</b>	<b>566</b>	<b>↘ 27.2%</b>
Twitter Net Follower Growth	49	↗ 2.1%
Facebook Net Page Likes	336	↘ 35.5%
Instagram Net Follower Growth	175	↘ 12.1%
Pinterest Net Follower Growth	1	—
YouTube Net Subscriber Growth	5	↘ 50%

### Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b>	<b>346</b>	<b>↘ 16.6%</b>
Twitter Sent Messages	25	↘ 47.9%
Facebook Sent Messages	167	↘ 21.6%
Instagram Sent Messages	151	↗ 3.4%
Pinterest Sent Messages	0	↘ 100%
YouTube Sent Messages	3	↘ 57.1%

## Message Volume

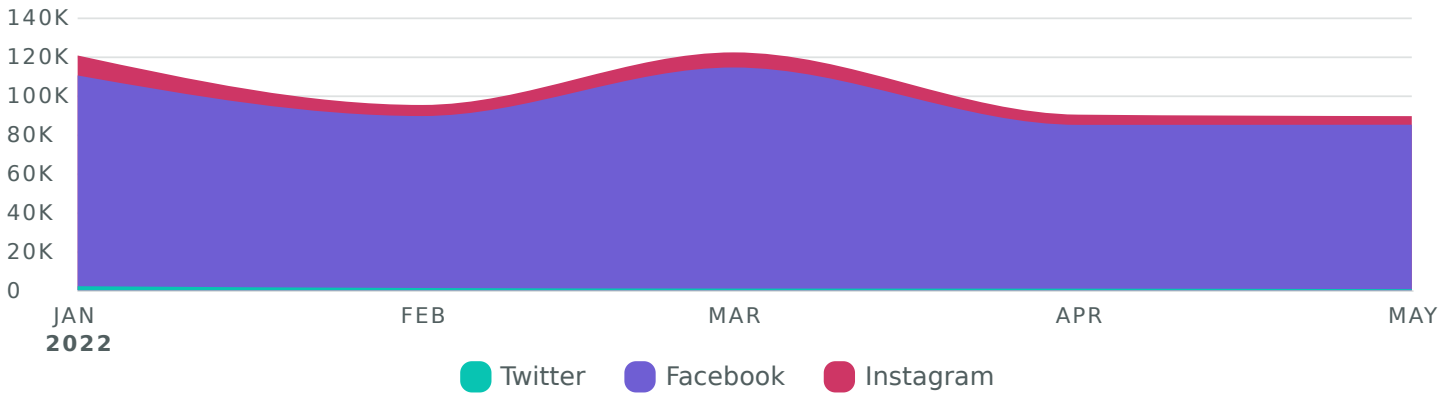
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>580</b>	<b>↘2.5%</b>
Twitter Received Messages	112	↘35.3%
Facebook Received Messages	113	↘39.6%
Instagram Received Messages	355	↗51.1%

## Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month

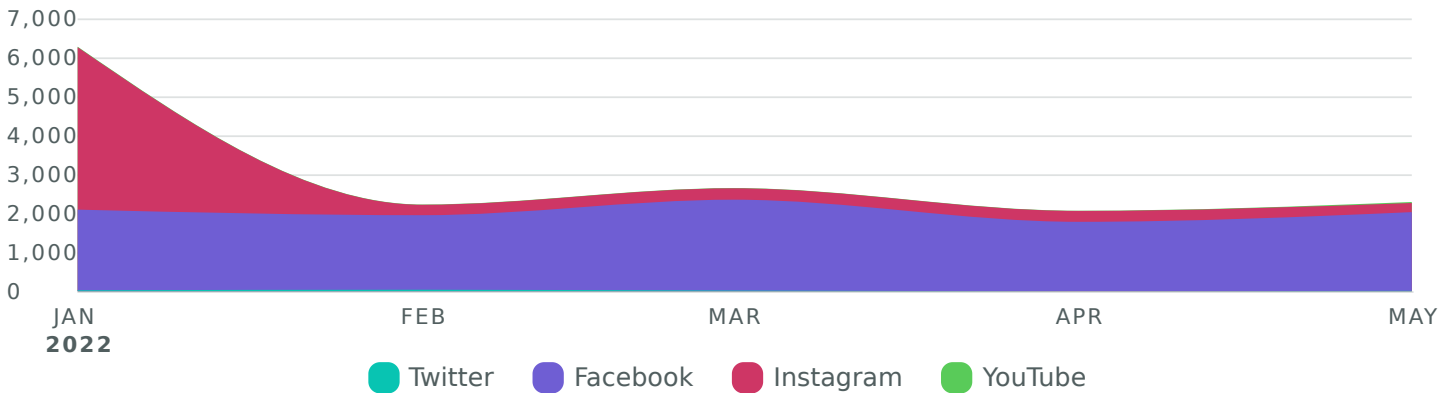


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>517,112</b>	<b>↘6%</b>
Twitter Impressions	5,394	↘33.9%
Facebook Impressions	478,369	↘5.9%
Instagram Impressions	33,349	↗0.3%

## Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month

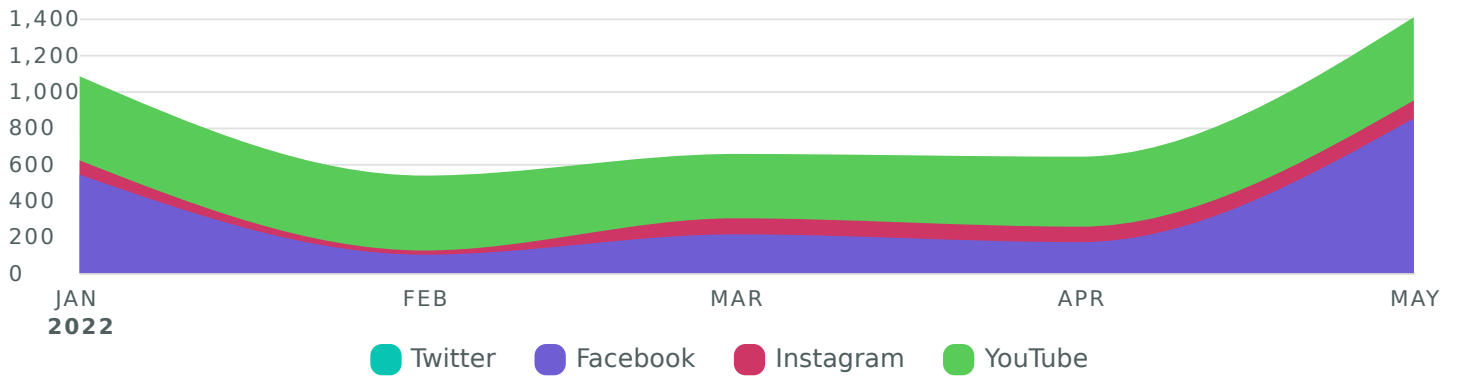


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>15,498</b>	<b>↗2.1%</b>
Twitter Engagements	86	↘36.3%
Facebook Engagements	10,114	↘22.9%
Instagram Engagements	5,242	↗177.9%
YouTube Engagements	56	↗60%
<b>Engagement Rate (per Impression)</b>	<b>3.0%</b>	<b>↗8.5%</b>

## Video Views

Review how your videos were viewed across networks during the reporting period.


Video Views, by Month



Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>4,320</b>	<b>↘40%</b>
Twitter Video Views	0	→0%
Facebook Video Views	1,876	↘62.8%
Instagram Post Video Views	372	↘19.3%
YouTube Video Views	2,072	↗22.5%

## Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile <sup>▲</sup>	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Jan 1, 2022 - May 31, 2022	<b>22,079</b> ↗ 3.6%	<b>566</b> ↘ 27.2%	<b>311</b> ↘ 12.9%	<b>517,112</b> ↘ 6%	<b>15,498</b> ↗ 2.1%	<b>3%</b> ↗ 8.5%	<b>4,320</b> ↘ 40%
<b>Compare to</b> Aug 3, 2021 - Dec 31, 2021	<b>21,312</b>	<b>778</b>	<b>357</b>	<b>549,871</b>	<b>15,174</b>	<b>2.8%</b>	<b>7,201</b>
 <b>@MyFTLB</b>	2,278	49	25	5,394	86	1.6%	0
 <b>Fort Lauderdale Beach</b>	5,678	228	12	368,411	6,489	1.8%	84
 <b>myfortlauderdalebeach.com</b>	11,867	108	134	109,958	3,625	3.3%	1,792
 <b>MyFortLauderdaleBeach.com</b>	74	5	3	N/A	56	N/A	2,072
 <b>myftlb</b>	1,929	175	137	33,349	5,242	15.7%	372
 <b>myftlbeach</b>	253	1	0	N/A	N/A	N/A	N/A