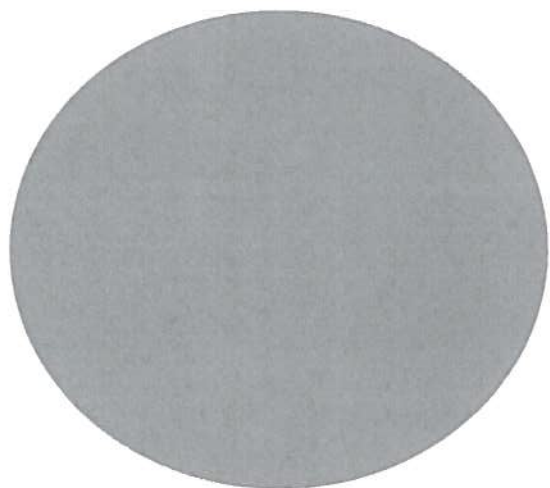


Social Media Reports



Dashboard: Facebook Overview



CHANNELS (1)

1 OCT 2020-31 OCT 2020

Fan Overview

NEW YORK THAI NEE NAM



Amelia Island

FANS

90.52K

90.5K

NET NEW FANS

377

377

FAN ENGAGEMENT

213

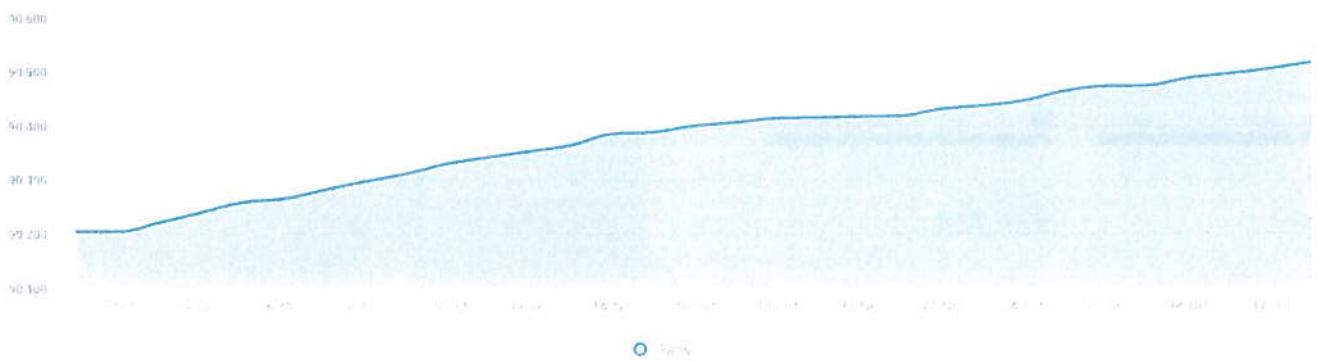
213

ENGAGEMENT

10.78K

10.8K

Daily Fan Growth



Impressions & Reach

Impressions

4.09M ▲ ▼



Organic impressions

2.15M ▼ ▲



Reach

2.36M ▲ ▼



Organic reach

1.03M ▼ ▲



Paid impressions

1.94M ▲ ▼



Viral impressions

1.98M ▼ ▲



Paid reach

1.35M ▲ ▼

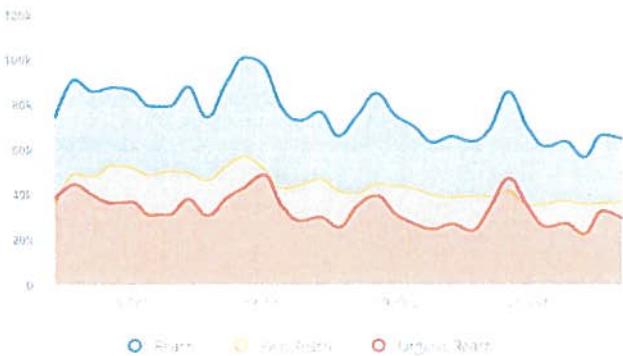


Viral reach

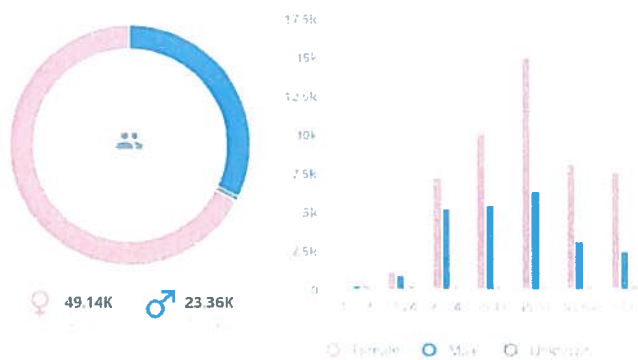
927.73K ▼ ▲



Daily Reach



Average daily reach by age and gender



Page engagements

Reactions
8.9K ▲



Comments
803 ▲



Shares
1.08K ▲



Link clicks
24.14K ▲



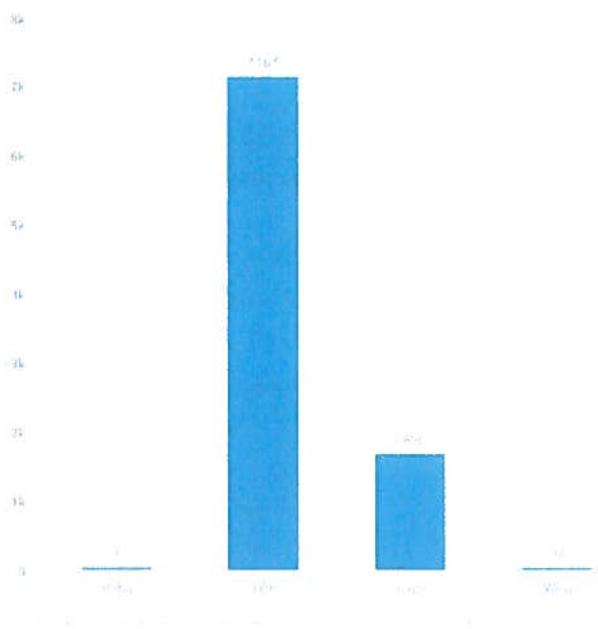
Other clicks
68.7K ▼



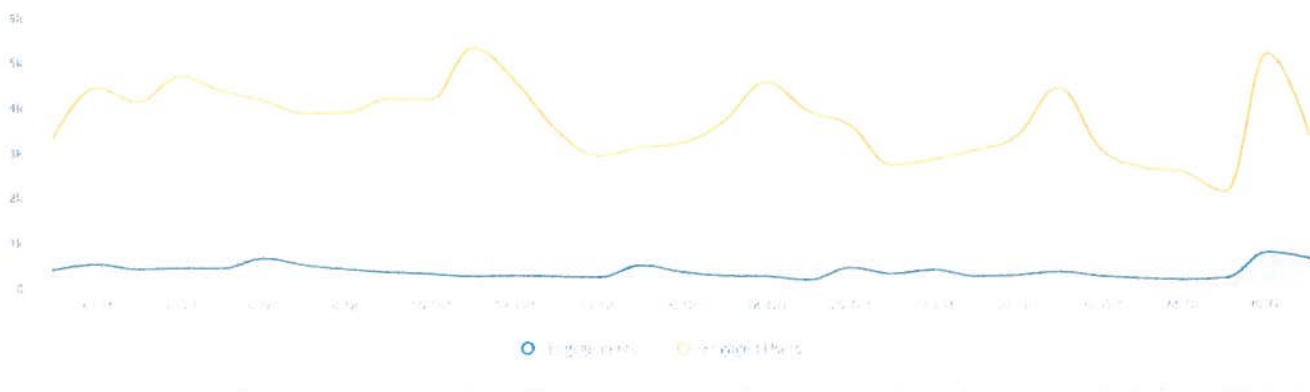
Engagements
10.78K ▲



Reactions



Daily Engagements



Video Views

0 Filters

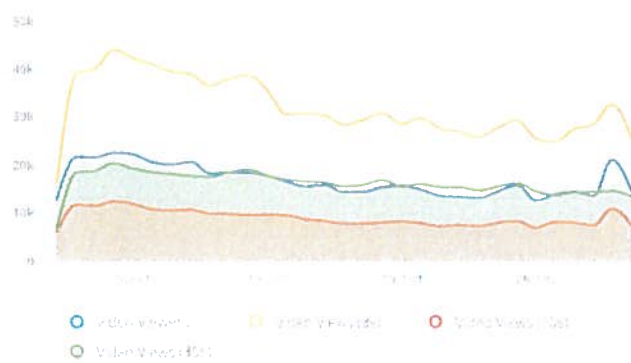
Released	Page	Video Views	Engaged Video Views	Page Likes + Views
27		153.65K	148.9K	4.75K
31 Oct	 The beach isn't always a place. Sometimes it's a feeling ❤️			
29 Oct	 Things to do, Places to stay, 13 Amelia Island, FL experiences to discover	422	394	26
29 Oct	 Things to do, Places to stay, 13 Amelia Island, FL experiences to discover	31.1K	30.6K	515
27 Oct	 Step right in to southern charms and sweeping views, 13 miles of Florida ...	67.1K	67K	77

Content Performance

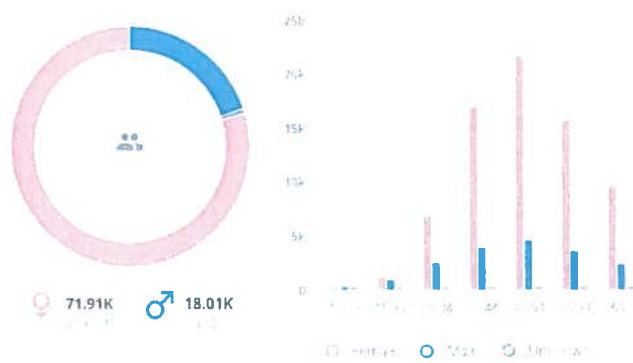
0 Filters

DATE RANGE	STATUS	REACH	ENGAGEMENT	SHARES	ENGAGEMENT RATE	NEGATIVE FEEDBACK
1/12/19 - 1/12/19	27	56.2K	1.45X	4.36K	0.29%	175
31 Oct	 The beach isn't always a place. Sometimes it's a fe... f 10.3K	10.3K	1X	511	4.94%	10
29 Oct	 Things to do. Places to stay. 13 Amelia Island, FL ex... f 1.6K Promoted	1.6K	1.3X	17	1.04%	0
29 Oct	 Things to do. Places to stay. 13 Amelia Island, FL ex... f 83.2K Promoted	83.2K	1.5X	501	0.6%	0
27 Oct	 Step right in to southern charms and sweeping vie... f 703.7K Promoted	703.7K	1.5X	191	0.01%	0
27 Oct	 Things to do. Places to stay. Here are 13 Amelia Isl... f 12.4K Promoted	12.4K	1.7X	114	0.92%	0
27 Oct	 Things to do. Places to stay. Here are 13 Amelia Isl... f 15.9K Promoted	15.9K	1.3X	489	3.08%	1
27 Oct	 Step right in to southern charms and sweeping vie... f 565.8K Promoted	565.8K	1.3X	65	0.01%	0
27 Oct	 Step right in to southern charms and sweeping vie... f 140 Promoted	140	1X	1	0.71%	0
25 Oct	 Looking for an alternative to trick or treating this y... f 6.7K	6.7K	1.1X	144	2.14%	12

Video Consumption



Fans by Age and Gender



Dashboard: Facebook Overview



CHANNELS (1)

1 NOV 2020-30 NOV 2020

Fan Overview

SELECT CHANNEL

SELECT CHANNEL



Amelia Island

FANS
91.01K

91K

POSTS PER FAN
515

515

REPLY RATE
187

187

ENGAGEMENT
11.47K

11.5K

Daily Fan Growth

91,200

91,000

90,800

90,600

90,400

1 Nov 2020 2 Nov 2020 3 Nov 2020 4 Nov 2020 5 Nov 2020 6 Nov 2020 7 Nov 2020 8 Nov 2020 9 Nov 2020 10 Nov 2020 11 Nov 2020 12 Nov 2020 13 Nov 2020 14 Nov 2020 15 Nov 2020 16 Nov 2020 17 Nov 2020 18 Nov 2020 19 Nov 2020 20 Nov 2020 21 Nov 2020 22 Nov 2020 23 Nov 2020 24 Nov 2020 25 Nov 2020 26 Nov 2020 27 Nov 2020 28 Nov 2020 29 Nov 2020 30 Nov 2020

FANS

Impressions & Reach

Impressions

5.77M ▲ 4.7%



Organic impressions

1.85M ▼ 1.2%



Reach

4.39M ▲ 1.1%



Organic reach

882.06K ▼ 1.2%



Paid impressions

3.91M ▲ 2.5%



Viral impressions

1.71M ▼ 1.2%



Paid reach

3.52M ▲ 1.2%

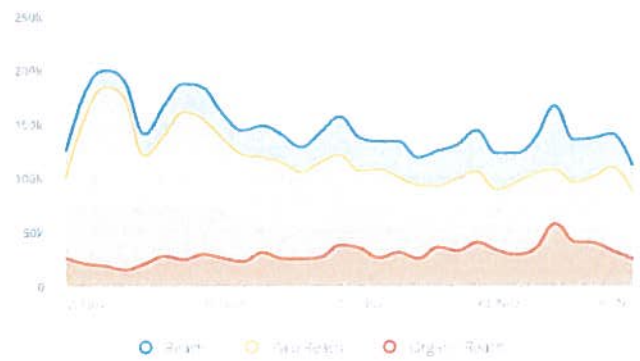


Viral reach

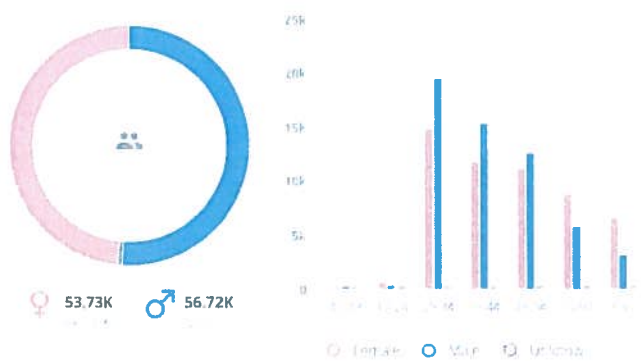
789.52K ▼ 1.2%



Daily Reach



Average daily reach by age and gender



Page engagements

Reactions

9.5K ▲ ▼



Shares

1.06K ▲ ▼



Other clicks

67.91K ▲ ▼



Comments

916 ▲ ▼



Link clicks

13.42K ▼ ▲

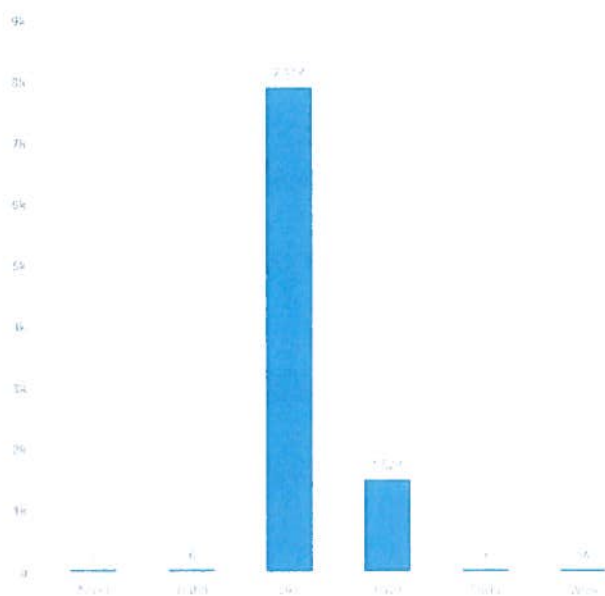


Engagements

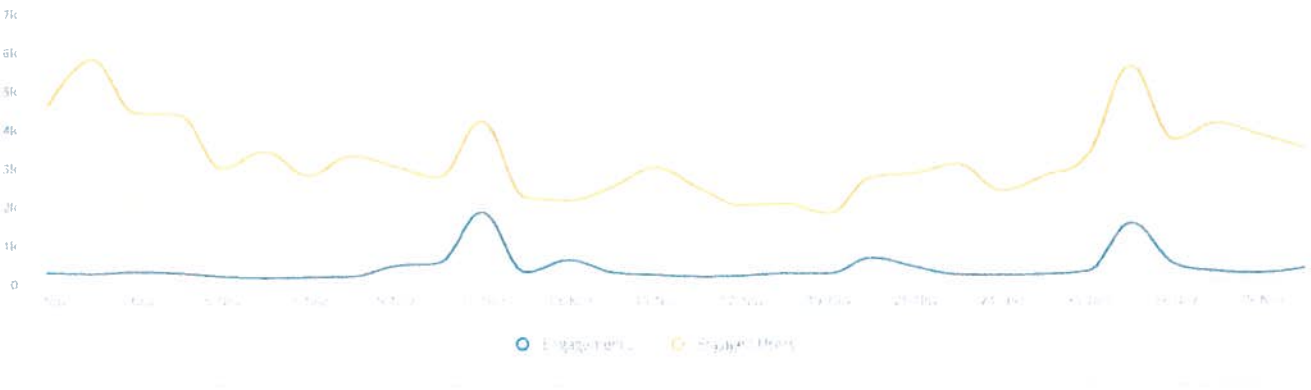
11.47K ▲ ▼



Reactions



Daily Engagements



Video Views

0 Filters

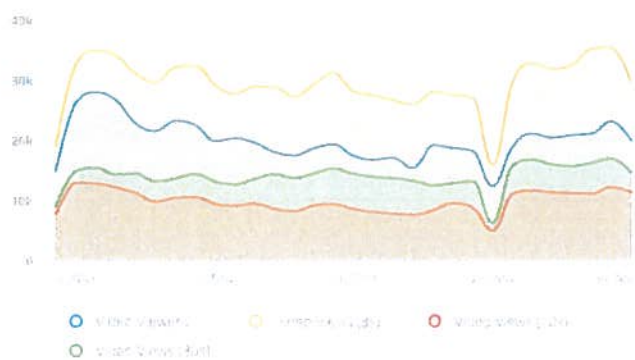
CREATED	POSTS	DATE RANGE	VIDEO VIEWS	ESTIMATED VIDEO VIEWS
	38	10/21-11/27	158.79K	144.73K
23 Nov		The breeze a little softer. Your stay, a little longer. View our vacation rent...	43.9K	43.9K
23 Nov		The breeze a little warmer. Your stay, a little longer. Enjoy all the comfort...	32.9K	32.9K
24 Nov		Dickens on Centre Dining is your chance to experience tasty and diverse...	19.2K	18.3K
23 Nov		The breeze a little softer. Your stay, a little longer. View our vacation rent...	1.9K	1.9K

Content Performance

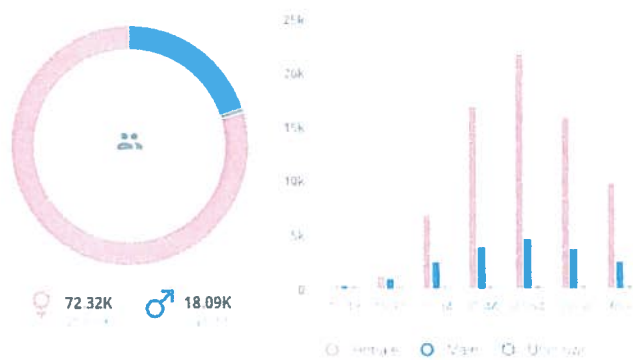
9 filters

POSTED	SOULS		RANK AVG	PRICE RATIO	ENGAGEMENT	ENGAGEMENT RATE (%)	NEGATIVE FEEDBACK
	38		7.45K	1.48X	4.92K	1.74%	113
25 Nov		A special sunrise for a thankful day. Happy Thanks... f 15.9K	15.9K	1.1X	842	5.29%	16
20 Nov		Warm holiday greetings from Amelia Island! 🏡 Wh... f 23.5K	23.5K	1.1X	580	2.46%	7
11 Nov		American flags often are seen along Centre St. of h... f 10.5K	10.5K	1.1X	564	5.36%	4
24 Nov		Dickens on Centre Dining is your chance to experie... f 36.2K Promoted	36.2K	1.6X	521	1.44%	1
13 Nov		Beautiful, Mysterious, Wild & Free. Escape the ever... f 11.4K	11.4K	1.1X	446	3.92%	6
24 Nov		Come make memories this holiday season where y... f 18.6K Promoted	18.6K	1.5X	399	2.14%	0
9 Nov		A sunset paddle with your sweetheart makes for t... f 8.1K	8.1K	1.1X	379	4.67%	10
30 Nov		Just another way #AmeliaIsland is embracing the h... f 9.2K	9.2K	1.1X	320	3.49%	9
18 Nov		When #WeddingWednesday is also #NationalPunc... f 6.5K	6.5K	1.1X	151	2.32%	6

Video Consumption



Fans by Age and Gender



Dashboard: Facebook Overview



CHANNELS (1)

1 DEC 2020-31 DEC 2020

Fan Overview

Facebook 127,764,792,174



Amelia Island

91.53K

91.5K

588

588

246

246

8.41K

8.4K

Daily Fan Growth

91,500

45,000

91,200

91,000

12/1 12/2 12/3 12/4 12/5 12/6 12/7 12/8 12/9 12/10 12/11 12/12 12/13 12/14 12/15 12/16 12/17 12/18 12/19 12/20 12/21 12/22 12/23 12/24 12/25 12/26 12/27 12/28 12/29 12/30 12/31

Fans

Impressions & Reach

Impressions

5.89M ▲ ▼



Organic impressions

1.94M ▲ ▼



Reach

4.21M ▼ ▲



Organic reach

903.68K ▼ ▲



Paid impressions

3.94M ▼ ▲



Viral impressions

1.79M ▲ ▼



Paid reach

3.33M ▼ ▲

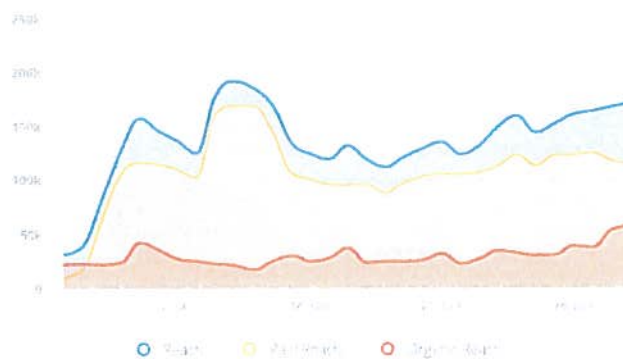


Viral reach

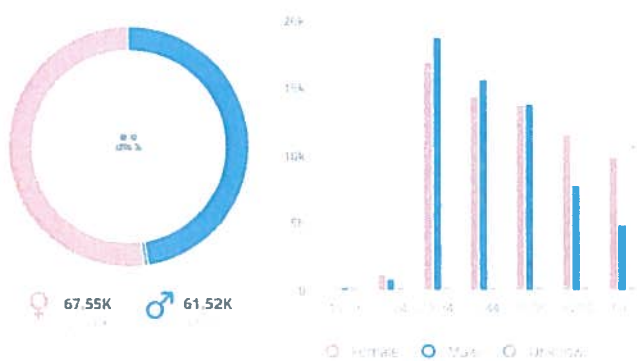
812.79K ▲ ▼



Daily Reach



Average daily reach by age and gender



Page engagements

Reactions

6.97K

Comments

677



Shares

766

Link clicks

13.46K



Other clicks

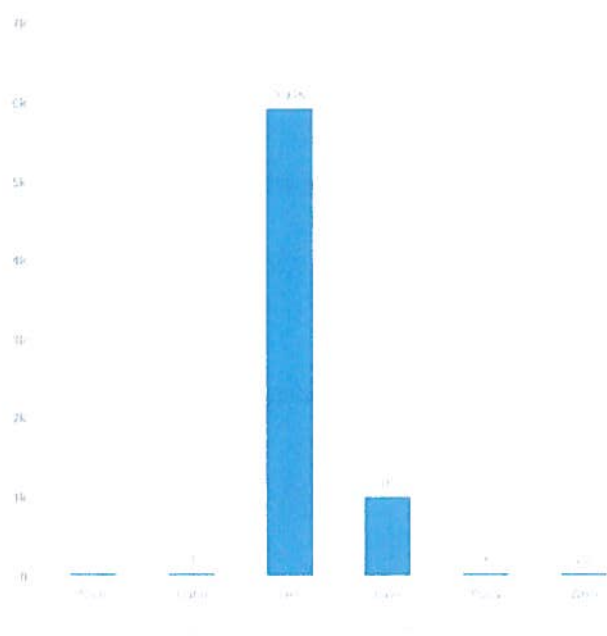
67.92K

Engagements

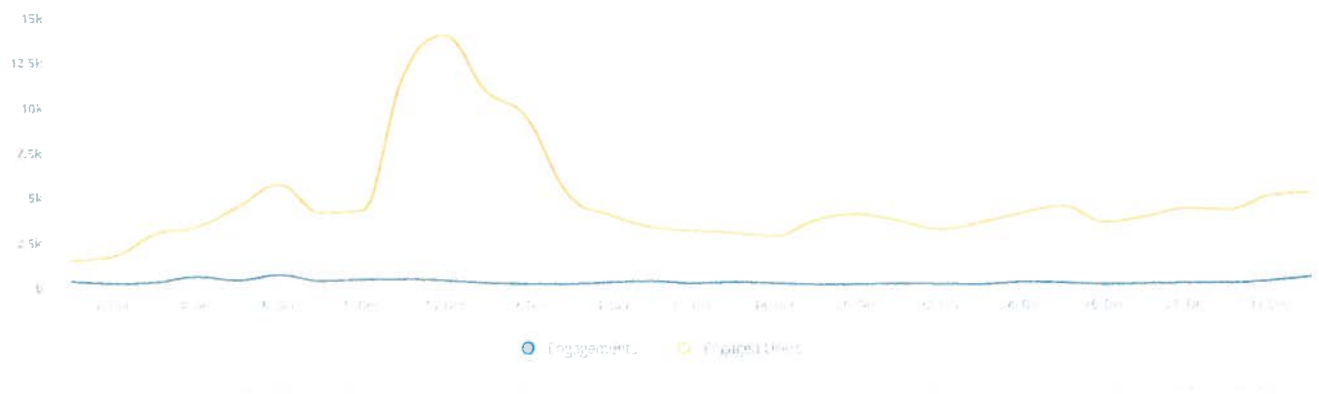
8.41K



Reactions



Daily Engagements



Video Views

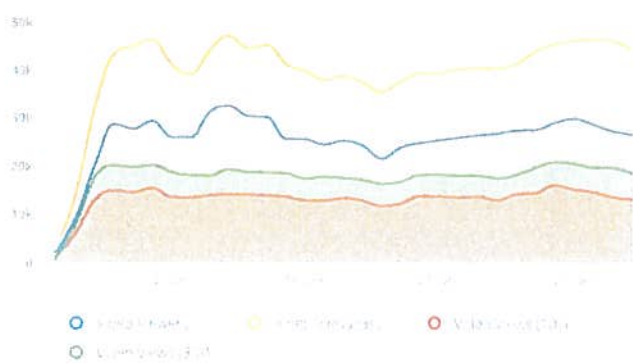
VIDEO	THUMBNAIL	60 DAY VIEWS	7 DAY VIEWS	24 HOUR VIEWS	24 HOUR VIEWS
		1.56M	1.53M	27.75K	
6 Dec 2020		8K	0	8K	
3 Dec 2020		4.2K	0	4.2K	
4 Dec 2020		3.6K	0	3.6K	
3 Dec 2020		133.7K	131.1K	2.6K	

Content Performance

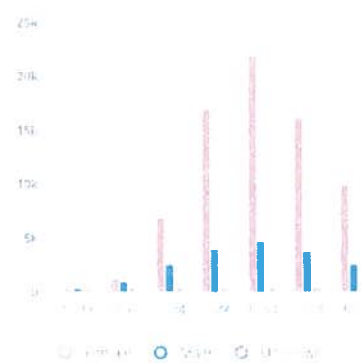
T. B. Filters

LINE ITEM	BUDGET	STATUS	REACH (K)	IMPRESSIONS	ENGAGEMENTS ↓	ENGAGEMENTS / REACH	RELATIVE PERFORM.
	68		55.38K	2.28X	6.95K	0.18%	198
3 Dec 2020		Discover Florida's secret oasis. f Promoted	220.6K	2.3X	1.5K	0.69%	0
3 Dec 2020		Discover Florida's secret oasis. f Promoted	76K	1.8X	542	0.71%	0
3 Dec 2020		Discover Florida's secret oasis. f Promoted	23.2K	7.2X	454	1.96%	0
6 Dec 2020		Who else is counting down their sleeps until their ... f	9.4K	1.1X	369	3.92%	12
8 Dec 2020		The Holiday Home Tour provided by the Amelia Isl. f	12K	1.2X	344	2.87%	15
3 Dec 2020		The softer the sand, the sweeter the moment. Escap... f Promoted	15.6K	10.1X	338	2.17%	0
3 Dec 2020		Step right in to southern charms and sweeping vie... f Promoted	1.1M	2.7X	311	0.03%	0
3 Dec 2020		Discover Florida's secret oasis. f Promoted	14.6K	3.8X	258	1.77%	0
14 Dec 2020		Allow your inner curiosity to fuel your adventures ... f	7.5K	1X	242	3.21%	9

Video Consumption



Fans by Age and Gender



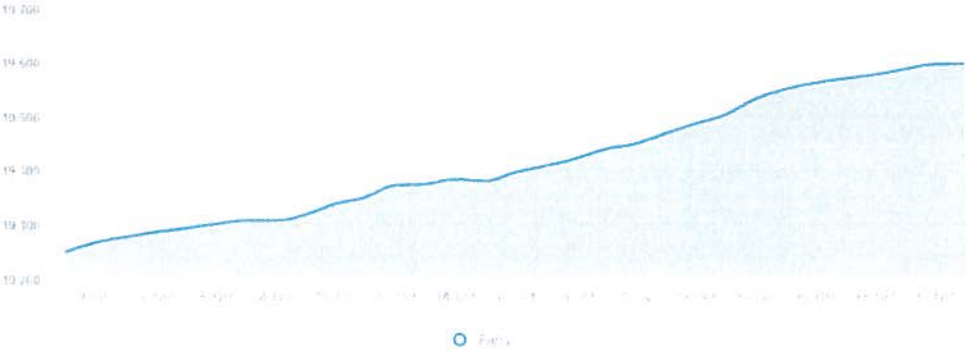
CHANNELS (1)

1 OCT 2020-31 OCT 2020

Performance by channel

INSTAGRAM	COMMUNITY TAB	FANS	POSTED (24 HOURS)	IMPRESSIONS	REELS	PROFILE VISITS (24 H)
	 Visit Amelia island	19.6K	520	329.3K	241.75K	120
19.6K		520		329.3K	241.8K	120

Daily fans



Fans

Fans
19.6K



Fans increase

520



Page distribution

Reach avg
7.8K ▲ 1.2%



Frequency
1.36 ▲ 0%



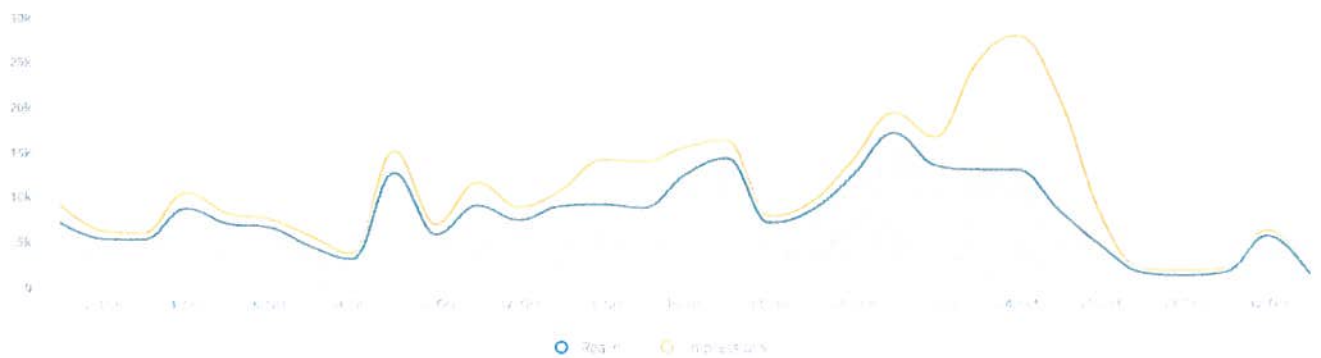
Impressions
329.3K ▲ 1.5%



Channel profile views
2.03K ▼ 0%



Daily reach and impressions



Content performance

0 Filters

CREATED		POSTS	REACH (avg)	LIKES	COMMENT	SHARES	ENGAGEMENT
		19	10.42K	8.79K	93	193	9.07K
31 Oct		The beach isn't always a place. Sometimes it's a fe...	5.1K	418	5	6	429
25 Oct		How will you spend your extra hour this year? We...	7.4K	310	3	5	318
24 Oct		Pausing to share special moments like this one can...	19K	751	7	29	787
22 Oct		Let the waves hit your feet and the sand be you...	22.5K	912	8	29	949
21 Oct		You don't have to be an early bird to catch this vie...	16.8K	732	12	15	759
20 Oct		When your favorite part about vacation is only a b...	14.2K	538	6	10	554
17 Oct		Date night on the water is the perfect way to spen...	20.1K	604	2	13	619
16 Oct		We live for little moments like this. @ameli...	17.6K	793	5	23	821
16 Oct		The Webber family spent a beautiful day out on th...	3.2K	106	0	1	107

Profile taps

Profile directions taps

0



Profile phone taps

0



Profile message taps

0

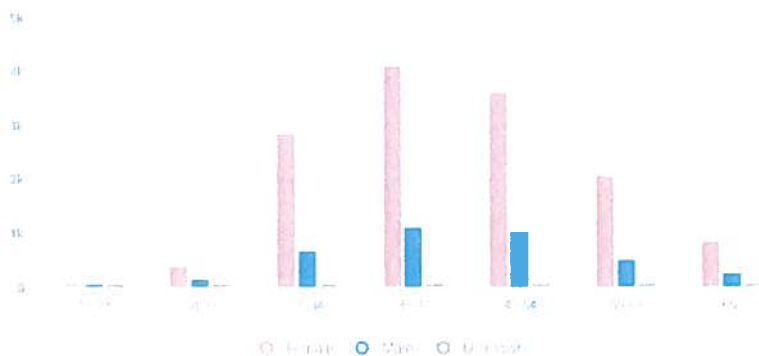
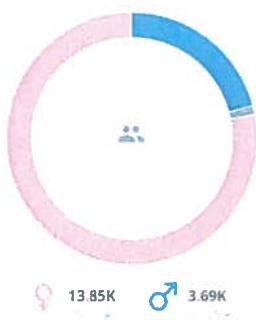


Profile website taps

120



Fans by age and gender



Dashboard: Instagram Overview



CHANNELS (1)

1 NOV 2020-30 NOV 2020

Performance by channel

NEW FOLLOWERS FOLLOWS UNFOLLOWS



Visit Amelia island

NEW FOLLOWERS
19.73K

19.7K

FOLLOWS
302

302

UNFOLLOWS
156.9K

156.9K

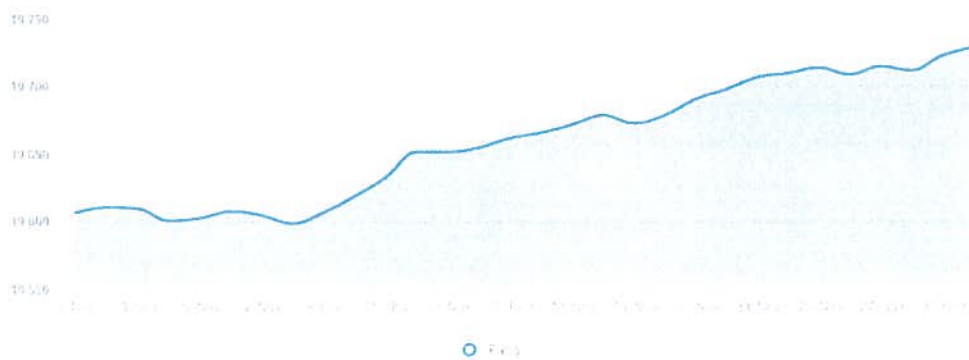
REACH
100.22K

100.2K

POSTS (WITH COMMENTS)
39

39

Daily fans



Fans

Fans
19.73K



Fans increase

302



Page distribution

Reach avg
3.34K



Frequency
1.57



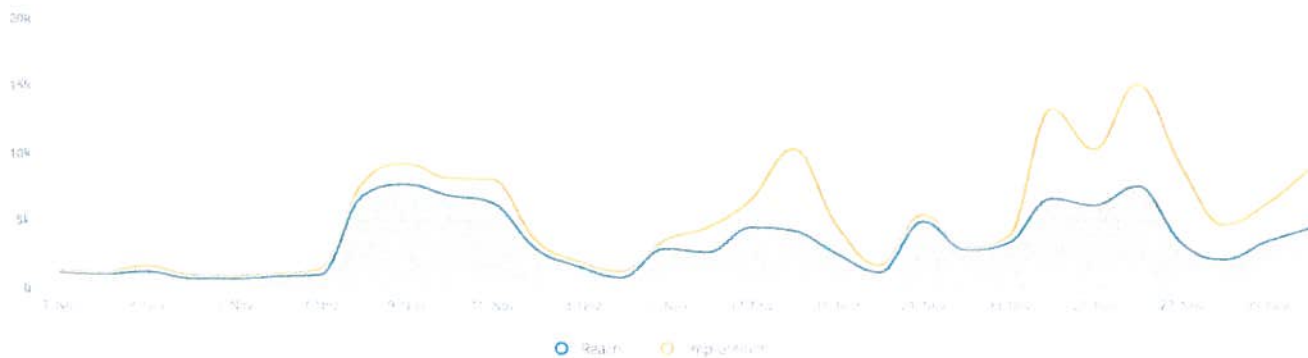
Impressions
156.9K



Channel profile views
1.51K



Daily reach and impressions



Content performance

DATE	POSTS	REPLIES AND RETAGS	LIKES	COMMENTS	SHARES	ENGAGEMENT ↑ ↓	
	12	6.48K	4.94K	64	89	5.09K	
27 Nov		Shopping different ocean views today ♥ ...@ritz... @	7.5K	600	11	6	617
11 Nov		American flags ♥ often are seen along Centre St... @	9.1K	549	4	4	557
9 Nov		Beautiful, Mysterious, Wild & Free. Escape the ever... @	9.9K	533	9	11	553
12 Nov		A sunset paddle with your sweetheart makes for t... @	5.6K	516	5	6	527
10 Nov		Glowing sea oats bring a whole new feeling to gold... @	7.3K	511	3	13	527
19 Nov		Historic Downtown Fernandina Beach is home to S... @	5.6K	458	2	9	469
26 Nov		From our golden hour to yours, Happy Thanksgiving... @	5.2K	419	1	10	430
25 Nov		Who can name where this birds-eye view can be fo... @	6.3K	478	17	12	407
18 Nov		When #WeddingWednesday is also #NationalPunc... @	4.6K	281	10	6	297

0 Filters

Profile taps

Profile directions taps

0



Profile phone taps

0



Profile message taps

0

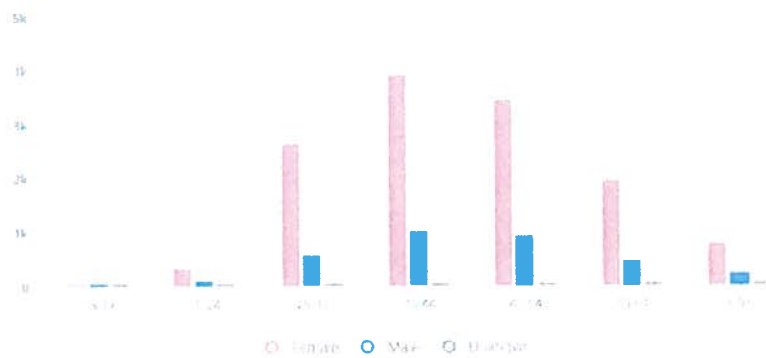
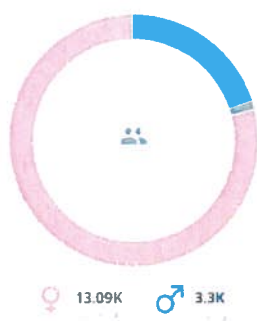


Profile website taps

39



Fans by age and gender



Dashboard: Instagram Overview



CHANNELS (1)

1 DEC 2020-31 DEC 2020

Performance by channel

OVERVIEW CHANNELS

FANS
20.02K

FANS INCREASE
456

ACTIVE FOLLOWERS
316.32K

FEED LIKES
232.31K

PROFILE VISITS WITH TAGS
57



Visit Amelia Island

20K

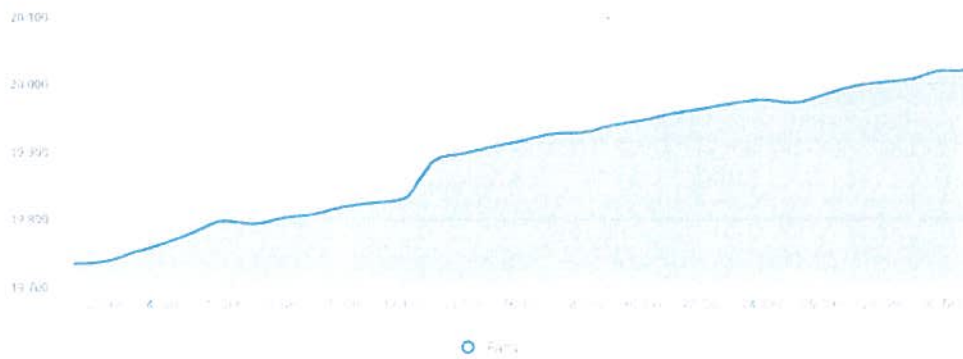
456

316.3K

232.3K

57

Daily fans



Fans

Fans
20.02K



Fans increase

456



Page distribution

Reach avg

7.49K ▲ +1%



Frequency

1.36 ▼



Impressions

316.32K ▲ +14%

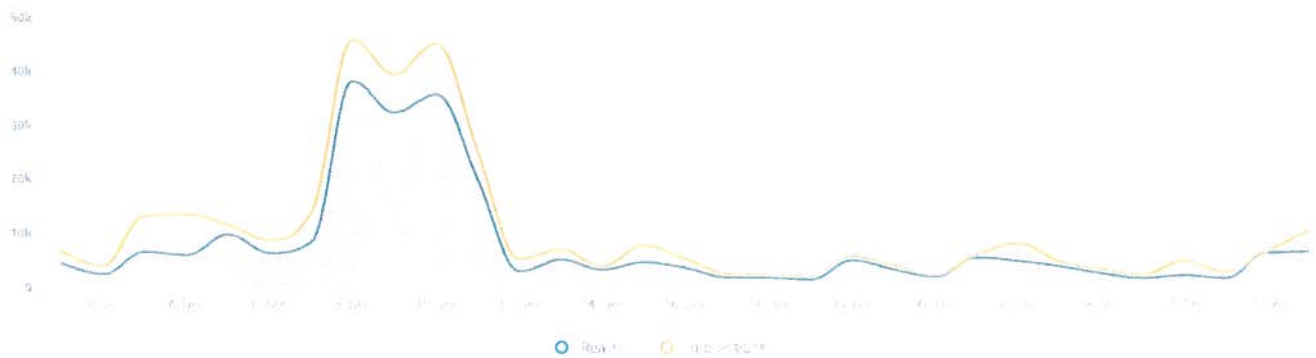


Channel profile views

1.9K ▲ +1%



Daily reach and impressions



Content performance

0 Filters

DATE	POSTS	REACH	IMPRESSIONS	LIKES	COMMENTS	ENGAGEMENT	
	77	1.68K	5.41K	100	111	5.59K	
6 Dec 2020		Best Escape Anyone Can Have - The #BEACH ❤️🌊🏖️	7.5K	501	9	15	525
8 Dec 2020		Every day, a million miracle moments begin at sun...	9K	498	5	12	515
1 Dec 2020		Salt air. Cool Breeze. Adventure in the soul. #Explo...	5.3K	454	2	10	466
24 Dec 2020		It's not a Florida Christmas without a palm tree sne...	8.4K	441	3	5	449
21 Dec 2020		"Amelia Island is our favorite vacation destination. ...	6.7K	424	2	17	443
10 Dec 2020		Where curiosity is highly encouraged 🦢... #GetO...	5K	397	8	6	411
4 Dec 2020		It's a southern n type of thing. we love our marsh al...	13.5K	391	6	9	406
7 Dec 2020		What are you looking at buddy!? swipe right! 📱	5.5K	383	6	4	393
7 Dec 2020		"We took a stroll 📸 at @FortClinch down the beach...	6.7K	371	10	2	383

Profile taps

Profile directions taps

0



Profile phone taps

0



Profile message taps

0



Profile website taps

57



Fans by age and gender



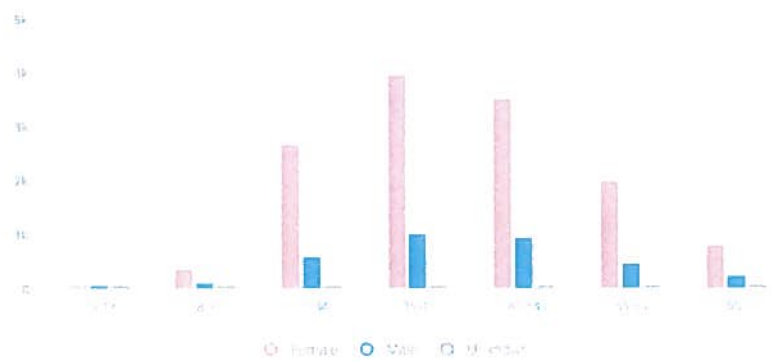
13.29K

100%



3.33K

100%



Dashboard: LinkedIn Overview



CHANNELS (1)

1 OCT 2020-31 OCT 2020

Distribution

Impressions

2.46K



Reach

1.51K



Engagements

Engagements

129



Engagement rate

5.25



Fans

Fans

325



Fans over time

310

325

320

315

310

0 100%

Organic vs paid fans

Organic net fans

12

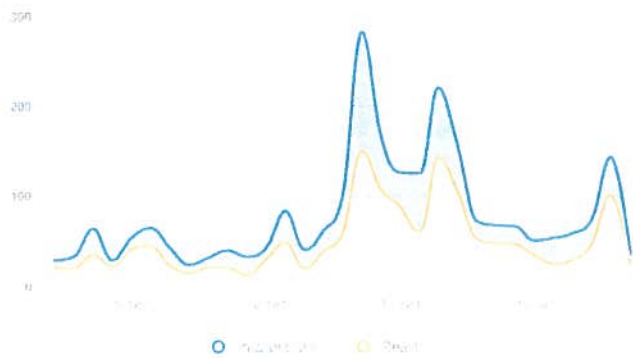


Paid net fans

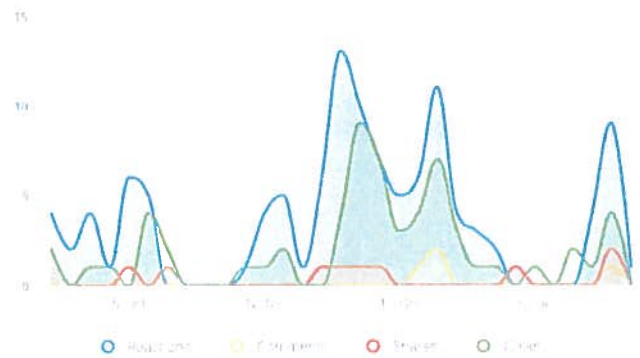
0



Distribution over time



Engagements over time



Engagements

Reactions

114 ▲ ▼



Comments

4 ▲ ▼



Shares

11 ▲ ▼



Clicks

61 ▲ ▼



Distribution and engagements by channel

APR 2020 - MAR 2021



Visit Amelia Island

ADVERTISERS
2.46K

2.5K

REACH
48.74

48.7

ADVERTISERS
1.63

1.6

ADVERTISERS
129

129

ENGAGEMENT RATE
5.25

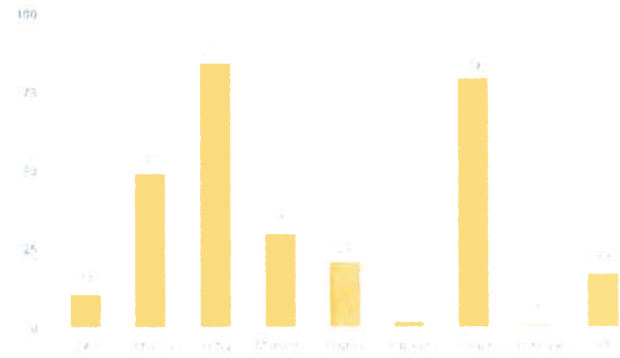
5.3

Fans by country

- United States
- Australia
- Canada
- United Kingdom
- Puerto Rico
- United Arab Emirates
- Austria
- Germany
- Denmark
- Georgia



Fans by seniority



Fans by function

Dashboard: LinkedIn Overview

CHANNELS (1)

1 NOV 2020-30 NOV 2020

Distribution

Impressions

1.19K



Fans

Fans

339



Net new fans

15



Engagements

Engagements

51



Engagement rate

4.27



Organic vs paid fans

Organic net fans

15



Paid net fans

0

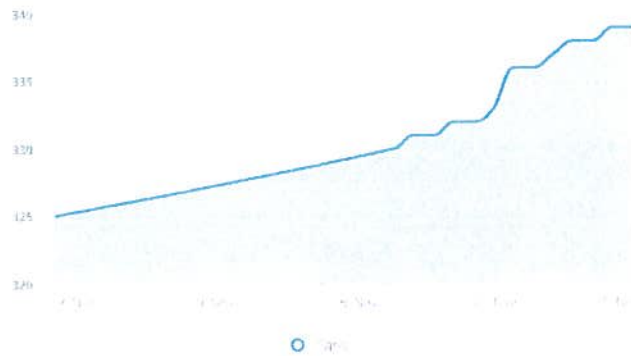


Reach avg

24.97

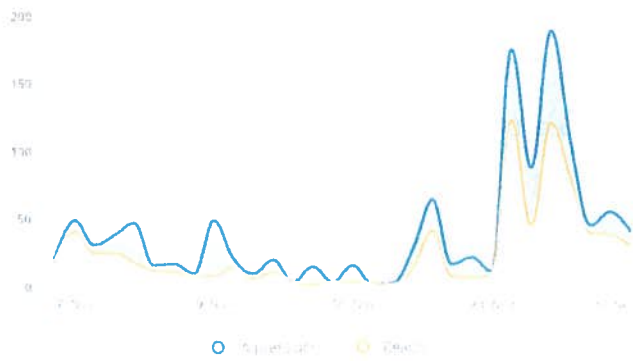


Fans over time

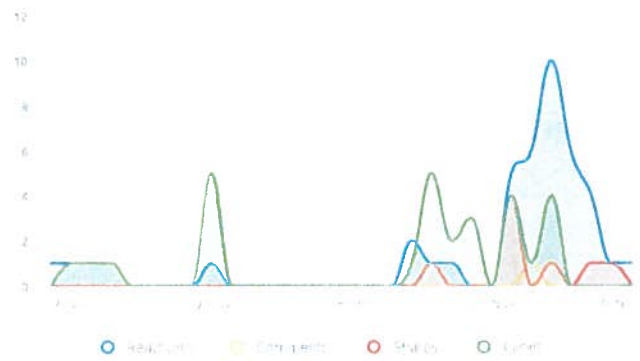


42

Distribution over time



Engagements over time



Engagements

Reactions

42 ▼ ▲ ↻



Comments

1 ▼ ▲ ↻



Shares

8 ▼ ▲ ↻



Clicks

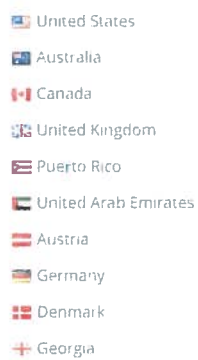
28 ▼ ▲ ↻



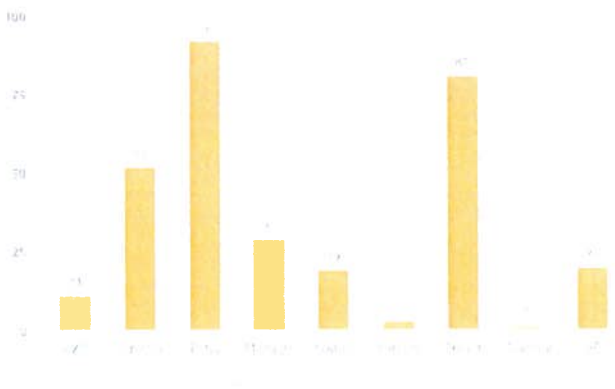
Distribution and engagements by channel



Fans by country



Fans by seniority



Fans by function

Dashboard: LinkedIn Overview



CHANNELS (1)

1 DEC 2020-31 DEC 2020

Distribution

Impressions

713



Reach

441



Engagements

Engagements

17



Engagement rate

2.38



Fans

Fans

344



Net new fans

4



Fans over time

345

344

342

340

338

31 DEC 19 01 DEC 20 01 DEC 20 02 DEC 20 03 DEC 20

0 Fans

Organic vs paid fans

Organic net fans

4

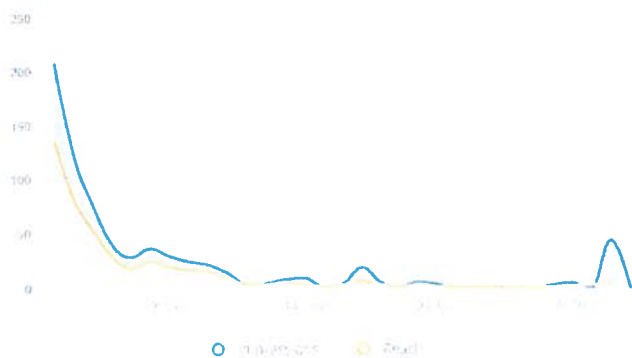


Paid net fans

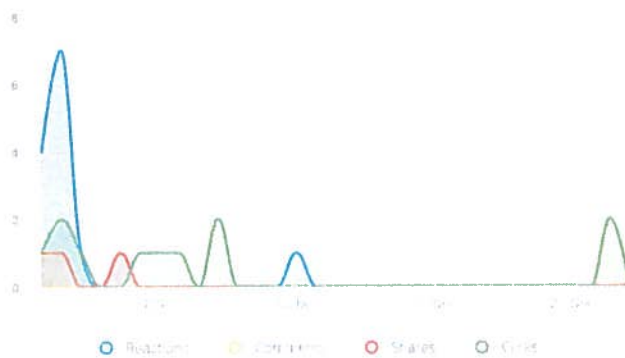
0



Distribution over time



Engagements over time



Engagements

Reactions
14 ▼



Comments
0 ▼



Shares
3 ▼



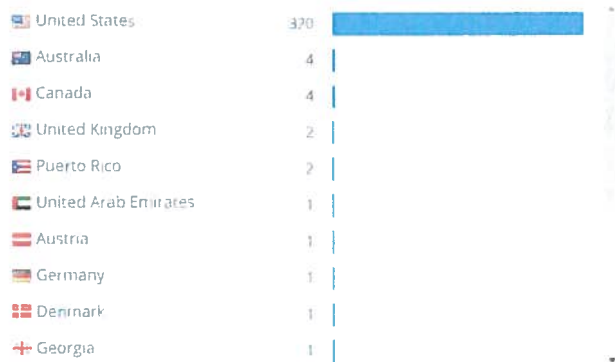
Clicks
11 ▼



Distribution and engagements by channel

CHANNEL	ENGAGEMENT	IMPRESSION	REACH	AVG. ENGAGEMENT	ENGAGEMENT RATE
	713	14.23	1.62	17	2.38
Visit Amelia Island	713	14.2	1.6	17	2.4

Fans by country



Fans by seniority

