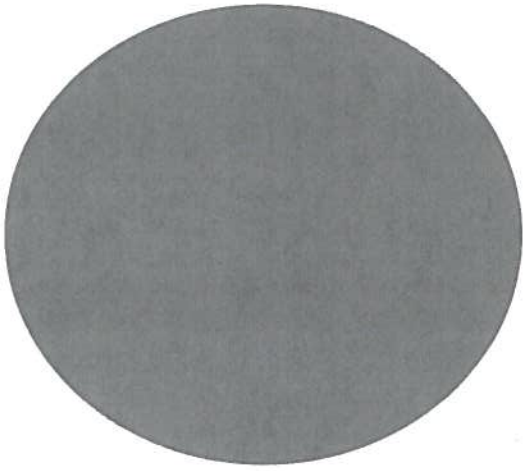
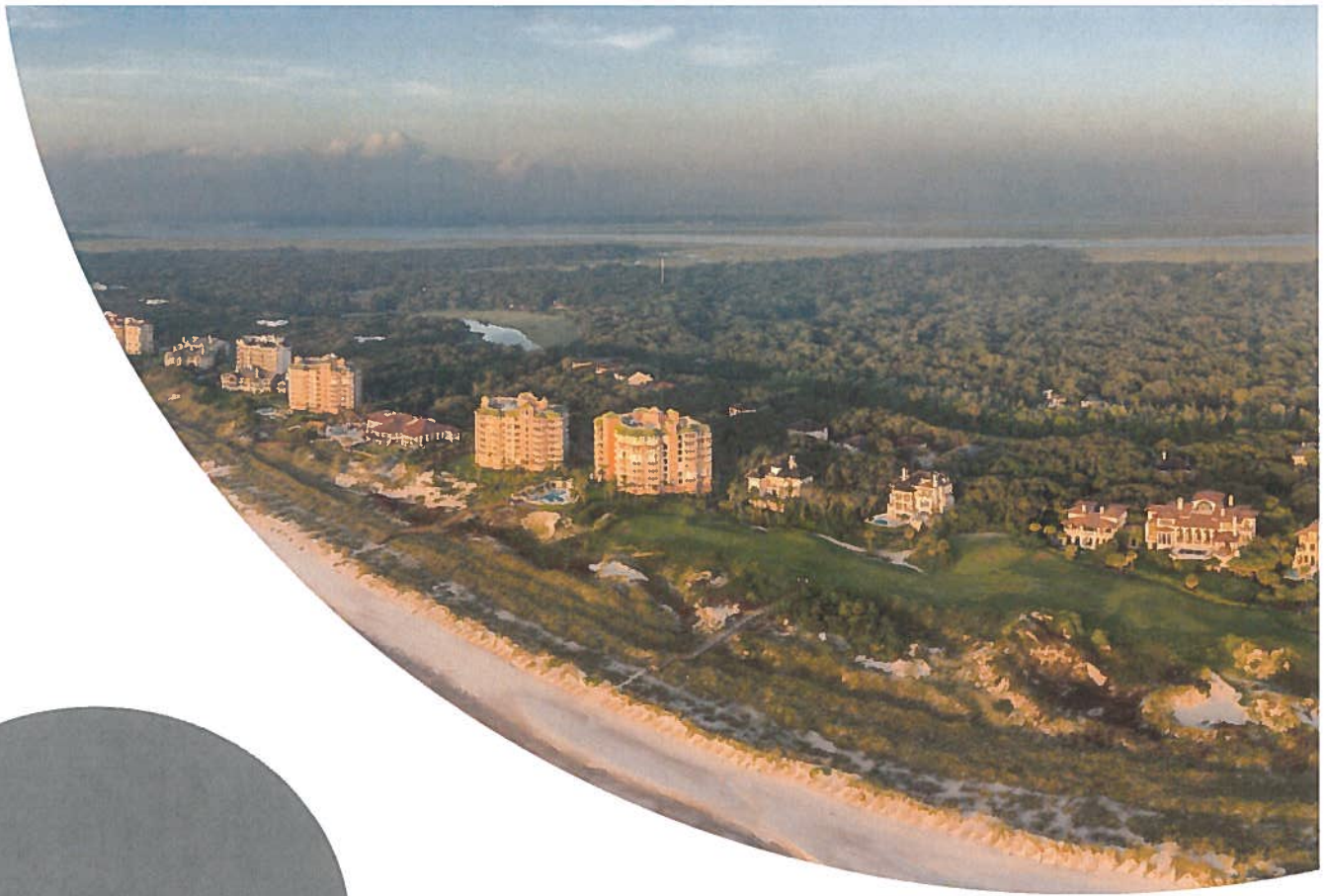


5. Social Media Reports



Dashboard: Facebook Overview

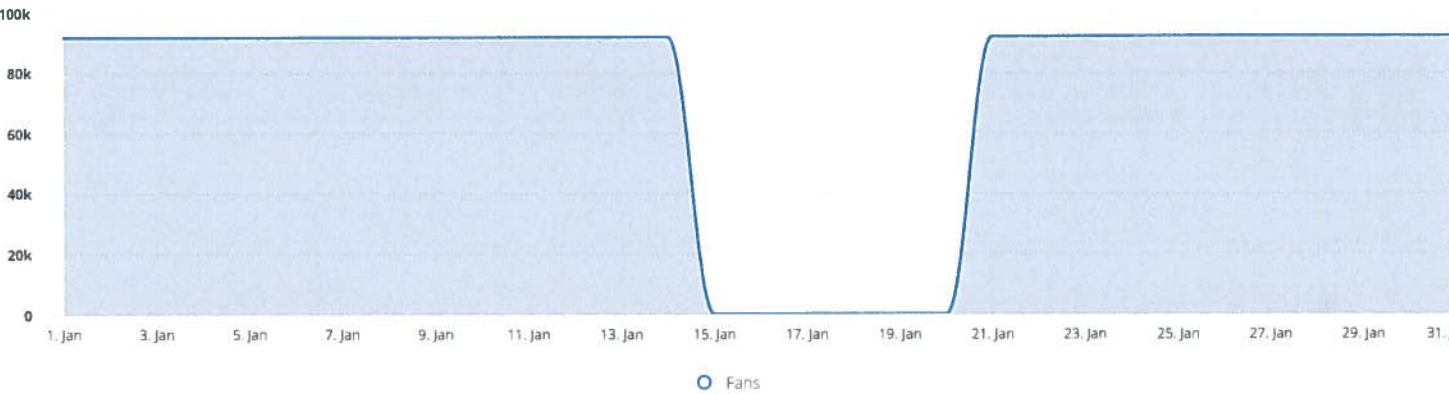
CHANNELS (1) ▾

1 JAN 2021-31 JAN 2021

Fan Overview

NETWORK	CHANNEL NAME	FANS 92K ▲ 1% ▼	NET NEW FANS 578 ▼ -2%	FANS DECREASE 202 ▼ -18%	ENGAGEMENTS 9K ▲ 7%
	Amelia Island	92K	578	202	9K

Daily Fan Growth



Impressions & Reach

Impressions

7.02M ▲ 19%

Paid impressions

5.29M ▲ 34%

Organic impressions

1.72M ▼ -12%

Viral impressions

1.56M ▼ -13%

Reach

5.35M ▲ 27%

Paid reach

4.52M ▲ 36%

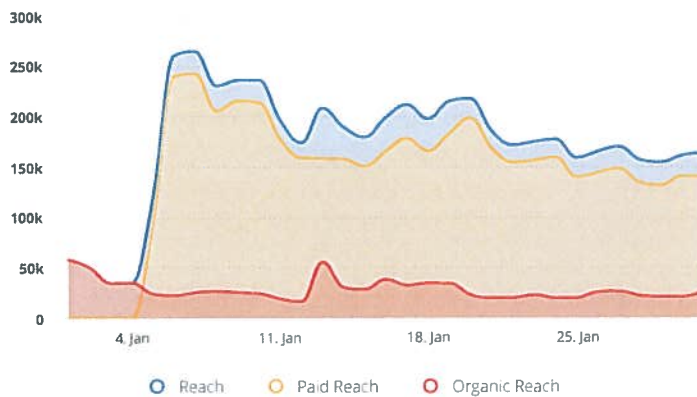
Organic reach

869.71K ▼ -4%

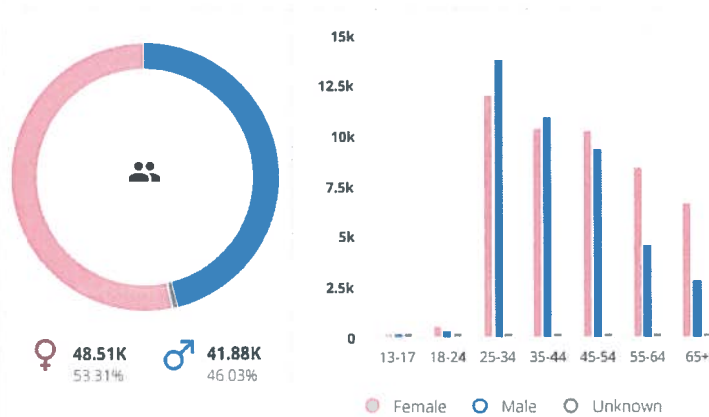
Viral reach

766K ▼ -6%

Daily Reach



Average daily reach by age and gender



Page engagements

Reactions

7.32K ▲ 5%

Comments

765 ▲ 13%

Shares

922 ▲ 20%

Link clicks

18.34K ▲ 36%

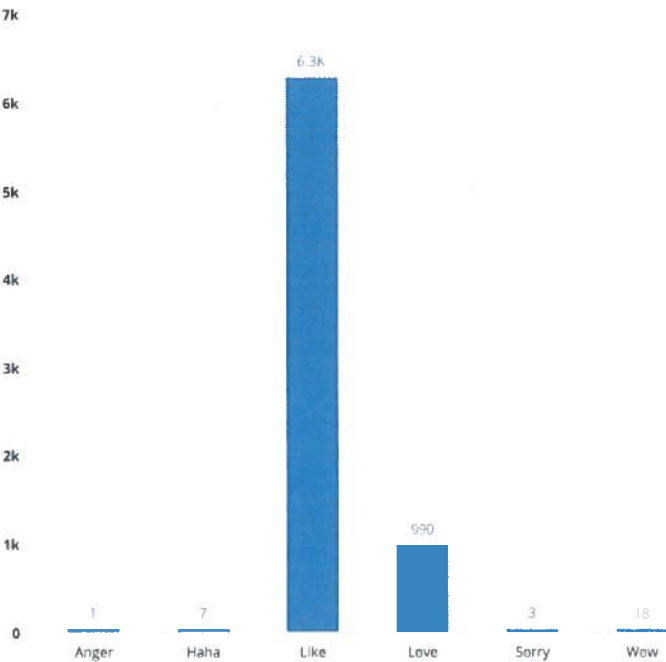
Other clicks

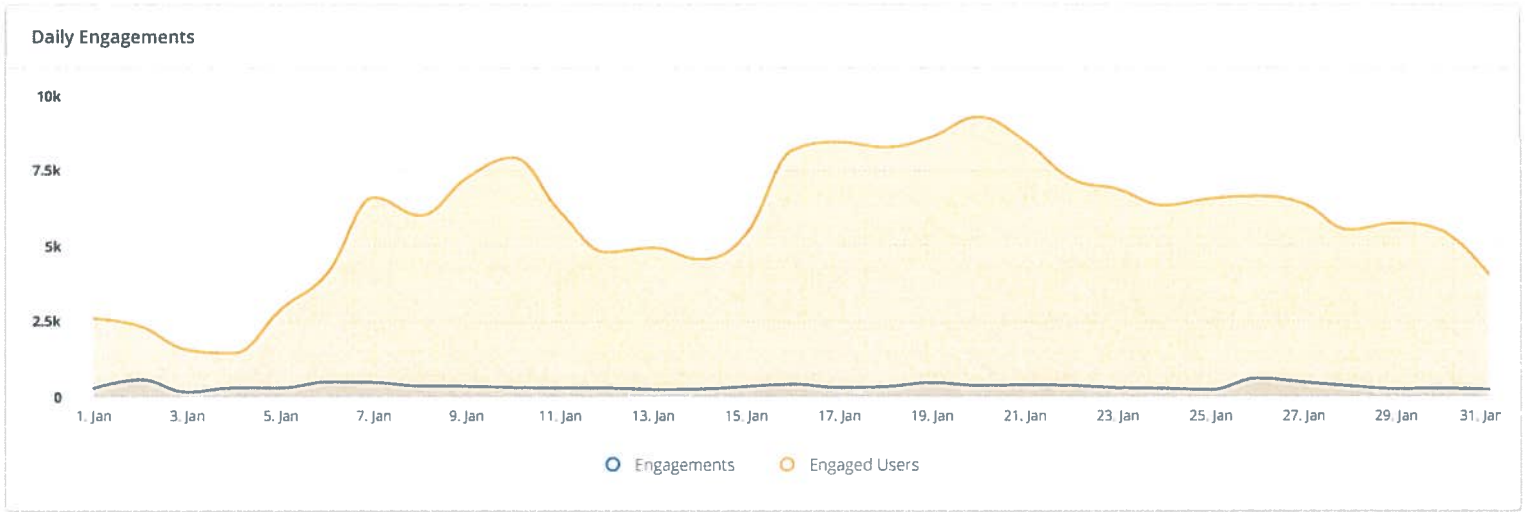
58.66K ▼ 14%

Engagements

9K ▲ 7%

Reactions





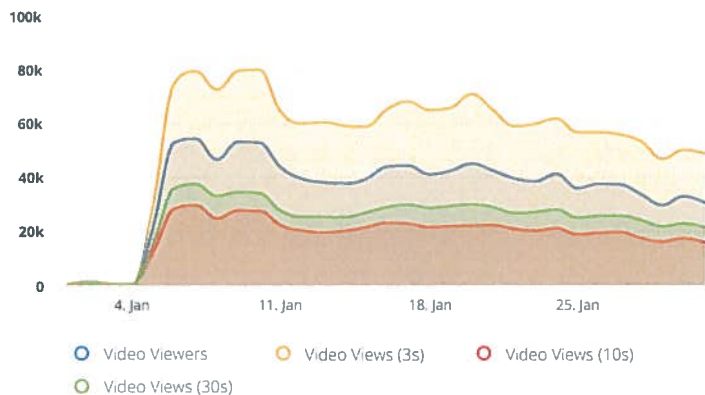
Video Views		0 Filters		
CREATED ↓	POSTS	VIDEO VIEWS	PAID VIDEO VIEWS	ORGANIC VIDEO VIEWS
	44	862.69K	848.87K	13.82K
28 Jan 9:32 PM	 From tasting tours and chocolate dessert pizzas to enjoying prohibitions ... f Ame a Island 🍷 Restaurant Week	-	-	-
27 Jan 9:02 PM	 We have some celebrating to do!! 🎉 This year marks the 30th anniversar... f Ame a Island	-	-	-
26 Jan 7:17 PM	 Best seats in the house and they are waiting, ready for you! ❤️ National ... f Ame a Island	-	-	-
21 Jan	 It's that time of year again to indulge in local cuisine! Check out the top 7... f Ame a Island	7.6K	0	7.6K

Content Performance

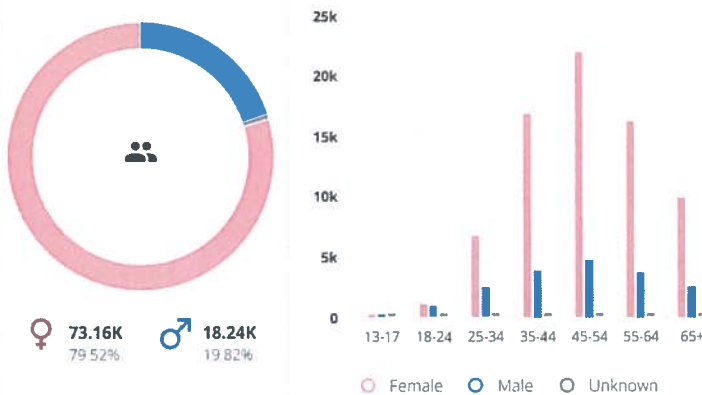
0 Filters

CREATED ↓	POSTS		REACH AVG	FREQUENCY	ENGAGEMENTS	ENGAGEMENT RATE (RE.	NEGATIVE FEEDBACK
	44		11.08K	2.64X	3.78K	0.77%	163
28 Jan 9:32 PM		From tasting tours and chocolate dessert pizzas to ... f Ame a Is and Restaurant Week	5.4K	1X	61	1.13%	9
27 Jan 8:02 PM		We have some celebrating to do!! 🎉 This year mar... f Ame a Is and	7.3K	1X	93	1.27%	9
26 Jan 7:17 PM		Best seats in the house and they are waiting, ready... f Ame a Is and	16.4K	1X	556	3.39%	11
21 Jan 5:09 PM		It's that time of year again to indulge in local cuisin... f Ame a Is and Restaurant Week	6.1K	1X	102	1.66%	7
19 Jan 7:48 PM		From dining al fresco to brews with views, we're to... f Ame a Is and Restaurant Week	12.5K	1.2X	208	1.67%	13
19 Jan 7:48 PM		f Ame a Is and Restaurant Week	12.2K	1.2X	3	0.02%	13
18 Jan 9:07 PM		Not all of the answers are found here, but many cr... f Ame a Is and	7.3K	1X	130	1.77%	11
16 Jan 8:07 PM		When life feels like it's passing you by, join us on isl... f Ame a Is and	7.5K	1X	167	2.23%	10
16 Jan 7:44 PM		Raise a glass and celebrate the kick off to Restaura... f Ame a Is and Promoted Restaurant Week	6.1K	2X	17	0.28%	0

Video Consumption



Fans by Age and Gender



Facebook Overview

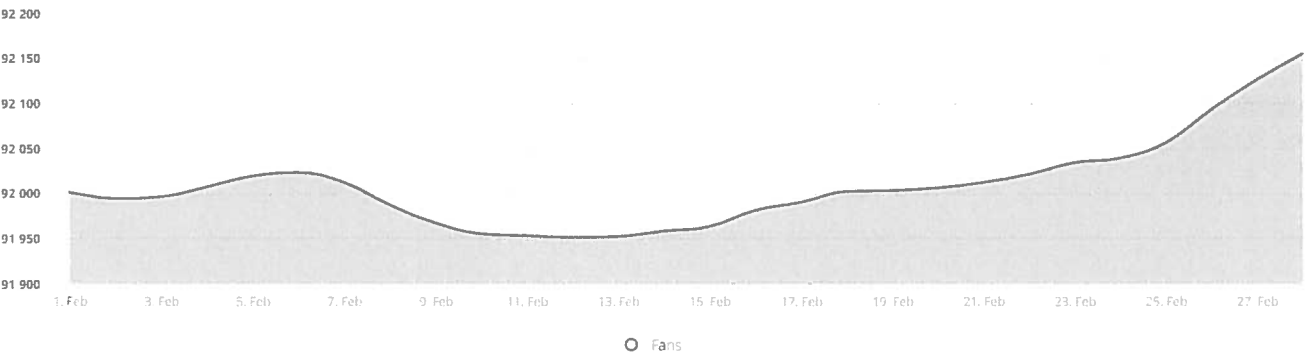
CHANNELS (1)

1 FEB 2021-28 FEB 2021

Fan Overview

NETWORK	CHANNEL NAME	FANS	NET NEW FANS	FANS DECREASE	ENGAGEMENTS
		92.16K	245	333	7.41K
	 Amelia Island	92.2K	245	333	7.4K

Daily Fan Growth



Impressions & Reach

Impressions

4.63M ▼ 31%



Organic impressions

1.34M ▼ 6%



Reach

3.22M ▼ 33%



Organic reach

641.88K ▼ 12%



Paid impressions

3.28M ▼ 39%



Viral impressions

1.24M ▼ 4%



Paid reach

2.58M ▼ 43%



Viral reach

578.54K ▼ 4%



Daily Reach

250k

200k

150k

100k

50k

0

1 Feb

8 Feb

15 Feb

22 Feb



Reach

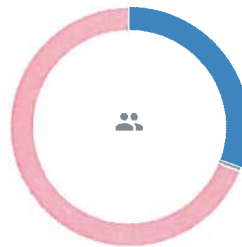


Paid Reach



Organic Reach

Average daily reach by age and gender



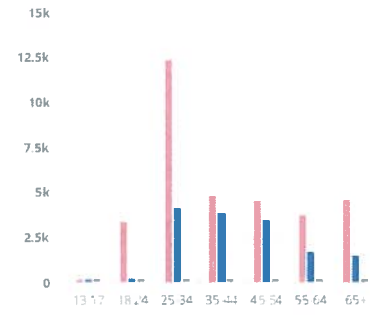
33,59K

13 17 18 24



14,88K

10 15 16



Female



Male



Unknown

Page engagements

Reactions

6.14K ▼ 7%



Shares

632 ▼ 27%



Other clicks

53.87K ▲ 3%



Comments

640 ▼ 11%



Link clicks

7.59K ▼ 51%



Engagements

7.41K ▼ 9%



Reactions

6k

5k

4k

3k

2k

1k

0

Haha

Like

Love

Sorry

Wow

2

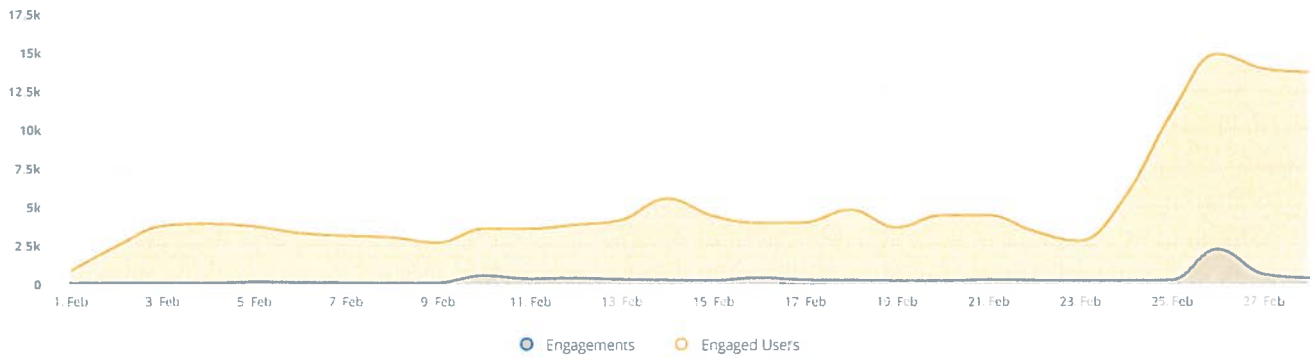
4,88K

1,2K

1

47

Daily Engagements



Video Content Performance

0 Filters

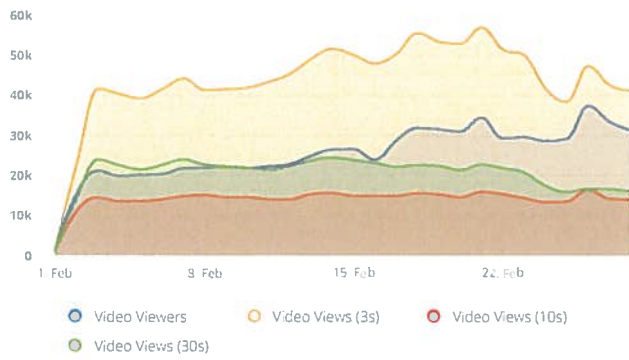
CREATED	POSTS	VIDEO VIEWS ↓	PAID VIDEO VIEWS	ORGANIC VIDEO VIEWS
	172	1.02M	995.62K	25.5K
17 Feb 2:55 PM	Take a moment to experience the natural beauty of Amelia Island, FL. f Amelia Island Promoted	127.1K	127K	156
17 Feb 2:55 PM	Take a moment to experience the natural beauty of Amelia Island, FL. f Amelia Island Promoted	107.1K	107K	133
2 Feb 4:57 PM	Find family moments to treasure on Amelia Island, FL. Plan now. f Amelia Island Promoted	93.9K	93.9K	0
2 Feb	You'll treasure every moment together on Amelia Island, FL. Plan your es... f Amelia Island	65.9K	65.9K	0

Post Content Performance

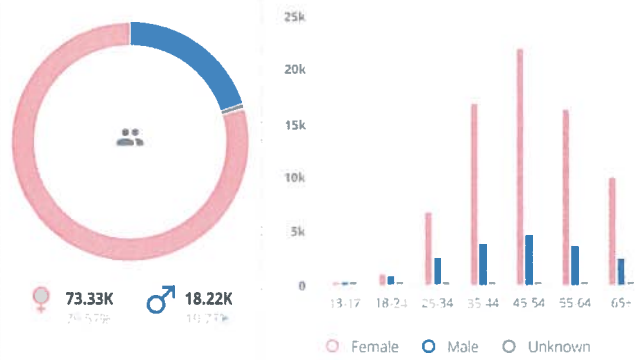
0 Filters

CREATED	POSTS	REACH AVG	FREQUENCY	ENGAGEMENTS ↓	ENGAGEMENT RATE (RE	NEGATIVE FEEDBACK
	172	18.56K	1.71X	11.24K	0.35%	85
26 Feb 6:56 AM	Good morning from Amelia ❤️ f Amelia Island	24.9K	1X	982	3.94%	11
26 Feb 5:15 PM	We rely on the cotton candy sunsets to let us know... f Amelia Island	17.6K	1X	705	4.02%	12
10 Feb 5:41 PM	One of those "can't eat, can't sleep, thinking of Am... f Amelia Island	12.1K	1X	528	4.35%	7
15 Feb 2:41 PM	Chat us to learn all things Amelia Island, FL. We're ... f Amelia Island Promoted	25.1K	1.3X	467	1.86%	0
15 Feb 2:41 PM	Chat us to learn all things Amelia Island, FL. We're ... f Amelia Island Promoted	25.1K	1.3X	467	1.86%	0
11 Feb 11:42 AM	Chat us to learn all things Amelia Island, FL. We're ... f Amelia Island Promoted	3.8K	1.1X	467	12.41%	0
11 Feb 11:52 AM	Chat us to learn all things Amelia Island, FL. We're ... f Amelia Island Promoted	3.8K	1.1X	463	12.3%	0
22 Feb 1:10 PM	Chat us to learn all things Amelia Island, FL. We're ... f Amelia Island Promoted	26.4K	1.3X	461	1.75%	0
22 Feb 1:10 PM	Chat us to learn all things Amelia Island, FL. We're ... f Amelia Island Promoted	26.4K	1.3X	461	1.75%	0

Video Consumption



Fans by Age and Gender



Engagement Overview for Facebook

CHANNELS (1)

1 MAR 2021-31 MAR 2021

Engagement

Reactions

8.02K ▲21%



Comments

677 ▼1%



Shares

914 ▲7%



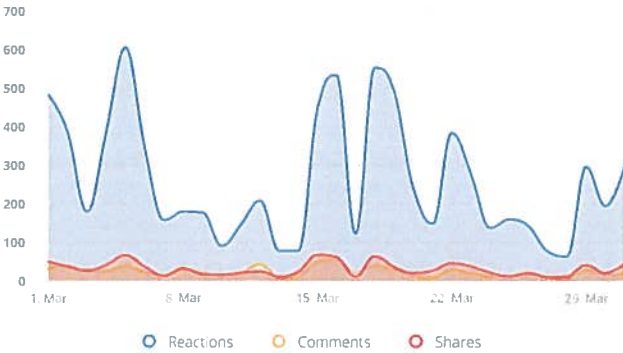
Engagement rate

Engagement rate

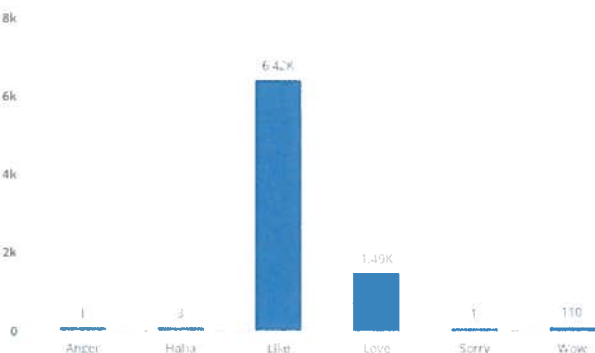
0.16 ▲2%



Daily engagements



Reactions by type



Engagement by channel

NETWORK CHANNEL NAME



Amelia Island

REACTIONS
8.02K ▲21%

8K

COMMENTS
677 ▼1%

677

SHARES
914 ▲7%

914

LINK CLICKS
14.51K ▲54%

14.5K

ENGAGEMENT RATE
0.16 ▲2%

0.2

Clicks

Link clicks

14.51K ▲53%



Photo clicks

264 ▲204%



Video plays

480.37K ▲305%



Other clicks

92.52K ▲523%



Clicks by channel

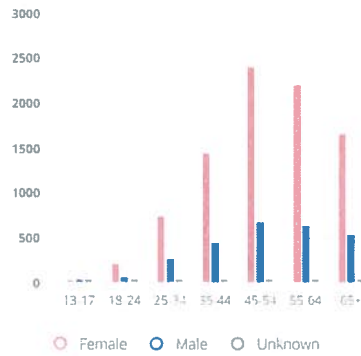
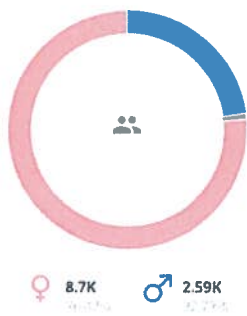
NETWORK	CHANNEL NAME	CLICKS	LINK CLICKS	PHOTO CLICKS	VIDEO PLAYS	OTHER CLICKS
		587.67K ▲ 21.1%	14.51K ▲ 5.0%	264 ▲ 4.6%	480.37K ▲ 155%	92.52K ▲ 5.2%
	 Amelia Island	587.7K	14.5K	264	480.4K	92.5K

Content engagements

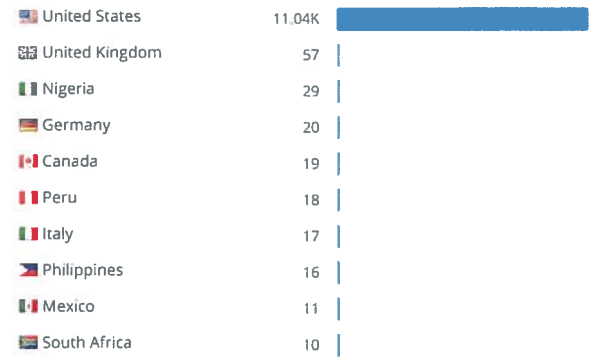
0 Filters

CREATED	POSTS		REACTIONS	COMMENTS	SHARES	LINK CLICKS	REACH AVG	ENGAGEMENTS
	45		5.28K	172	678	7.6K	31.86K	6.13K
15 Mar # 34 PM		These 7 Must-See Sights on the Waters Aro... f Amelia Island	600	23	101	415	22.8K	724
18 Mar # 2 PM		From one magic moment to the next & eve... f Amelia Island	607	17	97	-	17.6K	721
1 Mar 3:01 PM		The view from here has its' perks. #LoveA... f Amelia Island	527	20	63	-	14.4K	610
5 Mar 7:52 PM		A story from the past. 📖 A welcome to fut... f Amelia Island	456	12	70	-	20.2K	538
4 Mar # 11 PM		The trick is to always be camera ready. You... f Amelia Island	454	8	47	-	16.2K	509
22 Mar 1:00 PM		There is just something about admiring the... f Amelia Island	378	12	47	-	11.9K	437
31 Mar 6:45 PM		"Nature does not hurry, yet everything is a... f Amelia Island	356	5	54	-	12.7K	415
29 Mar 1:05 PM		What can go wrong when you start your w... f Amelia Island	353	15	42	-	13.4K	410
19 Mar 6:57 PM		The smoky mill off in the distance has seen... f Amelia Island	322	6	24	-	11.8K	352
23 Mar 10:04 PM		So much to do. So much to see. 🧘☘️ Che... f Amelia Island	129	2	23	87	8.6K	154
8 Mar 6:27 PM		Enjoy your morning ride, ocean side! 🚲🌊 f Amelia Island	124	0	12	-	6.2K	136
11 Mar		Amelia Island may not have been a though...						

Engaged users by age & gender



Engaged users by geography



Direct messages

Total DM conversations

N/A

New DM conversations

288 ▼ 56%

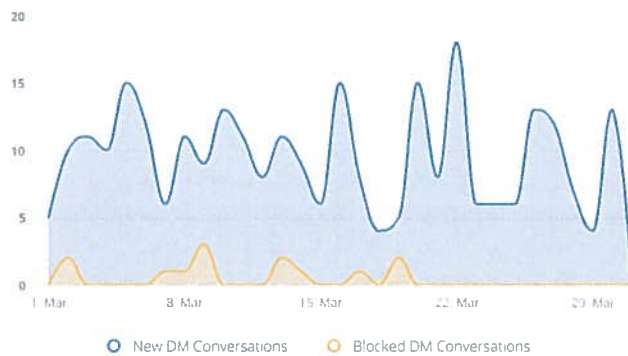


Blocked DM conversations

13 ▼ 2%



Direct messages over time



Direct messages by channel

NETWORK	CHANNEL NAME	NEW DM CONVERSATIONS ↓	BLOCKED DM CONVERSATIONS
f	Amelia Island	288	13

Dashboard: Instagram Overview

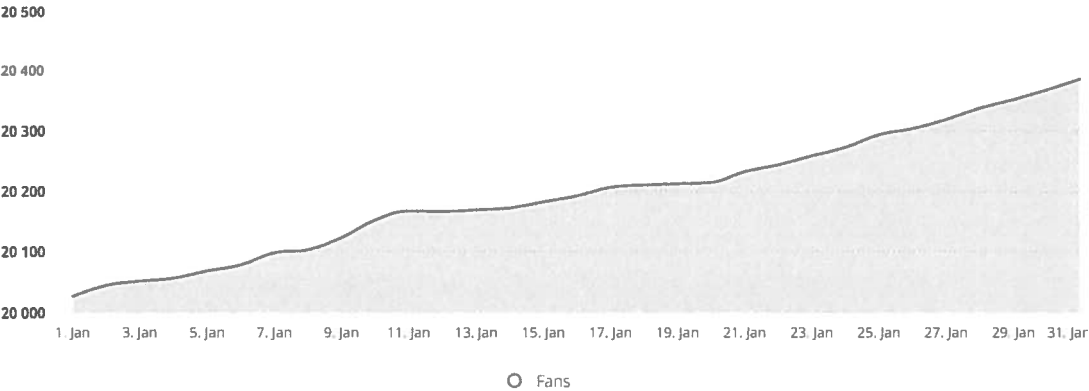
CHANNELS (1) ▾

1 JAN 2021-31 JAN 2021

Performance by channel

NETWORK	CHANNEL NAME	FANS	FANS INCREASE	IMPRESSIONS	REACH	PROFILE WEBSITE TAPS
		20.39K ▲ 2%	576 ▲ 26%	219.92K ▼ -30%	129.28K ▼ -44%	109 ▲ 91%
	Visit Amelia Island	20.4K	576	219.9K	129.3K	109

Daily fans



Fans

Fans
20.39K ▲ 2%

Fans increase

576 ▲ 26%

Page distribution

Reach avg.

4.17K ▼ 4.1%

Frequency

1.7 ▲ 25%

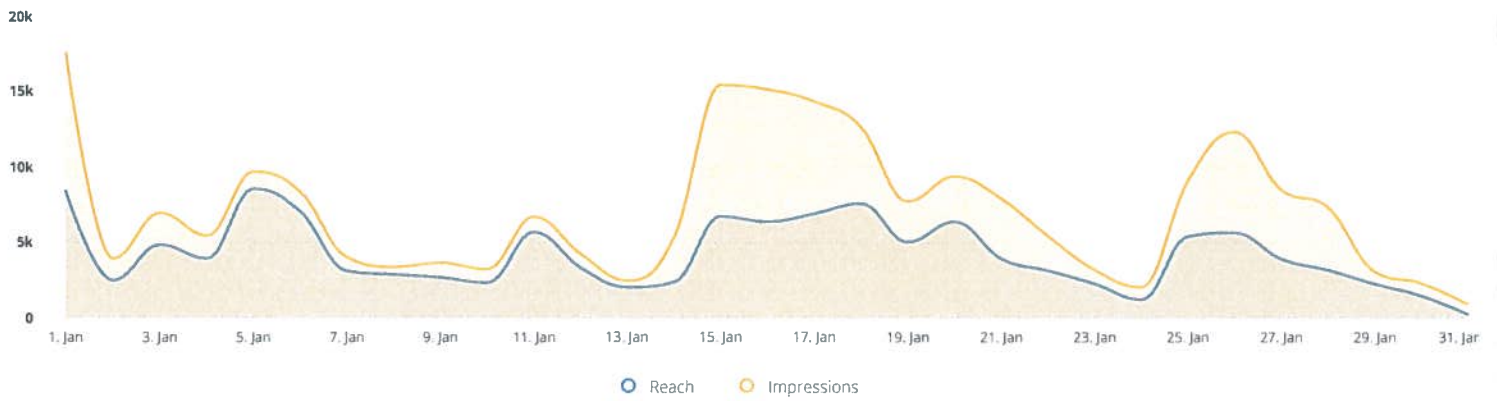
Impressions

219.92K ▼ 30%

Channel profile views

2.2K ▲ 16%

Daily reach and impressions



Content performance

0 Filters

CREATED	POSTS 58		REACH AVG 2.19K	LIKES 7.38K	COMMENTS 120	SAVES 172	ENGAGEMENTS ↓ 7.65K
1 Jan 11:27 PM		Swipe right to see all of our top 2020 moments vot... @ Vst Ame a ls and	11.1K	991	18	35	1K
16 Jan 8:14 PM		An ocean breeze puts the mind at ease... #LoveAm... @ Vst Ame a ls and	10.4K	826	10	19	855
26 Jan 7:41 PM		Our fans have helped us put together our bucket li... @ Vst Ame a ls and	7.1K	725	12	20	757
18 Jan 8:03 PM		Are you ready to give this one a double-tap ♡ to v... @ Vst Ame a ls and Ame a ls and Memories	7.8K	652	10	22	684
21 Jan 5:16 PM		Plans this weekend? Start your year off this month ... @ Vst Ame a ls and Restaurant Week	8.3K	589	7	17	613
27 Jan 5:56 PM		Time to give this one a double-tap to vote @johnat... @ Vst Ame a ls and Ame a ls and Memories	5.2K	547	8	7	562
4 Jan 6:19 PM		First Monday of the new year has us feeling a little ... @ Vst Ame a ls and	7K	532	4	9	545
31 Dec 2020 8:38 PM		While we all have been anxiously awaiting for this ... @ Vst Ame a ls and	9.8K	489	6	7	502
19 Jan 6:00 PM		Can we talk about the view from here!? ☺️ Imagin... @ Vst Ame a ls and	6.6K	479	3	11	493

Profile taps

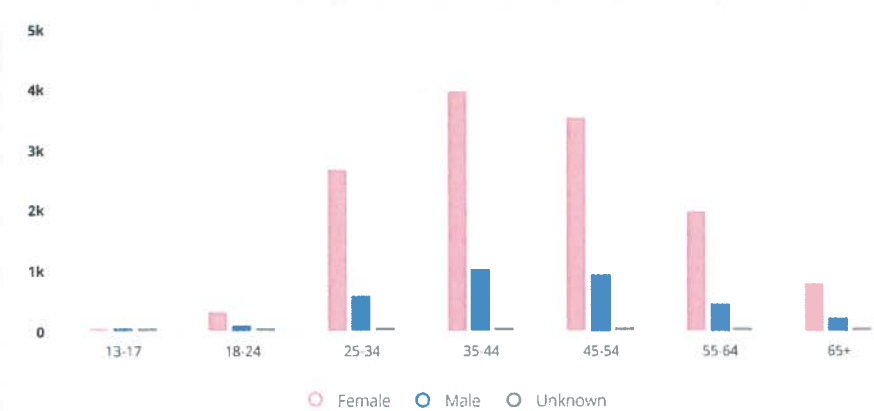
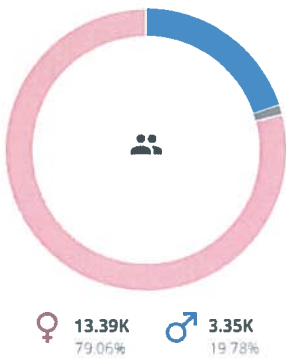
Profile directions taps
0

Profile phone taps
0

Profile message taps
0

Profile website taps
109 ▲ 91%

Fans by age and gender

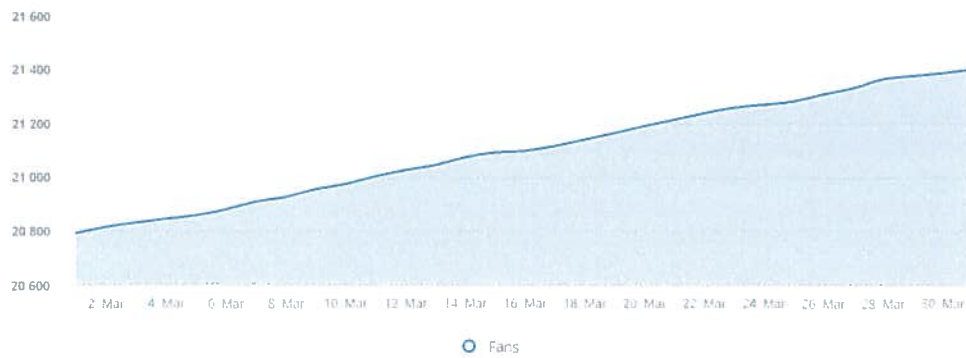


Instagram Overview

CHANNELS (1) ▾

1 MAR 2021-31 MAR 2021

Daily fans



Fans

Fans
21.4K ▲



Fans increase
767 ▲



Performance by channel

NETWORK	CHANNEL NAME	FANS	FANS INCREASE	IMPRESSIONS	REACH	PROFILE WEBSITE TAPS
	Visit Amelia Island	21.4K ▲	767 ▲	413.4K ▲	339.76K ▲	99 ▲
		21.4K	767	413.4K	339.8K	99

Page distribution

Reach avg.
10.96K ▲



Frequency
1.22 ▲



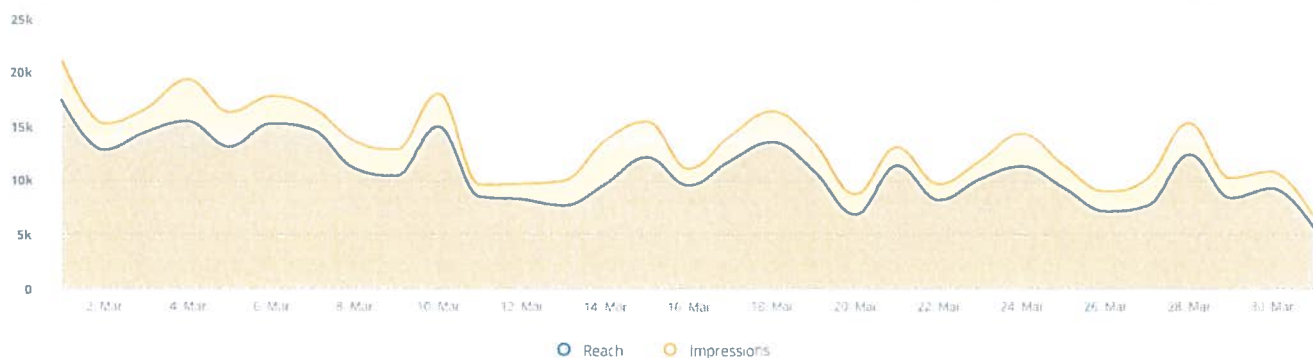
Impressions
413.4K ▲



Channel profile views
3.13K ▲



Daily reach and impressions



Content performance								▼ 1 Filters
CREATED	POSTS	LIKES	COMMENTS	SAVES	REACH AVG.	VIDEO VIEWS	ENGAGEMENTS ↓	
	15	7.73K	97	150	7.87K	N/A	7.98K	
16 Mar 2:11 PM		Sometimes it's about the journey 🌲 but so...	561	8	10	9K	-	579
		@ Your Amelia island						
4 Mar 4:31 PM		The trick is to always be camera ready. You...	559	9	9	8.7K	-	577
		@ Your Amelia island						
22 Mar 7:40 PM		There is just something about admiring the...	548	6	14	7.2K	-	568
		@ Your Amelia island						

Story performance

▼ 1 Filters

Posts ↓

N/A

Reach avg.

N/A

Impressions

N/A

Comments

N/A

Taps forward

N/A

Taps back

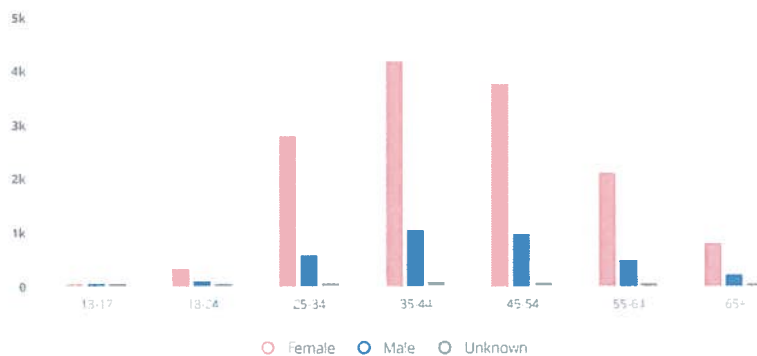
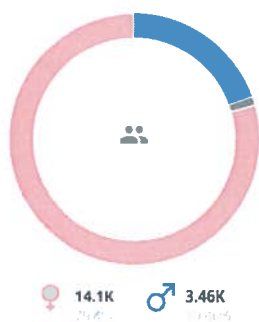
N/A

Exits rate

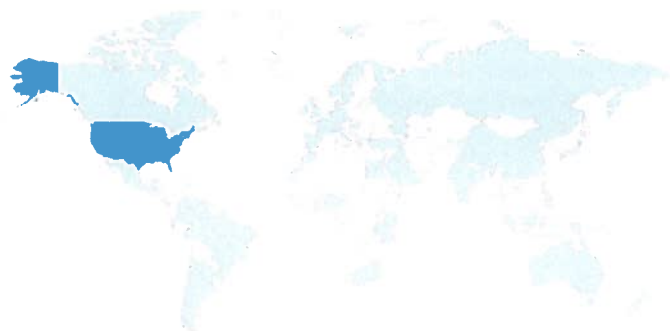
N/A

No data available for the specified period and channels selected

Fans by age and gender



Fans by country



United States	17.22K	
Canada	109	
United Kingdom	63	
Brazil	43	
Germany	31	
Argentina	21	
India	17	
Mexico	14	
Italy	13	
Australia	11	
Colombia	11	
Puerto Rico	10	
Ireland	9	
Indonesia	8	
Nigeria	8	
Philippines	8	
Turkey	8	

Dashboard: **LinkedIn Overview**

CHANNELS (1) ▾

1 JAN 2021-31 JAN 2021

LinkedIn Overview

NETWORK	CHANNEL NAME	IMPRESSIONS ▾	REACH AVG.	FREQUENCY	ENGAGEMENTS ▾	ENGAGEMENT RATE ▲
	Visit Amelia Island	329 ▾ 54%	5.74 ▾ 60%	1.85 ▲ 14%	9 ▾ 47%	2.74 ▲ 15%

Distribution

Impressions

329 ▾ 54%

Reach

178 ▾ 60%

Overall Engagements

Engagements

9 ▾ 47%

Engagement rate

2.74 ▲ 15%

Fans

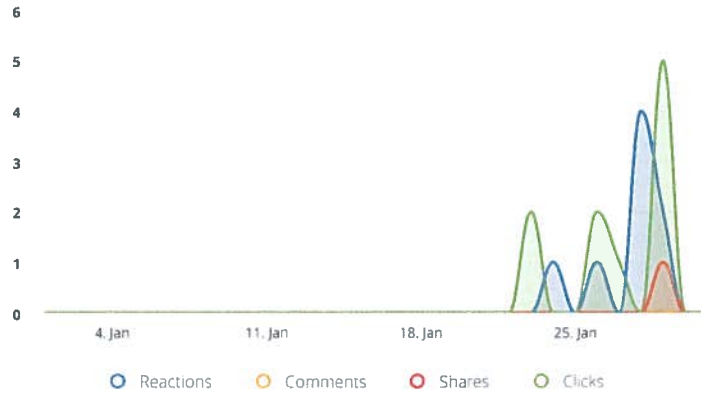
Fans

419 ▲ 22%

Net new fans

75 ▲ 1,775%

Engagements over time



Organic vs paid fans

Organic net fans

75 ▲ 1,775%

Paid net fans

0

Engagements

Reactions

8 ▼ 43%

Comments

0

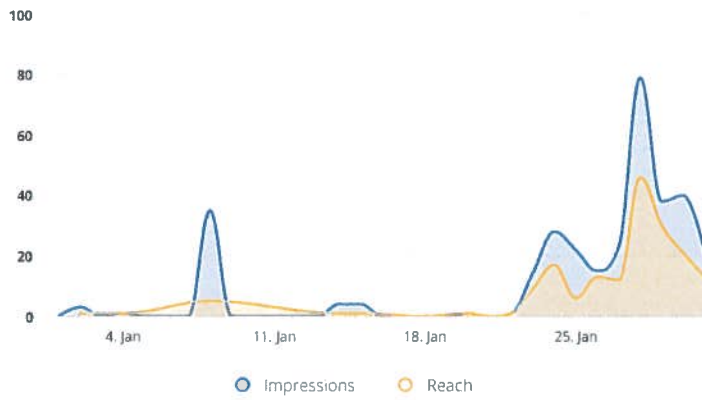
Shares

1 ▼ 67%

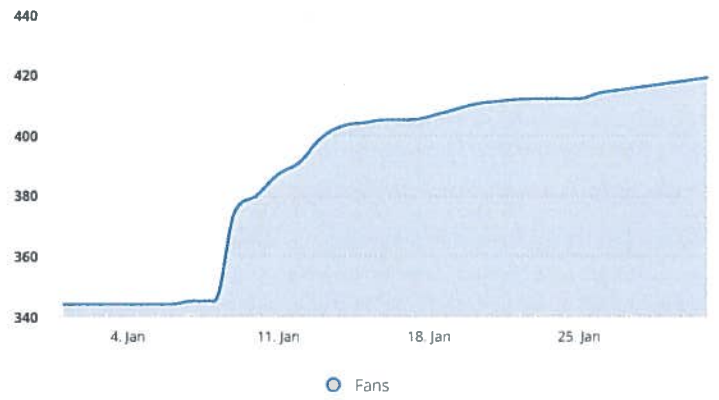
Clicks

10 ▼ 9%

Distribution over time



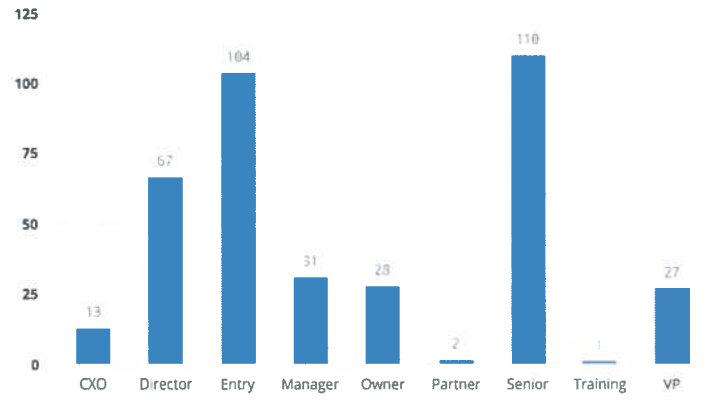
Fans over time

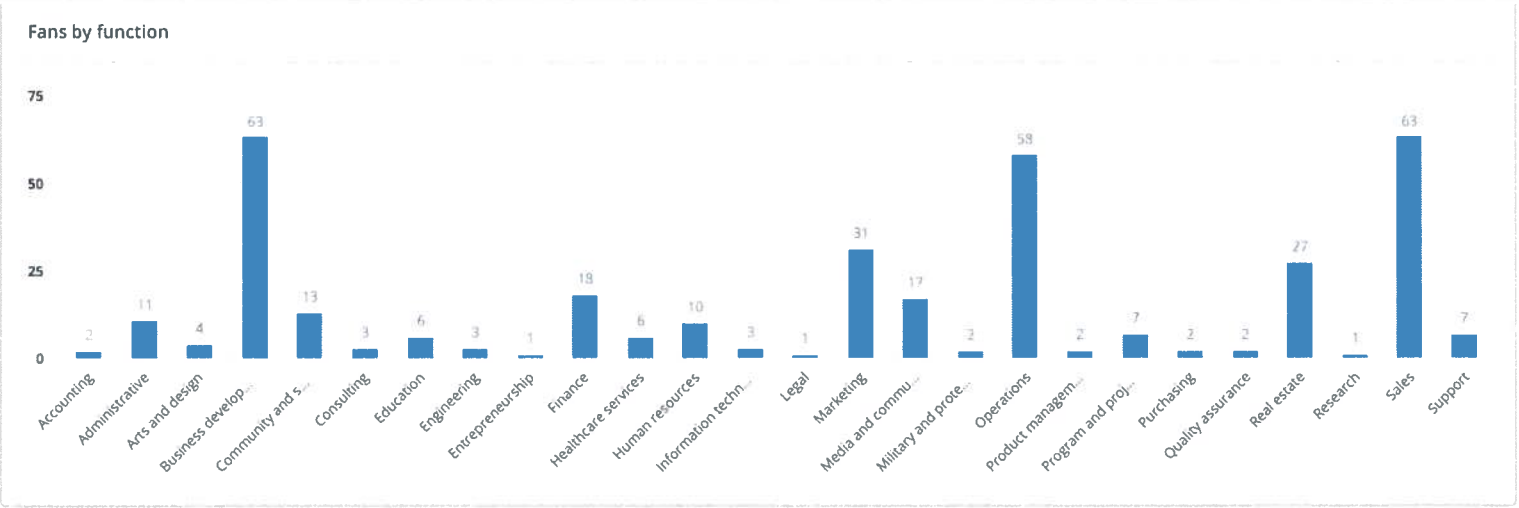


Fans by country

United States	391
Canada	5
Australia	4
United Kingdom	2
Puerto Rico	2
United Arab Emirates	1
Austria	1
Germany	1
Denmark	1
Georgia	1

Fans by seniority





LinkedIn Overview

CHANNELS (1) ▾

1 FEB 2021-28 FEB 2021

LinkedIn Overview

NETWORK	CHANNEL NAME	IMPRESSIONS	REACH AVG	FREQUENCY	ENGAGEMENTS	ENGAGEMENT RATE
		1.43K ▲ 145%	32.11 ▲ 214%	1.59 ▼ 95%	48 ▲ 145%	3.36 ▲ 221%
	 Visit Amelia Island	1.4K	32.1	1.6	48	3.4

Distribution

Impressions

1.43K ▲ 145%



Reach

899 ▲ 205%



Overall Engagements

Engagements

48 ▲ 145%



Engagement rate

3.36 ▲ 221%



Fans

Fans

490 ▲ 174%

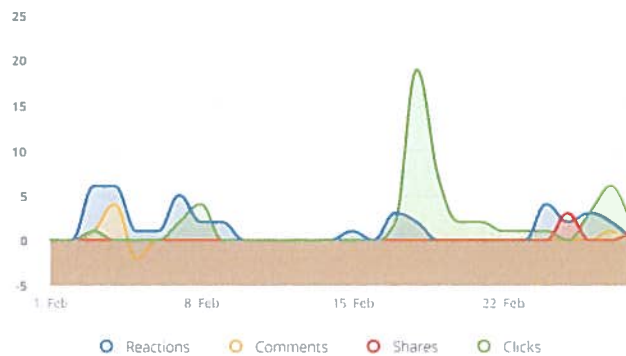


Net new fans

72 ▼ 42%



Engagements over time



Organic vs paid fans

Organic net fans

72 ▼ 5%



Paid net fans

0



Engagements

Reactions

40 ▲ 400%



Comments

4



Shares

4 ▲ 200%

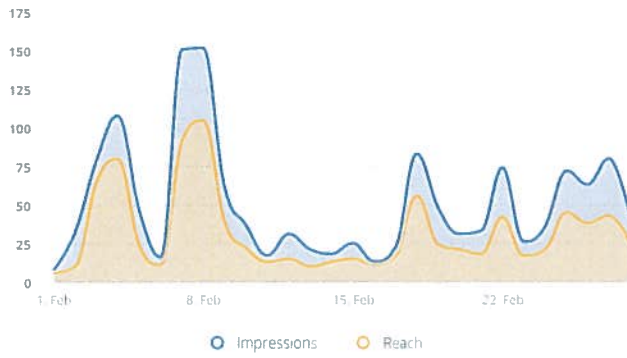


Clicks

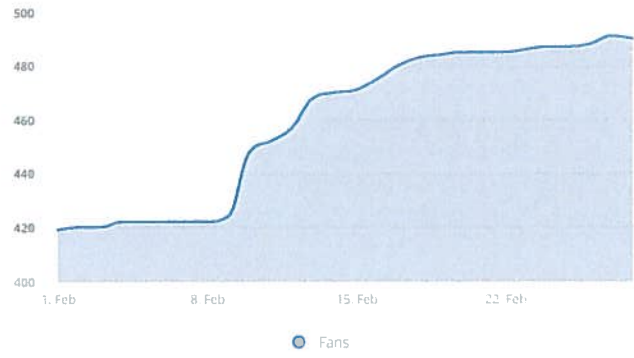
52 ▲ 420%



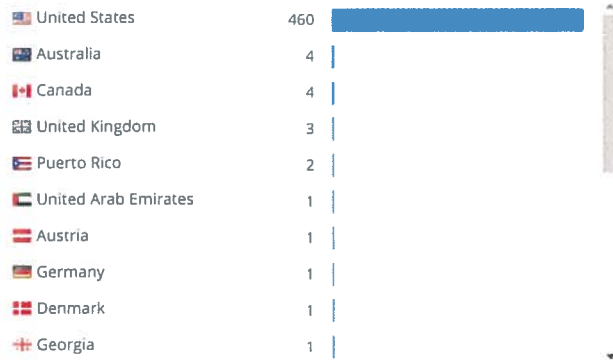
Distribution over time



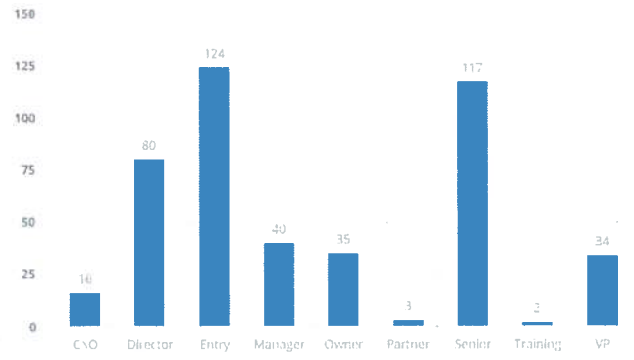
Fans over time



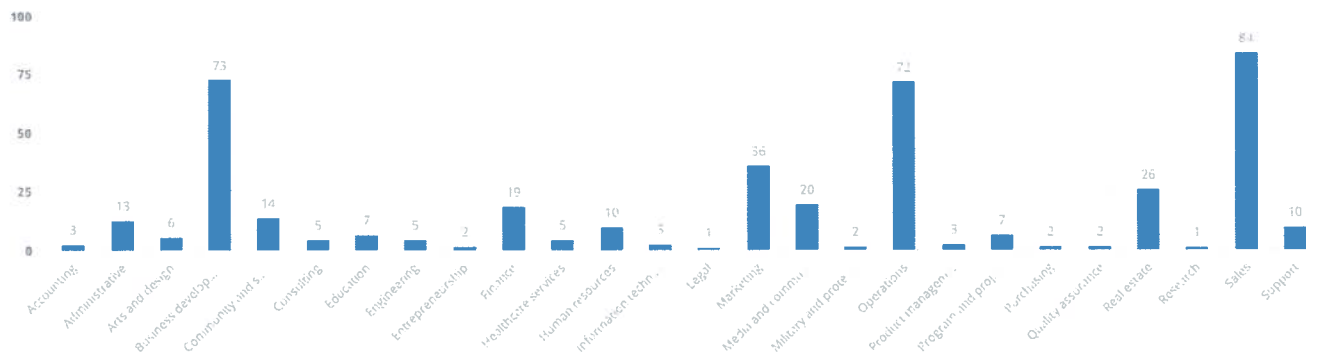
Fans by country



Fans by seniority



Fans by function



LinkedIn Overview

CHANNELS (1)

1 MAR 2021-31 MAR 2021

Distribution

Impressions

2.14K ▲40%



Reach avg.

45.77 ▲47%



Channel engagements

Engagements

84 ▲65%



Engagement rate

3.93 ▲16%



Fans

Fans

588 ▲20%

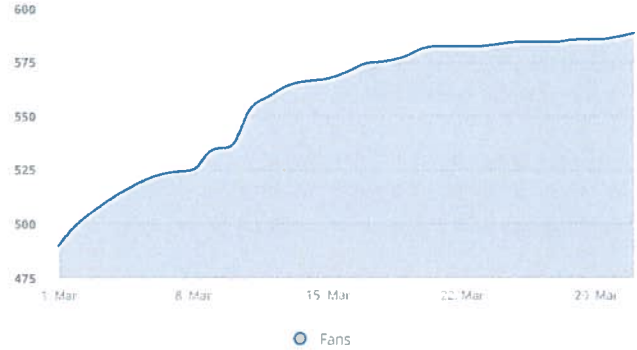


Net new fans

99 ▲32%



Daily fans



Organic vs paid fans

Organic net fans

99 ▲32%

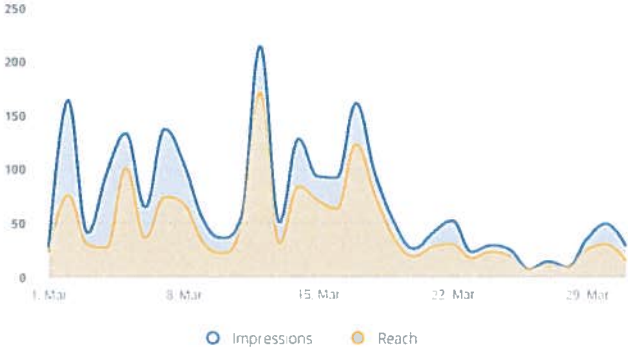


Paid net fans

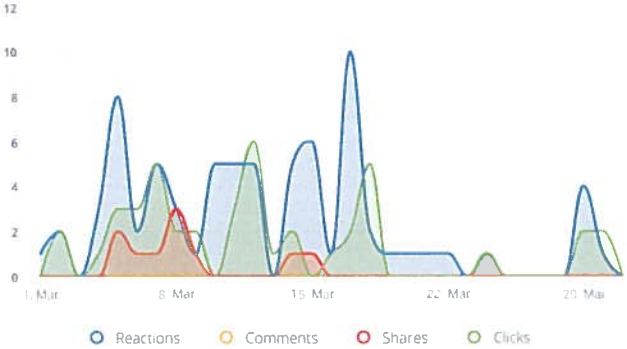
0



Daily reach and impressions

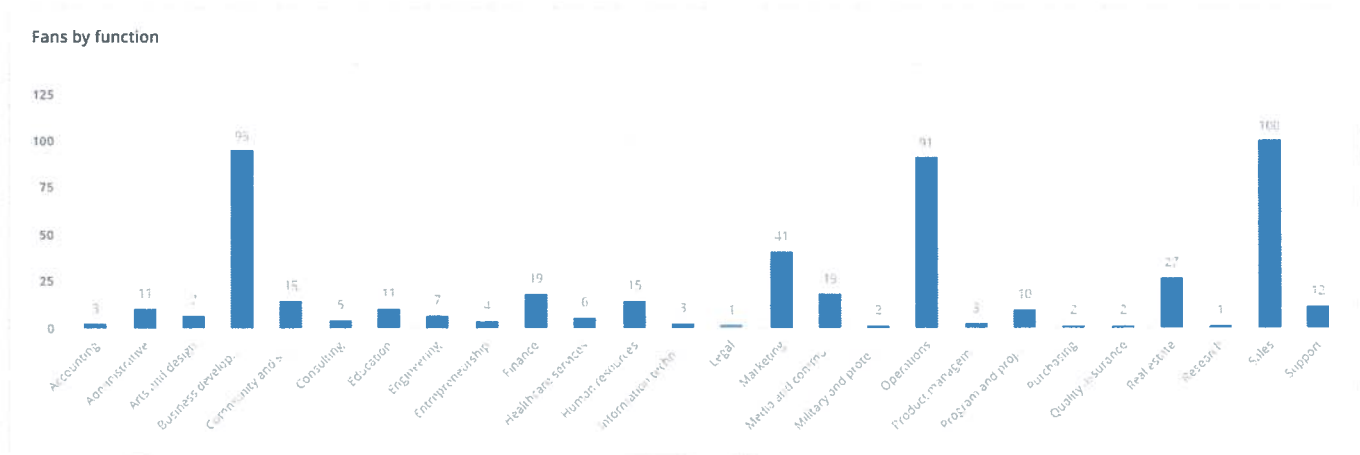


Daily engagements by type

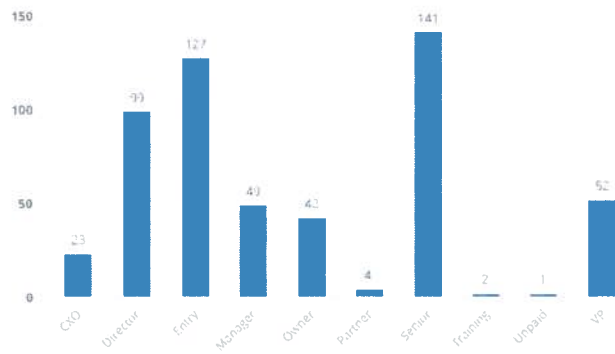


Content performance								0 Filters	
CREATED ↓	POSTS		IMPRESSIONS	REACTIONS	COMMENTS	SHARES	CTR	ENGAGEMENTS	
	5		1.32K	52	0	12	2.34%	64	
16 Mar 5:02 PM		Just in time for #stpatricksday2021, the bre... in Visit Amelia Island	387	16	0	0	2.84%	16	
14 Mar 11:42 AM		So much to do. So much to see. 🌎 🌊 Che... in Visit Amelia Island	244	12	0	4	1.64%	16	
7 Mar 4:50 PM		We are excited for another straight flight t... in Visit Amelia Island	282	11	0	5	2.48%	16	
4 Mar 10:23 AM		Trazee Travel LLC asked millennial readers ... in Visit Amelia Island	257	10	0	3	3.11%	13	
1 Mar 2:17 PM		Have you heard about our #IslandPerks?! ... in Visit Amelia Island	152	3	0	0	0.66%	3	

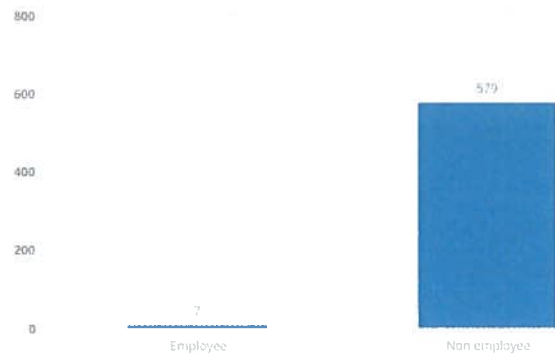
Distribution and engagements by channel								
NETWORK	CHANNEL NAME	IMPRESSIONS	REACH	FREQUENCY	ENGAGEMENTS	ENGAGEMENT RATE		
		2.14K ▲ 11%	1.42K ▲ 12%	1.5 ▼ 1%	84 ▲ 41%	3.93 ▲ 10%		
	 Visit Amelia Island	2.1K	1.4K	1.5	84	3.9		



Fans by seniority



Fans by association



Fans by country

