

OVERSEAS MEDIA GROUP MAY 2025 PERFORMANCE

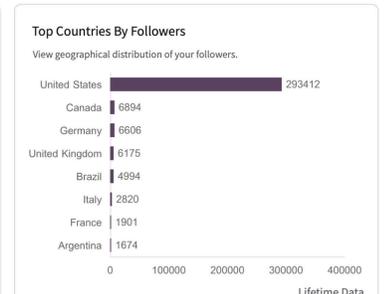
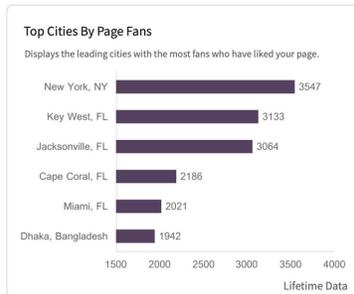
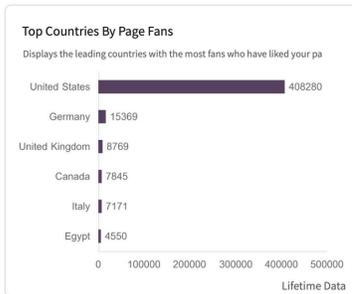
ORGANIC SOCIAL MEDIA

Platform	Followers	Page Reach	Page Views	Interactions
Facebook	597K	2.7M ↑ 24%	6.7M ↑ 55%	70K ↓ 14%*
Instagram	371.5K	853K ↑ 133%	2.8M ↑ 52%	79K ↓ 9%*

Platform	Followers	Favorites	Retweets	Replies
X	61.9K	1477	26	2

*With such a large increase MoM, total interactions can be considered a false negative due to the side effect of audience growth

FACEBOOK AUDIENCE



CONTENT PILLARS

Eco Tourism & Sustainability	2	Events	6
Boating	1	Soft Adventure	5
Epicurean & Foodies	4	Luxury Travel	2
Diving & Snorkeling	2	Local Business Love	3
Culture, History & Art	3	Weddings	1

TOP FACEBOOK POSTS

Title	Views ↓	Reach ↑↓	Comments ↑↓	Interactions ↑↓	Shares ↑↓
Key West Chickens Crowing Around Town Reel · The Florida Keys & Key West	225.2K	178K	191	7K	918
It's official The ribbon has been cut, the speeches have ... Photo · The Florida Keys & Key West	183.4K	159.1K	200	2.3K	140
09a3ba0a6169494c9ad8f63e07c4a296 Reel · The Florida Keys & Key West	144.6K	126.7K	192	4.2K	435
Sunrise at Cheeca Lodge & Spa in Islamorada Video · The Florida Keys & Key West	93.3K	75.8K	56	3.5K	347

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TOP INSTAGRAM POSTS

Title	Views	Reach	Comments	Interactions	Shares
 Everything you could want for your next date night, girls nig... Reel · thefloridakeys	100.2K	81.8K	32	7.7K	3.2K
 Stock Island doesn't play when it comes to fresh seafood, a... Photo · thefloridakeys	64.7K	35.4K	55	2.2K	345
 It's official! The ribbon has been cut, the speeches have ... Photo · thefloridakeys	64.6K	35.8K	36	2.2K	256
 Snorkeling at Alligator Reef means postcard-worthy views u... Reel · thefloridakeys	56.1K	39.8K	22	4K	779

PARTNER MENTIONS

- Robbie's of Islamorada
- Dry Tortugas
- The Armory Speakeasy
- Dolphin Research Center
- MyFWC Florida Fish and Wildlife
- Key West Songwriters Festival
- Bella Laine Art
- Key West Pottery
- Float Key West
- Petals & Vines
- Soul House
- Cheeca Lodge & Spa
- Key West Cooking School
- The Shops At Mallory Square
- Tranquility Bay Beach House Resort
- Isla Bella Beach Resort
- Greater Marathon Chamber of Commerce
- Aquaholics
- Fantasy Fest
- Florida Keys SCPA
- We've Got the Keys
- Key West Airport
- Hogfish Bar & Grill
- Gay Key West
- Somerset Island Prep
- Coral Restoration Foundation
- The Key Lime Festival
- Hemingway Days
- Just a Few Friends
- Vandenberg
- Freewheeler Vacation Rentals
- Three Waters Resort & Marina
- Lorelei Restaurant & Cabana Bar
- Islamorada Private Charters
- Blue Heaven



TOP PERFORMING POST SINCE STARTING MANAGEMENT ON 4/15/25

Received media coverage from local10.com

- 1.03M VIEWS
- 631K REACH
- 11.5K INTERACTIONS
- 44 NEW LIKES
- 525 COMMENTS
- 473 SHARES
- 162 SAVES

FACEBOOK LINK CLICKS

118,045. ↑ 292%

INSTAGRAM LINK CLICKS

25,126 ↑ 4,400%

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LIVE SOCIAL MEDIA EVENT COVERAGE



KEY WEST SONGWRITERS FESTIVAL

The largest festival of its kind in the world, and known as a career starter for top country talent.

Attended 6 different events:

- Dante's Pool Party
- Southernmost Mansion at the Sea
- Southernmost Beach Resort Beach Blast
- La Concha Pool Party
- Beachside Resort
- Duval Street Concert

I.CARE TRASH DERBY

A community-driven event focused on removing marine debris from the Florida Keys.

Attended beginning and end of clean-up Dive 1 with co-founder of the festival, Key Dives, located in Key Largo.

MINIMAL REGATTA

Memorial Day tradition where teams race boats made from minimal materials: one sheet of plywood, two 2x4s, duct tape, and fasteners.

Attended pre-event Lazy Way Lane showcase followed by the races.

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WEBCAMS

Platform	Views	Impressions	Impressions CTR	Average View Duration	
YouTube	188.9K	1.2M	11.6%	11:30	
<input type="checkbox"/> 	Key West Bight Marina Live WebCam - Key West, Florida Keys	529,786	10.1%	72,846 38.6%	14:19 17,387.1 48.0%
<input type="checkbox"/> 	Islamorada Charter Boats Live WebCam - Islamorada Florida Keys	151,719	12.3%	23,924 12.7%	12:21 4,927.8 13.6%
<input type="checkbox"/> 	Key Largo Marina Live WebCam - Key Largo, Florida Keys	128,871	12.7%	20,483 10.8%	9:05 3,103.1 8.6%
<input type="checkbox"/> 	Bahia Honda Live WebCam - Big Pine Key, Florida Keys	101,360	12.9%	16,887 8.9%	10:40 3,006.0 8.3%
<input type="checkbox"/> 	Stock Island Waterfront Live WebCam - Key West, Florida Keys	82,654	12.9%	13,005 6.9%	6:30 1,409.2 3.9%
<input type="checkbox"/> 	Little Basin Live WebCam - Islamorada, Florida Keys	73,894	12.0%	11,732 6.2%	8:41 1,700.1 4.7%
<input type="checkbox"/> 	Jewfish Creek Bridge, Live WebCam - Key Largo, Florida Keys	56,593	12.7%	9,747 5.2%	9:40 1,571.8 4.3%
<input type="checkbox"/> 	Jewfish Creek Bridge, Live WebCam - Key Largo, Florida Keys	62,223	10.8%	9,334 4.9%	12:38 1,967.6 5.4%
<input type="checkbox"/> 	Sombrero Beach Live WebCam - Marathon, Florida Keys	32,480	17.2%	8,508 4.5%	6:11 877.3 2.4%
<input type="checkbox"/> 	Dolphin Live WebCam - Key Largo, Florida Keys	14,707	13.0%	2,413 1.3%	6:41 269.2 0.7%
<input type="checkbox"/> 	Jewfish Creek Bridge, Live WebCam - Key Largo, Florida Keys	29	0%	0 0.0%	— 0.0 0.0%

TRAFFIC SOURCE

Traffic source	<input type="checkbox"/> Impressions ↓	Impressions click-through rate	Views	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	1,234,385	11.6%	188,893	11:30	36,219.5
<input type="checkbox"/> Browse features	731,173	9.2%	85,851 45.5%	13:12	18,899.2 52.2%
<input type="checkbox"/> YouTube search	329,804	16.1%	56,596 30.0%	4:38	4,372.0 12.1%
<input type="checkbox"/> Suggested videos	114,965	9.9%	13,578 7.2%	15:28	3,501.7 9.7%
<input type="checkbox"/> Channel pages	41,097	21.3%	9,856 5.2%	6:15	1,026.8 2.8%
<input type="checkbox"/> Playlists	17,346	13.6%	2,688 1.4%	4:17	192.0 0.5%
<input type="checkbox"/> Direct or unknown	—	—	10,396 5.5%	38:35	6,686.0 18.5%
<input type="checkbox"/> Other YouTube features	—	—	2,418 1.3%	11:55	480.7 1.3%
<input type="checkbox"/> External	—	—	7,419 3.9%	8:15	1,021.8 2.8%
<input type="checkbox"/> Notifications	—	—	60 0.0%	3:51	3.9 0.0%
<input type="checkbox"/> Shorts feed	—	—	1 0.0%	0:58	0.0 0.0%

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CITIES

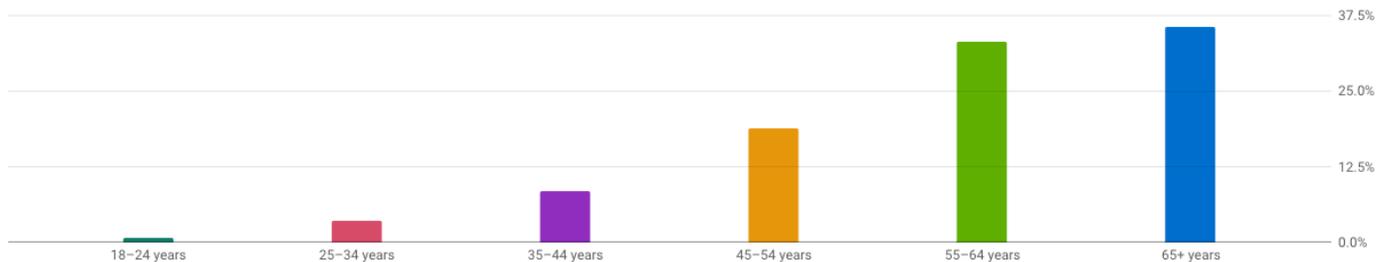
Cities	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	188,893	36,219.5	11:30
<input type="checkbox"/> Miami, FL, USA	1,549 0.8%	319.5 0.9%	12:22
<input type="checkbox"/> New York, NY, USA	1,430 0.8%	584.1 1.6%	24:30
<input type="checkbox"/> Chicago, IL, USA	514 0.3%	70.4 0.2%	8:13
<input type="checkbox"/> Phoenix, AZ, USA	427 0.2%	104.1 0.3%	14:37
<input type="checkbox"/> Jacksonville, FL, USA	368 0.2%	102.4 0.3%	16:42
<input type="checkbox"/> Atlanta, GA, USA	361 0.2%	108.4 0.3%	18:00
<input type="checkbox"/> Charlotte, NC, USA	345 0.2%	234.8 0.7%	40:50
<input type="checkbox"/> World Golf Village, FL, USA	341 0.2%	38.2 0.1%	6:43
<input type="checkbox"/> Nashville, TN, USA	292 0.2%	44.0 0.1%	9:02
<input type="checkbox"/> Las Vegas, NV, USA	290 0.2%	23.3 0.1%	4:49

GENDER

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> Female	25.4%	9:10	23.0%	22.7%
<input type="checkbox"/> Male	74.5%	10:39	34.3%	77.1%
<input type="checkbox"/> User-specified	0.2%	17:11	—	0.3%

AGE

Views by: Viewer age



Viewer age	Views ↓	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> 65+ years	35.6%	9:04	34.6%	31.7%
<input type="checkbox"/> 55-64 years	33.1%	8:45	29.9%	28.5%
<input type="checkbox"/> 45-54 years	18.8%	12:37	35.5%	23.3%
<input type="checkbox"/> 35-44 years	8.4%	13:52	47.3%	11.5%
<input type="checkbox"/> 25-34 years	3.4%	12:43	38.0%	4.3%
<input type="checkbox"/> 18-24 years	0.7%	10:56	—	0.7%

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FLORIDA KEYS NEWS BUREAU

KEY WEST SONGWRIERS FESTIVAL

Drone Coverage
Press Release



KEY WEST AIRPORT GRAND OPENING

Press Release
Photography

MINIMAL REGATTA

Photography

