

OVERSEAS MEDIA GROUP OCTOBER 2025 PERFORMANCE

ORGANIC SOCIAL MEDIA

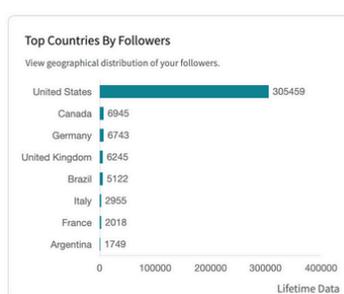
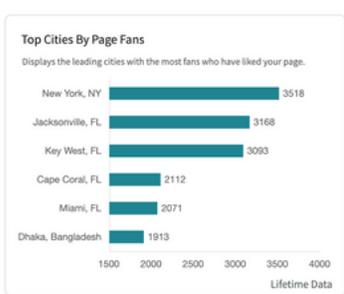
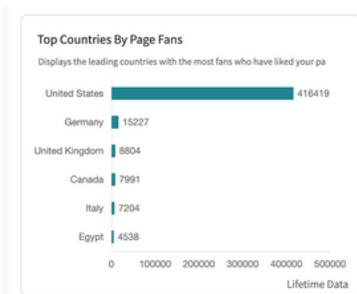
Platform	Followers	Viewers/Reach	Page Views	Interactions
Facebook	614K	7.5M ↑ 3%	16.7M ↑ 37%	87.7K ↑ 12.5%
Instagram	384K	585K ↑ 1%	2.4M ↓ 8%	58K ↓ 8%

Platform	Followers	Favorites	Retweets	Replies
X	62.5K	1053	24	1

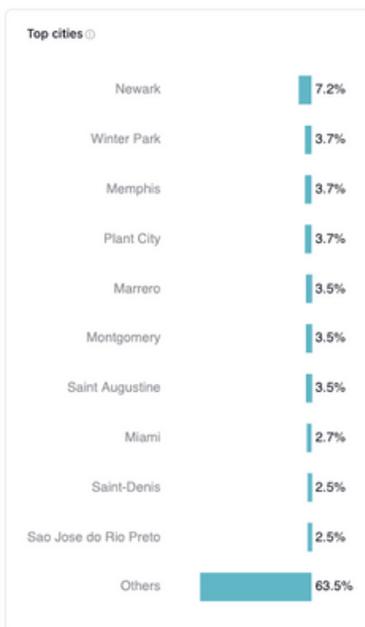
Platform	Video Views	Page Reach	Profile Views	Engagement
TikTok	77K	62.7K	615	3,017 Likes

FACEBOOK AUDIENCE

INSTAGRAM AUDIENCE



TIKTOK AUDIENCE



CONTENT PILLARS

 Family Travel	2	 Events	5	 Diving & Snorkeling	1
 Boating	1	 Romance / Weddings	3	 Culture, History & Art	2
 Epicurean & Foodies	5	 Soft Adventure	2	 Luxury Travel	1
 Fishing	1	 Eco Tourism & Sustainability	2	 TDC Initiative	4

TOP FACEBOOK POSTS

Title	Views	Reach	Comments	Interactions	Shares
 Zombies Take to the Streets for the Annual Zombie Bike Ride Reel • The Florida Keys & Key West	886,246	775,746	798	25,416	4,685
 The Keys take center stage on Wheel of Fortune TODAY wit... Multi media • The Florida Keys & Key West	157,199	112,801	32	674	84
 Goombay Kicks off the 10-day Fantasy Fest Celebration in ... Reel • The Florida Keys & Key West	143,664	121,303	81	2,199	404
 Race Week in Key West is almost here! 🏁 Every Novemb... Reel • The Florida Keys & Key West	119,600	88,992	62	3,134	532
 Road trips down the Overseas Highway deserve good coffe... Multi media • The Florida Keys & Key West	70,106	48,408	37	341	31

TOP INSTAGRAM POSTS

Title	Views	Reach	Comments	Interactions	Shares
 Craving a Keys fix? Our live webcams have you covered! Fro... Carousel • thefloridakeys	365,362	234,906	45	8,173	1,422
 Road trips down the Overseas Highway deserve good coffe... Carousel • thefloridakeys	91,867	31,460	54	3,197	721
 The 1960s brought big changes to the Florida Keys! It was a... Carousel • thefloridakeys	88,956	45,218	30	3,993	752
 The 1970s were another turning point for the Florida Keys ... Carousel • thefloridakeys	78,542	43,216	22	2,533	345
 It's National Marine Sanctuary Day! 🌊 The Florida Keys Nat... Carousel • thefloridakeys	55,253	19,264	13	1,114	95

2025-2026 FISCAL VIEWS

YEAR TO DATE:

FACEBOOK 16.7M (12% of our goal)
INSTAGRAM 2.4M (12% of our goal)
TIKTOK 77K (13% of our goal)

GOAL:

FACEBOOK 140M
INSTAGRAM 20M
TIKTOK 600K

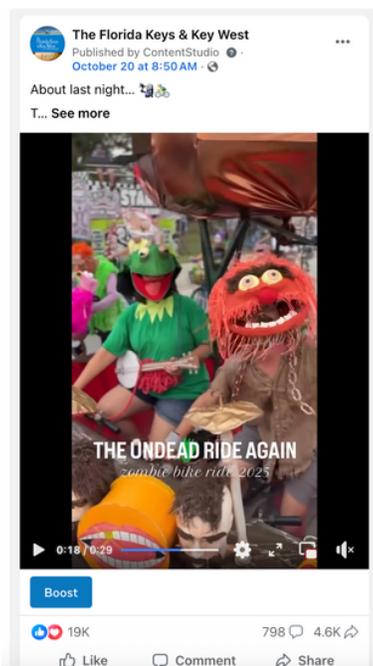
OCTOBER TOTAL META REACH: 19.1M
TOTAL TIKTOK VIEWS: 77K

OVERSEAS MEDIA GROUP

OCTOBER 2025 PERFORMANCE

PARTNER MENTIONS

- Sloppy Joe's Bar
- Key West Butterfly Conservatory
- Bahia Honda State Park
- Jewfish Creek Bridge
- La Trattoria Old Town
- Pigeon Key
- Robbie's of Islamorada
- Beachside Resort & Residences
- MCSO Florida Keys
- Southern Living
- Fantasy Fest
- REEF.org
- Race World Offshore
- Little Palm Island
- Historic Tours of America
- Key West Film Festival
- Sol by the Sea
- The Italian Food Company
- Pierre's Restaurant at Morada Bay Keys
- Drift on the Beach at Islander Resort
- Butterfly Cafe at Tranquility Bay
- Florida Keys Steak and Lobster House
- The Dining Room at Little Palm Island
- Hot Tin Roof Key West
- Latitude's at Sunset Key
- Boyd's Campground
- The Cupa Cabana
- Cafe Moka Florida Keys
- Georgies Coffee Shop
- My Morning Join
- Baby's Coffee
- The Koffie House
- Hog's Breath Saloon
- Taste the Keys
- Skippers Dockside,
- Gus' Grill at the Reef House Key Largo
- Mrs. Macs Kitchen
- Playa Largo
- Pilot House Restaurant
- 305 Buzzards Roost
- The Catch Key Largo
- Bayside Grille
- Digiorgios Cafe Largo
- Key Largo Conch House
- Crooked Palm Cabana
- The Italian Food Company
- Lido 73
- Kermit's Key Lime
- Goombay / Fantasy Fest
- The Sunnyside Up
- Marine Lab Key Largo
- Fly Tropic
- Bakers Cay Resort
- Dine at Marker 88
- Jessica Ann Art
- Morada Way Art District
- Sol Sister at Casa Morada Hotel
- Calusa at Bakers Cay Resort
- The Armory Speak Easy
- Zombie Bike Ride / Fantasy Fest
- NOAA Florida Keys National Marine Sanctuary
- Flagler Station
- JD Butterfly Garden & Plant Nursery
- Lolita's Coastal Cantina
- The Explorashoreum
- Tropical Epoxy Vibe & Flow Studio
- It's All Greek to Me
- Amber Waves Boutique
- Vicky Bakery
- The Local Life KW
- Blue Water Weddings
- Iris Moore Photography
- The Oasis
- Tayla Paige Photo
- Largo Resort
- Victoria Beadslee Photo
- Morada Bay Keys
- Care Studios
- Islander Resort
- Blink and Company Photo
- Cheeca Lodge & Spa Morada Bay Keys
- Blink and Company Photo
- Annie Cooper Photography
- The Moorings Village
- Morgan Parker Photography
- Cheeca Lodge & Spa
- Key Largo National Marine Sanctuary
- Mallory Square
- Florida Keys History Center - Monroe County Public Library
- X Insurance
- Camping World
- Recon Sportfishing



TOP PERFORMING POST

Zombie Bike Ride Fantasy Fest

- 886K Views
- 25.4K Interactions
- 529 Link Clicks
- 757.6K Viewers
- 19.7K Likes & Reactions
- 798 Comments
- 4,685 Shares
- 247 Saves

OCTOBER META LINK CLICKS

FACEBOOK
193.4K ↑21%

INSTAGRAM
7.8K ↑27%

OVERSEAS MEDIA GROUP OCTOBER 2025 PERFORMANCE

LIVE SOCIAL MEDIA EVENT COVERAGE



ZOMBIE BIKE RIDE FANTASY FEST

Get ready for a wild pedal-powered takeover of the island as the undead rise for the Zombie Bike Ride. Thousands of costumed zombies — on bikes, body-painted and fully committed — roll out from Fort East Martello (aka “Zombieland”) at 2 PM with face-paint, vendors and music, then hit the streets at 6 PM for a coastal ride down A1A into Old Town. Whether you’re participating or spectating, it’s a high-energy, photo-ready start to Fantasy Fest that channels both spooky fun and Key West’s indie charm.



PET MASQUERADE FANTASY FEST

Bring along your furry, feathered or scaly friend for the Pet Masquerade — a playful, family-friendly highlight in the Festival’s lineup. Set at the amphitheater by Truman Waterfront Park at 6:30 PM, this event features categories like Junior (for young participants), Owner/Pet Look-alike, Most Exotic, Best Theme Adaptation and an overall Best in Show. For pet-lovers and costumers alike, it’s a chance to blend creativity and companionship — and there’s plenty of audience-friendly fun whether you’re competing or cheering from the sidelines.



MASQUERADE MARCH FANTASY FEST

The Masquerade March is part parade, part free-spirited block party — and deeply rooted in the local vibe of Key West. Known as the “Locals’ Parade,” it kicks off around 5:30 PM (with earlier warm-up fun on “Paparazzi Row”) and winds through Old Town with costumes, music, and surprise drink-stops at guest houses along the route. If you want to feel the creative pulse of Fantasy Fest, this event is where community, costuming and island energy collide in the street.



FANTASY FEST PARADE

The grand finale of Fantasy Fest: the Fantasy Fest Parade. Spectacular and elaborate, this highlight event features full-size floats, marching groups, costumed revelers, and thousands of spectators lining the streets of downtown Key West. With roots going back to 1979 and now drawing some 60,000+ spectators for its destination-type spectacle, it’s the showpiece event where costumes, pageantry and island flair meet in one unforgettable night.

OVERSEAS MEDIA GROUP

OCTOBER 2025 PERFORMANCE

WEBCAMS

Platform	Views	Impressions	Impressions CTR	Average View Duration
YouTube	156.8K	1M	12%	12:13

Content		Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
Duration	Publish date					
<input type="checkbox"/>	Total	1,004,972	11.7%	156,787	12:13	31,966.4
<input type="checkbox"/>	 Key West Bight Marina Live WebCam - Key West, Florida Keys	357,958	10.3%	47,854 30.5%	12:37	10,071.3 31.5%
<input type="checkbox"/>	 Jewfish Creek Bridge, Live WebCam - Key Largo, Florida Keys	196,149	10.7%	27,222 17.4%	14:25	6,547.8 20.5%
<input type="checkbox"/>	 Islamorada Charter Boats Live WebCam - Islamorada Florida Keys	121,398	13.8%	21,467 13.7%	16:07	5,769.8 18.1%
<input type="checkbox"/>	 Bahia Honda Live WebCam - Big Pine Key, Florida Keys	63,049	14.0%	12,675 8.1%	14:29	3,062.3 9.6%
<input type="checkbox"/>	 Stock Island Waterfront Live WebCam - Lower Keys, Florida Keys	91,176	9.1%	10,865 6.9%	7:32	1,365.7 4.3%
<input type="checkbox"/>	 Key Largo Marina Live WebCam - Key Largo, Florida Keys	59,760	13.6%	10,845 6.9%	10:36	1,916.6 6.0%
<input type="checkbox"/>	 Little Basin Live WebCam - Islamorada, Florida Keys	44,037	14.5%	8,938 5.7%	9:36	1,430.2 4.5%
<input type="checkbox"/>	 Sombrero Beach Live WebCam - Marathon, Florida Keys	33,495	16.7%	8,485 5.4%	7:43	1,092.2 3.4%
<input type="checkbox"/>	 Dolphin Live WebCam - Key Largo, Florida Keys	37,839	15.3%	8,436 5.4%	5:03	710.6 2.2%

TRAFFIC SOURCE

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate	
<input type="checkbox"/>	Total	156,787	31,966.4	12:13	1,004,972	11.7%
<input type="checkbox"/>	YouTube search	81,364 51.9%	4,605.6 14.4%	3:23	634,000	11.9%
<input type="checkbox"/>	Browse features	34,582 22.1%	10,007.0 31.3%	17:21	232,231	10.6%
<input type="checkbox"/>	Direct or unknown	10,232 6.5%	12,369.6 38.7%	1:12:32	—	—
<input type="checkbox"/>	Suggested videos	8,831 5.6%	3,111.2 9.7%	21:08	75,533	9.9%
<input type="checkbox"/>	External	8,375 5.3%	1,308.1 4.1%	9:22	—	—
<input type="checkbox"/>	Channel pages	6,237 4.0%	605.7 1.9%	5:49	29,495	19.4%
<input type="checkbox"/>	Playlists	4,426 2.8%	96.1 0.3%	1:18	33,713	11.8%
<input type="checkbox"/>	Other YouTube features	2,959 1.9%	410.6 1.3%	8:19	—	—
<input type="checkbox"/>	Shorts feed	1 0.0%	0.0 0.0%	0:04	—	—

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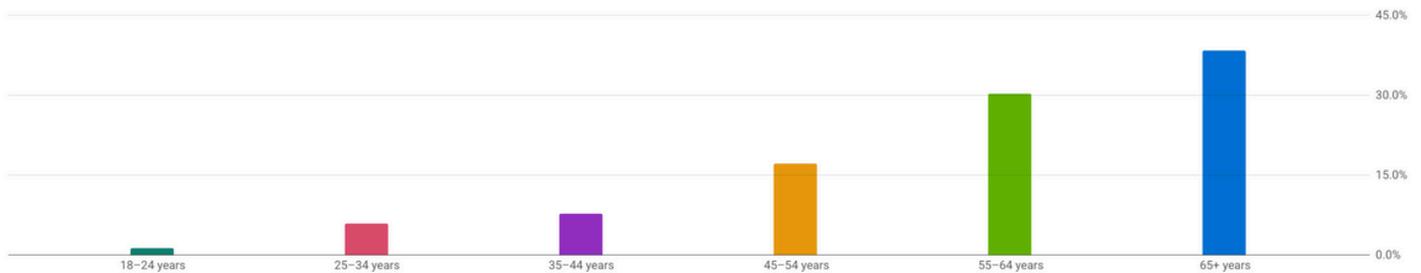
CITIES

Cities	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	156,787	31,966.4	12:13
<input type="checkbox"/> New York, NY, USA	1,351 0.9%	619.6 1.9%	27:31
<input type="checkbox"/> Miami, FL, USA	763 0.5%	374.5 1.2%	29:26
<input type="checkbox"/> Bhubaneswar, Odisha, India	660 0.4%	14.5 0.1%	1:19
<input type="checkbox"/> The Woodlands, TX, USA	410 0.3%	78.3 0.2%	11:27
<input type="checkbox"/> Atlanta, GA, USA	352 0.2%	127.5 0.4%	21:43
<input type="checkbox"/> Jamnagar, Gujarat, India	323 0.2%	18.6 0.1%	3:27
<input type="checkbox"/> Chennai, Tamil Nadu, India	298 0.2%	3.2 0.0%	0:39
<input type="checkbox"/> Sugar Land, TX, USA	292 0.2%	3.1 0.0%	0:38
<input type="checkbox"/> Patna, Bihar, India	266 0.2%	0.7 0.0%	0:08
<input type="checkbox"/> Fort Lauderdale, FL, USA	239 0.2%	211.5 0.7%	53:05

GENDER

Viewer gender	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> Male	73.6%	10:51	83.6%
<input type="checkbox"/> Female	26.2%	5:58	16.4%
<input type="checkbox"/> User-specified	0.2%	1:13	0%

AGE



Viewer age	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> 65+ years	38.2%	10:00	37.1%
<input type="checkbox"/> 55-64 years	30.2%	11:29	33.7%
<input type="checkbox"/> 45-54 years	17.0%	10:07	16.7%
<input type="checkbox"/> 35-44 years	7.7%	11:57	8.9%
<input type="checkbox"/> 25-34 years	5.8%	5:50	3.3%
<input type="checkbox"/> 18-24 years	1.2%	3:26	0.4%

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PAID CAMPAIGN MANAGEMENT

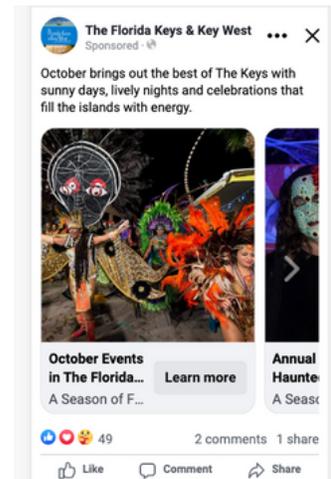
OCTOBER VS SEPTEMBER:

- Reach: 6.7M vs 6.4M (↑ 5%)
 - Impressions: 13.7M vs 13.9M (↓ 1%)
 - Landing Page Views: 139K vs 114K (↑ 21%)
 - Link Clicks: 167K vs 212K (↓ 21%)
 - Click Thru Rate: 1.5% vs 1.2% (↑ 22%)
 - Clicks (all): 320K vs 331K (↓ 3%)
 - Click Thru Rate (all): 2.3% vs 2.4% (↓ 1.8%)
 - Cost Per Landing Page View (CPLPV): \$.44 vs \$.51 (↓ 14%)
-

UNIQUE CAMPAIGNS FOR OCTOBER

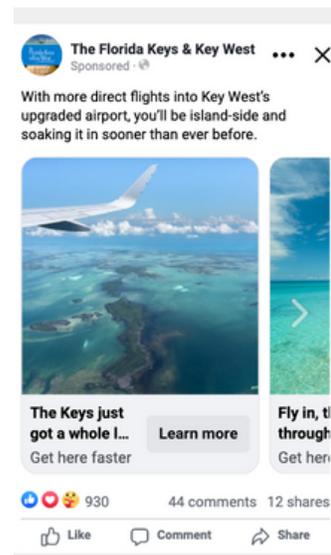
EVENT ROUND UP:

- 1.3M Reach
- 2M Impressions
- 813 Landing Page Views
- 2.4K Link Clicks (all)
- 0.12% Click Thru Rate (all)
- \$4.24 CPLPV



KEY WEST AIRPORT:

- 2.5M Reach
- 4.3M Impressions
- 3.4K Landing Page Views
- 5.8K Link Clicks
- 0.3% Click Thru Rate (all)
- \$2.58 CPLPV



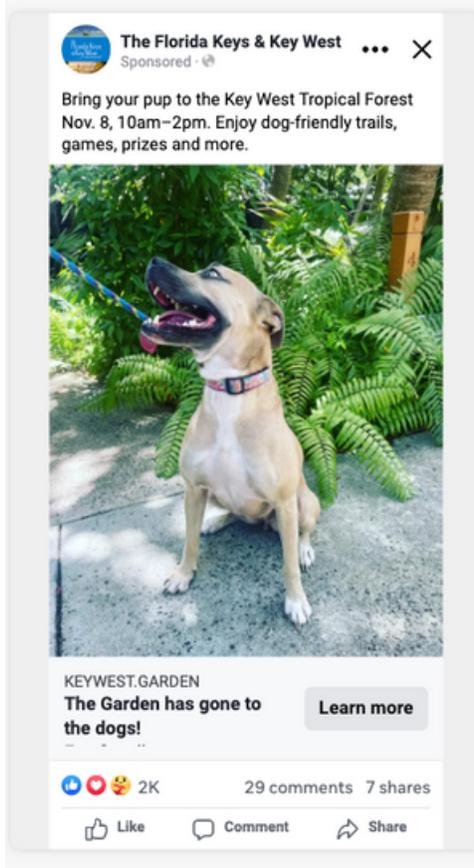
OVERSEAS MEDIA GROUP

OCTOBER 2025 PERFORMANCE

PAID CAMPAIGN MANAGEMENT UNIQUE CAMPAIGNS FOR SEPTEMBER

FANTASY FEST INSTANT EXPERIENCE:

- 216K Reach
- 350K Impressions
- 2.5K Landing Page Views
- 6.7K Link Clicks
- 6.1% Click Thru Rate (all)
- \$1.10 CPLPV



KEY WEST TROPICAL FOREST KEY WEST GARDEN

- 127K Reach
- 217K Impressions
- 4.6K Landing Page Views
- 6K Link Clicks
- 2.8% Click Thru Rate (all)
- \$.32 CPLPV

OVERSEAS MEDIA GROUP

OCTOBER 2025 PERFORMANCE

PAID CAMPAIGN MANAGEMENT UNIQUE CAMPAIGNS FOR SEPTEMBER

KEY LARGO: STONE CRAB SEASON

- 228.9K Reach
- 814K Impressions
- 5.6K Landing Page Views
- 8.1K Link Clicks
- 3.8% Click Thru Rate (all)
- \$.37 CPLPV

