

OVERSEAS MEDIA GROUP

DECEMBER 2025 PERFORMANCE

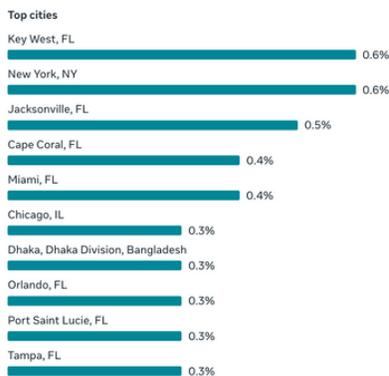
ORGANIC SOCIAL MEDIA

Platform	Followers	Viewers/Reach	Page Views	Interactions
Facebook	631.3K	7.9M ↓ 1%	17M ↑ 5%	163.6K ↑ 58%
Instagram	395.8K	1.8M ↑ 50%	4M ↑ 22%	200K ↑ 69%

Platform	Video Views	Page Reach	Profile Views	Likes
TikTok	138K	158K ↑ 157%	809 ↓ 15%	7.7K ↓ 14%

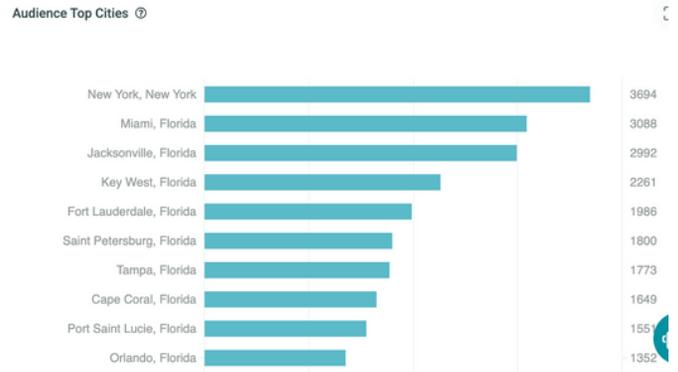
FACEBOOK AUDIENCE*

*Lifetime from Meta - Content Studio had no info available for Facebook.



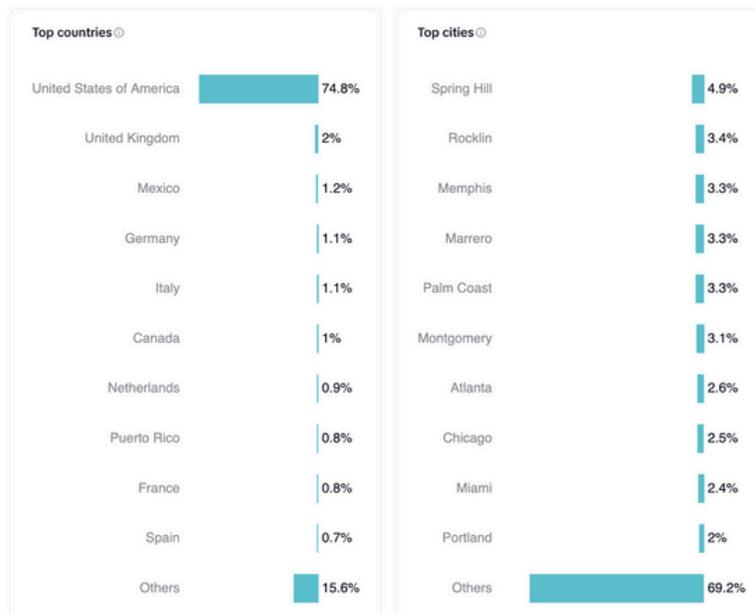
INSTAGRAM AUDIENCE

Dec 1 - Dec 31 from Content Studio



TIKTOK AUDIENCE

Dec 1 - Dec 31 from TikTok



CONTENT PILLARS

Family Travel	1	Events	3	Boating	2
Romance	1	Snorkeling	1	Soft Adventure	2
Eco-Tourism	4	Travel	3	Beaches	2
Fishing	2	Culture, Art & History	2	Foodies	1
		Luxury Travel	1		

TOP FACEBOOK POSTS

Title	Date published ↑↓	Views ↓	Reach ↑↓	Viewers ↑↓	Interactions ↑↓	Watch time
What December Looks Like in the Florida K... Reel • The Florida Keys & Key West	Dec 19, 2025	795,430	628,279	631,402	33,426	53d 5h
All We Want for Christmas is a Real Good Tan Reel • The Florida Keys & Key West	Dec 24, 2025	577,455	395,405	407,585	17,020	32d 4h
Key West Has a Way of Welcoming You in &... Reel • The Florida Keys & Key West	Dec 2, 2025	345,398	258,712	278,496	11,105	20d 3h
Christmastime in Key West, Florida Reel • The Florida Keys & Key West	Dec 22, 2025	291,421	266,591	243,586	10,634	12d 19h
Meet the newest residents of Theater of th... Multi media • The Florida Keys & Key W...	Dec 14, 2025	272,007	184,871	189,692	3,295	--

TOP INSTAGRAM POSTS

Title	Date published ↑↓	Views ↓	Reach ↑↓	Viewers ↑↓	Interactions ↑↓	Watch time
The Overseas Highway isn't just the route. I... Reel • thefloridakeys	Dec 13, 2025	739,714	540,268	--	45,104	37d 20h
Winter looks a little different in the Florida ... Reel • thefloridakeys	Dec 19, 2025	285,395	240,055	--	26,029	16d
Key West is better with the right person. T... Carousel • thefloridakeys	Dec 6, 2025	172,108	94,241	--	11,176	--
The southernmost city in the Florida Keys ... Reel • thefloridakeys	Dec 2, 2025	167,421	126,722	--	11,932	8d 16h
The dream drive? Always down US-1, and e... Reel • thefloridakeys	Dec 26, 2025	111,869	87,377	--	5,213	9d 12h

2025-2026 FISCAL VIEWS

YEAR TO DATE:

FACEBOOK	49.5M (35% of our goal)
INSTAGRAM	9.7M (48.5% of our goal)
TIKTOK	825K (137.5% of our goal)

GOAL:

FACEBOOK	140M
INSTAGRAM	20M
TIKTOK	600K

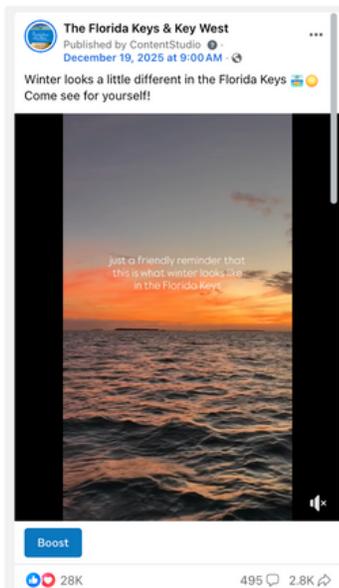
TOTAL META REACH: 59.2M
TOTAL TIKTOK VIEWS: 825K

OVERSEAS MEDIA GROUP

DECEMBER 2025 PERFORMANCE

DECEMBER PARTNER MENTIONS

- WHFS Holiday Village & Bike Ride
- Hometown Holiday Parade
- Custom House Concert & Bazaar
- Schooner Wharf Lighted Boat Parade
- 7 Mile Santacon & Poker Run
- Aquarium Encounters
- Duck Key Lighted Boat Parade
- Hawks Cay Resort & Villas
- Pigeon Key Holiday Spectacular
- Boot Key Lighted Boat Parade
- KCB Lighted Boat Parade
- Sea of Trees at the Protect Center
- Dolphin Life Hospital
- Islamorada Holiday Fest & Parade
- Lignumvitae Christmas
- Lignumvitae Key Botanical State Park
- Key Largo Lighted Boat Parade
- Santa & Helpers Parade
- Robbie's of Islamorada
- The Local Life KW
- Carol Tedesco
- Bourbon St Pub
- Sloppy Joe's Bar
- First Flight Island Restaurant & Brewery
- Sunset Pier - Key West
- Schooner Wharf Bar
- Town & Country
- John Pennekamp Coral Reef State Park
- Theater of the Sea
- Miami Seaquarium
- Dolphin Research Center
- Fred the Tree
- Hemingway Home Museum
- Dry Tortugas National Park
- Fort Zachary Taylor State Park
- Bahia Honda State Park
- Pigeon Key
- Crane Point Museum & Nature Center
- Alligator Reef Lighthouse
- John Pennekamp Coral Reef Park
- Travel + Leisure
- Looe Key National Marine Sanctuary
- Who Dat Charters
- Islander Girl Snorkel & Tours
- John Pennekamp Coral Reef State Park
- Bongos Botanical Beer Garden at The Lagoon on Grassy Key
- Pigeon Key
- Geiger Key Marina and Fish Camp
- Fish For Holly Sailfish Tournament
- Islamorada Fishing Club Captain's Cup Sailfish Tournament
- Cheeca Lodge & Spa Presidential Sailfish Tournament
- Ladies, Let's Go Fishing! Islamorada Women's Sailfish Tournament
- Key West Sailfish Tournament
- Key Largo Anglers Club Annual Offshore Tournament & Interclub Sailfish Challenge
- Marathon Premier Sailfish Tournament
- Little Limon at Three Waters Resort & Marina
- Havana Cabana Key West
- Casa Marina Key West
- Curio Collection by Hilton
- Oceans Edge Resort & Marina Key West
- Key Largo Fisheries
- Latitudes Sunset Key
- Hog's Breath Saloon
- The Reach Key West
- Hogfish Bar & Grill
- Reefhouse Resort & Marina Baker's Cay Resort
- Tranquility Bay Beach House Resort in Marathon
- Sunset Key Cottages
- Coconut Palm Inn
- Isla Bella Beach Resort Islander Resort



TOP PERFORMING POST

What December Looks Like in the Florida Keys

- 795K Views
- 33.4K Interactions
- 631K Viewers
- 28.7K Likes & Reactions
- 495 Comments
- 2.9K Shares
- 1.3K Saves

DECEMBER META LINK CLICKS

FACEBOOK
203K ↑58%

INSTAGRAM
13.8K ↑167%

OVERSEAS MEDIA GROUP DECEMBER 2025 PERFORMANCE

LIVE SOCIAL MEDIA EVENT COVERAGE



CUSTOM HOUSE HOLIDAY CONCERT & BAZAAR

Held at the historic Custom House, this holiday concert and bazaar combines live local music with a curated market of artisans, food vendors, and seasonal treats. The event offers a cozy, cultural atmosphere and often features special touches like student-created light projections on the building, making it a favorite for holiday shopping and community cheer.



SCHOONER WHARF LIGHTED BOAT PARADE

The Lighted Boat Parade is a festive holiday tradition where boats of all sizes cruise through the harbor decorated with colorful Christmas lights and nautical-themed displays. Spectators line the waterfront to enjoy live music, drinks, and the glowing procession, making it a relaxed, family-friendly way to celebrate the season in true Key West style.



PIRATE WENCH DROP AT SCHOONER WHARF

The Pirate Wench Drop is one of Key West's most iconic New Year's Eve celebrations, where a costumed "pirate wench" is lowered from the mast of a tall ship at midnight. Surrounded by live music, cheering crowds, and waterfront revelry, it's a playful, offbeat alternative to traditional ball drops that perfectly captures the island's quirky spirit.

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DECEMBER 2025 PERFORMANCE

WEBCAMS

Platform	Views	Impressions	Impressions CTR	Average View Duration
YouTube	143.6K	874K	12.5%	11:36

Content		Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
Duration	Publish date					
<input type="checkbox"/>	Total	873,909	12.5%	143,630	11:36	27,777.7
<input type="checkbox"/>	Key West Bight Marina Live WebCam - Key West, Florida Keys	286,492	11.1%	39,706 27.6%	11:53	7,864.7 28.3%
<input type="checkbox"/>	Jewish Creek Bridge, Live WebCam - Key Largo, Florida Keys	161,303	11.9%	24,396 17.0%	12:16	4,993.6 18.0%
<input type="checkbox"/>	Islamorada Charter Boats Live WebCam - Islamorada Florida Keys	106,923	12.5%	17,737 12.4%	14:55	4,414.0 15.9%
<input type="checkbox"/>	Key Largo Marina Live WebCam - Key Largo, Florida Keys	70,185	14.7%	13,967 9.7%	13:34	3,159.4 11.4%
<input type="checkbox"/>	Bahia Honda Live WebCam - Big Pine Key, Florida Keys	68,464	13.3%	12,543 8.7%	10:44	2,244.5 8.1%
<input type="checkbox"/>	Little Basin Live WebCam - Islamorada, Florida Keys	43,653	13.7%	9,825 6.8%	5:19	872.1 3.1%
<input type="checkbox"/>	Sombrero Beach Live WebCam - Marathon, Florida Keys	41,349	16.0%	9,424 6.6%	13:31	2,123.5 7.6%
<input type="checkbox"/>	Stock Island Waterfront Live WebCam - Lower Keys, Florida Keys	58,741	12.0%	8,760 6.1%	9:48	1,431.1 5.2%
<input type="checkbox"/>	Dolphin Live WebCam - Key Largo, Florida Keys	36,779	14.8%	7,272 5.1%	5:34	674.9 2.4%

TRAFFIC SOURCE

Traffic source	Views ↓	Watch time (hours)	Subscribers	Estimated revenue	Impressions	Impressions click-through rate	
<input type="checkbox"/>	Total	847,133	30,845.4	249	—	978,809	11.7%
<input type="checkbox"/>	YouTube advertising	690,248 81.5%	2,829.1 9.2%	—	—	—	—
<input type="checkbox"/>	YouTube search	79,091 9.3%	4,262.4 13.8%	—	—	558,864	13.2%
<input type="checkbox"/>	Browse features	30,304 3.6%	7,185.9 23.3%	—	—	220,395	9.3%
<input type="checkbox"/>	Suggested videos	13,106 1.6%	2,165.1 7.0%	—	—	110,575	9.9%
<input type="checkbox"/>	External	10,946 1.3%	1,067.1 3.5%	—	—	—	—
<input type="checkbox"/>	Direct or unknown	9,144 1.1%	12,397.9 40.2%	—	—	—	—
<input type="checkbox"/>	Playlists	5,433 0.6%	148.5 0.5%	—	—	49,608	9.7%
<input type="checkbox"/>	Channel pages	4,998 0.6%	442.3 1.4%	—	—	39,367	11.2%

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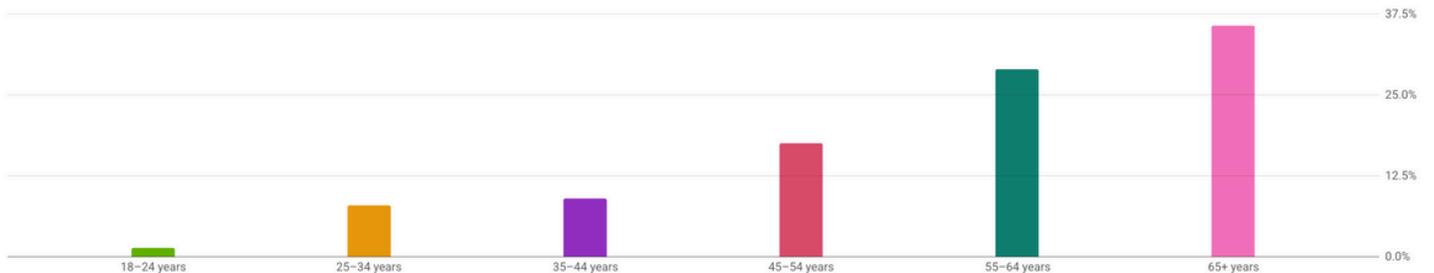
CITIES

Cities	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	847,133	30,845.4	2:22
<input type="checkbox"/> New York, NY, USA	3,324 0.4%	389.6 1.3%	13:28
<input type="checkbox"/> Los Angeles, CA, USA	752 0.1%	7.0 0.0%	0:54
<input type="checkbox"/> Chicago, IL, USA	747 0.1%	79.3 0.3%	9:15
<input type="checkbox"/> Houston, TX, USA	508 0.1%	38.0 0.1%	6:28
<input type="checkbox"/> Miami, FL, USA	492 0.1%	195.6 0.6%	23:51
<input type="checkbox"/> Hyderabad, Telangana, India	391 0.1%	3.2 0.0%	0:29
<input type="checkbox"/> Washington, NC, USA	323 0.0%	4.9 0.0%	0:55
<input type="checkbox"/> Jacksonville, FL, USA	318 0.0%	9.5 0.0%	1:47
<input type="checkbox"/> Homestead, FL, USA	313 0.0%	40.0 0.1%	7:40
<input type="checkbox"/> Mumbai, Maharashtra, India	253 0.0%	2.5 0.0%	0:34

GENDER

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> Female	30.3%	4:09	1,549.4%	16.3%
<input type="checkbox"/> Male	69.5%	8:54	4,409.3%	83.7%
<input type="checkbox"/> User-specified	0.3%	1:26	—	0.1%

AGE



Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> 13-17 years	—	—	—	—
<input type="checkbox"/> 18-24 years	1.3%	3:01	1,399.9%	0.4%
<input type="checkbox"/> 25-34 years	7.8%	2:59	703.3%	2.5%
<input type="checkbox"/> 35-44 years	9.0%	8:27	2,199.3%	8.3%
<input type="checkbox"/> 45-54 years	17.5%	10:04	5,835.9%	20.1%
<input type="checkbox"/> 55-64 years	28.9%	12:21	12,799.2%	40.5%
<input type="checkbox"/> 65+ years	35.5%	7:15	6,420.8%	28.3%

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PAID CAMPAIGN MANAGEMENT

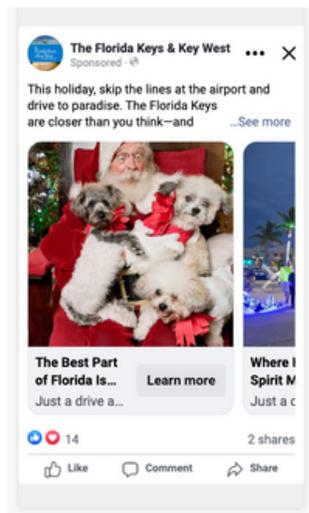
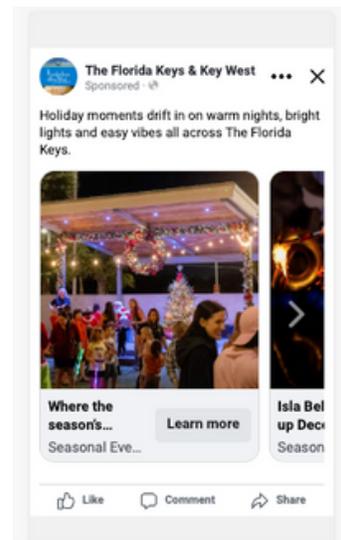
DECEMBER VS NOVEMBER:

- Reach: 6.9M vs 6.1M (↑ 12%)
 - Impressions: 13.6M vs 11.8M (↑ 16%)
 - Landing Page Views: 153.1K vs 118.4K (↑ 29%)
 - Link Clicks: 216.8K vs 130.8K (↑ 66%)
 - Click Thru Rate: 1.6% vs 1.1% (↑ 43%)
 - Clicks (all): 383.4K vs 264.4K (↑ 44%)
 - Click Thru Rate (all): 2.8% vs 2.3% (↑ 25%)
 - Cost Per Landing Page View (CPLPV): \$.42 vs \$.53 (↓ 22%)
-

SELECT UNIQUE CAMPAIGNS FOR DECEMBER

HOLIDAY CAROUSEL 1:

- 1.57M Reach
- 2.4M Impressions
- 619 Landing Page Views
- 4K Link Clicks (all)
- 0.17% Click Thru Rate (all)
- \$7.21 CPLPV



HOLIDAY CAROUSEL DRIVE MARKET:

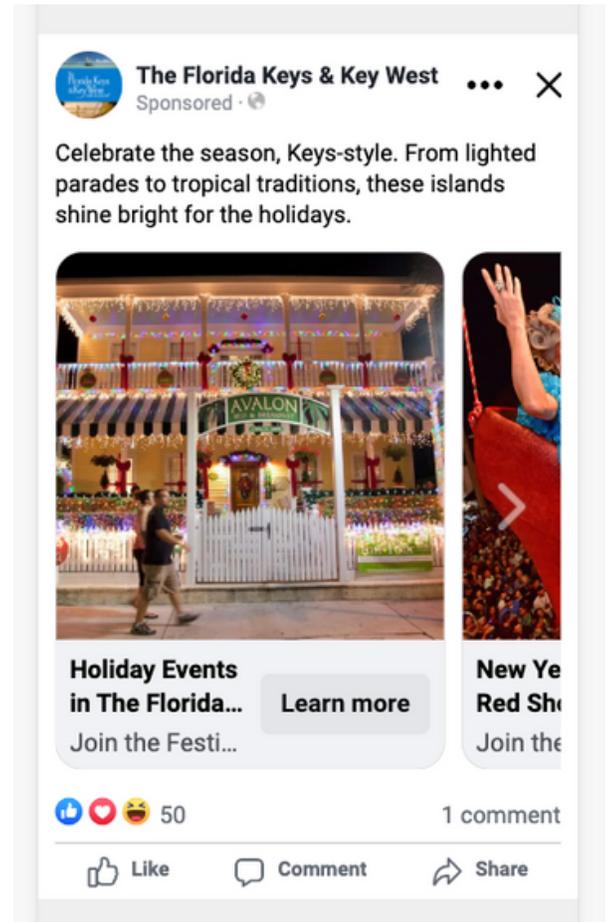
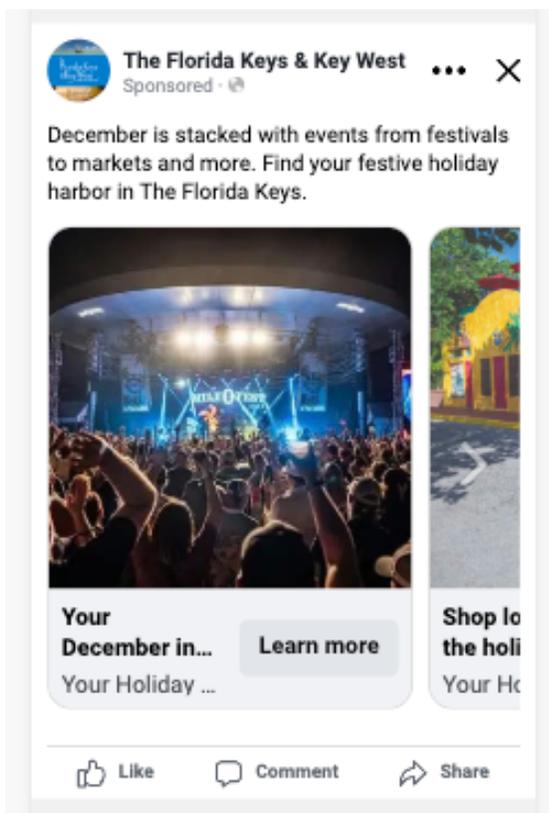
- 21.6K Reach
- 22.2K Impressions
- 19 Landing Page Views
- 36 Link Clicks (all)
- 0.26% Click Thru Rate (all)
- \$2.63 CPLPV

OVERSEAS MEDIA GROUP DECEMBER 2025 PERFORMANCE

PAID CAMPAIGN MANAGEMENT SELECT UNIQUE CAMPAIGNS FOR DECEMBER

HOLIDAY CAROUSEL - EXPERIENCE

- 16.7K Reach
- 21.5K Impressions
- 496 Landing Page Views
- 1.8K Link Clicks (all)
- 8.4% Click Thru Rate (all)
- \$0.42 CPLPV



DECEMBER EVENT CAROUSEL

- 1.4M Reach
- 1.9M Impressions
- 846 Landing Page Views
- 3.6K Link Clicks (all)
- 0.19% Click Thru Rate (all)
- \$3.71 CPLPV

OVERSEAS MEDIA GROUP DECEMBER 2025 PERFORMANCE

PAID CAMPAIGN MANAGEMENT SELECT UNIQUE CAMPAIGNS FOR DECEMBER

HOLIDAY CAROUSEL - EXPERIENCE

- 97K Reach
- 130.7K Impressions
- 3.6K Landing Page Views
- 4.4K Link Clicks (all)
- 3.39% Click Thru Rate (all)
- \$0.21 CPLPV

The Florida Keys & Key West
Sponsored · 🌐

December hits different in The Florida Keys. Fireworks. Drops. Lights. Warm nights worth traveling for.

December shines in The... [Learn more](#)
Plan Your Dec...

Ring in the Key
Plan Yo

Like Comment Share

The Florida Keys & Key West
Sponsored · 🌐

Key West glows for the holidays with parades, pet photos, boat displays and festive nights on the Harbor Walk.

Festive Events and... [Learn more](#)
Holidays in K...

The Ha Walk of Holiday

295 14 comments 22 shares

Like Comment Share

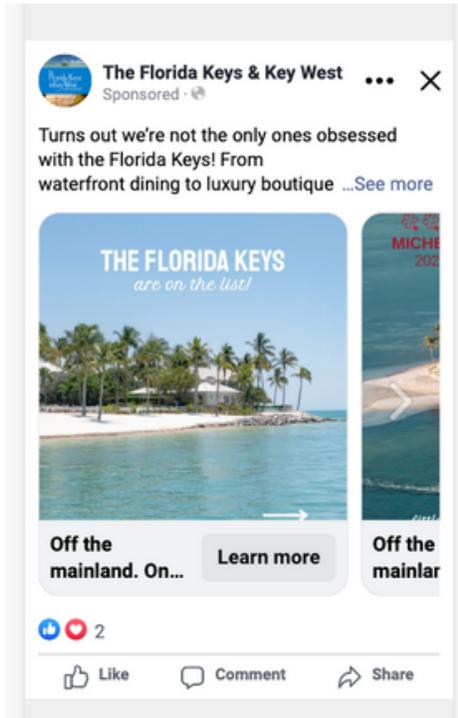
NYE EVENT CAROUSEL:

- 273.7K Reach
- 526.2K Impressions
- CPM: \$8.21
- 56.3K Link Clicks (all)
- 10.7% Click Thru Rate (all)
- Amount Spent: \$4.3K

OVERSEAS MEDIA GROUP

DECEMBER 2025 PERFORMANCE

PAID CAMPAIGN MANAGEMENT ORGANIC BOOSTED POST STANDOUTS FOR DECEMBER



ORGANIC BOOSTED POST:

- 95K Reach
- 108.4K Impressions
- CPM: \$2.03
- 219 Link Clicks (all)
- 0.2% Click Thru Rate (all)
- Amount Spent: \$220

ORGANIC BOOSTED POST:

- 59K Reach
- 68.3K Impressions
- CPM: \$6.36
- 8.9K Link Clicks (all)
- 13% Click Thru Rate (all)
- Amount Spent: \$435

