



McKinney Economic Development Corporation

Marketing and Research Activity

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March 2018

Highlights:

MEDC marketing and research projects in February 2018:

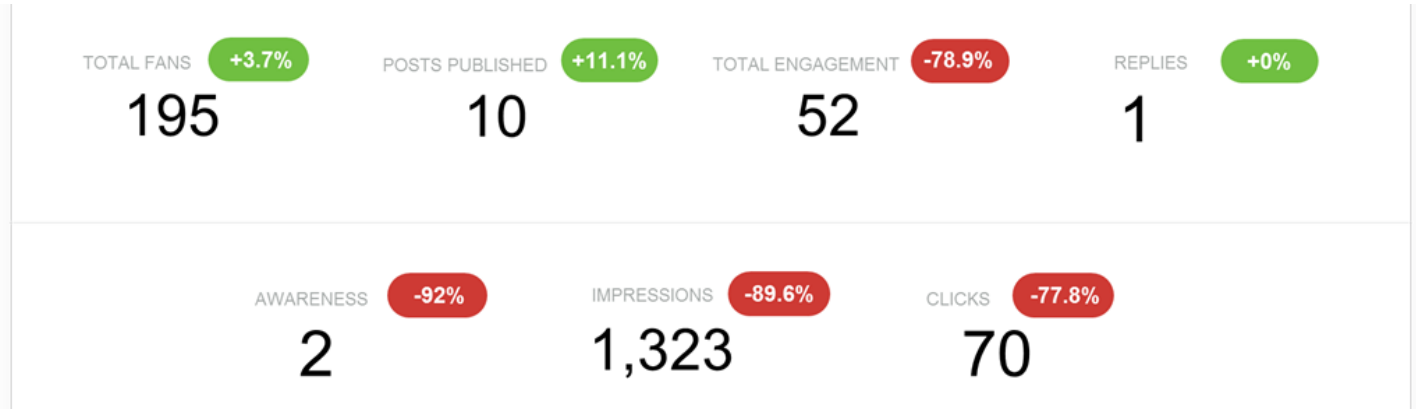
- Global Soft Landing program brochure completed in English, Traditional Chinese, Simplified Chinese, Korean and Japanese.
- The Japanese version of the Global Soft Landing program brochure was offered at the Tokyo Chamber of Commerce delegation meeting held on February 27. Other Japanese marketing materials were also shared and well received by the delegates.
- Marketing materials translated in Korean are in the works
- Efforts continue in creating the RFI/RFP profile template
- PowerPoint underway for use of presenting McKinney
- Southgate McKinney marketing materials are at the printer
- Assisting Moss & Associates with the upcoming Ribbon Cutting

Facebook Insights:


Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: February 1, 2018- February 28, 2018

The dashboard below represents key metrics for the month compared to the previous month. Positive engagement was received in January 2018 due to the post regarding the Independent Bank Ground Breaking.



Top Facebook post by reach and engagement:



MEDC - McKinney Economic Development Corporation
 added 6 new photos — with Jason Burress.
 Published by Madison Clark [?] · February 26 at 5:39pm · 🌐

Congratulations to VAZATA, the 2017 Corporate Performance winner and to Hisun Motors Corp, USA for receiving the 2017 Encore Wire Expansion Award at the 2018 McKinney Chamber of Commerce Awards. Progressive companies call McKinney home and we welcome new businesses to join us!

94 people reached

Boost Unavailable

3

2 Comments

Performance for Your Post

0 People Reached

7 Likes, Comments & Shares 🌐

3 Likes	3 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

0 Post Clicks

0 Photo Views	0 Link Clicks	0 Other Clicks 🌐
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Glossary of Terms:

- **^aUnique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- **^bEngaged Users:** The number of people who engaged with MEDC FB page within a 28 day period. Engagement Included any click or story created. (Unique Users)

Twitter:

Top Tweet earned 1,148 impressions

Progress continues on the [@playfulcorp](#) building & the [#mixedusedevelopment](#) Davis at the Square in [#DowntownMcKinney](#).
pic.twitter.com/z7tGyqv5Mv



2 replies 6 likes

[View Tweet activity](#)

[View all Tweet activity](#)

The tweet including a video of construction progress of the Playful Global Headquarters and Mixed-Use Development, Davis at the Square, earned the most impressions of 1,148 during the month of February.

Top mention earned 10 engagements

 **VBX**
[@VirtualBX](#) · Feb 20

Planning's done on \$1.4 Bn Lower Bois d'Arc Reservoir project. [@NTMWD](#) enters construction phase on first new [#Texas](#) reservoir in 30 years.

[virtualbx.com/construction-p...](#)

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pic.twitter.com/6MZ3Dji2HI



1 reply 2 likes