

## McKinney Economic Development Corporation

Geneva Aragon-Director of Marketing and Research

MEDC Board Meeting: September 19, 2017

Reporting Period: August 1-31, 2017

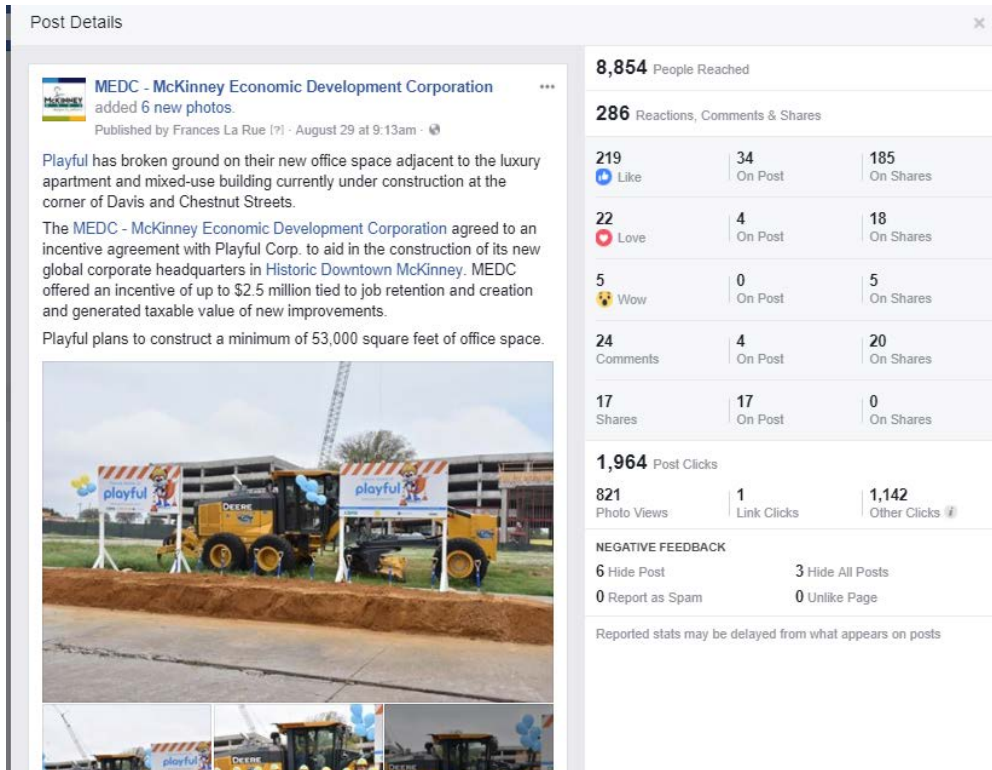
Facebook and Twitter screenname: McKinneyTxEDC.

The dashboards below reflect how MEDC's posts and tweets resonate with our audience.

The Facebook announcement about Playful on August 29<sup>th</sup> drew the most attention, leading to 18 shares. Analytics have shown our largest reach, (Strategic Communications and Marketing Plan, page 47) to be females, ages 35-44 at 19% of our audience. This post continues to support our trend with the audience count being 30, with the age bracket of 35-44. Other lifetime likes by gender include F 25-34:18 and F45-54:16.

### Facebook Insights:

Top Facebook post by reach<sup>a</sup>:



**Post Details**

**MEDC - McKinney Economic Development Corporation** added 6 new photos.  
Published by Frances La Rue [?] · August 29 at 9:13am · 🌐

Playful has broken ground on their new office space adjacent to the luxury apartment and mixed-use building currently under construction at the corner of Davis and Chestnut Streets.

The MEDC - McKinney Economic Development Corporation agreed to an incentive agreement with Playful Corp. to aid in the construction of its new global corporate headquarters in Historic Downtown McKinney. MEDC offered an incentive of up to \$2.5 million tied to job retention and creation and generated taxable value of new improvements.

Playful plans to construct a minimum of 53,000 square feet of office space.

**8,854** People Reached

**286** Reactions, Comments & Shares

<b>219</b> Like	<b>34</b> On Post	<b>185</b> On Shares
<b>22</b> Love	<b>4</b> On Post	<b>18</b> On Shares
<b>5</b> Wow	<b>0</b> On Post	<b>5</b> On Shares
<b>24</b> Comments	<b>4</b> On Post	<b>20</b> On Shares
<b>17</b> Shares	<b>17</b> On Post	<b>0</b> On Shares

**1,964** Post Clicks

<b>821</b> Photo Views	<b>1</b> Link Clicks	<b>1,142</b> Other Clicks
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**NEGATIVE FEEDBACK**

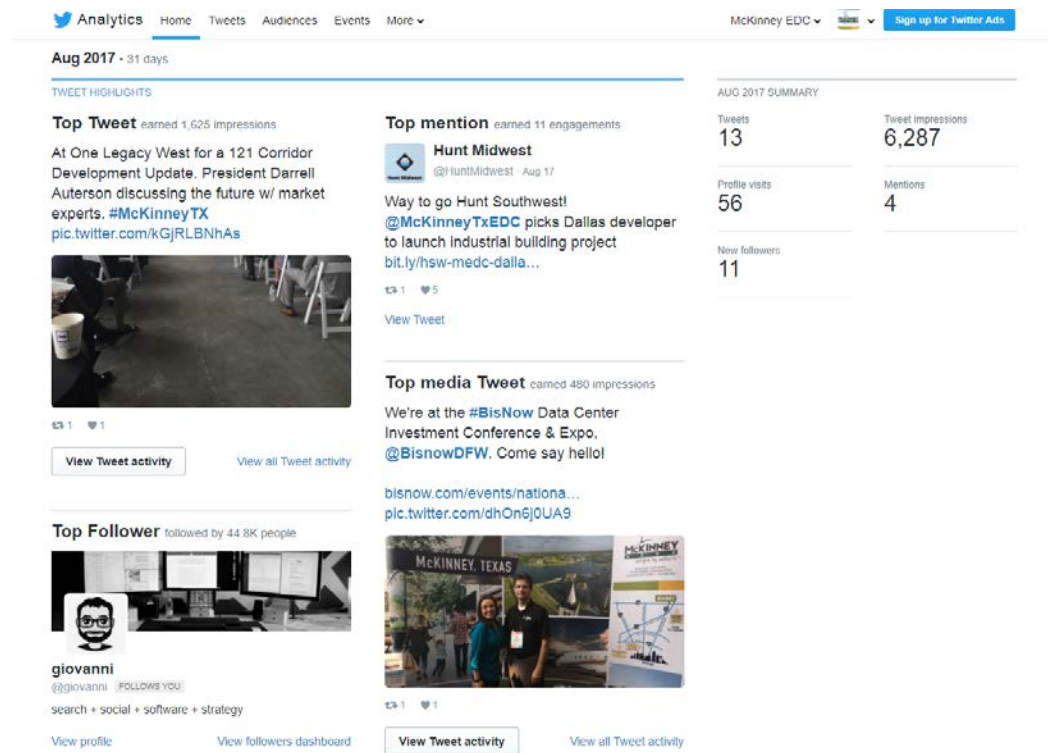
<b>6</b> Hide Post	<b>3</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- Daily average of unique page impressions<sup>b</sup>: 811
- Monthly average of unique page impressions<sup>b</sup>: 24,239

## Twitter Insights:

### Top Tweets by impressions<sup>c</sup>:



- Monthly Average impressions<sup>c</sup>: 587
- Monthly Average engagements<sup>d</sup>: 8.0

## Glossary of Terms:

- <sup>a</sup>**Reach:** number of unique people who saw your content
- <sup>b</sup>**Unique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- <sup>c</sup>**Tweet Impressions:** Number of times users saw the tweet on Twitter
- <sup>d</sup>**Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion