McKinney Economic Development Corporation

Geneva Aragon-Director of Marketing and Research

MEDC Board Meeting: September 19, 2017
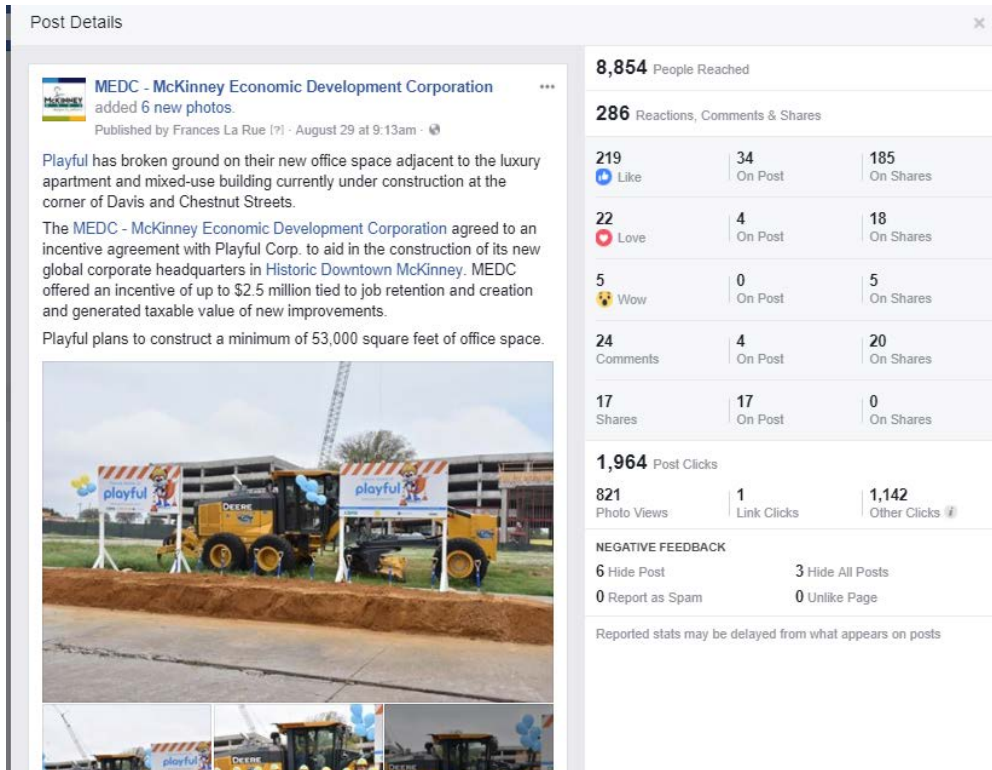
Reporting Period: August 1-31, 2017

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 29th 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[a]:

- Daily average of unique page impressions[b]: 811
- Monthly average of unique page impressions[b]: 24,239

Twitter Insights:

Top Tweets by impressions[c]:
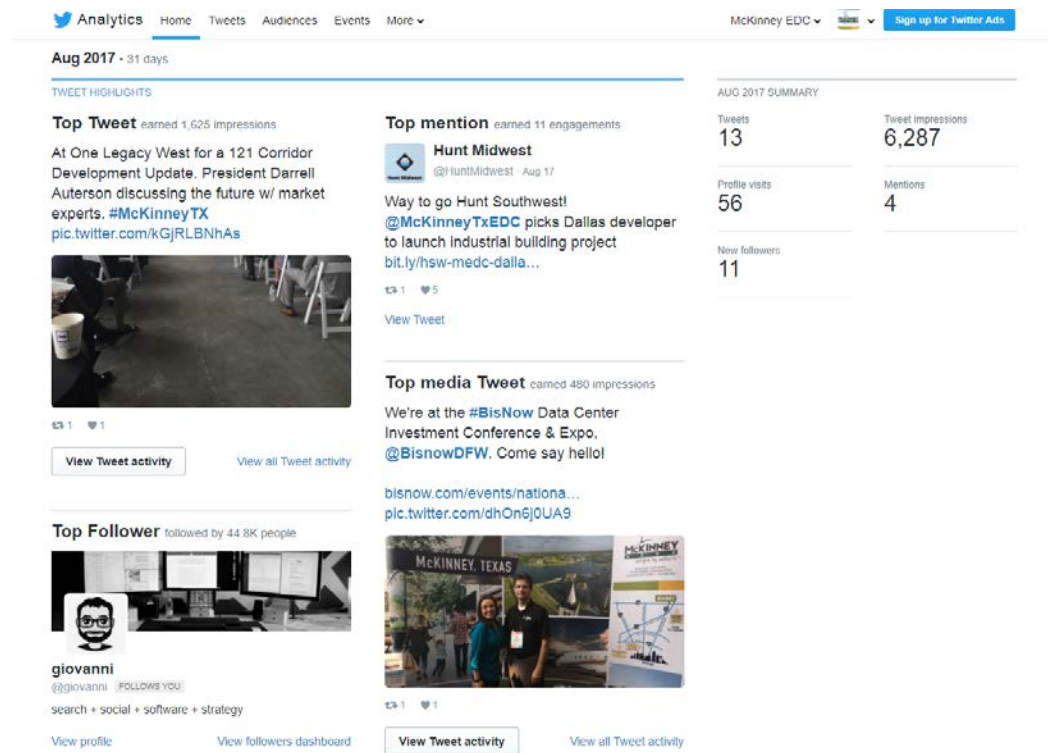
- Monthly Average impressions[c]: 587
- Monthly Average engagements[d]: 8.0

Glossary of Terms:

- [a]**Reach:** number of unique people who saw your content
- [b]**Unique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- [c]**Tweet Impressions:** Number of times users saw the tweet on Twitter
- [d]**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