



McKinney Economic Development Corporation

Marketing and Research Activity

Abby Liu, Interim President—Marketing

Madison Clark, Business Development Specialist—Social Media Posting

June 19, 2018

Highlights:

MEDC marketing and research projects in May 2018:

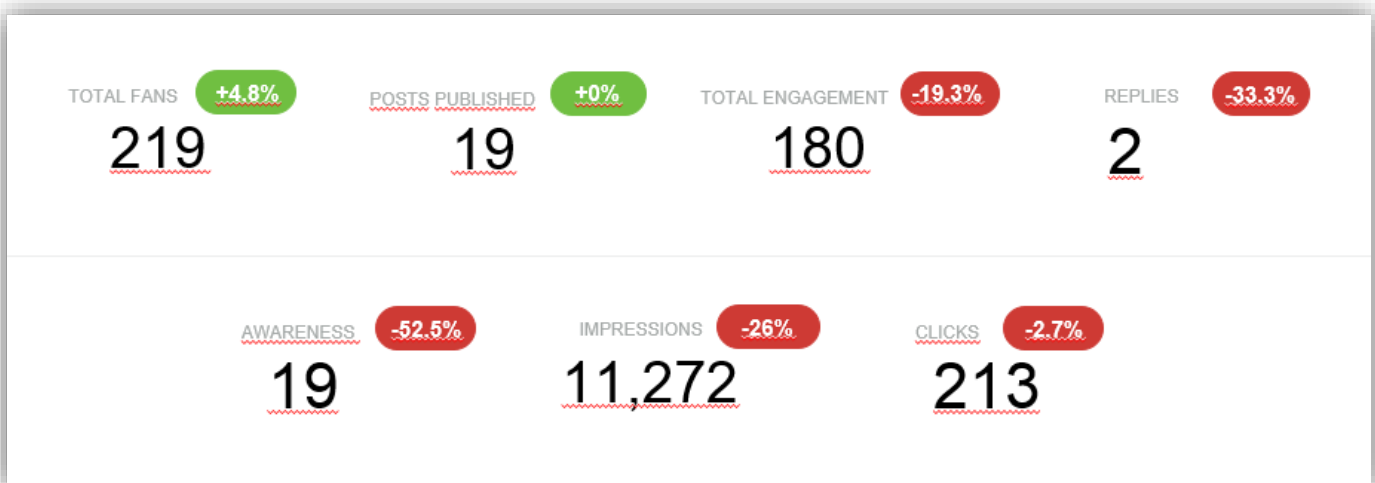
- MEDC was an interactive hole sponsor at the McKinney Chamber Golf Classic where MEDC Board members and staff continued to build relationships and expand our outreach.
- Researched advertising options to support the mission to California
- Provided artwork for giveaways and signage for the McKinney Chamber Golf tournament
- Continue to work on updating marketing materials and templates for presentations and proposals

Facebook Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: May 1, 2018- May 31, 2018

The dashboard below represents key metrics month-over-month.





Top Facebook post by reach and engagement:

MEDC - McKinney Economic Development Corporation

Published by Einar Longva [?] · May 30 at 3:27pm · 🌐

⋮

North Texas' and McKinney, Texas - Unique by Nature's utility bandwidth is expanding!

Here are a couple fun facts about North Texas Municipal Water District latest project --the North Texas Municipal Lake:

-The project is the North Texas Municipal Water District's first major reservoir in nearly 30 years today.... [See More](#)

NTMWD.COM

NTMWD Breaks Ground on Newest Lake in North Texas - North Texas Municipal Water District

✔

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,200 people.

👤

2,210 people reached

Boost Post

👍

Madison Clark, Zane C. Benson and 5 others

3 Shares

Performance for Your Post

2,210 People Reached

22 Likes, Comments & Shares 📊

19 Likes	7 On Post	12 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

365 Post Clicks

0 Photo Views	163 Link Clicks	202 Other Clicks 📊
-------------------------	---------------------------	------------------------------

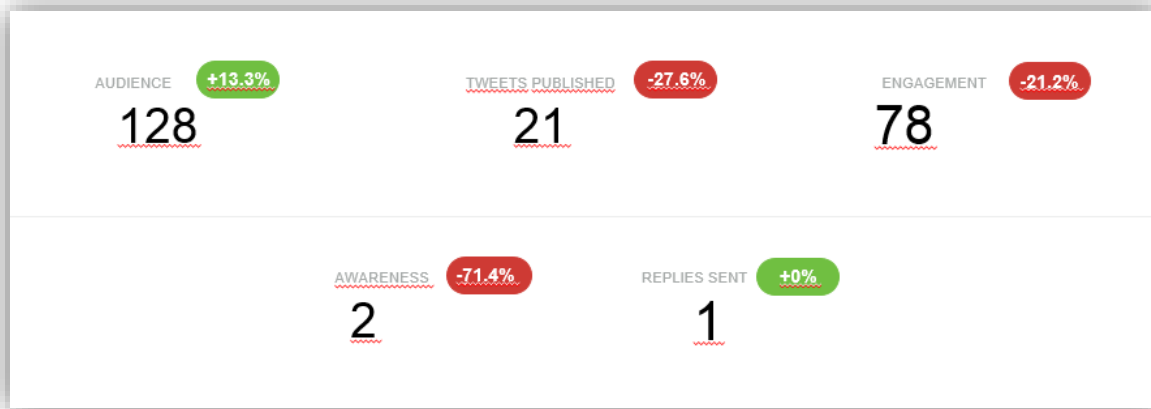
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Twitter:

The dashboard below represents key metrics month-over-month.



Top Tweet earned 2,592 impressions

Checkout [#BattleoftheBadges](#) in [#McKinneyTX!](#) Who do you think will win-police or fire?! twitter.com/CityOfMcKinney...

🔁 2 ❤️ 3

[View Tweet activity](#) [View all Tweet activity](#)

Top media Tweet earned 1,514 impressions

Monthly MEDC Board Meeting underway. Check out the agenda here: mckinney.legistar.com/View.ashx?M=A&... pic.twitter.com/gOPo5fSlqi



🔁 1 ❤️ 3

Top mention earned 4 engagements

City of McKinney, Tx
@CityOfMcKinney · May 23

In addition, [@PACCAR](#) is on track to meet or exceed provisions outlined in the May 2017 Grant Agreement provided by the [@McKinneyTxEDC](#). [@paccar](#) has said they appreciate the support from the MEDC, [@CityofMcKinney](#) & the community as we work together toward conclusion of construction

🔁 1 ❤️ 2