# McKinney Economic Development Corporation
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## Highlights:

In the month of December, MEDC marketing and research focused on:

- teaming with business development in tailoring a number of PPT for meetings
- meetings with business development, brokers, developers and advisement firms to discuss marketing
- event preparation; Chamber of Commerce Awards, NTCAR Stemmons Service Awards
- reporting for the City – KPIs, 2017 overview and updates for 2018
- collecting resumes for the research analyst role to begin interviews in January 2018

## Facebook Comparison of Insights:

Facebook and Twitter screenname: McKinneyTxEDC.
Reporting Period: December 8, 2017 – January 10, 2018

The Facebook dashboards below reflects how MEDC's posts resonated with its audience, in the month of November.

Top Facebook post by reach[a]:

- Daily average of unique page impressions[a]: 310
- Monthly average of unique page impressions[a]: 2,492
- Lifetime post total reach[c]: Our post was served to a high of 4,097 unique users on 1/5/2018, other productive days included 12/22/2017 with 255 unique users, 12/15/2017 with 176 unique users, and 12/8/2017 with 573 unique users.

MEDC's Facebook page had outstanding organic reach & reactions in December 2017. There were 3 dates in which the site had peaks in reactions, comments and shares. An increase in such interaction is a good indicator that our followers are engaging more, which historically assists in increasing the total number of net followers[d].
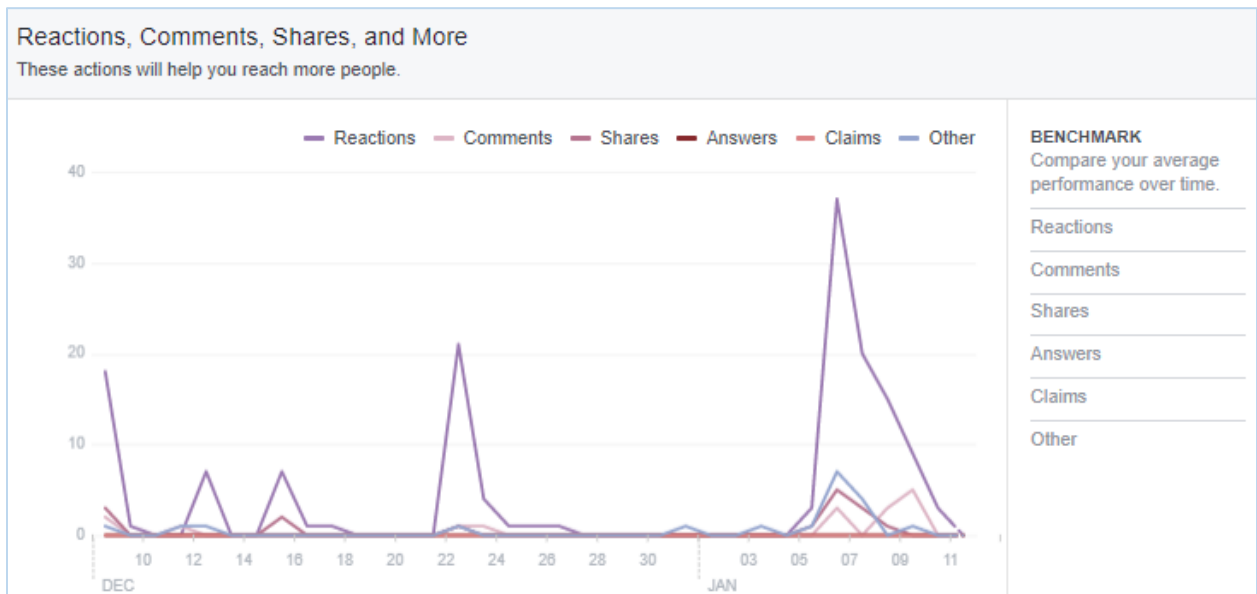
## Glossary of Terms:

- **[a]Unique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- **[b]Reach:** Number of unique people who saw your content, not to be confused with "Lifetime Post Total Reach" which is highlighted.
- **[c]Lifetime Post Total Reach:** The total number of people your Page post was served to (unique users).
- **[d]Net Followers:** The number of new followers minus the number of unfollowers.