



## McKinney Economic Development Corporation

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January 2018

### 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<sup>a</sup>:

- Daily average of unique page impressions<sup>a</sup>: 310
- Monthly average of unique page impressions<sup>a</sup>: 2,492
- Lifetime post total reach<sup>c</sup>: 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.

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Friday FUN! Racing around to find hard hats in our office, well maybe not exactly, but the MEDC team is very excited about the walls going up at Playful Corp. Playful #LuckysTale



**4,097** People Reached

**108** Reactions, Comments & Shares 🗨️

<b>83</b> Like	<b>22</b> On Post	<b>61</b> On Shares
<b>3</b> Love	<b>2</b> On Post	<b>1</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>11</b> Comments	<b>0</b> On Post	<b>11</b> On Shares
<b>10</b> Shares	<b>5</b> On Post	<b>5</b> On Shares

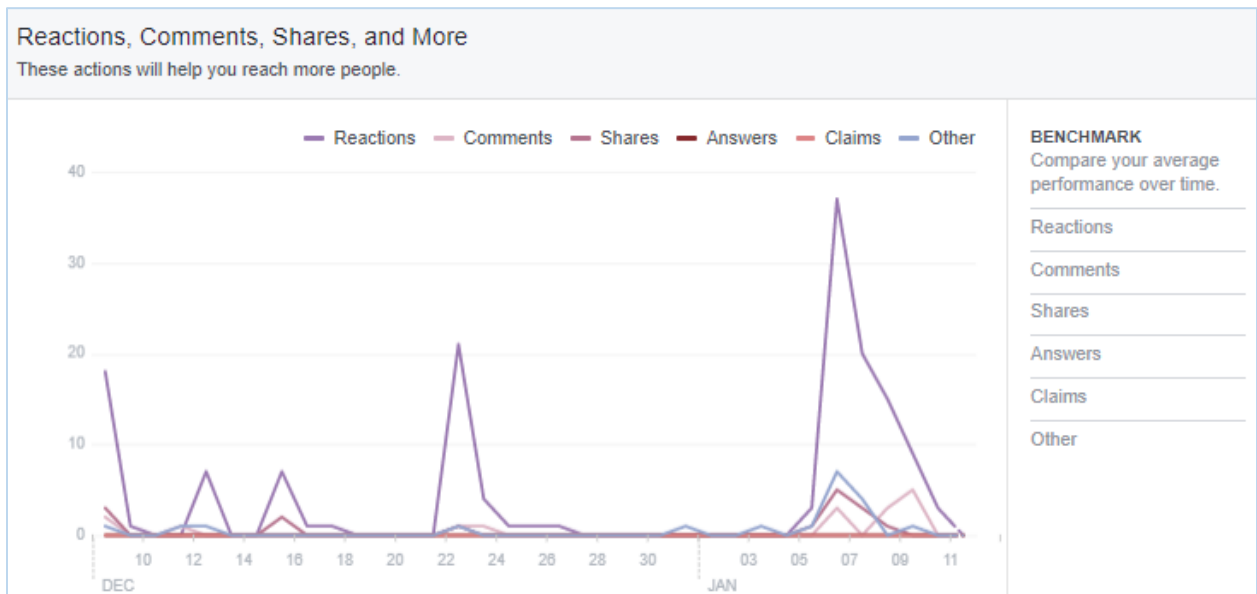
**464** Post Clicks

<b>33</b> Photo Views	<b>0</b> Link Clicks	<b>431</b> Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

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

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<sup>d</sup>.





## Glossary of Terms:

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