McKinney Economic Development Corporation
Geneva Aragon – Director of Marketing and Research
February 2018

Highlights:

MEDC marketing and research projects in January and February:

- Finalization of events: Chamber of Commerce Awards, NTCAR Stemmons Service Awards
- Finalization of scorecard project for the City of McKinney
- Working with MEDC intern and DBJ staff regarding the submission of the DBJ Real Estate Deal
- Transition of KPIs to new operations and compliance administrator
- Worked (continue to do so) with MEDC staff, Communications and Marketing on RFI profile
- Meetings with business development, developers and specialty companies regarding smart communities
- Worked with MEDC intern in creating a labor force spreadsheet, industry based, and in line with strategic plan, highlighting low, mid and high levels
- Social media efforts and research, FB posting efforts and a new digital/social media plan
- Southgate McKinney marketing materials
- Worked with HR and connecting with candidates to express the delay regarding the hiring of the research analyst

Facebook Comparison of Insights:

Facebook and Twitter screenname: McKinneyTxEDC.
Reporting Period: January 12, 2018 – February 13, 2013

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]: 190

- Monthly average of unique page impressions[a]: 9,057
- 28 Days Page Engaged Users[b]: The number of people who engaged with MEDC FB page. Engagement included any click or story created. (Unique Users)

12/08/2017 – 01/11/2018 Total: 4,463; Average: 128

01/12/2018 – 02/13/2018 Total: 17,327; Average: 525

MEDC - McKinney Economic Development Corporation
added 4 new photos.
Published by Geneva Aragon [?] · January 17 at 2:52pm · 🌐

WOW!!! Wednesday has been an extremely busy day for Independent Bank, KDC Real Estate Development & Investments, Craig Ranch, Smith Group JJR and MEDC - McKinney Economic Development Corporation The cold did not keep Mayor George Fuller, David R. Brooks and Jason Burress from making some great remarks at Independent Bank's groundbreaking. David R. Brooks stated, "We're in McKinney, that's where we have been for 30 years and that is where we are going to stay." Congrats to everyone on beginning construction!

WELCOME TO INDEPENDENT BANK
RAISING STANDARDS TOGETHER

✓ Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

👥 1,282 people reached   Boost Post

👍❤️ 17   2 Comments 5 Shares

👍 Like   💬 Comment   ➤ Share

Performance for Your Post

1,282 People Reached

59 Reactions, Comments & Shares

50 👍 Like	**15** On Post	**35** On Shares
2 ❤️ Love	**2** On Post	**0** On Shares
2 Comments	**2** On Post	**0** On Shares
5 Shares	**5** On Post	**0** On Shares

244 Post Clicks

102 Photo Views	**0** Link Clicks	**142** Other Clicks

NEGATIVE FEEDBACK
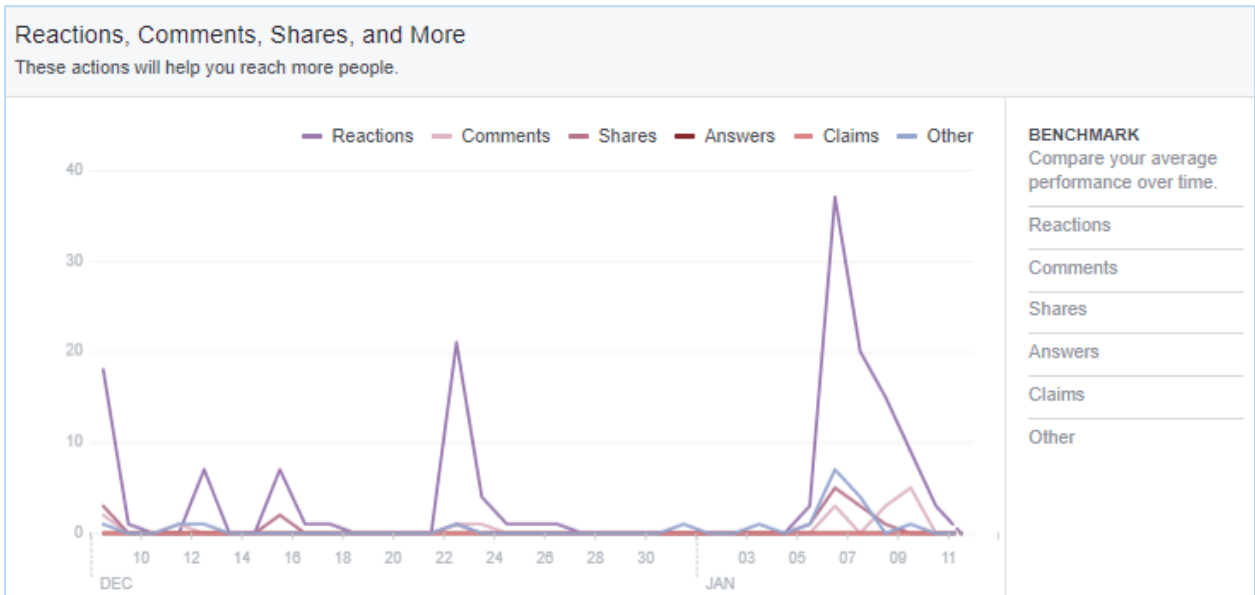
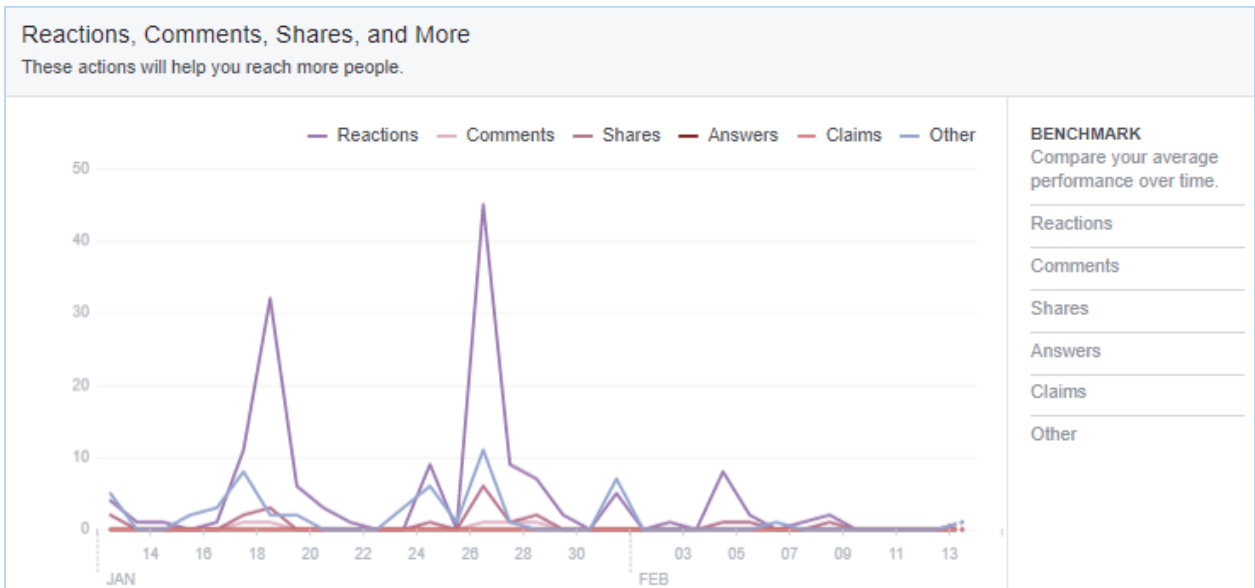|	
0 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

Reported stats may be delayed from what appears on posts

Most popular posting for time period 01/12/2018 – 02/13/2018

Comparison:

Above Graph: December 10, 2017 – January 11, 2018

Above Graph: January 12, 2018 – February 13, 2018

Glossary of Terms:

- [a]**Unique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- [b]**Engaged Users:** The number of people who engaged with MEDC FB page within a 28 day period. Engagement Included any click or story created. (Unique Users)

Twitter:

Top Tweet earned 2,212 impressions

"@IndependBank is a beautiful landmark company. Thank you for staying here in @CityOfMcKinney, and I look forward to 100 more years of your excellence." - Mayor @GeorgeCFuller #IndependentBank #McKinneyTX @KDC_Development @SmithGroupJJR
pic.twitter.com/dPoEWQ7Jgb

↻4 ♥9

Top mention earned 70 engagements

SmithGroupJJR
@SmithGroupJJR · Jan 17

Congratulations to our #Dallas team today on the groundbreaking of the new @IndependBank HQ in McKinney, Texas! Congrats @KDC_Development, @McKinneyTxEDC @Craig_Ranch bit.ly/2DsvzhA pic.twitter.com/LFL55EsSLN

↩1 ↻5 ♥15

Independent Bank was the top tweet with 2,212 impressions.