



McKinney Economic Development Corporation

Geneva Aragon-Director of Marketing and Research

November 2017

Highlights:

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

- materials for business development
- meetings with business development
- RFI Project Patriot (11/09/2017)
- high level marketing strategy with communications and marketing team
- early analysis of research platforms/tools; including demos, training, research and discussing with other economic resources including University of Oklahoma
- the necessary HR steps to post the research analyst JD, and prepare to hire an individual

Facebook Comparison of Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: November 1, 2017 – December 8, 2017; FB Posting Information for December 8, 2017

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

Top Facebook post by reach^a:

- Monthly Average of Unique Page Impressions^b: 1,563
- Engagement^c: 94 people on 11/8/2017; number of people who engaged on our most active day
- Viral Impressions^d: 1,299 Viral Impression from November 1 – November 30.
Note: Although we had no post for the month of November, our content from October continued to be in other news feeds.



568 People Reached

20 Reactions, Comments & Shares

16 Like	8 On Post	8 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

19 Post Clicks

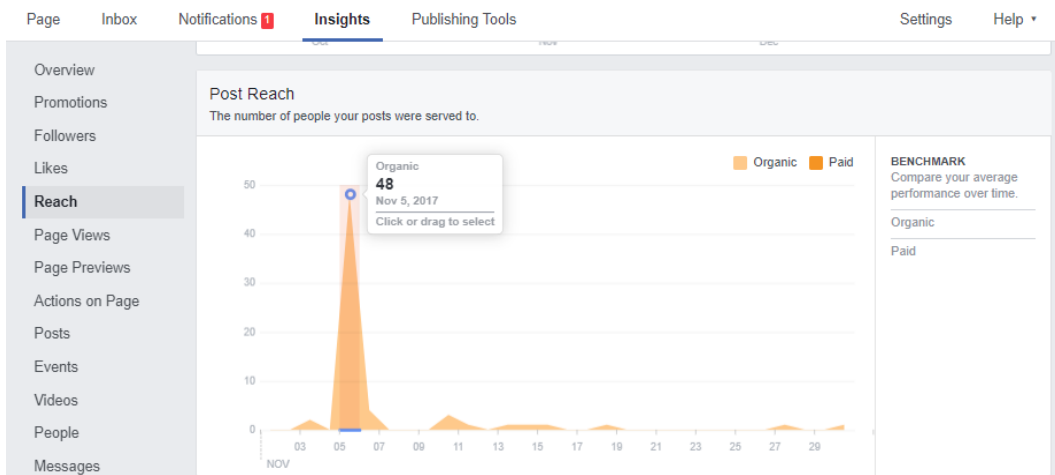
9 Photo Views	0 Link Clicks	10 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts.

Outstanding Organic Reach November 5th. There were a total of 48 unique people who were shown our post through unpaid distribution and without new post.



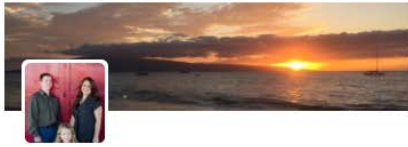
Twitter Insights:

Top Tweets by Impressions^e:

Nov 2017 • 30 days

TWEET HIGHLIGHTS

Top Follower followed by 115 people



Shannon Judd

@rdnkmommy | **FOLLOWS YOU**

just doing what i do

[View profile](#)

[View followers dashboard](#)

Top mention earned 15 engagements



Lance L. Black

@lancelblack · Dec 1

@arete_athletics serving more sports to the McKinney community!

@McKinneyTxEDC @CityOfMcKinney

#community #youthsports

pic.twitter.com/PUDZTDbftx



🔗 1 ❤️ 4

[View Tweet](#)

NOV 2017 SUMMARY

Tweet impressions

780

Profile visits

12

New followers

5

- Monthly Average Impressions^c: 780 for November.

Glossary of Terms:

- **^aReach:** Number of unique people who saw your content.
- **^bUnique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- **^cEngagements:** The number of people who engaged with your Page.
- **^dViral Impressions:** The number of times users saw your posts via stories published by their friends. (Total Count)
- **^eTweet Impressions:** Number of times users saw the tweet on Twitter.