



## Marketing Report: June 2024

### Participation in Marketing/Networking & Community Events

(since June 27 Board Meeting)

- Grant and Sponsored Events: Red White & Boom, Cami Cakes Grand Opening, SBG Sip & Stroll, and DCI Marching Competition

### Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, McKinney Repertory Theater, SBG Hospitality, Chestnut Square, McKinney Parks and Recreation
- Press: Project Grants awarded promoted in Community Impact and North Texas e-news.

### Website Analytics

Though visits in June were slightly below average (and significantly lower than those of May's record high), numbers remain nearly double over last year. June spikes correlate with social media posts related to SERVE McKinney, Juneteenth and grant applications. Top page visits in June were Home, Grants, and About Us. Connections via City of McKinney website remain high, and we also saw referrals from MEDC, North Texas News, GrantWatch, and Google.

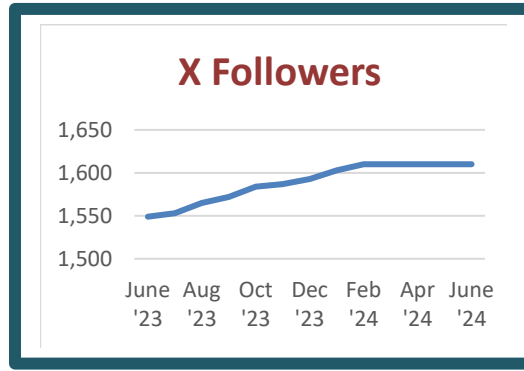
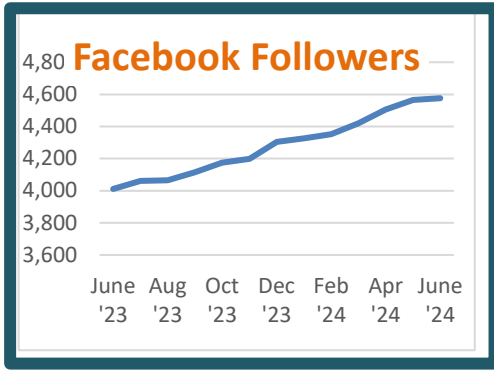


Referrals	
City of McKinney website	109
MEDC website	7
North Texas News	3
GrantWatch	2
Google	2

The number of website visitors using mobile devices was 30% higher for the month of May.

Mobile Traffic	Users	Percent of Total
Desktop	421	62.60%
Mobile	245	36.40%
Tablet	7	1.00%

# Social Media: Facebook and X



For Facebook, May continued the strong growth trend with an increase in followship of 11. Engagement was back to average after a huge high in May. High performing posts were related to 4<sup>th</sup> of July events, Texas Music Revolution, SERVE McKinney, Juneteenth, and Farmers Market.

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Mon 6/17/2024 4:14 pm PDT	286	50	4	14	8	210
Fri 6/7/2024 7:24 am PDT	219	13	7	1	9	189
Mon 6/10/2024 8:07 am PDT	26	10	0	3	—	13
Sat 6/15/2024 7:37 am PDT	14	7	1	0	—	6
Wed 6/12/2024 8:52 am PDT	9	5	0	1	—	3

For X, numbers were down for the month. No growth was recorded for the month. MCDC's X remains measurably less than Facebook for followship and engagement. Top posts for June included Texas Music Revolution and SERVE McKinney.

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
Texas Music Revolution kicks off today in @DTOWNMcKinney! It's not too late to get your tickets!...	4	1	0	1	1	1	0
Reminder... SERVE McKinney is tomorrow. Stop by and learn how YOU can make a positive impact in YOUR...	3	0	0	0	—	3	0
This Saturday is Family Fun Farm Day! The Farmers Market at Chestnut Square will be buzzing with fun...	2	0	0	0	—	2	0
Join us at SERVE MCKINNEY and learn about City Boards and nonprofits where you can make a positive impact...	1	0	0	0	—	1	0

## Facebook Demographics

Though our base of followers has been growing rapidly, the demographics of our followers remains the same. Facebook audience demographic is primarily located in McKinney, with over 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

Review the average daily user demographics of the people reached during the reporting period.

### People Reached by Age

Age Group	Percentage
13-17	0.1%
18-24	2.9%
25-34	14.9%
35-44	29.7%
45-54	26.4%
55-64	15%
65+	11%

### People Reached by Gender

Gender	Percentage
Men	25.5%
Women	71.8%
Nonbinary/Unspecified	2.8%

**Women between the ages of 35-44 have a higher potential to see your content and visit your Page.**

People Reached Top Countries	Daily Average	People Reached Top Cities	Daily Average
United States	710.75	McKinney, TX	473.37
United Kingdom	3.25	Anna, TX	35.2
Australia	2.05	Melissa, TX	17.53
Mexico	0.85	Frisco, TX	16.8
Pakistan	0.7	Princeton, TX	14.8