



Marketing Report: December 2022

Participation in Marketing/Networking & Community Events

- McKinney Restaurant Council: Byron Nelson
- Chamber LINKS: Byron Nelson
- Main Street Merchants: Retail Development Infrastructure Grant
- ICSC Red River Conference in Dallas (International Council of Shopping Centers)

Website Analytics

The number of website visits has continued to be fairly constant. December spikes correlate with social media posts about the Parade of Lights and Project Grant applications. Top page visits in December were Grants and Community Impact. Most visitors connected directly; however, we saw some traffic directed from City Website, MEDC Website, grantwatch, McKinney Rotary and StarLocal Media.

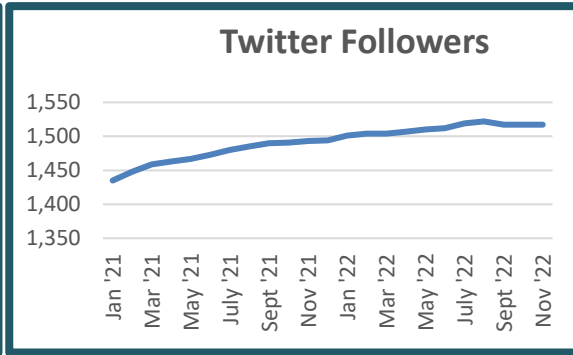
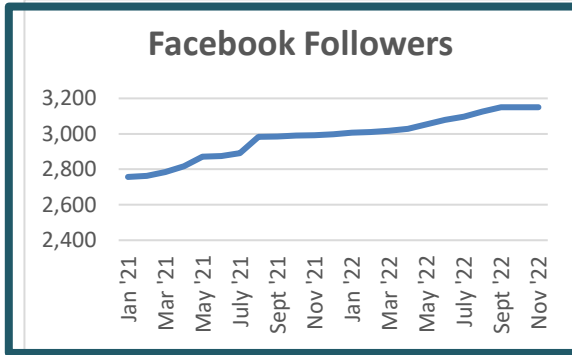


Referrals:	
City Website	28
MEDC Website	9
<u>grantwatch</u>	2
McKinney Rotary	2
Star Local Media	2

The number of website visitors using mobile devices continues to grow at a slow but constant pace, and we've seen an increase of just over 20% since the website redesign.

Mobile Traffic	Users	Percent of Total
Desktop	301	63.77%
Mobile	167	35.38%
Tablet	4	0.85%

Social Media: Facebook and Twitter



Facebook followship has remained steady for the last couple of months. For Facebook, the top performing posts for December were related to Downtown Dollars, Parade of Lights, Project Grants, McKinney 2022 photo video, Christmas at Heritage Village and Hanukkah.

McKinney Community ...
Sat 12/31/2022 3:21 pm PST

Total Engagements 12

Reactions 2

Comments 2

Shares 0

Post Link Clicks —

Other Post Clicks 8

McKinney Community ...
Sat 12/10/2022 9:10 am PST

PARADE POSTPONED! We hope you'll join us this Thursday, December 15.

Total Engagements 12

Reactions 4

Comments 3

Shares 0

Post Link Clicks —

Other Post Clicks 5

McKinney Community ...
Wed 12/7/2022 1:29 pm PST

MCDC is now accepting project grant applications. Deadline is December 30. These grants are made possible by 1/2

Total Engagements 10

Reactions 0

Comments 0

Shares 0

Post Link Clicks 5

Other Post Clicks 5

McKinney Community ...
Thu 12/29/2022 3:14 pm PST

2022 is coming to a close... But it was a great year for McKinney!

Total Engagements 9

Reactions 1

Comments 0

Shares 1

Post Link Clicks 7

Other Post Clicks 0

McKinney Community ...
Wed 12/14/2022 7:19 am PST

This Saturday at Chestnut Square Heritage Village.

Total Engagements 6

Reactions 2

Comments 0

Shares 0

Post Link Clicks —

Other Post Clicks 4

McKinney Community ...
Sun 12/18/2022 7:10 am PST

Total Engagements 5

Reactions 3

Comments 0

Shares 0

Post Link Clicks —

Other Post Clicks 2

McKinney Community ...
Fri 12/16/2022 11:25 am PST

MCDC is now accepting project grant applications. Deadline is December 30. These grants are made possible by 1/2

Total Engagements 3

Reactions 1

Comments 0

Shares 0

Post Link Clicks 2

Other Post Clicks 0

McKinney Community ...
Fri 12/9/2022 12:30 pm PST

Total Engagements 3

Reactions 1

Comments 0

Shares 0

Post Link Clicks —

Other Post Clicks 2

McKinney Community ...
Wed 12/28/2022 1:25 pm PST

Do you know a McKinney resident or organization that is making life better i our community? Follow the link below

Total Engagements 2

Reactions 1

Comments 0

Shares 0

Post Link Clicks 1

Other Post Clicks 0

McKinney Community ...
Thu 12/22/2022 9:40 am PST

Stay safe!

Total Engagements 2

Reactions 1

Comments 0

Shares 0

Post Link Clicks —

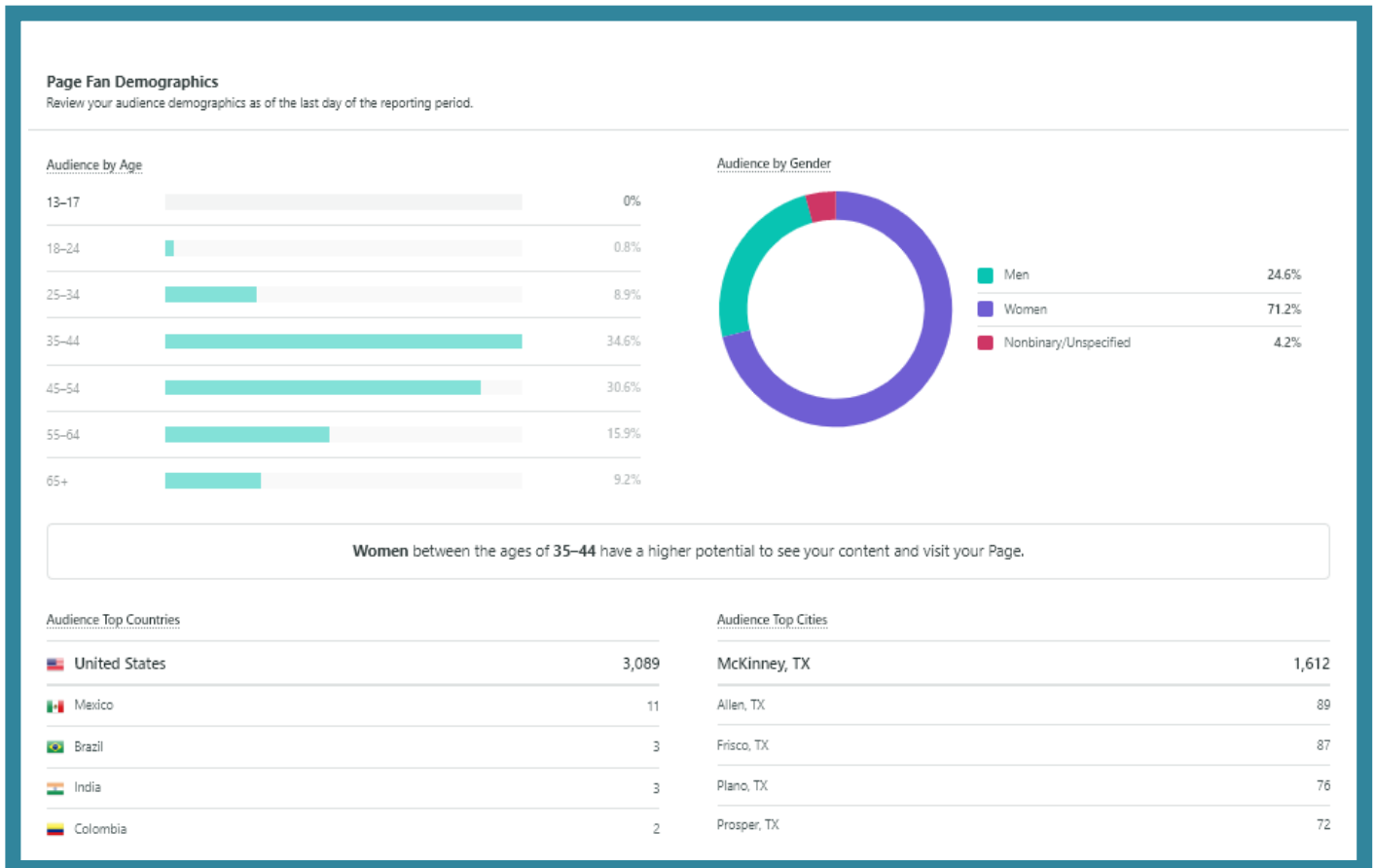
Other Post Clicks 1

Twitter is a smaller audience with just over 1,500 followers that has remained unchanged for the last couple of months. Engagement was down for the month of December, which is historically similar.

Three screenshots of Twitter posts from @mckinneycdc:

- Post 1:** Posted Sun 12/25/2022 3:18 pm UTC. Content: "https://t.co/A0oHWTWDKV" with a "Merry Christmas" sign. Total Engagements: 3 (Likes: 1, @Replies: 0, Retweets: 0, Post Link Clicks: 2, Other Post Clicks: 0, Other Engagements: 0).
- Post 2:** Posted Wed 12/28/2022 9:25 pm UTC. Content: "Do you know a McKinney resident or organization that is making life better in our community? Follow the link..." with a photo of a house under construction. Total Engagements: 1 (Likes: 0, @Replies: 0, Retweets: 0, Post Link Clicks: 0, Other Post Clicks: 1, Other Engagements: 0).
- Post 3:** Posted Wed 12/14/2022 1:40 am UTC. Content: "Do you know a McKinney resident or organization that is making life better in our community? Follow the link..." with a photo of a house under construction. Total Engagements: 1 (Likes: 1, @Replies: 0, Retweets: 0, Post Link Clicks: 0, Other Post Clicks: 0, Other Engagements: 0).

Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Demographic analytics are not readily available for our Twitter account.



2022 City of McKinney Social Media Report

The City of McKinney continues to be an industry leader in its social platforms. Following are 2022 annual aggregate statistics across all City social media platforms (Facebook, Twitter, Instagram) and all City accounts (City, Downtown, Library, Parks, Police, Fire, MCDC, MEDC and Visit McKinney).

Impressions:

City of McKinney	53.3 million
Industry average	3.2 million

Posts published:

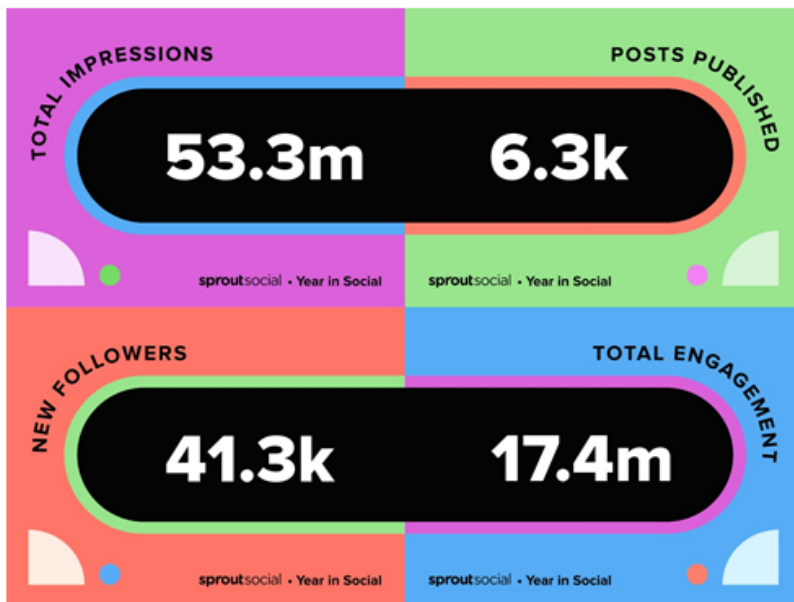
City of McKinney	6,300
Industry average	1,300

Growth/New Followers:

City of McKinney	41,300
Industry average	3,200

Engagement:

City of McKinney	17.4 million
Industry average	191,000



53.3m

Impressions

This is the number of times your content showed up in your audience's feeds in 2022.

6.5k

Posts Published

How much content you shared with your audience in [2022](#).

41.3k

New Followers

How much your audience grew in 2022.

17.4m

Engagements

The number of times your audience interacted with your content in 2022.

SOURCE: Sprout Social Publishing