



McKinney Economic Development Corporation

Marketing and Research Activity

Abby Liu, Interim President—Marketing

Madison Clark, Business Development Specialist—Social Media Posting

May 2018

Highlights:

MEDC marketing and research projects in May 2018:

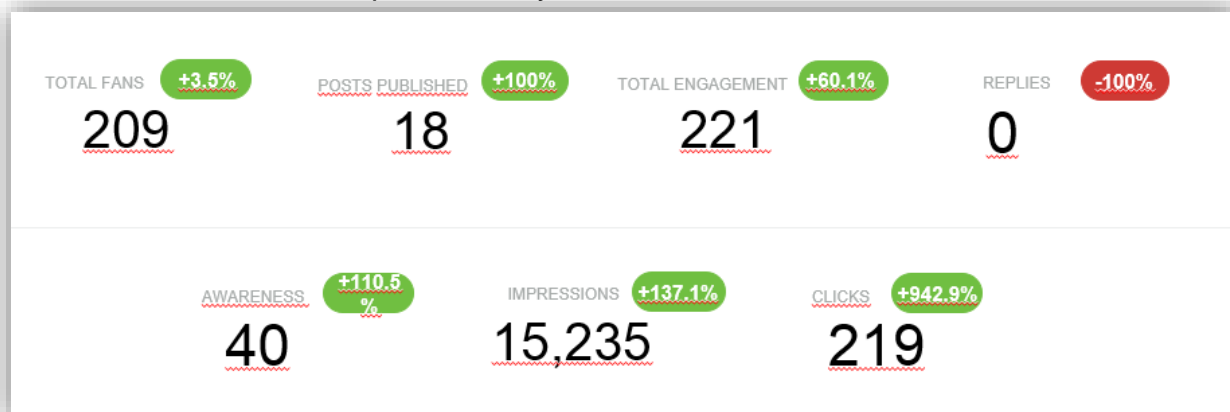
- MEDC staff is working with city communications & Marketing Department staff to translate and prepare international marketing materials. These will be used as part of our standard package when working with International companies.
 - Current languages include:
 - Chinese (traditional)
 - Chinese (simplified)
 - Japanese
 - Korean
- MEDC staff continue to work with city Communications & Marketing Department staff to finalize an RFP template. This template will be used as a standard for all RFPs.
- MEDC staff continue to work with city Communications & Marketing Department staff to develop a standard PowerPoint presentation to be used when presenting McKinney.

Facebook Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: April 1, 2018- April 31, 2018

The dashboard below represents key metrics month-over-month.





Top Facebook post
by reach and
engagement:

MEDC - McKinney Economic Development Corporation
Published by Madison Clark [?] · April 19 at 7:56pm · 🌐

Progress continues on the six story headquarter building of Independent Bank in Craig Ranch. Pretty neat to see this crane when approaching McKinney from the west! #McKinneyConstruction #McKinneyTX #McKinneyEDC

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

👤 709 people reached Boost Post

👍❤️ 17 6 Shares

Performance for Your Post

709 People Reached

53 Reactions, Comments & Shares 🗨️

43 Like	16 On Post	27 On Shares
2 Love	1 On Post	1 On Shares
2 Comments	0 On Post	2 On Shares
6 Shares	6 On Post	0 On Shares

97 Post Clicks

20 Photo Views	0 Link Clicks	77 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



MEDC - McKinney Economic Development Corporation

Published by Manager [?] · April 4 · 🌐

Today we joined national construction management firm Moss Construction (Moss & Associates) for a ribbon-cutting ceremony to celebrate the relocation of its regional Texas office to 10,500 square feet of office space at the newly constructed 2 Greenside office building in Craig Ranch.

Moss plans to bring up to 35 new jobs to McKinney within the next three years.



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

👤 Your video is popular with [men between the ages 35-44](#) [Boost Post](#)

👥 Matt Malone, Moss & Associates and 5 others 3 Shares

- 👍 Like
- 💬 Comment
- ➦ Share
- 📊 Agorapulse
- ⌵

Performance for Your Post

1,318 People Reached

452 Video Views

17 Likes, Comments & Shares ⓘ

14 Likes	8 On Post	6 On Shares
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0 Comments	0 On Post	0 On Shares
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3 Shares	3 On Post	0 On Shares
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63 Post Clicks

11 Clicks to Play ⓘ	1 Link Clicks	51 Other Clicks ⓘ
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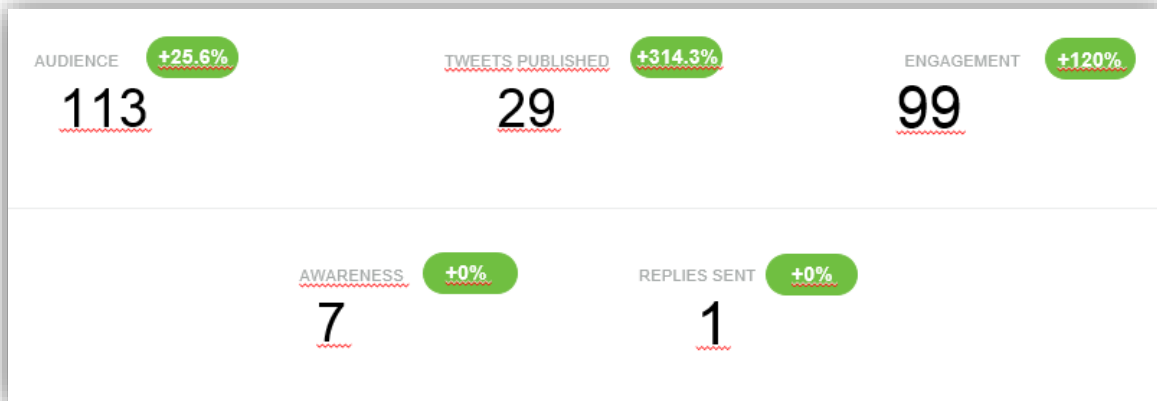
NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Twitter:

The dashboard below represents key metrics month-over-month.



Top media Tweet earned 1,394 impressions

The construction team at Dynacraft's 165,000+ SF facility has been busy. Check out the walls going up! [#Dynacraft](#) [#McKinneyTX](#) [#McKinneyConstruction](#)
pic.twitter.com/kyyyZpQvMR



2 replies 3 likes

Top Tweet earned 1,884 impressions

Mayor [@GeorgeCFuller](#) welcomes guests at the FBO Groundbreaking for the [#McKinneyAirCenter](#). [@CityOfMcKinney](#) [@WesternLLC](#) [@mckinneycdc](#)
pic.twitter.com/uvvgRFRSil



3 replies 8 likes

Top mention earned 5 engagements

TID Trade & Industry Dev
[@TIDRoundup](#) · Apr 3
 Emerald Transformer Relocates HQ to McKinney [#Texas](#) ow.ly/WLZf30jiCQ4
[@TexasEDC](#) [@McKinneyTxEDC](#)
[@GoBigInTexas](#) [#ElectricalEquipment](#)
[#TransformerServices](#) [#econdevel](#)
[#siteselection](#)

2 replies 3 likes