

# McKinney Economic Development Corporation

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Reporting Period: July 1-31, 2017


Facebook and Twitter screenname: McKinneyTxEDC.

The dashboards below are tools to learn how our Tweets and posts resonate with our audience. The recent announcements this month, such as the new corporate campus of Independent Bank and the news release on the expansion of Simpson Strong-Tie, proved to gain many impressions and interaction from followers on both Facebook and Twitter.

## Facebook Insights:

Top Facebook post by reach<sup>a</sup>:


Post Details
✕



**MEDC - McKinney Economic Development Corporation**  
Published by Frances La Rue (?) · July 27 at 9:04am · 🌐

The MEDC - McKinney Economic Development Corporation is proud to announce Independent Bank will build a new corporate headquarters at the McKinney Corporate Center Craig Ranch bringing up to 400 new jobs to the city during the next five years. The McKinney-based bank is closing on more than 10 acres of property and is expected to begin construction before May 1, 2018.

Read more: <http://ow.ly/7Oyq30dXohF>



Independent Bank

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$3 to reach up to 1,700 people.

7,207 people reached Boost Post

👍 16 4 Comments 17 Shares

**7,207** People Reached

**146** Reactions, Comments & Shares

<b>109</b> <span style="color: blue;">👍</span> Like	<b>16</b> On Post	<b>93</b> On Shares
<b>5</b> <span style="color: red;">❤️</span> Love	<b>0</b> On Post	<b>5</b> On Shares
<b>15</b> Comments	<b>5</b> On Post	<b>10</b> On Shares
<b>17</b> Shares	<b>17</b> On Post	<b>0</b> On Shares

**444** Post Clicks

<b>21</b> Photo Views	<b>20</b> Link Clicks	<b>403</b> Other Clicks <span style="font-size: 0.8em;">👤</span>
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**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- Daily average of unique page impressions<sup>b</sup>: 1,056
- Monthly average of unique page impressions<sup>b</sup>: 17,983

## Twitter Insights:

### Top Tweets by impressions<sup>c</sup>:

Jul 2017 • 31 days

#### TWEET HIGHLIGHTS

**Top Tweet** earned 1,199 impressions

A new 98,000-square-foot warehouse expansion is underway to the [@strongtie](#) McKinney location. [ow.ly/WZef30dmRlZ](#)

👍 2 ❤️ 2

View Tweet activity

View all Tweet activity

**Top media Tweet** earned 927 impressions

. [@IndependBank](#) to build new corporate headquarters at the McKinney Corporate Center Craig Ranch. More info: [ow.ly/7Oyq30dXohF](#) [pic.twitter.com/8DhDijOm4Z](#)

# Independ Bank

#### JUL 2017 SUMMARY

Tweets	11	Tweet impressions	5,500
Profile visits	41	Mentions	1
New followers	5		

- Monthly Average Impressions<sup>c</sup>: 516
- Monthly Average Engagements<sup>d</sup>: 6.4

## Glossary of Terms:

- **<sup>a</sup>Reach:** number of unique people who saw your content
- **<sup>b</sup>Unique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- **<sup>c</sup>Tweet Impressions:** Number of times users saw the tweet on Twitter
- **<sup>d</sup>Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion