



McKinney Economic Development Corporation

Geneva Aragon-Director of Marketing and Research

October 2017

Highlights:

In the month of October, MEDC marketing focused on:

- best practices in working with Communications and Marketing – marketing requests, press releases, data mining, etc.
- working with BREP and Business Development team members

Our social media efforts were overshadowed by:

- the PACCAR groundbreaking, on October 12, 2017
- numerous RFIs in the later part of October and early part of November

RFI Details:

MEDC had the following RFIs in which we provided proposals:

Due Date	RFI
10/27/2017	Project Dorothy Gale – Construction Equipment Manufacturing Facility
10/30/2017	Project Dusty 1 – Advanced Manufacturing
10/30/2017	Project Dusty 2 – Distribution Center
10/30/2017	Project Dusty 3 – Manufacturing Site
11/09/2017	Project Patriot – Customer Service Operations

Facebook Comparison of Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: October 1-31, 2017

The Facebook and Twitter dashboards below reflects how MEDC's posts resonated with its audience, in the month of October in comparison to September.

Top Facebook post by reach^a:

- Daily average of unique page impressions^b: 127 for Oct. vs. 231 for Sept.
- Monthly average of unique page impressions^b: 2,974 for Oct. vs. 21,326 Sept.

Post Details ✕

MEDC - McKinney Economic Development Corporation
Published by Geneva Aragon [?] · October 16 at 9:55am · 🌐

Growing! SMU Cox School of Business has recognized 100-fastest growing companies, including four in McKinney. [fresh benies](#), [Hisun Motors Corp, USA](#), [Nature Nate's](#) and [Popular Ink](#)

<https://www.bizjournals.com/.../meet-the-2017-dallas-100-from...>

D A L L A S 1 0 0™

Dallas 100 | From A to Z, here are the fastest-growing private companies in North Texas - Dallas Business Journal

BIZJOURNALS.COM

✔ **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 830 people.

1,806 people reached Boost Post

👍 Madison Clark, Kris Martin Wells and 5 others 2 Shares 👇

👍 Like 💬 Comment ➦ Share

1,806 People Reached

15 Likes, Comments & Shares 👤

11 Likes	7 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

70 Post Clicks

0 Photo Views	19 Link Clicks	51 Other Clicks 👤
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Social Media Aragon Report
Page 2 of 4

Twitter Insights:

Top Tweets by impressions^c:

The screenshot shows the Twitter Analytics interface for McKinney EDC. It features a navigation bar with 'Analytics', 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The main content area is divided into three sections:

- Top Tweet:** Earned 1,308 impressions. Text: "Welcome PACCAR! Playing in the dirt? PACCAR and MEDC call it a groundbreaking. mckinneytexas.org/CivicAlerts.as... communityimpact.com/dallas-fort-wo... pic.twitter.com/fUrMmdxQIY". Includes two photos of a groundbreaking ceremony.
- Top mention:** Earned 15 engagements. From City of McKinney, Tx (@CityOfMcKinney) on Oct 9. Text: "@GulfPrintWeb Thanks for following us! Be sure to check out our partners: @DTOWNMcKinney @McKinneyPolice @McKinneyTxEDC @mckinneycdc". Includes a 'View Tweet' button.
- Top media Tweet:** Earned 161 impressions. Text: "Is that a fox in the sky? Lucky playing, Albuquerque Balloon Fiesta. @PlayfulLucky, @StarChildGame, @CreativeGame". Includes a link to a video and a photo of three colorful balloons.

On the right side, there is an 'OCT 2017 SUMMARY' table:

Tweets	2	Tweet impressions	3,080
Profile visits	64	Mentions	22
New followers	16		

At the bottom left, there is a 'Top Follower' section for T.J. Cross (@IAMTJCross), followed by 8,198 people.

- Monthly Average impressions^c: 1014 for Oct. vs. 254 for Sept.
- Monthly Average engagements^d: 30 for Oct. vs. 5.0 for Sept.
- *Increase in media views and media engagements often leads to an increase in monthly average engagements. With Agorapulse we can "listen for keywords."*
- New Followers: 16 for Sept. Even with limited tweets, MEDC was able to increase the number of followers due to public interest in both the "Top Tweet," and "Top Media Tweet."

October 26th the Communications and Marketing Department introduced MEDC Marketing to a social media management tools (SMMT) called Agorapulse to help coordinate and manage all MEDC social media accounts.



This platform will be a great resource and help with:

- scheduling with a content center - schedule content; including bulk schedule content
- monitoring engagement with its built in customer relationship management system (CRM); tracks users who interact with us most often; answer comments and messages; listen for keywords
- supporting multiple profiles based on security; tag team members to answer questions; allow for drafts, calendars, tasks, etc.
- reporting and analytics; track the same data to communicate success

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)
- **^cTweet Impressions:** Number of times users saw the tweet on Twitter
- **^dEngagements:** 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