



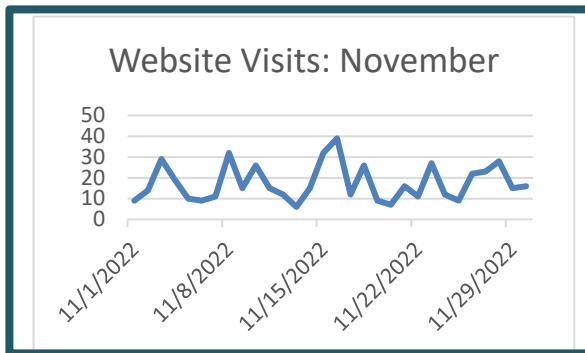
## Marketing Report: November 2022

### Participation in Marketing/Networking & Community Events

- Home for the Holidays
- Chestnut Square Holiday Tour of Homes
- Habitat Home Wall Raising Ceremony for Ms. Maxwell

### Website Analytics

The number of website visits has continued to be fairly constant. October spikes correlate with social media posts about TUPPS and promotional grant events including Ghost Walk, McKinney Philharmonic's Halloween Spectacular, Adriatica's Pumpkin Patch, McKinney Made and Trick or Treat Trails. Top page visits in October were Grants, About Us and Community Impact. Most visitors connected directly; however, we saw some traffic directed from City, grantwatch and MEDC websites.

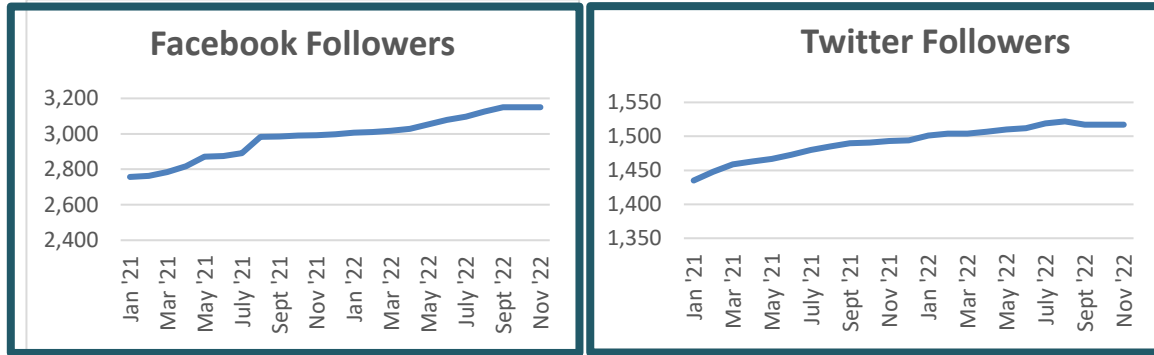


Referrals:	
City Website	38
MEDC Website	14
McKinney Rotary	3
Star Local Media	3
Grant Watch	2

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	293	63.01%
Mobile	167	37.22%
Tablet	5	1.08%

## Social Media: Facebook and Twitter



Facebook followship has remained steady for the last couple of months. For Facebook, the top performing posts for November were related to Towne Lake Park video, Soccer Complex video, office relocation and Home for the Holidays.

<p><b>McKinney Community...</b> Fri 11/4/2022 1:46 pm PST</p> <p>The McKinney City Council approved a conceptual master plan for Towne Lake Park that retains the park's...</p> <p><b>Towne Lake Concept Video</b></p> <p>Total Engagements: 387 Reactions: 280 Comments: 11 Shares: 3 Post Link Clicks: 41 Other Post Clicks: 52</p>	<p><b>McKinney Community...</b> Tue 11/22/2022 1:15 pm PST</p> <p>The McKinney Soccer Complex at Craig... spectator seating and expanding hike area...</p> <p><b>McKinney to begin renovations...</b></p> <p>Total Engagements: 197 Reactions: 40 Comments: 2 Shares: 5 Post Link Clicks: 128 Other Post Clicks: 22</p>	<p><b>McKinney Community...</b> Mon 11/21/2022 2:55 pm PST</p> <p>We've moved to District 12! The brand new 8-story office building at Alma and 121 is our new home, also...</p> <p>Total Engagements: 63 Reactions: 6 Comments: 0 Shares: 0 Post Link Clicks: 34 Other Post Clicks: 23</p>	<p><b>McKinney Community...</b> Mon 11/21/2022 9:17 pm PST</p> <p>Total Engagements: 24 Reactions: 8 Comments: 0 Shares: 0 Post Link Clicks: 4 Other Post Clicks: 12</p>	<p><b>McKinney Community...</b> Wed 11/2/2022 10:19 pm PST</p> <p>MCDC is now accepting grant applications for Community Event grants for events throughout McKinney. Deadline to apply is November...</p> <p>Total Engagements: 12 Reactions: 5 Comments: 0 Shares: 1 Post Link Clicks: 3 Other Post Clicks: 3</p>
<p><b>McKinney Community...</b> Thu 11/3/2022 12:12 pm PDT</p> <p>McKinney Parks and Recreation is once again hosting Party on the Patio at Towne Lake Rec Center. Mark your...</p> <p><b>PARTY ON THE PATIO</b></p> <p>Total Engagements: 11 Reactions: 5 Comments: 0 Shares: 0 Post Link Clicks: — Other Post Clicks: 6</p>	<p><b>McKinney Community...</b> Wed 11/23/2022 1:15 pm PST</p> <p>McKinney is your holiday town! Thanks for the friendly events happening in McKinney...</p> <p><b>10 holiday events in McKinney ...</b></p> <p>Total Engagements: 10 Reactions: 1 Comments: 0 Shares: 1 Post Link Clicks: 8 Other Post Clicks: 0</p>	<p><b>McKinney Community...</b> Tue 11/15/2022 3:07 pm PST</p> <p>Total Engagements: 10 Reactions: 2 Comments: 0 Shares: 1 Post Link Clicks: 1 Other Post Clicks: 6</p>	<p><b>McKinney Community...</b> Mon 11/14/2022 7:18 pm PST</p> <p>MCDC is now accepting grant applications for Community Event grants for events throughout McKinney. Deadline to apply is November...</p> <p>Total Engagements: 6 Reactions: 4 Comments: 0 Shares: 0 Post Link Clicks: 2 Other Post Clicks: 0</p>	<p><b>McKinney Community...</b> Wed 11/9/2022 6:16 pm PST</p> <p>Plan to join the City of McKinney this Saturday (November 12), as we celebrate Veterans Day and honor a...</p> <p><b>Honoring ALL WHO SERVED</b></p> <p>Total Engagements: 5 Reactions: 3 Comments: 0 Shares: 0 Post Link Clicks: — Other Post Clicks: 2</p>

Twitter is a smaller audience with just over 1,500 followers that has remained unchanged for the last couple of months. Engagement with our Twitter audience is minimal. Top posts for November were Veterans Day and Towne Lake Park video.

Post Content	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
https://t.co/bf0ck10zQ8 (Veterans Day graphic)	1	1	0	0	—	0	0
Great things are coming to Towne Lake Park! This multi-year plan details a new performance pavilion more...	1	0	0	0	1	0	0
Application Deadline: TOMORROW, November 30. Apply today! https://t.co/LmrurXz8O2...	0	0	0	0	0	0	0
https://t.co/pxkD1oHumt (Happy Thanksgiving graphic)	0	0	0	0	—	0	0
Plan to join the City of McKinney this Saturday (November 12), as we celebrate Veterans Day and honor a...	0	0	0	0	—	0	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.

### Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

#### Audience by Age

Age Group	Percentage
13-17	0%
18-24	0.6%
25-34	5%
35-44	34.7%
45-54	30.6%
55-64	15.8%
65+	9.1%

#### Audience by Gender

Gender	Percentage
Men	24.6%
Women	71.2%
Nonbinary/Unspecified	4.2%

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

#### Audience Top Countries

Country	Count
United States	3,079
Mexico	11
Brazil	3
India	3
Colombia	2

#### Audience Top Cities

City	Count
McKinney, TX	1,613
Frisco, TX	94
Allen, TX	86
Plano, TX	72
Prosper, TX	69

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