



Marketing Report: August 2024

Participation in Marketing/Networking & Community Events

(since July 25 Board Meeting)

- Grant and Sponsored Events: Chestnut Square Farm to Table, Habitat Block Party, Collin College Scholarship Celebration, MillHouse Internation Postcard Exhibit, Notes Live (Venu) reception
- Other community events: North Texas Job Corps Graduation, East Louisiana Block Party, 9/11 Day of Remembrance at Mitchell Park, Jurassic Night Out at The Heard

Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, SBG, McKinney Philharmonic Orchestra, McKinney Cares, City of McKinney
- Press: Project Grants awarded (Community Impact and Courier Gazette)

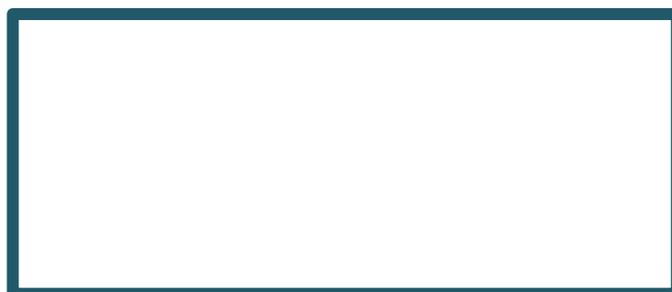
Website Analytics

Visits in August were average for the year but remain nearly double over last year. August spikes correlate with social media posts related to July 4 events, Chestnut Square, MillHouse Makers Market, DCI and grant applications. Top page visits in August were Grants and Community Impact. Connections to our site via City of McKinney and MEDC websites remain high, and we also saw 3 referrals from North Texas News and 1 each from Art Club of McKinney, Heard Science Museum, Cotton Groves, and Community Lifeline.



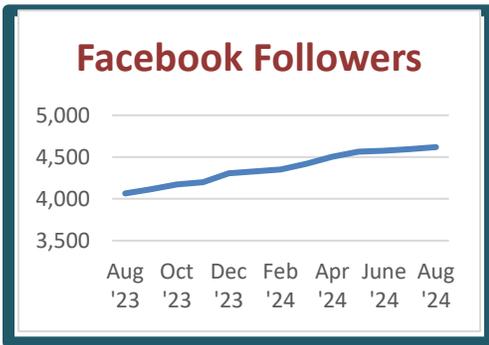
Referrals	
City of McKinney	111
MEDC	13
North Texas News	3

The number of website visitors using mobile devices has held steady the last few months.



Mobile Traffic	Users	Percent of Total
Desktop	480	64.30%
Mobile	262	35.10%
Tablet	4	0.50%

Social Media: Facebook and X



For Facebook, August was a slower month for both Facebook and X. With fewer posts, engagement was down. Still Facebook followship increased by 25. Top posts were related to East McKinney Learning Garden, Wine and Music Festival, Love McKinney Event, MillHouse Maker Market, and Downtown events.

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Sat 8/31/2024 9:11 pm PDT	87	25	2	2	—	58
Thu 8/22/2024 8:10 am PDT	50	10	1	3	5	31
Wed 8/21/2024 8:12 am PDT	33	18	0	3	—	12
Sat 8/17/2024 10:53 am PDT	30	17	3	2	—	8
Fri 8/30/2024 8:14 am PDT	17	10	0	3	—	4


McKinney Community ...
 Thu 8/15/2024 8:10 am PDT

Two great reasons to visit Downtown McKinney this weekend!



Total Engagements	16
Reactions	4
Comments	1
Shares	0
Post Link Clicks	—
Other Post Clicks	11


McKinney Community ...
 Fri 8/16/2024 8:09 am PDT

Tomorrow at Towne Lake Park! Whether you are a new or longtime resident, discover what makes...



Total Engagements	10
Reactions	6
Comments	1
Shares	0
Post Link Clicks	—
Other Post Clicks	3


McKinney Community ...
 Tue 8/27/2024 7:48 am PDT

Mark your calendars for October 5 for a night of country western swing as the McKinney Philharmonic Orchest...



Total Engagements	9
Reactions	5
Comments	0
Shares	1
Post Link Clicks	1
Other Post Clicks	2


McKinney Community ...
 Mon 8/19/2024 7:45 am PDT

Mark your calendars for the 2024 McKinney Dia de los Muertos -- October 19 at Mitchell Park in Histori...



Total Engagements	9
Reactions	4
Comments	1
Shares	1
Post Link Clicks	—
Other Post Clicks	3

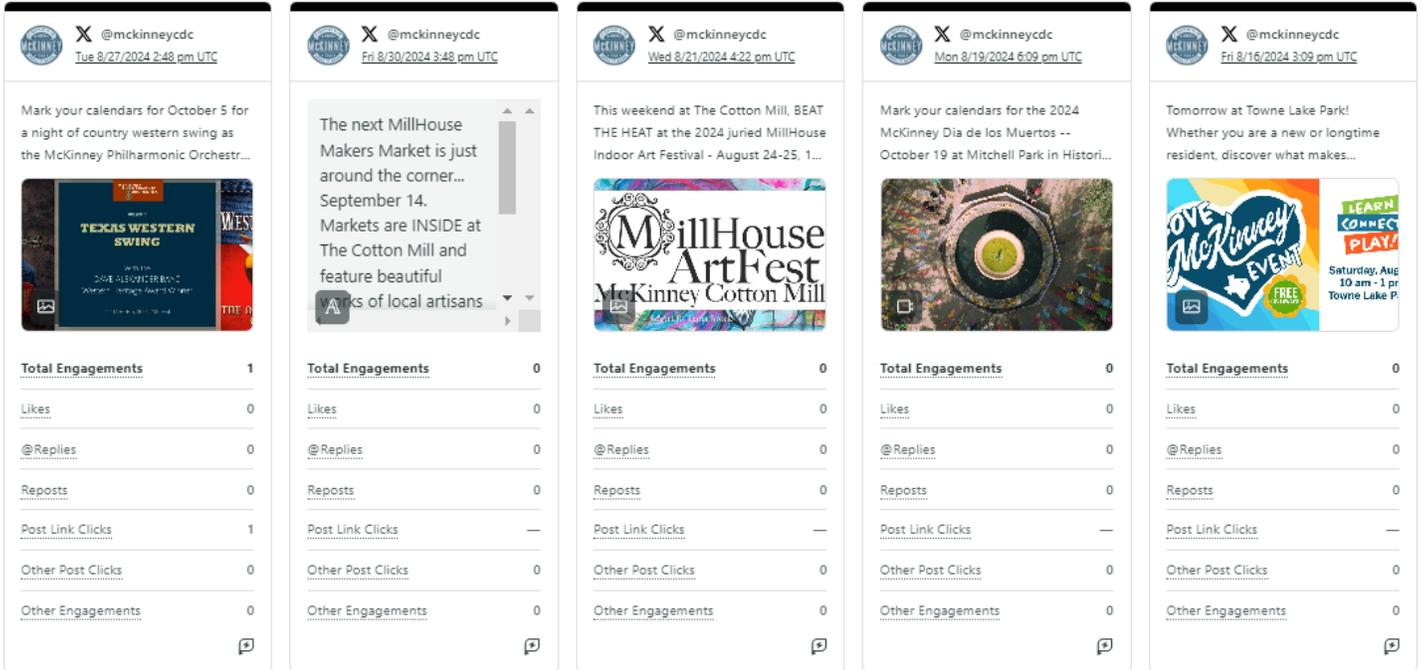

McKinney Community ...
 Wed 8/21/2024 7:08 pm PDT

McKinney Community Develop...



Total Engagements	4
Reactions	1
Comments	0
Shares	0
Post Link Clicks	3
Other Post Clicks	0

For X, stats were down as mentioned above. MCDC's X remains measurably less than Facebook for followship and engagement.



Facebook Demographics

Though our base of followers has been growing rapidly, the demographics of our followers remains the same. Facebook audience demographic is primarily located in McKinney, with over 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

