

# MCKINNEY EDC SOCIAL REPORT

## WEBSITE TRAFFIC REPORT

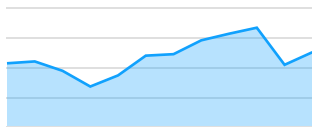
1

### COMMENTS

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

### SESSIONS

2,520



Previous period **20%** Previous year **33%**

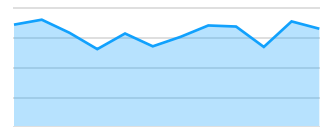
### TOP TRAFFIC SOURCES

#### Session Default Channel Grouping

Channel Grouping	Sessions
Direct	1,185
Organic Search	827
Paid Search	322
Referral	158
Organic Social	20
Unassigned	10
Display	1
Organic Video	1

### BOUNCE RATE

49.68%



Previous period **-7%** Previous year **-12%**

### TOTAL USERS

2,065

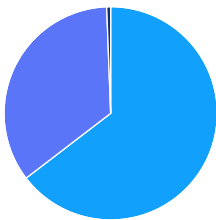


Previous period **19%** Previous year **28%**

### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	796 <b>+181</b>
/innovation-fund/	666 <b>-327</b>
/tek-leaders-inc-announces-relocation-to-mckinney-texas/	241 <b>+225</b>
(not set)	159 <b>+36</b>
/notable-employers/	96 <b>+73</b>
/leadership/	63 <b>+5</b>
?mc_cid=b512c5a128&mc_eid=HAVDVE	40 <b>+40</b>
/mckinney-momentum-podcast/	39 <b>+39</b>
/review-wave/	38 <b>+13</b>

### VISITS BY DEVICE TYPE



Device category	Sessions
desktop	1,631
mobile	879
tablet	15

### TOP SESSIONS BY CITY

City	Sessions
Dallas	293 <b>+126</b>
McKinney	254 <b>+74</b>
(not set)	238 <b>+104</b>
Moses Lake	96 <b>-45</b>
Chicago	86 <b>+63</b>
Los Angeles	79 <b>+54</b>
Cheyenne	62 <b>-81</b>
Frisco	60 <b>+33</b>
Ashburn	44 <b>+21</b>
Toronto	37 <b>-98</b>

## LINKEDIN REPORT

### COMMENTS

LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

### FOLLOWERS

# 3023

### IMPRESSIONS

## 18,569



Previous period: 67%  
Previous year: 98%

### SHARES

## 16



Previous period: 167%  
Previous year: -48%

### LIKES

## 808



Previous period: 57%  
Previous year: 75%

### TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

#### Post with image



We had the pleasure of attending and presenting to the @CREW Dallas (urn:li:organization:10536432) Luncheon this week - MEDC President

#### Engagement Rate ▾

24.0%

+24.0%

#### Likes

45

+45

#### Clicks

248

+248



For some, summer can be a "slump" or a slowdown. For us, we double down on creative planning, strategic outreach, and working behind the

11.5%

+11.5%

59

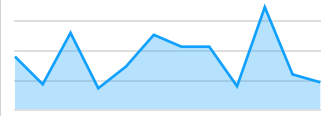
+59

120

+120

### COMMENTS

## 14



Previous period: -22%  
Previous year: -36%

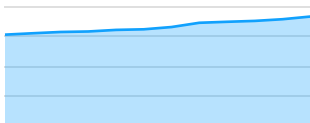
## FACEBOOK REPORT

### COMMENTS

Facebook is important and growing, especially when factoring "virality impressions" - this is content that is shared and exposed to accounts that may not otherwise engage.

### FANS COUNT

## 1,100



Previous period: 3%  
Previous year: 21%

### FAN ADDS

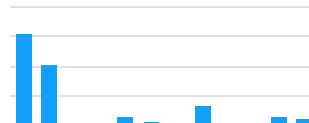
## 30



Previous period: 58%  
Previous year: 76%

### PAGE IMPRESSIONS

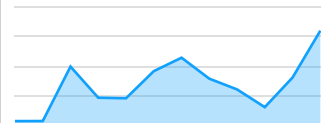
## 21,376



Previous period: -31%  
Previous year: -95%



### PAGE ENGAGEMENT RATE

## 4.79%



Previous period: 98%  
Previous year: 2,759%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 We Love It Here McKinney is the most affordable city in the U.S. due to a low cost of living and high median income according to a new analysis by The Motley Fool. To determine the	11.77% <span style="color: green;">+11.77%</span>	26 <span style="color: green;">+26</span>	0 =	17 <span style="color: green;">+17</span>
 For some, summer can be a "slump" or a slowdown. For us, we double down on creative planning, strategic outreach, and working behind the scenes to make McKinney shine. We kicked off	7.55% <span style="color: green;">+7.55%</span>	13 <span style="color: green;">+13</span>	2 <span style="color: green;">+2</span>	0 =

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
We Love It Here McKinney is the most affordabl...	201
Mark your calendars! The highly anticipated 2024 DCI...	56
Whether it's with a broker, developer, site selector, CEO, ...	19
We are proud to be the 2nd safest city in America! With...	16
For some, summer can be a "slump" or a slowdown. For ...	15
Ready to revolutionize your industry? Our Innovation ...	5
Join us for an Independence Day celebration like no oth...	5
We're proud to be the home of one of the top school ...	4
Dive into artistry at the Millhouse Makers Market! Disco...	3
Frost Bank's first location in McKinney is now open for b...	2



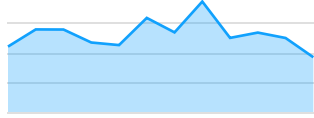
TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
We Love It Here McKinney is the most affordabl...	6,813
Mark your calendars! The highly anticipated 2024 DCI...	4,239
Whether it's with a broker, developer, site selector, CEO, ...	2,534
Don't take our word for it, listen to business leaders like ...	1,802
Dive into artistry at the Millhouse Makers Market! Disco...	1,331
Ready to revolutionize your industry? Our Innovation ...	1,005
We are proud to be the 2nd safest city in America! With...	164
We're proud to be the home of one of the top school ...	0
Frost Bank's first location in McKinney is now open for b...	0
For some, summer can be a "slump" or a slowdown. For ...	0



INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique\_mckinney instagram account.

<p>FOLLOWERS</p> <h1 style="margin: 0;">1648</h1>	<p>IMPRESSIONS</p> <h2 style="margin: 0;">7,302</h2>  <p>Previous period <span style="color: green;">261%</span> Previous year <span style="color: red;">-94%</span></p>	<p>LIKES</p> <h2 style="margin: 0;">200</h2>  <p>Previous period <span style="color: green;">80%</span> Previous year <span style="color: red;">-33%</span></p>	<p>ENGAGEMENT RATE</p> <h2 style="margin: 0;">4.67%</h2>  <p>Previous period <span style="color: red;">-26%</span> Previous year <span style="color: red;">-45%</span></p>
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ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 We Love It Here McKinney is the most affordable city in the U.S. due to a low cost of living and high median income according to a new analysis by The Motley Fool. To determine the most affordable places to live, The Motley Fool compared median household income to cost-of-living data in hundreds of cities across the U.S. The report	89 <span style="color: green;">+89</span>	9 <span style="color: green;">+9</span>	173 <span style="color: green;">+173</span>
 We are proud to be the 2nd safest city in America! With a booming economy, a top-rated school district, and a vibrant local community, McKinney is the perfect place to call home. Come experience the best neighborhoods, education, and community life! #SafeCity #topratedschools #bestschooldistrict #safeneighborhoods #McKinneytexas	27 <span style="color: green;">+27</span>	2 <span style="color: green;">+2</span>	30 <span style="color: green;">+30</span>

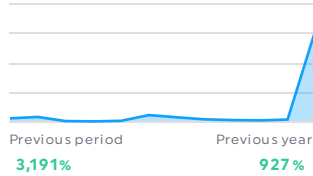
## YOUTUBE REPORT

### COMMENTS

This is a summary of activity on Youtube since March 2023 (our YouTube was dormant before then). We will pay closer attention to this as we grow a following and attempt to engage the community with the vehicle of our podcast.

### VIDEO VIEWS

4,641



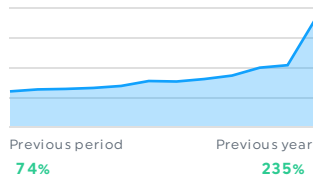
### VIEWS BY VIDEO TITLE

#### Video Title

Blue screen death? IT issues all day? Grounded flights? W...	3,637
Why Choose McKinney	516
Blue Screen of Death? McKinney IT and Cyber Security E...	369
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	21
Providential Media Group Merger Announcement	12
"What is ILS Gummies?"	11
Sportstech partnerships & the World Cup 2026 - with Rik...	8
Improving the Customer Experience with Data - with Ra...	7
Controlling Your Own Media Experience - with Denny Da...	6
McKinney, Texas On Good Morning America   July 6, 2023	6

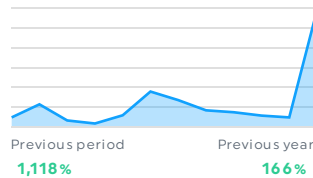
### YOUTUBE SUBSCRIBERS

218



### ESTIMATED MINUTES WATCHED

2d 22:51:00



## EMAIL OPEN RATES REPORT

### COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

### OPEN RATE

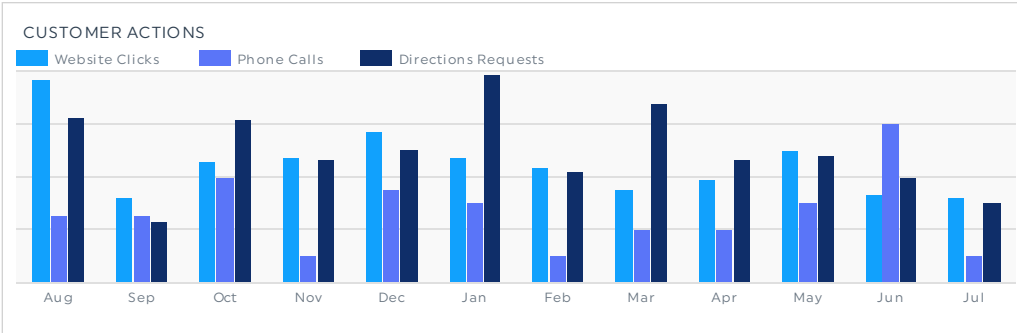
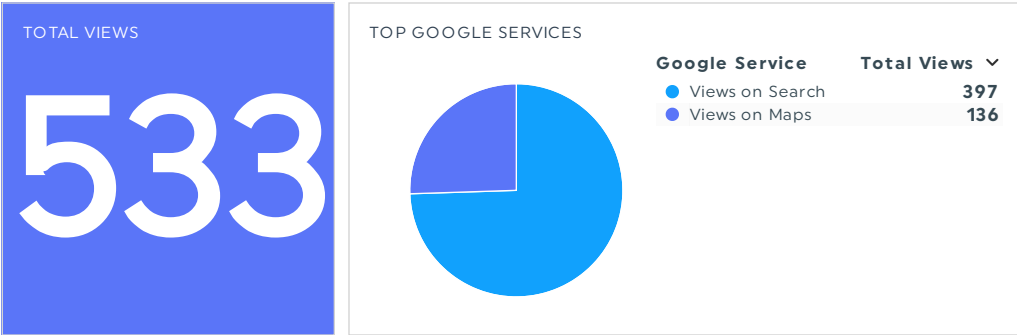
There is no data for this period

AVG OPEN RATE

40.32%

# GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.



# PODCAST REPORT

## COMMENTS

This is a summary of our **audio** listeners to the McKinney Momentum Podcast

## 50 downloads from Jul 01, 2024 to Jul 31, 2024

LAST 7 DAYS | LAST 30 DAYS | LAST 90 DAYS | ALL TIME | **CUSTOM**

Jul 01, 2024 TO Jul 31, 2024 [Update Stats](#)

