

McKinney Economic Development Corporation

Madison Clark August 2017

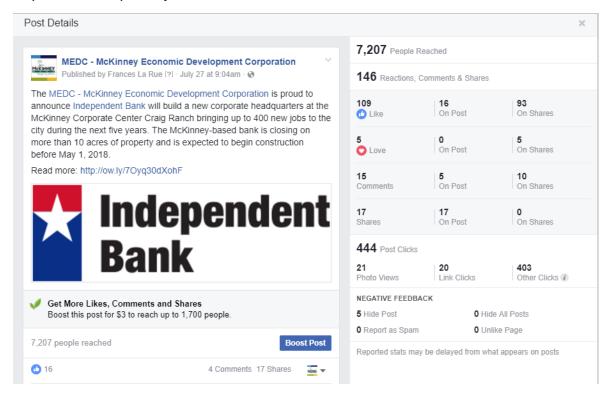
Reporting Period: July 1-31, 2017

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 reacha:



- Daily average of unique page impressions^b: 1,056
- Monthly average of unique page impressions^b: 17,983



Twitter Insights:

Top Tweets by impressions^c:



Monthly Average Impressions^c: 516
Monthly Average Engagements^d: 6.4

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)
- **Tweet 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