McKinney Economic Development Corporation

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October 2017

Reporting Period: September 1-30, 2017

Facebook and Twitter screenname: McKinneyTxEDC.

Facebook – Communicating Activity:

Our efforts to promote more growth, (restaurants), in McKinney, increased our "fans" on the day of the post and two additional days after. This particular post focused on 1) an interest that most residents have with regards to our growing community---more places to eat locally and 2) being more creative with mention of a menu item, the "spicy feather."

Date	Fan Count Increase	Engagement Increase
9/7/2017	6 fans	74 people
9/8/2017	4 fans	103 people
9/9/2017	2 fans	26 people

That level of activity was among the highest for the month of September, normally additional "fans" join one at a time. Overall our fan count grew from 131 (8/30/17) to 148 (9/30/17) with minimal posting.

Highlights:

9/07 – Community / E. J. Willis Gastropub; Engagements: 15% / Shares: 7
8/30 – Growth / MEDC & KDC update on Southgate; Engagements: 13% / Shares: 9

Facebook Insights:

The two Facebook dashboards below reflect how MEDC's posts resonated with its audience, in the month of September.

Top Facebook post by reach[a]:

- Daily average of unique page impressions[b]: 231
- Monthly average of unique page impressions[b]: 21,326

Post Details

MEDC - McKinney Economic Development Corporation
Published by Madison Clark [?] · September 7 · 🌐

E.J. Wills Gastropub will soon be introducing their "Spicy Feather" to McKinney, and are encouraged that they are a part of the soaring restaurant growth taking place in our city. Check out the numbers in this article from Community Impact McKinney to see how the City of McKinney continues to grow. Bon Appetite & Cheers! #BuyLocal #BuyMcKinney
https://communityimpact.com/.../mckinney-sees-influx-new-res.../

McKinney sees influx of new restaurants, retail centers | Community Impact Newspaper
Sep 2, 2017: When driving around McKinney, residents can frequently find signs reading "Shopping center coming soon" posted on empty plats of land or "Space...
COMMUNITYIMPACT.COM

1,234 People Reached

88 Reactions, Comments & Shares

67 👍 Like	**16** On Post	**51** On Shares
9 ❤ Love	**2** On Post	**7** On Shares
5 Comments	**3** On Post	**2** On Shares
7 Shares	**2** On Post	**5** On Shares

201 Post Clicks

0 Photo Views	**61** Link Clicks	**140** Other Clicks ⓘ

NEGATIVE FEEDBACK

2 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

Reported stats may be delayed from what appears on posts

MEDC - McKinney Economic Development Corporation
added 8 new photos.
Published by Frances La Rue [?] · August 30 · 🌐

At the MEDC - McKinney Economic Development Corporation board meeting, the development team led by KDC presented an update on the progress at the development of the Gateway site located at the interchange of the Sam Rayburn Tollway and U.S. 75. KDC also announced the site will now officially be known as Southgate McKinney.

Site proposals show plans for free standing office space, boutique office over retail space, multi-family residential dwellings, retail and dining options, along with a commons area with two acres of green space, water features, outdoor dining and a stage for performances.

Read the full release:
http://www.mckinneyedc.com/ArchiveCenter/ViewFile/Item/178

LAWN PERSPECTIVE

1,770 People Reached

71 Reactions, Comments & Shares

54 👍 Like	**23** On Post	**31** On Shares
2 ❤ Love	**1** On Post	**1** On Shares
6 Comments	**4** On Post	**2** On Shares
9 Shares	**2** On Post	**7** On Shares

469 Post Clicks

199 Photo Views	**11** Link Clicks	**259** Other Clicks ⓘ

NEGATIVE FEEDBACK

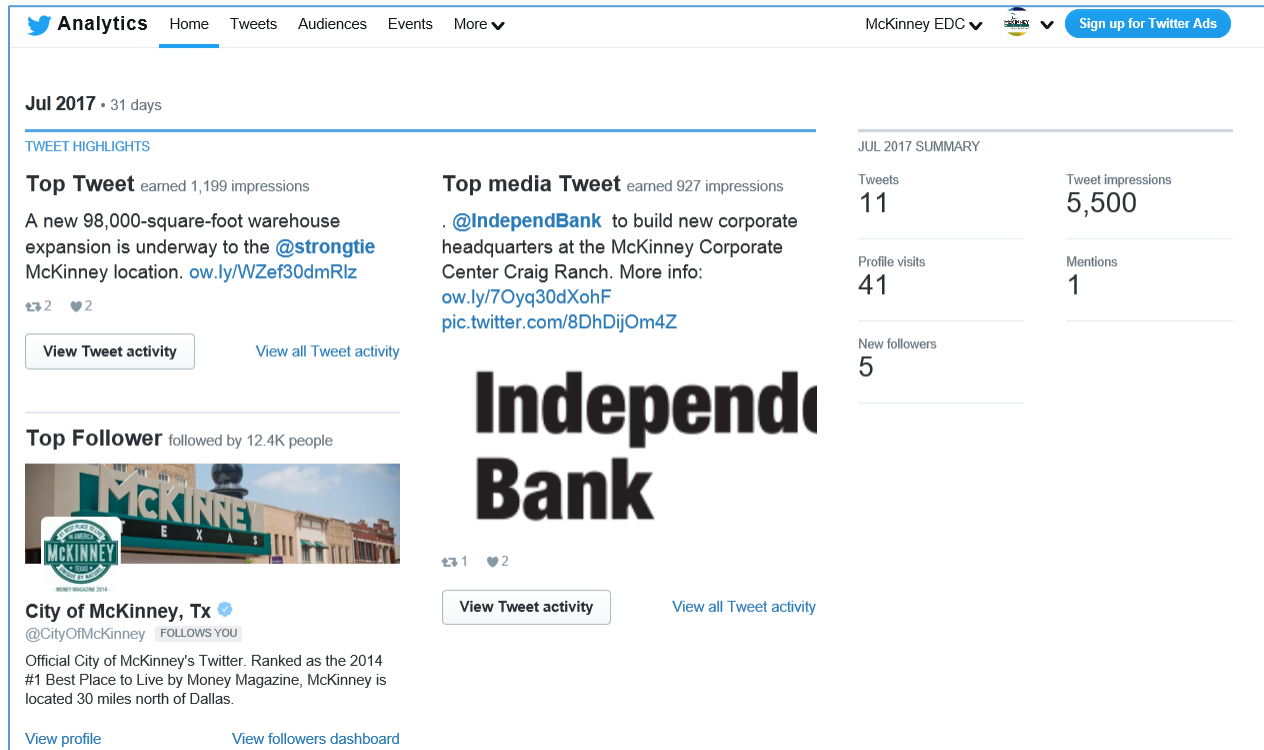|	
0 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

Reported stats may be delayed from what appears on posts

Sharing an August post to compare the engagement activity based on the audience and topic.

Twitter Insights:

Top Tweets by impressions[c]:

- Monthly Average impressions[c]: 254
- Monthly Average engagements[d]: 5.0

Glossary of Terms:

- [a]**Reach:** number of unique people who saw your content
- [b]**Unique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- [c]**Tweet Impressions:** Number of times users saw the tweet on Twitter
- [d]**Engagements:** 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