



TITLE:

McKinney Social Media Update

COUNCIL GOAL: Operational Excellence
Enhance the Quality of Life in McKinney

MEETING DATE: February 6, 2017

DEPARTMENT: Communications and Marketing

CONTACT: Frances Hooker, Communications and Media Specialist
CoCo Good, Communications and Marketing Director

RECOMMENDED CITY COUNCIL ACTION: N/A

ITEM SUMMARY:

- McKinney Social Media Update is being presented as part of the Council Informational Series.
- This presentation will provide an update on strategy, progress and initiatives.

BACKGROUND INFORMATION:

- Frances Hooker has spearheaded the city's enhanced cohesive social media presence and strategy since April of 2016.

FINANCIAL SUMMARY: N/A

BOARD OR COMMISSION RECOMMENDATION: N/A

SUPPORTING MATERIALS:

[Presentation](#)