



## Marketing Report: April 2024

### Participation in Marketing/Networking & Community Events

(since April 25 Board Meeting)

- Grant and Sponsored Events: Empty Bowls, Airport FBO Open House, Cornerstone Ranch Come to the Table, ManeGait LIVE at TUPPS, CJ Cup Byron Nelson, RNB Picnic Festival, Chestnut Square Boogie Wonderland, LoveLife Women in Service Luncheon, Woodside Community Mother’s Day Event
- Byron Nelson: City Booth Set up and Staffing, Suite Meetings
- Community Engagement and Meetings: Volunteer McKinney CEO Breakfast, Main Street Merchants Meeting, McKinney Inclusion Council (Women in Nonprofit)

### Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, Visit McKinney, McKinney Repertory Theater, ManeGait, CJ Cup Byron Nelson, McKinney Cares, Chestnut Square, R&B Picnic Festival, Empty Bowls, ManeGait LIVE

### Website Analytics

The number of website visits remains nearly double over last year. April spikes correlate with social media posts related to Empty Bowls, ManeGait LIVE, Arts in Bloom and the Byron Nelson ticket giveaway. Top page visits in April were Grants, Calendar and Community Impact. Connections via City of McKinney website remain high, and we also saw referrals from MEDC, Community Impact and Grantwatch.

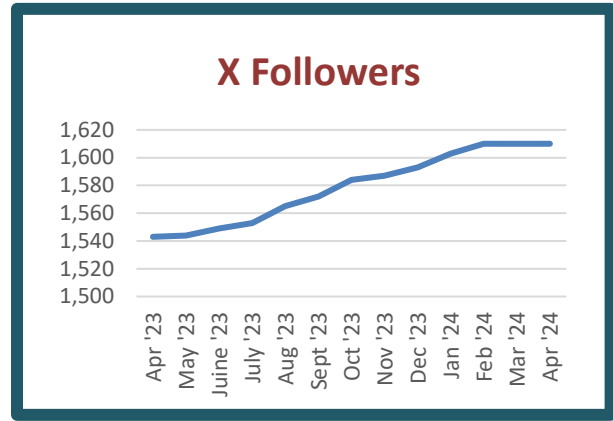
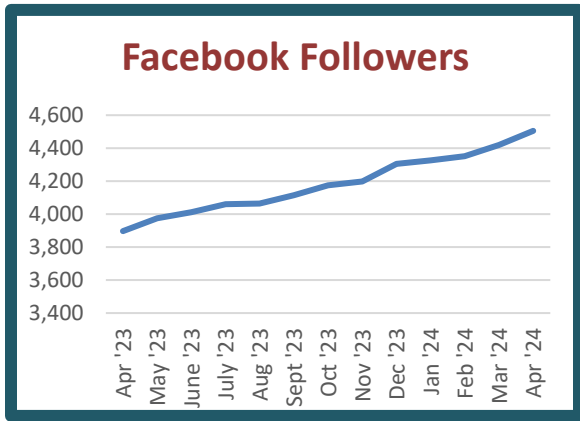


Referrals	
City of McKinney	62
MEDC	7
Community Impact	4
Grantwatch	4

The number of website visitors using mobile devices was level for the month of March.

Mobile Traffic	Users	Percent of Total
Desktop	344	59.41%
Mobile	237	40.93%
Tablet	5	0.86%

# Social Media: Facebook and X



**For Facebook**, April continued the strong growth trend with an increase in followship of 66. Engagement was down compared to the high March numbers, but still consistent with the relative growth trends. High performing posts were related to ManeGait LIVE, Byron Nelson, Eclipse, Arts in Bloom and Parks.

<p>McKinney Community ... Thu 4/18/2024 8:51 am PDT</p> <p><b>Total Engagements</b> 83</p> <p>Reactions 5</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 74</p>	<p>McKinney Community ... Wed 4/10/2024 11:51 am PDT</p> <p>Get ready to tee off at THE CJ CUP Byron Nelson! We have our own exciting game of 18 holes to visit...</p> <p><b>Total Engagements</b> 67</p> <p>Reactions 22</p> <p>Comments 2</p> <p>Shares 3</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 37</p>	<p>McKinney Community ... Mon 4/8/2024 1:29 pm PDT</p> <p>Where were you when the lights went out in McKinney? Drop a pic and tell us where you watched the Solar...</p> <p><b>Total Engagements</b> 45</p> <p>Reactions 17</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 26</p>	<p>McKinney Community ... Wed 4/3/2024 9:06 am PDT</p> <p>McKinney Arts in Bloom is only 10 days away!! Join the fun April 12-14 in Historic Downtown McKinney -- art, wine, food</p> <p><b>Total Engagements</b> 43</p> <p>Reactions 22</p> <p>Comments 0</p> <p>Shares 6</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 11</p>	<p>McKinney Community ... Mon 4/22/2024 7:50 am PDT</p> <p>It's Earth Day... and the weather is perfect to celebrate at one of McKinney's beautiful parks. Get outside and soak up some fresh air!</p> <p><b>Total Engagements</b> 40</p> <p>Reactions 11</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 28</p>
<p>McKinney Community ... Tue 4/23/2024 12:12 pm PDT</p> <p>Thanks to McKinney Roots for teaching our next generation about sustainability, farming and giving back...</p> <p><b>Total Engagements</b> 28</p> <p>Reactions 13</p> <p>Comments 1</p> <p>Shares 4</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 10</p>	<p>McKinney Community ... Wed 4/3/2024 4:14 pm PDT</p> <p>Come celebrate 50 years with Chestnut Square Heritage Village -- May 2! This Friday is National Bell...</p> <p><b>Total Engagements</b> 25</p> <p>Reactions 15</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 6</p>	<p>McKinney Community ... Mon 4/8/2024 8:49 am PDT</p> <p>McKinney Arts in Bloom is THIS WEEKEND!! Join the fun April 12-14 in Historic Downtown McKinney -- art, wine, food</p> <p><b>Total Engagements</b> 21</p> <p>Reactions 9</p> <p>Comments 0</p> <p>Shares 3</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 8</p>	<p>McKinney Community ... Mon 4/15/2024 9:07 am PDT</p> <p>Mark your calendar for Thursday, April 25, 6-8 p.m. in Historic Downtown McKinney. With a goal to fight hunger...</p> <p><b>Total Engagements</b> 20</p> <p>Reactions 14</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 5</p>	<p>McKinney Community ... Thu 4/11/2024 9:10 am PDT</p> <p>McKinney Arts in Bloom starts TOMORROW!! Join the fun April 12-14 in Historic Downtown McKinney -- art, wine, food</p> <p><b>Total Engagements</b> 17</p> <p>Reactions 7</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 8</p>

**For X,** engagement was up mostly from promotional grant posts. Still growing at a steady and slow pace (5 in April), MCDC’s X remains measurably less than Facebook for followship and engagement.

Post Date	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
Tue 4/2/2024 9:32 pm UTC	11	1	0	1	4	5	0
Thu 4/4/2024 4:14 pm UTC	9	1	0	0	—	8	0
Sun 4/7/2024 3:53 pm UTC	3	0	0	0	—	3	0
Fri 4/19/2024 4:05 pm UTC	2	0	0	0	—	2	0
Wed 4/10/2024 4:10 pm UTC	2	0	0	0	—	2	0

## 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 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

### People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

#### People Reached by Age

Age Group	Percentage
13-17	0.2%
18-24	2.6%
25-34	11.4%
35-44	31.2%
45-54	25.5%
55-64	15.9%
65+	13.2%

#### People Reached by Gender

Gender	Percentage
Men	27.3%
Women	68.6%
Nonbinary/Unspecified	4.1%

**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

#### People Reached Top Countries

Country	Daily Average
United States	471.12
United Kingdom	4.65
India	1.19
Mexico	0.92
Australia	0.85

#### People Reached Top Cities

City	Daily Average
McKinney, TX	270.6
Frisco, TX	16.32
Allen, TX	14.32
Melissa, TX	13.32
Plano, TX	12.4