



Marketing Report: January 2024

Participation in Marketing/Networking & Community Events

(since December 21 Board Meeting)

- Celebration for the completion of the first 2024 home as part of Habitat for Humanity’s Home Repair Program
- Main Street Merchants (breakfast sponsor)
- Staff participation in Byron Nelson planning meetings

Press /Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: Habitat for Humanity of CC, MillHouse Foundation, City of McKinney, McKinney Parks & Rec, TUPPS, Batdrone, Chestnut Square, The BatDrone
- Courier Gazette – Board Highlight: Joy Booth
- Dallas Morning News – We Can Dream: East McKinney neighborhood.... Featuring Deborah Bradford

Website Analytics

The number of website visits has been constant the last few months, but still nearly double over last year. December spikes correlate with social media posts related to various holiday events, MCDC’s year-end Board post, new park (Robinson Ridge), TUPPS, and Collin County History Museum. Top page visits in November were Grants, Calendar and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites, and in November, we also saw connections via the McKinney Rotary page.

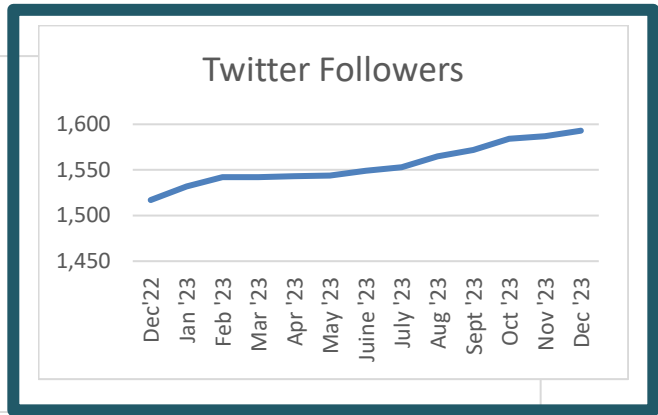
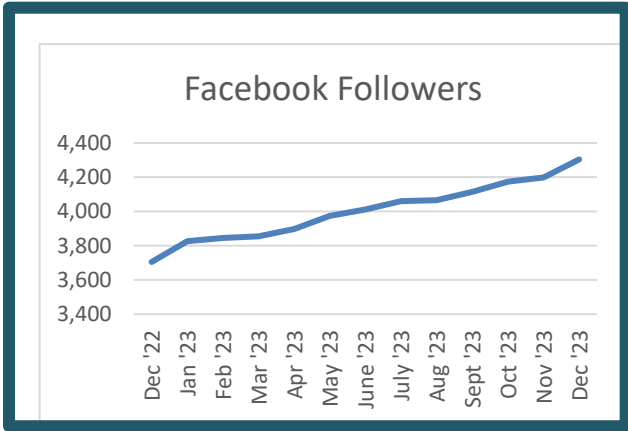


Referrals		
McKinneyTexas.org		33
UniqueMckinney.com		8
usafundingapplications.org		7
mckinneyrotary.org		5
texas.grantwatch.com		3

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

Mobile Traffic	Users	Percent of Total
Desktop	360	57.51%
Mobile	264	42.17%
Tablet	3	0.48%

Social Media: Facebook and X (Twitter)



December was another record-setting month for MCDC Facebook with an increase in followship of 106, engagement at 4,300 and impressions at over 187,000. These are the highest numbers in our account's history, and while we hope to see some sustained growth in followship, we expect that these are rare spikes related to a few high performing posts. December data shows 12 posts (9 original and 3 post shares) with engagement over 40 (typical engagement for an MCDC post is 20 or below). Top performing posts were related to Christmas lights map, year-end Board recap post, Parade of Lights, Parks, TUPPS, Collin County History Museum, Quality of Life Award, and Board donation to HandsToOffer.

McKinney Community ...
Mon 12/11/2023 3:49 pm PST

Where can you go to see holiday lights? You don't have to drive far... McKinney homes are all lit up. Check...

Total Engagements	2,352
Reactions	252
Comments	73
Shares	82
Post Link Clicks	403
Other Post Clicks	1,542

McKinney Community ...
Sun 12/31/2023 2:24 pm PST

As we say goodbye to 2023, we want to recognize the service of our Board members. They serve and work...

McKinney Community Develop...

Total Engagements	798
Reactions	123
Comments	16
Shares	0
Post Link Clicks	281
Other Post Clicks	378

McKinney Community ...
Sat 12/9/2023 7:15 am PST

One of McKinney's favorite holiday traditions is TODAY in Historic Downtown McKinney! The Rotary Parade of Lights.

Total Engagements	684
Reactions	139
Comments	5
Shares	12
Post Link Clicks	9
Other Post Clicks	519

McKinney Community ...
Fri 12/22/2023 6:54 pm PST

Where can you go to see holiday lights? You don't have to drive far... McKinney homes are all lit up. Check...

Total Engagements	413
Reactions	87
Comments	5
Shares	12
Post Link Clicks	83
Other Post Clicks	226

McKinney Community ...
Fri 12/8/2023 5:22 pm PST

Another beautiful new park in McKinney, Texas - Unique by Nature! Thanks McKinney Parks and...

Total Engagements	194
Reactions	30
Comments	2
Shares	5
Post Link Clicks	—
Other Post Clicks	157

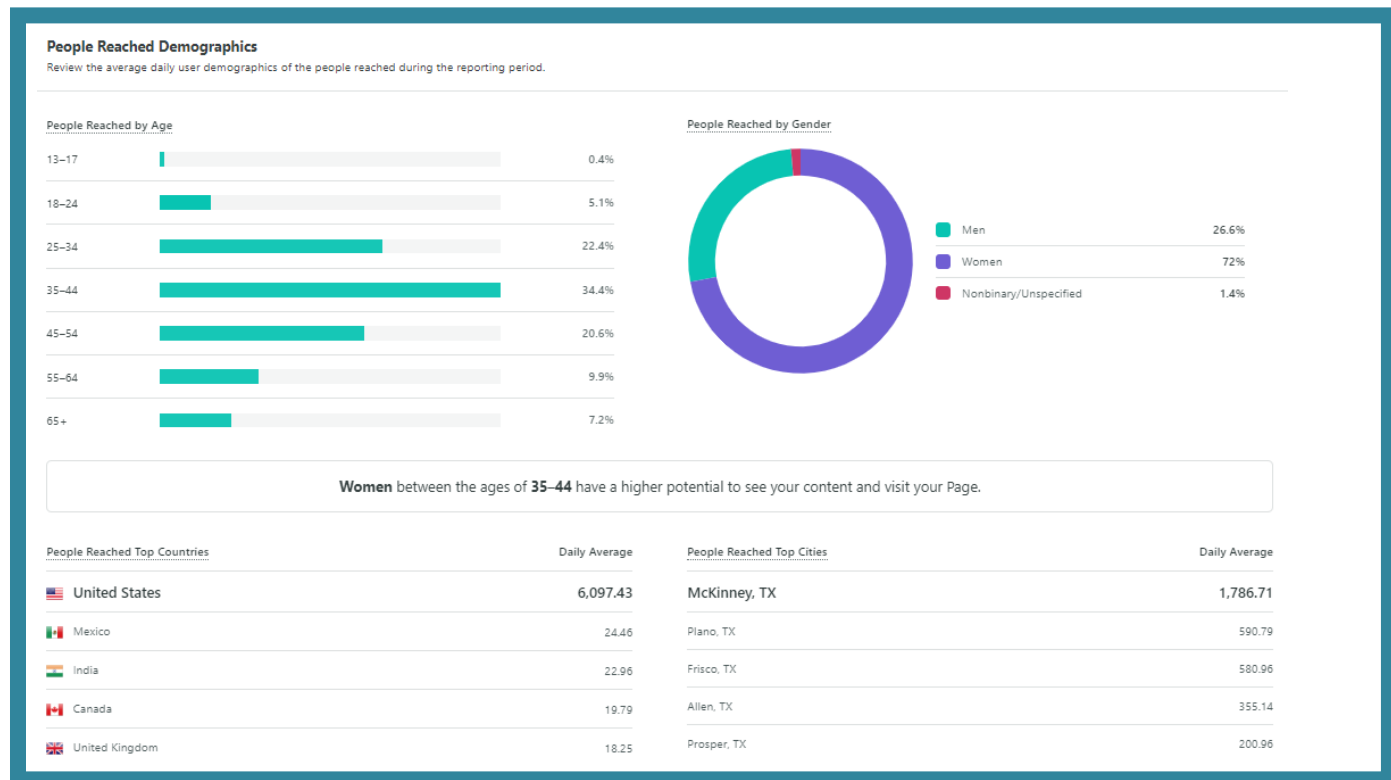
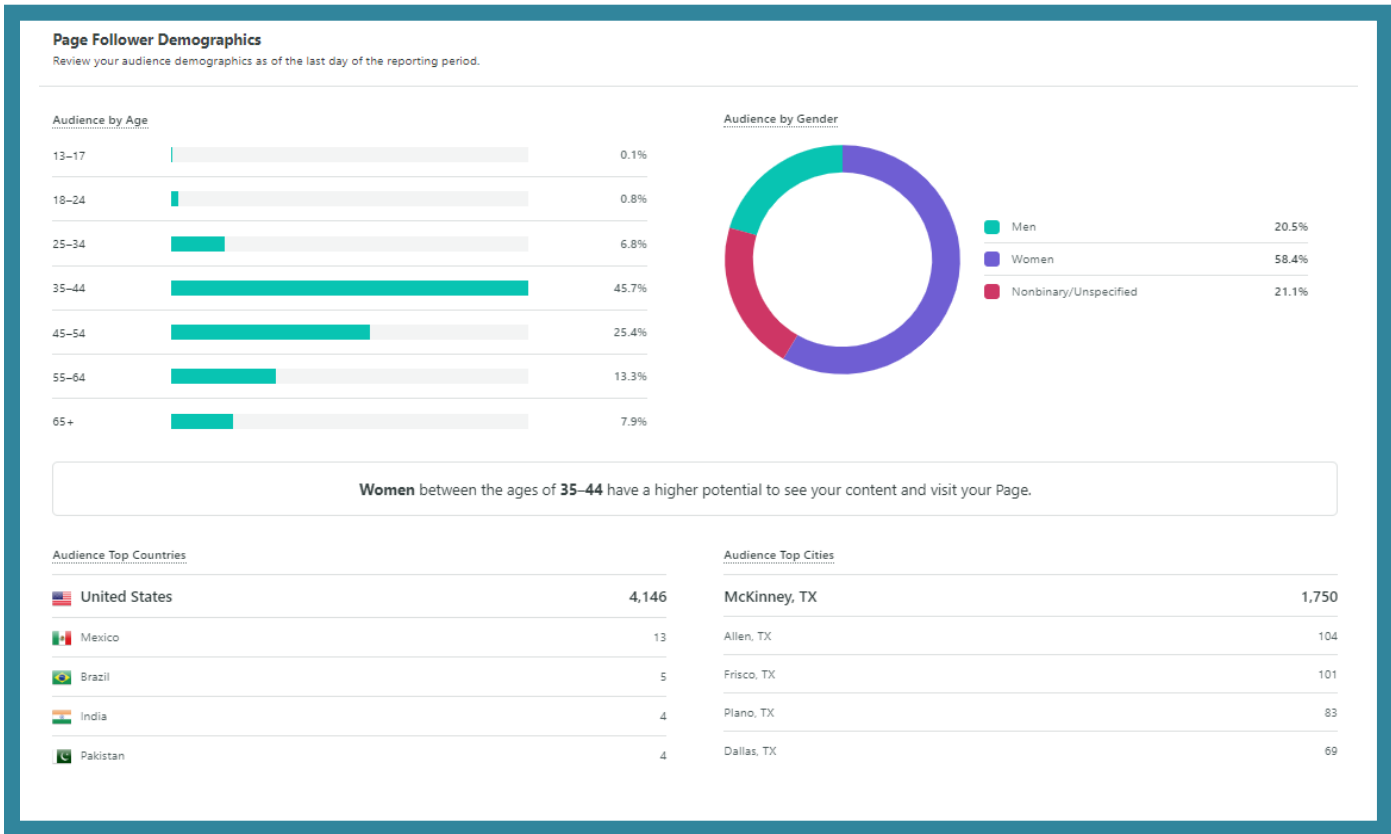
Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Thu 12/7/2023 12:23 pm PST	177	52	2	5	—	118
Tue 12/12/2023 6:53 am PST	143	36	3	10	—	94
Thu 12/28/2023 6:39 pm PST	106	3	0	0	66	37
Thu 12/21/2023 4:06 pm PST	93	41	4	1	—	47
Fri 12/15/2023 7:34 pm PST	63	18	0	0	—	45

December's engagement for Twitter is on level with the last couple of months, indicating some consistency with growth in interest. Top posts were related to holiday lights map, Parade of Lights, and District 121's holiday market. Though growing at a steady and slow pace, MCDC's Twitter remains measurably less than Facebook for followship and engagement.

Post Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Mon 12/11/2023 11:49 am UTC	7	0	0	1	4	2	0
Sat 12/23/2023 2:54 am UTC	4	0	0	0	4	0	0
Sat 12/9/2023 6:27 pm UTC	4	0	0	1	2	1	0
Mon 12/25/2023 2:15 pm UTC	3	0	0	0	1	2	0
Fri 12/8/2023 7:47 pm UTC	2	0	0	0	—	2	0

Facebook Demographics

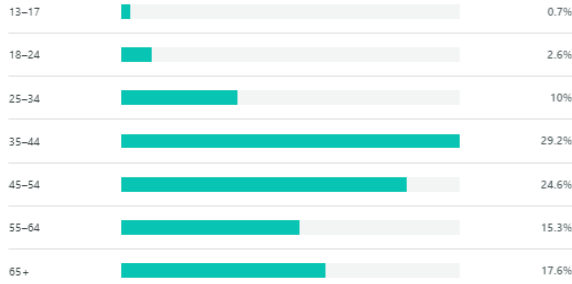
Though our base of followers has been growing rapidly, the demographics of our followers remains the same. Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.



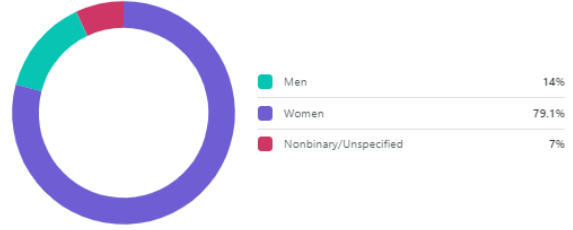
People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age



People Engaged by Gender



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

People Engaged Top Countries

Country	Daily Average
United States	139.5
Mexico	1.5
Brazil	0.5

People Engaged Top Cities

City	Daily Average
McKinney, TX	76.5
Unknown	9
Allen, TX	6
Princeton, TX	5.5