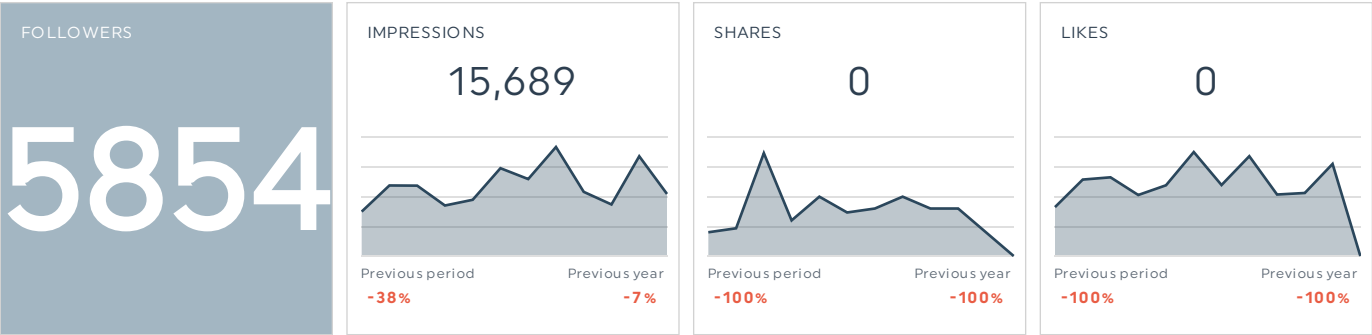


LINKEDIN REPORT

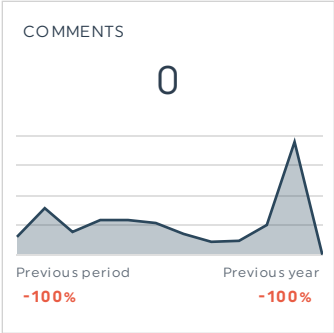
COMMENTS

LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate ▾	Likes	Clicks
<p>Today we celebrate all the great women that comprise our staff and board here at the MEDC. Happy International Women's Day to these</p>	<p>42.6% +42.6%</p>	<p>32 +32</p>	<p>381 +381</p>
<p>"The strength of a city's innovation ecosystem comes from leaders who actively invest their time, insight, and belief in founders and that spirit was</p>	<p>18.9% +18.9%</p>	<p>22 +22</p>	<p>137 +137</p>



FACEBOOK REPORT

COMMENTS

Facebook is important and growing, especially when factoring "virality impressions" - this is content that is shared and exposed to accounts that may not otherwise engage.

FOLLOWERS

1781

FAN ADDS

16

Previous period: -66%
Previous year: -66%

PAGE IMPRESSIONS

293,993

Previous period: -26%
Previous year: -25%

PAGE ENGAGEMENT RATE

3.30%

Previous period: 5%
Previous year: 84%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares				
<p>Today we celebrate all the great women that comprise our staff and board here at the MEDC. Happy International Women's Day to these ladies that make McKinney such a special place!</p>	14.29%	+14.29%	3	+3	1	+1	0	=
<p>The McKinney Historic Half Presented by BMW is more than a race, it's a celebration of community, history, and health in one of the fastest-growing areas of Texas. Hosted by TUPPS Brewery and launching March 28,</p>	6.34%	+6.34%	8	+8	1	+1	0	=

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
The McKinney Historic Half Presented by BMW is more th...	9
(ID:1796705433992409_1348210070668632)	8
Introducing the McKinney Innovation Exchange, a new h...	8
Color is coming to McKinney! The Dallas Festival Of Col...	4
Today we celebrate all the great women that comprise o...	4
Put on your green and experience one of Downtown Mc...	2

TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
(ID:1796705433992409_1348210070668632)	947
Put on your green and experience one of Downtown Mc...	746
Introducing the McKinney Innovation Exchange, a new h...	485
Color is coming to McKinney! The Dallas Festival Of Col...	27
The McKinney Historic Half Presented by BMW is more th...	0
Today we celebrate all the great women that comprise o...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

3070

IMPRESSIONS

8,364



Previous period: 31%
Previous year: 100%

LIKES

79

Previous period: -42%
Previous year: -70%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image		Likes ▾		Comments		Engagement	
	--	42	+42	1	+1	68	+68
	The McKinney Historic Half Presented by BMW is more than a race, it's a celebration of community, history, and health in one of the fastest-growing areas of Texas. Hosted by TUPPS Brewery and launching March 28, 2026, the inaugural event brings the BMW Dallas Marathon standard of excellence to McKinney with a distinctly local feel, showcasing the	11	+11	0	=	11	+11

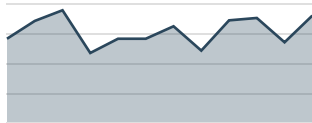
YOUTUBE REPORT

COMMENTS

This is a summary of activity on Youtube since March 2023 (our YouTube was dormant before then). We will pay closer attention to this as we grow a following and attempt to engage the community with the vehicle of our podcast.

VIDEO VIEWS

181



Previous period **33%** Previous year **14%**

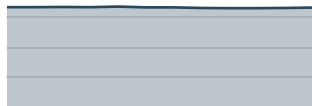
VIEWS BY VIDEO TITLE

Video Title ▾

● Be a Maverick and disrupt industries - Tom Currier with M...	37
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	30
● Improving the Customer Experience with Data - with Ra...	25
● innovationvideoheader	24
● "What is ILS Gummies?"	10
● HUGS Cafe is empowering employees for success #mcki...	9
● McKinney Momentum - Episode 4 - Aaron Werner w/ Visi...	6
● Blue screen death? IT issues all day? Grounded flights? W...	4
● Plug and Play Reel	3
● Madison Clark Introduction	3

YOUTUBE SUBSCRIBERS

501



Previous period **0%** Previous year **-0%**

DT:ESTIMATEDMINUTESWATCHED

743



Previous period **37%** Previous year **5%**

EMAIL OPEN RATES REPORT

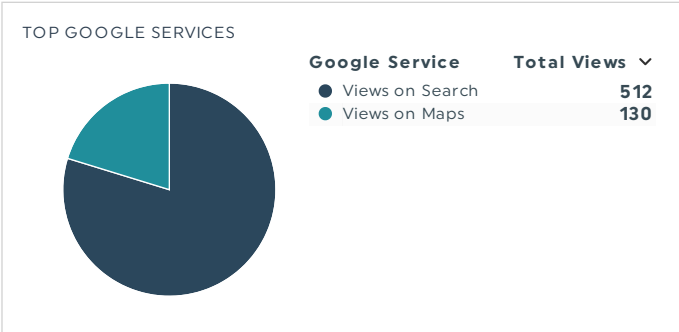
COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

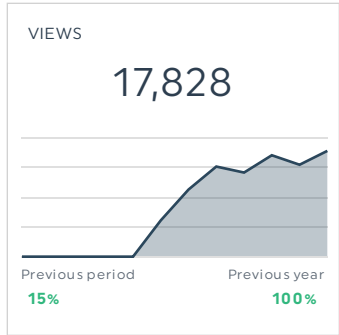
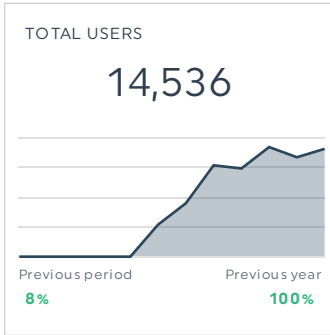
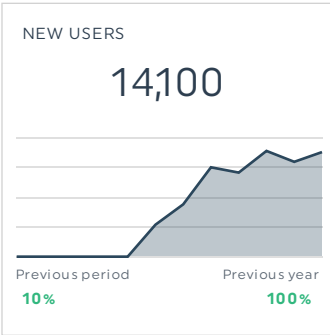
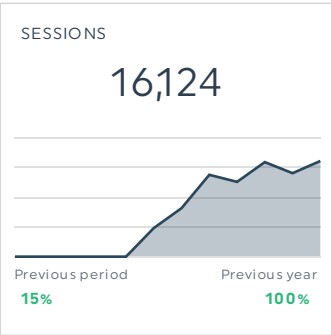
AVG OPEN RATE
49.04%

GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.

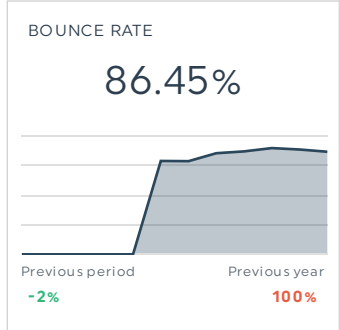
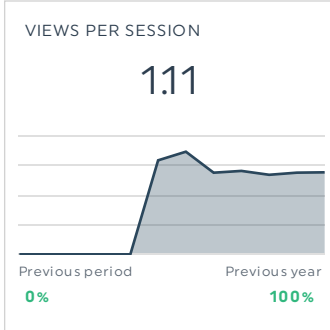


WEBSITE TRAFFIC OVERVIEW

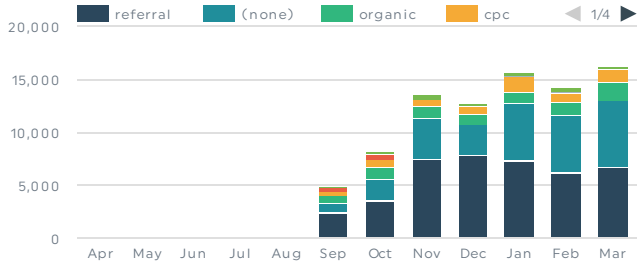


ENGAGED SESSIONS

Country	Engaged sessions
United States	2,006
India	29
Canada	22
Nigeria	16
United Kingdom	10
Mexico	8
Portugal	8
Netherlands	6
Italy	5
Kenya	5



VISIT TRENDS BY MEDIUM



TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Social	6,391
Direct	6,331
Organic Search	1,789
Paid Search	1,266
Referral	216
Email	90
Unassigned	30
Paid Social	18
Cross-network	10
Organic Video	1

