



Marketing Report: December 2024

Participation in Marketing/Networking & Community Events

- Grant and Sponsored Events: Make A Difference Day, Farmers Market, State of the City Event, Woodside Village Turkey Drive, Warrior’s Keep Veterans Day Celebration, MRT’s A Christmas Carol, Holiday Tour of Homes, Direction 61:3 Mosaix Concert, East McKinney Learning Garden Ribbon Cutting, Holiday Parade of Lights
- Other community events: Cornerstone Barn Bash, McKinney Christian Academy Move the Mountain Event, Volunteer McKinney Executive Quarterly, Main Street Merchants Meeting, City of McKinney Veterans Day Ceremony, Make A Difference Day, Parks Tour, Heard Museum Tour, State of the City, Boots & Boogie benefitted La Tiendita, Home for the Holidays, Development Update on AI, Chamber Holiday Open House

Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, SBG, Chestnut Square, McKinney Repertory Theater, TUPPS, Rotary Club, McKinney Cares, Visit McKinney, City of McKinney, MEDC

Website Analytics

November is typically a slow month regarding website activity, and that remained true for 2024. November spikes correlate to posts about Quality of Life Awards. . Connections to our site via City of McKinney and MEDC websites remain high, and we also saw referrals from Chestnut Square, Local Profile, Community Lifeline, Rotary, and Daily McKinney.

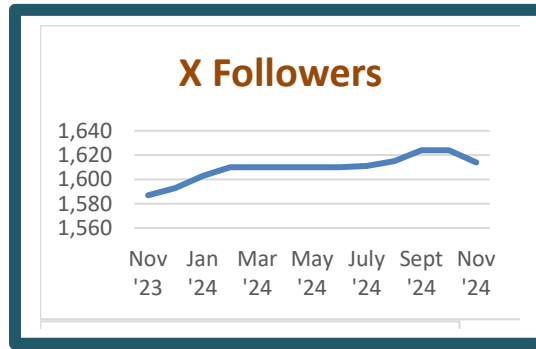
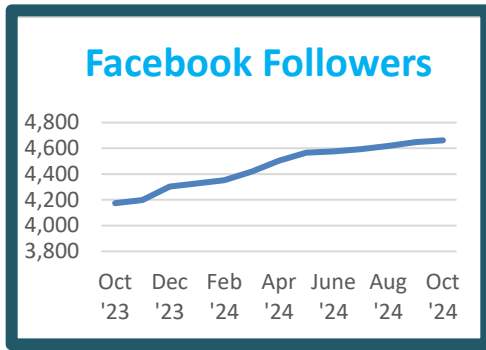


Referrals	
City	99
MEDC	9
local profile	4
chestnutsquare.org	3
communitylifeline.org	3
dailymckinney.com	3
mckinneyrotary.org	3

Mobile traffic was consistent with the annual trend – slightly higher than previous years.

Mobile Traffic	Users	Percent of Total
Desktop	442	57.10%
Mobile	330	42.60%
Tablet	5	0.60%

Social Media: Facebook and X



For Facebook, followship increased by 16. Top posts were related to Veteran’s Day, McKinney Repertory Theatre, grant applications, Quality of Life Award nominations, Home for the Holidays, Veteran’s Day events, and the Billie Jean King Cup.

<p>McKinney Community ... Mon 11/4/2024 9:11 am CST</p> <p>Join us this Saturday as we honor our nation's veterans - Nov 9 at 11 AM at Corporal RD Foster Veterans Memori...</p> <p>Total Engagements 33 Reactions 18 Comments 1 Shares 2 Post Link Clicks — Other Post Clicks 12</p>	<p>McKinney Community ... Sat 11/16/2024 1:49 pm CST</p> <p>Next weekend, MRT presents A Christmas Carol! Get your tickets now to enjoy this timeless holiday classic...</p> <p>Total Engagements 23 Reactions 3 Comments 0 Shares 2 Post Link Clicks 4 Other Post Clicks 14</p>	<p>McKinney Community ... Fri 11/1/2024 8:12 pm CDT</p> <p>MCDC is now accepting grant applications for Promotional and Community Event grants for events that</p> <p>Total Engagements 20 Reactions 5 Comments 0 Shares 1 Post Link Clicks 6 Other Post Clicks 8</p>	<p>McKinney Community ... Wed 11/13/2024 6:15 pm CST</p> <p>Do you know a McKinney resident or organization that is making life better in our community? Follow the link below t</p> <p>Total Engagements 17 Reactions 4 Comments 0 Shares 1 Post Link Clicks 3 Other Post Clicks 9</p>	<p>McKinney Community ... Tue 11/26/2024 7:54 am CST</p> <p>Do you know a McKinney resident or organization that is making life better in our community? Follow the link below t</p> <p>Total Engagements 10 Reactions 2 Comments 1 Shares 0 Post Link Clicks 1 Other Post Clicks 6</p>
<p>McKinney Community ... Mon 11/25/2024 9:04 am CST</p> <p>DEADLINE THIS FRIDAY! MCDC is accepting promotional grant application for events that showcase the City of...</p> <p>Total Engagements 8 Reactions 1 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 5</p>	<p>McKinney Community ... Sat 11/23/2024 7:28 pm CST</p> <p>Next weekend, take a stroll through McKinney's enchanting 167-year-old historic downtown! Enjoy 14 blocks of...</p> <p>Total Engagements 8 Reactions 5 Comments 0 Shares 1 Post Link Clicks — Other Post Clicks 2</p>	<p>McKinney Community ... Wed 11/13/2024 10:42 am CST</p> <p>This weekend, McKinney will host the Ukrainian tennis team for the Billie Jean King Cup play-off! Come out to...</p> <p>Total Engagements 6 Reactions 2 Comments 0 Shares 1 Post Link Clicks 1 Other Post Clicks 2</p>	<p>McKinney Community ... Mon 11/11/2024 8:18 am CST</p> <p>VETERANS DAY — Honoring All Who Served —</p> <p>Total Engagements 6 Reactions 6 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 0</p>	<p>McKinney Community ... Sun 11/3/2024 1:52 pm CST</p> <p>Celebrate National Candy Day tomorrow with the sweetest treats in town! Head to Mom & Popcorn t...</p> <p>Total Engagements 6 Reactions 1 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 3</p>


For X, though engagement was up, November saw our first decrease in followship.

 X @mckinneycdc
Mon 11/18/2024 10:13 am CST

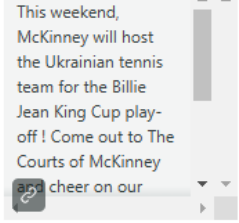
MCDC is accepting promotional grant applications for events that showcase the City of McKinney... Deadline is 5:0...



Total Engagements	3
Likes	0
@Replies	0
Reposts	0
Post Link Clicks	0
Other Post Clicks	3
Other Engagements	0

 X @mckinneycdc
Wed 11/13/2024 10:42 am CST

This weekend, McKinney will host the Ukrainian tennis team for the Billie Jean King Cup play-off! Come out to The Courts of McKinney cheer on our




Total Engagements	2
Likes	0
@Replies	0
Reposts	0
Post Link Clicks	1
Other Post Clicks	1
Other Engagements	0


 X @mckinneycdc
Mon 11/11/2024 8:18 am CST




Total Engagements	2
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	—
Other Post Clicks	1
Other Engagements	0


 X @mckinneycdc
Sat 11/30/2024 11:53 am CST

Did you know that when you shop and dine in McKinney, a half cent sales tax is used to fund community projects...



Total Engagements	1
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

 X @mckinneycdc
Thu 11/28/2024 3:09 pm CST



Total Engagements	1
Likes	0
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	1
Other Engagements	0