

Marketing Report: October 2024

Participation in Marketing/Networking & Community Events

(since October Board Meeting)

- 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
- 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

Press, Social Mentions, Tags, Shares

• Facebook Mentions, Tags, Shares: MillHouse, SBG, Chestnut Square, McKinney Repertory Theater, TUPPS, Dia de los Muertos, Rotary Club

Website Analytics

Visits in October were lower than September but remained 40% higher than 2024 monthly average. October spikes correlate with social media posts related to Adriatica Fall Festival, Diwali, and the Board Oath. October saw over 1,200 hits to our calendar page, with 737 views to our calendar listing for Oktoberfest. Connections to our site via City of McKinney and MEDC websites remain high, and we also saw referrals from Chestnut Square, Habitat, Heard Museum, Dallas News, and several grant funding sites.



The number of website visitors using mobile devices more than doubled this month, which is in line with the number of total users.

Mobile Traffic	Users	Percent of Total
Desktop	954	62.50%
Mobile	566	37.10%
Tablet	7	0.50%

Social Media: Facebook and X

	Fac	ebo	ook	Fo	llov	ver	S
4,800 4,600 4,400 4,200 4,000 3,800				~			
				•	June '24	0	Oct '24

)	(Fe	ollo	w	ers		
1,640	_						
1,620							
1,600							
1,580							
1,560							
	Oct '23				June '24	-	Oct '24

For Facebook, followship increased by 14. Top posts were related to TUPPS Trunk or Treat, Board Oath, Chupacabras, McKinney Population reel, and Holiday Tour of Homes, with other posts performing well.

MCDC G McKinney Com Sat 10/26/2024 9:46 an	-	MCDC McKinney Con Thu 10/17/2024 10:08	-	MCDC () McKinney Cor Man 10/28/2024 9:54	-	MCDC McKinney Col Mon 10/21/2024 9:51	-	MCDC (McKinney C Thu 10/24/2024 9:5	-
Get ready for some Hallower Sunday at TUPPS Brewery! B family and stroll through the	ring the	Join the Diwali celebration o October 18, for an after-hou filled with culture and comm	urs event	Hey sports fans! Something celebrate in McKinney ou soccer team, the Chupacabr	ur own	Ticket sales for the Holiday Homes are live! — 😽 Grab today for a delightful exper	o yours	Kicking off the fiscal year. morning Board Member I Bradford administered th	Deborah
	RUNP TREA	riday, Da. 18 - 7-9 pr		McKinney Chupacabras F		Tour Dates Dec. 7th & Dec.	ES		
		Kay & Holen Hall Marrared Line DE F. Harris	"" o 💊	C A	A Barrissian St.	Get Your Tickets To	oday!		
Total Engagements	108	kes & Helen Hall Memorial Litre	33	Total Engagements	22		oday:	Total Engagements	17
Total Engagements Reactions	108 10	Kay & Hoken Hall Warnend Uber Di E. Hoer St	i a 🍋		22 3	Get Your Tickets To		A CONTRACTOR OF THE OWNER	17 9
		Total Engagements	33	Total Engagements		Get Your Tickets To	20	Total Engagements	
Reactions	10	Total Engagements Reactions	33	Total Engagements Reactions		Get Your Tickets To Total Engagements Reactions	20 8	Total Engagements Reactions	
Reactions Comments	10	Total Engagements Reactions Comments	33 5 0	Total Engagements Reactions Comments	3	Comments	20 8 2	Total Engagements Reactions Comments	9
Reactions Comments Shares	10 3 3	Total Engagements Reactions Comments Shares	5 0 1	Total Engagements Reactions Comments Shares	3	Total Engagements Reactions Comments Shares	20 8 2 0	Total Engagements Reactions Comments Shares	9

MCDC (F McKinney Comm Wed 10/30/2024 6:10 pm	-
Home for the Holidays is the b to be! Mark your calendars and your holiday season in Historic	d start
Home For, a McRange Caratanar New 29 - Dec 1 New 29 - Dec 1 New 29 - Dec 2 New 20	
Total Engagements	15
Reactions	2
Comments	1
Shares	4

8

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Post Link Clicks

Other Post Clicks

MCDC	Tue 10/15/2024 9:07 a	m CDT
THIS SA	TURDAY! Bring the fa	amily out to
the Adri	atica Village Fall Fest	tival for a
day full	of autumn fun! Enjoy	y pumpki
	Altrades Vilage PALL FESTIVAL SATURDAY 10, 19 HAM-2PM	.2
E	umpkin Patch, Sames, Acti R much more Por tokets 4 more mfo www.umabcoillage.pu ngagements	vities at 15
Total Er	tumpkin Pateh, Games, Acti R much more! For teleting more million sweet duttabere million. ngagements	at
Total Er Reaction	tampkin Stateh, Granes, Acto Brouch abord For token A rowe mitiga- week of the born and a negagements	15
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Wed 10/2/2024 9:53 am CDT
Do you want to learn how to successfully propagate your plants?
Come join the Collin County Master

G McKinney Community ...

MCDC



Total Engagements	14
Reactions	0
Comments	0
Shares	1
Post Link Clicks	5
Other Post Clicks	8
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MCDC () McKinney Comm Mon 10/28/2024 11:39 am	-
We're still growing!	
Total Engagements	10
Reactions	0
Comments	1

Shares

Post Link Clicks

Other Post Clicks

0

9

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MCDC	McKinney Community Sat 10/12/2024 7:54 am CDT

Rise and shine, it's Farmers Market time. Join us every Saturday from 8AM - noon at McKinney Farmers Market a..



Total Engagements	10
Reactions	7
Comments	0
Shares	3
Post Link Clicks	_
Other Post Clicks	0
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For X, stats remained essentially unchanged with no growth in followship. MCDC's X remains measurably less than Facebook for followship and engagement.

Sun 10/13/2024 3:13 pm CD1	ſ	@mckinneycdc Sat 10/12/2024 7:54 am (
SAVE THE DATE! Head to TUPPS Brewery for the North Texas Veter	an's	Rise and shine, it's Farmers Ma time. Join us every Saturday fro
Day Celebration, brought to you	by	- noon at McKinney Farmers M
SATURDAY 11.9. 24 @ TUPPS BREWI	ERY 2	Total Engagements
		Total Engagements Likes
Total Engagements Likes	2	
Total Engagements Likes @Replies	2 0	Likes
Total Engagements Likes	2 0	Likes @Replies
Total Engagements Likes @Replies Reposts	2 0 0 1	Likes @Replies Reposts
Total Engagements Likes @Replies Reposts Post Link Clicks	2 0 1 1	Likes @Replies Reposts Post Link Clicks

<mark>kinneycdc</mark> 2024 7:54 am CDT	Mon 10/28/2024 9:54 am CDT		M @mckinneycdc <u>Tue 10/8/2024 4:35 pm CDT</u>	
Farmers Market Saturday from 8AM by Farmers Market a	Hey sports fans! Something else to celebrate in McKinney our own soccer team, the Chupacabras! bit.ly/3YAYZ65	•	This Saturday is another great MillHouse Makers Market! Local artisans offer jewelry, candles, fiber ar.	
ts 2	Total Engagements	1	Total Engagements	1
0	Likes	0	Likes	0
0	@Replies	0	@Replies	0
0	Reposts	0	Reposts	1
0	Post Link Clicks	0	Post Link Clicks	0
2	Other Post Clicks	1	Other Post Clicks	0
ts 0	Other Engagements	0	Other Engagements	0
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