



Marketing Report: June 2025

Participation in Marketing/Networking & Community Events

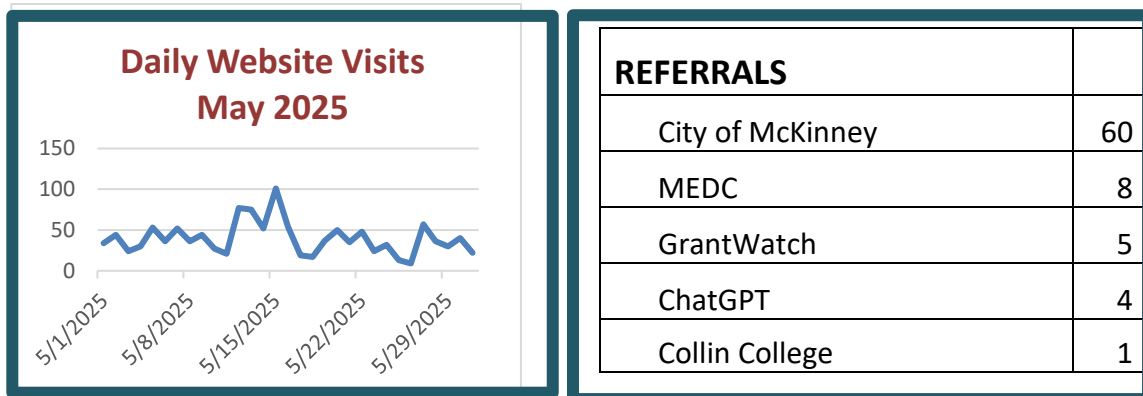
(Since May 22 Board meeting)

- Grant and Sponsored events: Smiles Charity, Woodside Village Chalk It Up, Sunset Amphitheater Groundbreaking, Juneteenth Celebration
- Other outreach event: Chamber Development Update, Main Street Merchants, McKinney Rotary Foundation, TKI Partners Lunch, Threaded Juneteenth event

Press, Social Mentions, Tags, Shares

- Press: Airport, Hugs, Sunset Amphitheater, Grants approved
- Social mentions: Chestnut Square, Hugs, Chestnut Square, Smiles Charity, Sunset Amphitheater, Airport

May sessions and views settled back in line with top pages viewed being About Us, Community Impact, and Grants. Spikes for website visits correlate to posts related to Byron Nelson, East McKinney (Hugs), District 121, Texas Music Revolution, and Memorial Day.



The number of website visitors has remained consistent this year, still nearly double over 2024.

Mobile Traffic	Users	Percent of Total
Desktop	421	66.83%
Mobile	198	31.43%
Tablet	11	1.75%

Facebook

For Facebook, follower increased by 35. Top posts were related to District 121, Byron Nelson, Texas Music Revolution, East McKinney investments (Hugs), Memorial Day, MRT's Deliver Us from Mama, and Sostenuto's concert. As we continue to decrease our efforts on X, we will no longer be compiling monthly reports for that platform.



<p>McKinney Community ... Mon 5/12/2025 3:48 pm CDT</p> <p>May is in full bloom in District 121! From live music to markets, art and even karaoke nights, there's somethi...</p> <p>Total Engagements 87 Reactions 12 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 73</p>	<p>McKinney Community ... Thu 5/1/2025 11:05 am CDT</p> <p>The CJ Cup Byron Nelson returns to McKinney, and we are beaming with pride! Don't miss out. Get your ticket...</p> <p>Total Engagements 28 Reactions 12 Comments 0 Shares 1 Post Link Clicks — Other Post Clicks 15</p>	<p>McKinney Community ... Tue 5/20/2025 1:53 pm CDT</p> <p>Total Engagements 21 Reactions 11 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 8</p>	<p>McKinney Community ... Wed 5/28/2025 8:24 am CDT</p> <p>NEXT WEEKEND! Texas Music Revolution takes over Downtown McKinney with two days of live music...</p> <p>Total Engagements 17 Reactions 4 Comments 0 Shares 1 Post Link Clicks 4 Other Post Clicks 8</p>	<p>McKinney Community ... Mon 5/26/2025 8:47 am CDT</p> <p>Total Engagements 9 Reactions 4 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 5</p>
<p>McKinney Community ... Fri 5/9/2025 10:47 am CDT</p> <p>Last chance! Don't miss the final weekend of MRT presents Deliver Us From Mama! Hit the road to laughter...</p> <p>Total Engagements 9 Reactions 2 Comments 1 Shares 0 Post Link Clicks — Other Post Clicks 6</p>	<p>McKinney Community ... Tue 5/6/2025 1:20 pm CDT</p> <p>Hugs Headquarters Breaks Ground with Support from MCDH Hugs is celebrating its headquarters...</p> <p>Total Engagements 9 Reactions 4 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 5</p>	<p>McKinney Community ... Fri 5/23/2025 10:45 am CDT</p> <p>Start the weekend off right at the McKinney Farmers Market! Explore fresh produce, handmade goods, loc...</p> <p>Total Engagements 8 Reactions 5 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 1</p>	<p>McKinney Community ... Mon 5/19/2025 11:31 am CDT</p> <p>Tonight: Sostenuto Choral Community of North Texas presents Heart of Land — an evening of music celebrating lif...</p> <p>This content isn't available right...</p> <p>Total Engagements 8 Reactions 1 Comments 2 Shares 0 Post Link Clicks 0 Other Post Clicks 5</p>	<p>McKinney Community ... Wed 5/14/2025 4:01 pm CDT</p> <p>Sostenuto Choral Community of North Texas invites you to attend their May 19 concert, HeartLand — an evening ...</p> <p>Total Engagements 8 Reactions 2 Comments 0 Shares 2 Post Link Clicks 1 Other Post Clicks 3</p>