

LINKEDIN REPORT

COMMENTS

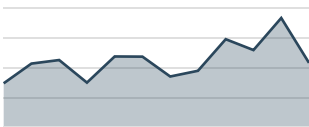
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

5219

IMPRESSIONS

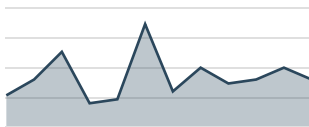
16,214



Previous period Previous year
-41% -20%

SHARES

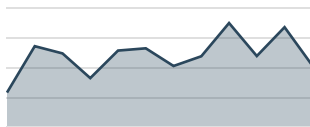
12



Previous period Previous year
-20% -37%

LIKES

518



Previous period Previous year
-38% -11%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

Engagement Rate ▾

Likes

Clicks



McKinney is quickly becoming one of Texas's rising hubs for artificial intelligence, thanks to our commitment to building a tech-

18.9%

+18.9%

56

+56

157

+157



McKinney is experiencing one of its strongest tourism surges ever and the impact is being felt across our entire economy. Record-setting hotel

14.1%

+14.1%

105

+105

143

+143

COMMENTS

14

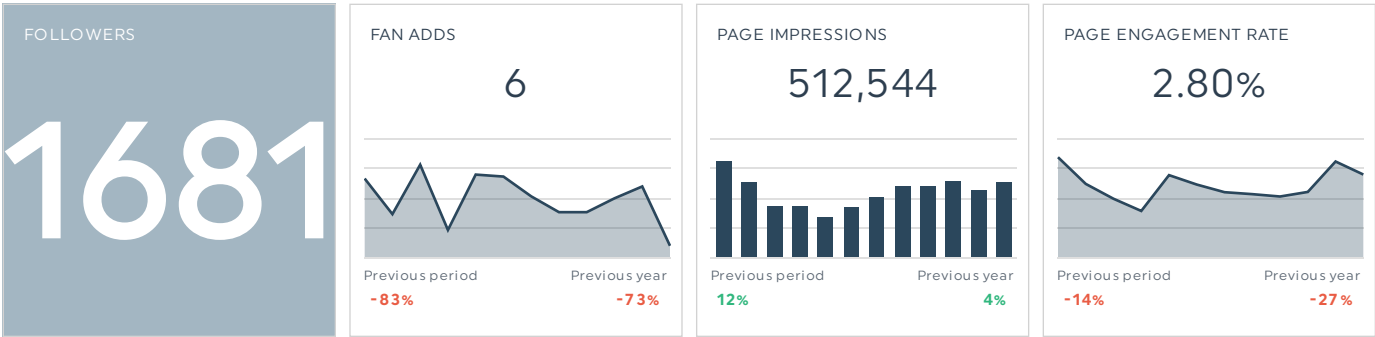


Previous period Previous year
8% -56%

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.



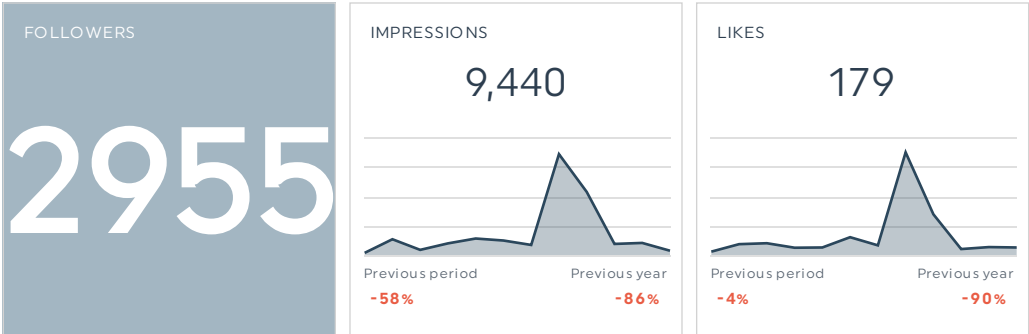
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)									
Post With Image	Engagement Rate ▾		Total Reactions		Post Comments		Post Shares		
 This season, we're grateful for the businesses, entrepreneurs, and partners who help McKinney grow stronger every year. As we celebrate the holidays, we're reflecting on a year of innovation, collaboration, and	10.81%	+10.81%	4	+4	1	+1	0	=	
 McKinney is quickly becoming one of Texas's rising hubs for artificial intelligence, thanks to our commitment to building a tech-forward ecosystem that empowers startups and high-growth companies. Through	7.06%	+7.06%	3	+3	1	+1	3	+3	

TOP POSTS BY PEOPLE TALKING ABOUT IT					TOP POSTS BY VIRALITY IMPRESSIONS				
Post					Post				
● McKinney is experiencing one of its strongest tourism su...	20				● McKinney is experiencing one of its strongest tourism su...	1,639			
● Two McKinney companies just landed on the SMU 2025 D...	11				● Two McKinney companies just landed on the SMU 2025 D...	1,434			
● McKinney is quickly becoming one of Texas's rising hubs f...	8				● McKinney is quickly becoming one of Texas's rising hubs f...	810			
● This season, we're grateful for the businesses, entrepren...	5				● dot.it, an AI engagement platform founded in McKinney ...	25			
● dot.it, an AI engagement platform founded in McKinney ...	2				● This season, we're grateful for the businesses, entrepren...	0			
● Warm up with festive flavors in Historic Downtown McKi...	0				● Warm up with festive flavors in Historic Downtown McKi...	0			

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

	Likes ▾	Comments	Engagement
 McKinney is experiencing one of its strongest tourism surges ever and the impact is being felt across our entire economy. Record-setting hotel revenue, new development, and expanded investment in community events are elevating McKinney's position as a premier destination in the Dallas-Fort Worth region. With more than \$3.3 million in hotel	139 +139	6 +6	226 +226
 Warm up with festive flavors in Historic Downtown McKinney! ☕ Sip the Season returns on Saturday, December 6, inviting you to stroll through our vibrant downtown and sample five seasonal holiday coffee creations from locally loved shops. Grab your event map, pick up your custom holiday mug, and enjoy exclusive coupons as you explore the businesses that	13 +13	1 +1	19 +19

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

173



Previous period

42%

Previous year

-42%

VIEWS BY VIDEO TITLE

Video Title

● innovationvideoheader	33
● Be a Maverick and disrupt industries - Tom Currier with M...	31
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	18
● Meet the New MEDC President - Michael Kowski - McKinn...	12
● SC 2025 Recap	11
● "What is ILS Gummies?"	7
● Where does the money come from? EDC 101 Episode 1	5
● Improving the Customer Experience with Data - with Ra...	5
● EDC 101 Ep 3 - Site Selection and SCOUT	5
● McKinney Momentum: Pilot Episode w/ Peter Tokar III	4

YOUTUBE SUBSCRIBERS

498



Previous period

-0%

Previous year

-2%

DT:ESTIMATEDMINUTESWATCHED

1,114



Previous period

135%

Previous year

-13%

EMAIL OPEN RATES REPORT

COMMENTS

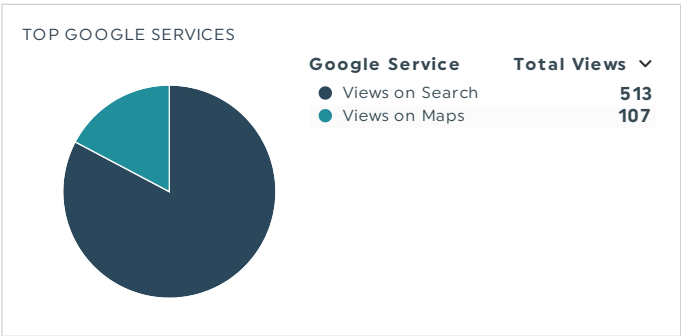
This report provides email open rate data per campaign and the open rate over the quarter, averaged.

AVG OPEN RATE

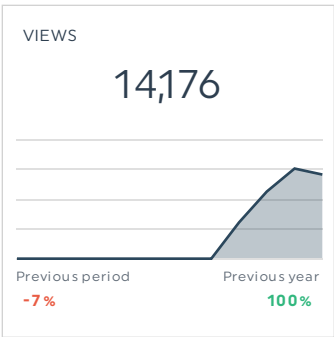
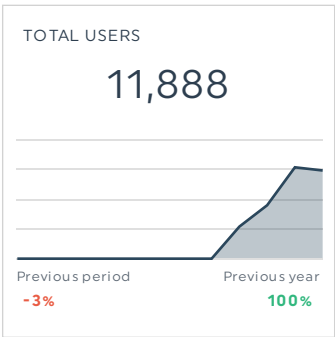
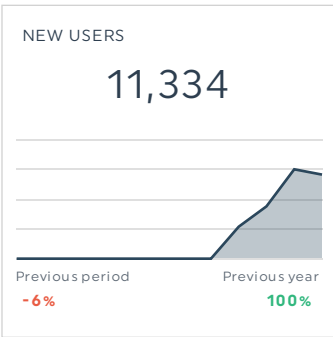
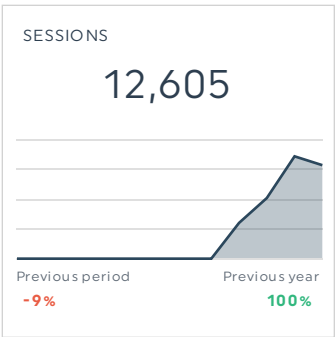
49.04%

GOOGLE MY BUSINESS RESULTS

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

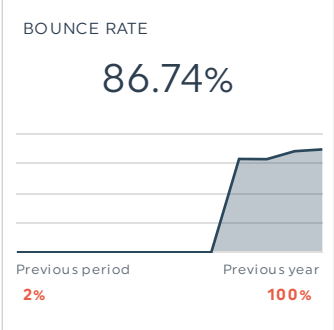
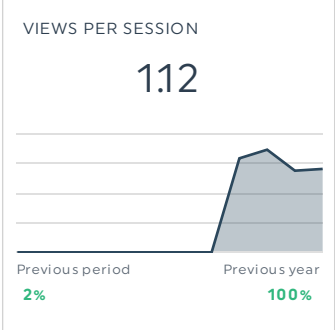


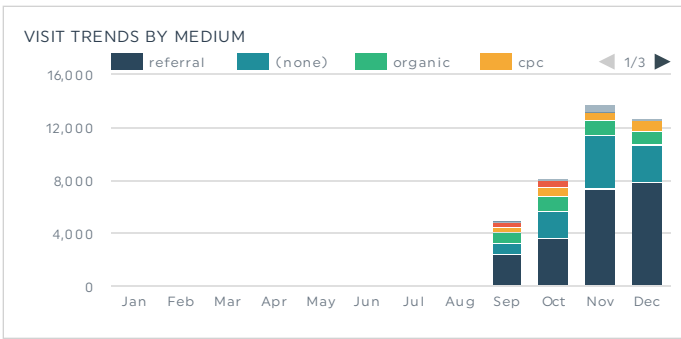
WEBSITE TRAFFIC OVERVIEW



ENGAGED SESSIONS

Country	Engaged sessions
United States	1,462
China	61
Singapore	46
India	28
United Kingdom	15
Canada	10
Portugal	10
Germany	6
Ukraine	6
Ireland	5





TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Social	7,661
Direct	2,780
Organic Search	1,047
Paid Search	776
Referral	194
Paid Social	70
Unassigned	64
Email	46
Cross-network	12
Organic Video	3

