



## Marketing Report: June 2026

### Participation in Marketing/Networking & Community Events

(Since May 28 Board meeting)

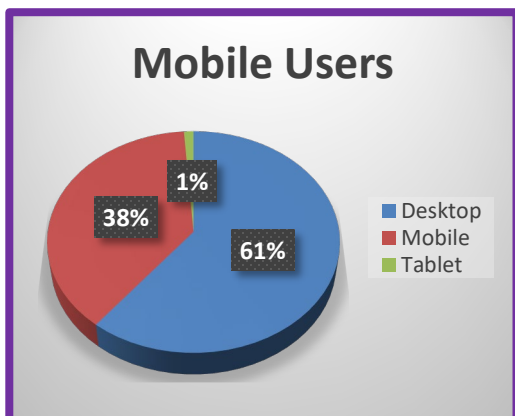
- Grant and Sponsored events: Lelo’s Coffee Ribbon Cutting, Chestnut Square Farm to Table, Texas Music Revolution, MillHouse Makers Market, ManeGait LIVE, SBG Craft Beer Walk, Summer of Soccer at TUPPS, Hugs Toast to Moving, and Hugs Site Tour.
- Other outreach events: Leadership McKinney Reception and Graduation, Shiloh Place Ribbon Cutting, Tacos with Cops, and Juneteenth.

### Press, Social Mentions, Tags, Shares

- Press: Airport (Community Impact, Local Profile)
- Social mentions: TMR, MillHouse, ManeGait, McKinney Lions Club, Visit McKinney, Chestnut Square, Hugs

### Website Metrics

April sessions continued to show increase over 2025. Top pages viewed were Calendar, Grants, and About Us. The mid-month peak is likely due to time spent by staff and hosting agency with website redesign.



REFERRALS	
City of McKinney	25
MEDC	16
ChatGPT	6
North Dallas Gazette	4
ArtByMetta	3
GrantWatch	3


# Facebook

For Facebook, followship increased to 5,803. May was a high performing month with engagements at 873 and impressions at 52,828. Top posts in May were related to Parks Development, Summer Events, TMR, MCDC's Congressional Commendation, Farmers Market, and CJ Cup Highlights.



**McKinney Community ...**  
Fri 5/1/2026 6:29 am PDT


For 30 years, the McKinney Community Development Corporation has helped shape a community where opportunit...



Engagements	126
Reactions	42
Comments	3
Shares	10
Post Link Clicks	—
Other Post Clicks	71

**McKinney Community ...**  
Wed 5/13/2026 9:43 am PDT

Summer is near, and so are some incredible MCDC grant-funded events



Engagements	91
Reactions	6
Comments	1
Shares	3
Post Link Clicks	6
Other Post Clicks	75

**McKinney Community ...**  
Wed 5/27/2026 10:08 am PDT

Have you gotten your tickets for Texas Music Revolution yet? Head to the Texas Homegrown Music Stage for an...



Engagements	86
Reactions	14
Comments	0
Shares	5
Post Link Clicks	18
Other Post Clicks	49

**McKinney Community ...**  
Tue 5/26/2026 6:09 am PDT

For 30 years, the McKinney Community Development Corporation has invested in projects that help make McKinney ...



Engagements	69
Reactions	34
Comments	4
Shares	3
Post Link Clicks	—
Other Post Clicks	28

**McKinney Community ...**  
Thu 5/7/2026 10:00 pm PDT


Kick off your Saturday at the McKinney Farmers Market at Chestnut Square starting at 8 AM. Browse fresh, locally...



Engagements	63
Reactions	18
Comments	0
Shares	4
Post Link Clicks	7
Other Post Clicks	34

**McKinney Community ...**  
Sat 5/2/2026 5:32 am PDT


May is here, and McKinney is blooming with community events all month long.



Engagements	56
Reactions	13
Comments	4
Shares	3
Post Link Clicks	1
Other Post Clicks	35

**McKinney Community ...**  
Fri 5/29/2026 8:17 am PDT


Here's a quick recap of highlights from the May 28 MCDC Board Meeting:



Engagements	50
Reactions	5
Comments	0
Shares	3
Post Link Clicks	2
Other Post Clicks	40

**McKinney Community ...**  
Tue 5/12/2026 4:21 pm PDT


Experience the power of music with Sostenuto's spring concert, TESTIFY!, on May 18 at 7:30 p.m. at First...



Engagements	44
Reactions	10
Comments	0
Shares	4
Post Link Clicks	4
Other Post Clicks	26

**McKinney Community ...**  
Tue 5/5/2026 10:28 am PDT


Shop local at the MillHouse Makers Market this Saturday, May 9 from 10 AM to 4 PM at the historic McKinney...



Engagements	29
Reactions	7
Comments	1
Shares	2
Post Link Clicks	3
Other Post Clicks	16

**McKinney Community ...**  
Thu 5/7/2026 12:10 pm PDT

Don't forget—this Saturday, May 9 from 11 AM to 3 PM, experience aviation up close at McKinney Nation...

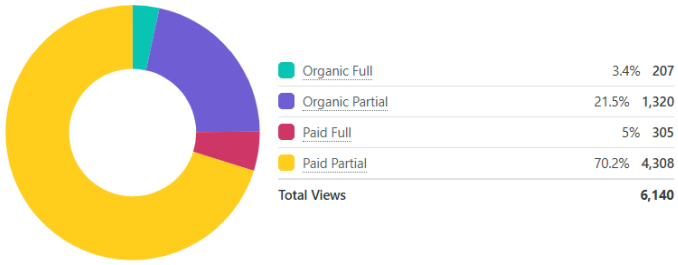


Engagements	26
Reactions	4
Comments	0
Shares	2
Post Link Clicks	4
Other Post Clicks	16

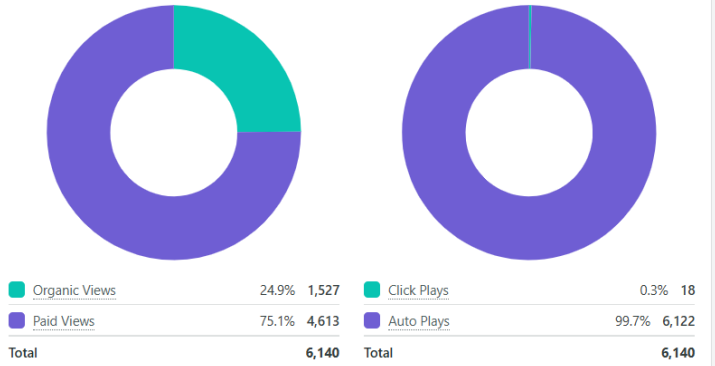
## Video Performance

View your aggregate video performance during the selected time period.

Video Views Breakdown



Breakdown by Promotion Type



Breakdown by Play Type

