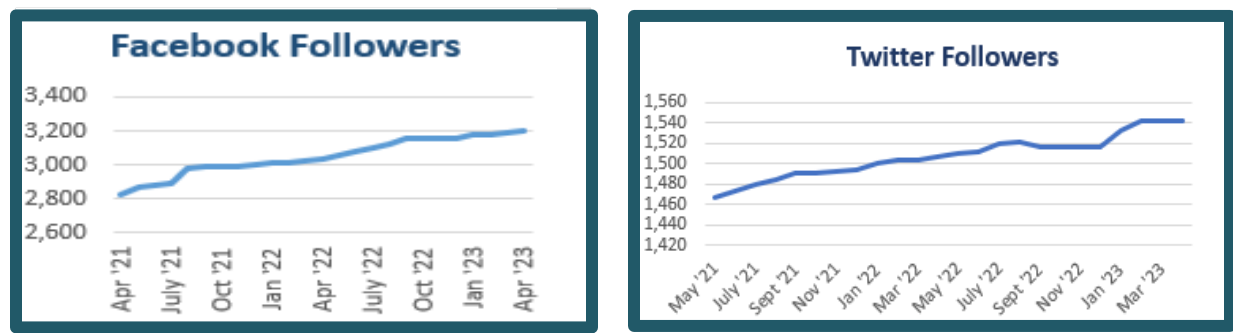




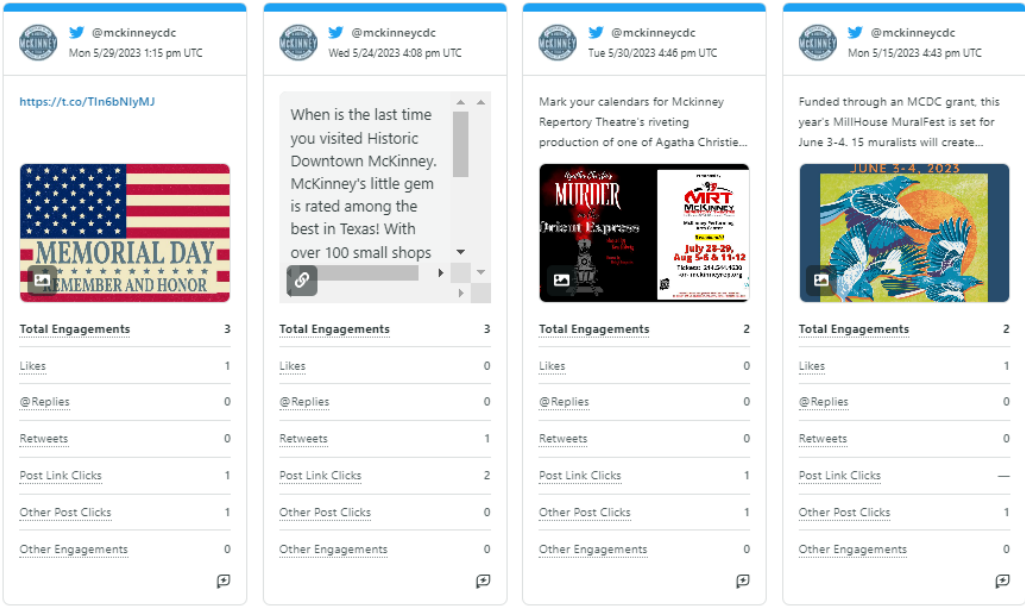
Social Media: Facebook and Twitter



Facebook followship has increased slightly for the last couple of months. For Facebook, the top performing posts for May include Byron Nelson, Parks, Support for Allen, Texas Music Revolution, McKinney Repertory Theater and City Board applications.

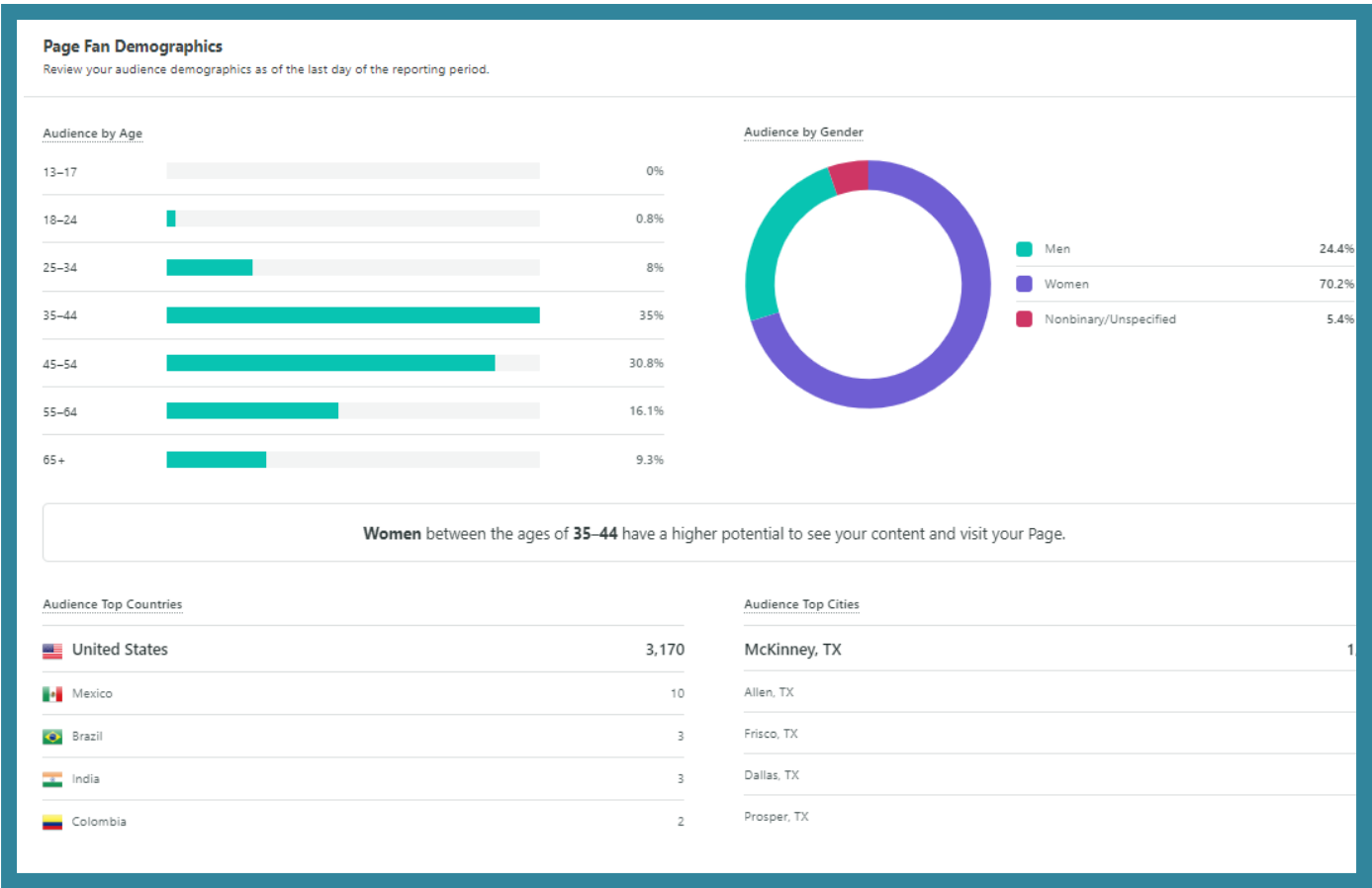
<div><div>McKinney Community ...</div><div>Wed 5/3/2023 11:13 am PDT</div><div>IT'S AT&amp;T BYRON NELSON TICKET GIVE TIME! Players take the course next wee Here's your chance to WIN A PACK OF</div><div></div><div><div>Total Engagements245</div><div>Reactions104</div><div>Comments1</div><div>Shares8</div><div>Post Link Clicks5</div><div>Other Post Clicks127</div></div></div>	<div><div>McKinney Community ...</div><div>Mon 5/22/2023 9:58 am PDT</div><div>Flashback to 10 days ago at the AT&amp;T Byron Nelson in McKinney, Texas - Unique by Nature. These two won...</div><div></div><div><div>Total Engagements174</div><div>Reactions71</div><div>Comments5</div><div>Shares2</div><div>Post Link Clicks—</div><div>Other Post Clicks96</div></div></div>	<div><div>McKinney Community ...</div><div>Tue 5/2/2023 6:46 am PDT</div><div>IT'S AT&amp;T BYRON NELSON TICKET GIVE TIME! Players take the course next wee Here's your chance to WIN A PACK OF</div><div></div><div><div>Total Engagements116</div><div>Reactions14</div><div>Comments12</div><div>Shares2</div><div>Post Link Clicks6</div><div>Other Post Clicks82</div></div></div>	<div><div>McKinney Community ...</div><div>Thu 5/11/2023 6:50 pm PDT</div><div></div><div><div>Total Engagements71</div><div>Reactions16</div><div>Comments0</div><div>Shares0</div><div>Post Link Clicks—</div><div>Other Post Clicks55</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 5/20/2023 1:16 pm PDT</div><div></div><div><div>Total Engagements48</div><div>Reactions8</div><div>Comments1</div><div>Shares0</div><div>Post Link Clicks3</div><div>Other Post Clicks36</div></div></div>
<div><div>McKinney Community ...</div><div>Thu 5/11/2023 4:55 am PDT</div><div>We are still saddened by this tragedy, and we stand beside our neighbors as they search for ways to move forward...</div><div></div><div><div>Total Engagements20</div><div>Reactions5</div><div>Comments0</div><div>Shares0</div><div>Post Link Clicks8</div><div>Other Post Clicks7</div></div></div>	<div><div>McKinney Community ...</div><div>Mon 5/15/2023 9:20 am PDT</div><div></div><div><div>Total Engagements19</div><div>Reactions10</div><div>Comments0</div><div>Shares0</div><div>Post Link Clicks8</div><div>Other Post Clicks1</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 5/6/2023 7:25 am PDT</div><div>TONIGHT! Check out "Rumors" performed by McKinney Repertory Theatre. Funded through a...</div><div></div><div><div>Total Engagements17</div><div>Reactions3</div><div>Comments0</div><div>Shares1</div><div>Post Link Clicks—</div><div>Other Post Clicks13</div></div></div>	<div><div>McKinney Community ...</div><div>Mon 5/15/2023 7:45 am PDT</div><div>Did you know McKinney has more than 20 Boards and Commissions? Members are McKinney residents lik...</div><div></div><div><div>Total Engagements16</div><div>Reactions3</div><div>Comments0</div><div>Shares0</div><div>Post Link Clicks11</div><div>Other Post Clicks2</div></div></div>	<div><div>McKinney Community ...</div><div>Fri 5/5/2023 2:42 pm PDT</div><div>IT'S AT&amp;T BYRON NELSON TICKET GIVE TIME! Players take the course next wee Here's your chance to WIN A PACK OF</div><div></div><div><div>Total Engagements15</div><div>Reactions0</div><div>Comments2</div><div>Shares0</div><div>Post Link Clicks2</div><div>Other Post Clicks11</div></div></div>

Twitter is a smaller audience with just over 1,500 followers that is still growing slowly. Engagement remains much lower than for Facebook but was slightly above average for the month of May. Top posts were related to Memorial Day, Downtown, McKinney Repertory Theater and MillHouse MuralFest.



Facebook Demographics

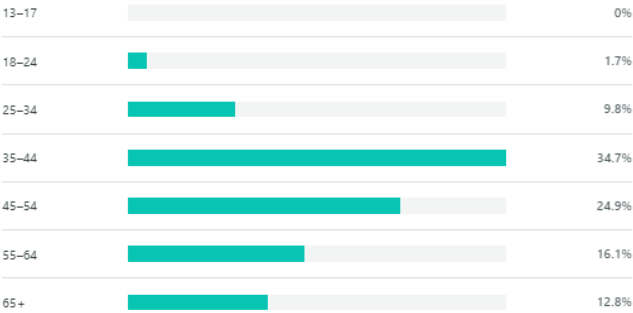
Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Demographic analytics are not readily available for our Twitter account.



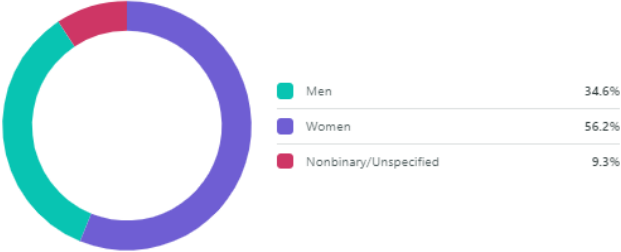
People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age



People Reached by Gender



Women between the ages of 35-44 have a higher potential to see your content and visit your Page.

People Reached Top Countries

	Daily Average
United States	366.54
Canada	5.82
India	0.79
United Kingdom	0.5
Macedonia	0.39

People Reached Top Cities

	Daily Average
McKinney, TX	160.19
Lubbock, TX	17.96
Allen, TX	14.77
Plano, TX	11.35
Frisco, TX	10.23