

MCKINNEY EDC SOCIAL REPORT

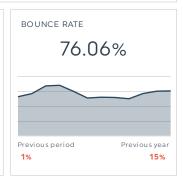
WEBSITE TRAFFIC REPORT

COMMENTS

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

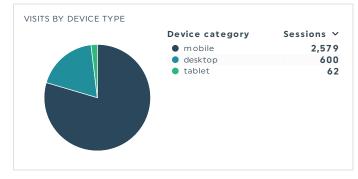








Landing page	Sessions ∨	
/	2,218	-4,968
/innovation-fund/	143	-328
/demographics/	90	-188
/subscribe/	86	-194
(not set)	75	-159
/notable-employers/	40	-70
/innovative-life-sciences-ils-gummies-opens-world- class-mckinney-texas-headquarters-facility/	26	-19
/contact/	26	-24



TOP SESSIONS BY CITY				
City	Sessio	Sessions ∨		
Los Angeles	516	1,050		
San Francisco	221	-537		
(not set)	135	-198		
Chicago	117	-320		
San Jose	102	-233		
McKinney	98	-201		
Dallas	88	-326		
Austin	70	-205		
Atlanta	70	-203		
Anaheim	60	-107		

LINKEDIN REPORT

COMMENTS

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

4677







TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE) Post with image	Engageme	ent Rate v	Lik	e s	Clic	:ks
What an honor to partner with the @[Texas Economic Development Corporation] (urn:li:organization:24777136)'s	32.7%	+32.7%	110	+110	688	+688
Thinking about relocating your headquarters to McKinney? The Innovation Fund was built to support startups and scale-ups who are ready	24.2%	+24.2%	43	+43	206	+206



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.

1645







TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE) Engagement Rate ∨ Total Reactions Post With Image Post Comments **Post Shares** New infrastructure is popping up every day in McKinney, making it hard to keep up with all the 14.48% +14.48% N/A N/A N/A N/A N/A N/A ongoing developments. Being over halfway through 2025, here are some exciting and notable McKinney has been named the number one Best City for Renters in 2025 by RentCafe — and it's no 6.50% +6.50% N/A N/A N/A N/A N/A N/A surprise to us. At McKinney Economic Development Corporation, we work every day to

TOP POSTS BY PEOPLE TALKING ABOUT IT	
Post	~
• New infrastructure is popping up every day in McKinney,	77
● ■ The Ticket is coming to McKinney! ■ On Friday, Octobe	31
Big ideas need bold support. That's why the McKinney Ec	16
McKinney ranks number one safest suburb in Texas and i	14
• Today, we celebrate the hardworking people and innovati	10
McKinney's four strategic pillars serve as the foundation	8
• Thinking about relocating your headquarters to McKinne	4
What once started as a haven for Austin's vegan crowd,	4
McKinney has been named the number one Best City for	2

ost	~
New infrastructure is popping up every day in McKinney,	4,725
■ The Ticket is coming to McKinney! ■ On Friday, Octobe	1,797
Big ideas need bold support. That's why the McKinney Ec	1,313
McKinney ranks number one safest suburb in Texas and i	1,028
Today, we celebrate the hardworking people and innovati	925
McKinney's four strategic pillars serve as the foundation	822
Thinking about relocating your headquarters to McKinne	61
What once started as a haven for Austin's vegan crowd,	51
McKinney has been named the number one Best City for	(

INSTAGRAM REPORT

COMMENTS

 $\label{lem:count} Summary\ of\ all\ activity\ monthly\ for\ the\ unique_mckinney\ instagram\ account.$







ost With Image	Lik	(es v	Comn	nents	Engage	ement
New infrastructure is popping up every day in McKinney, making it hard to keep up with all the ongoing developments. Being over halfway through 2025, here are some exciting and notable projects that have gotten underway: • District 121's expansion, welcoming restaurants like Chef Kenny Chong's Shun • Cannon Beach Surf and Adventure Park	677	+677	13	+13	1,619	+1,619
McKinney has been named the number one Best City for Renters in 2025 by RentCafe — and it's no surprise to us. At McKinney Economic Development Corporation, we work every day to attract and grow businesses that create jobs, strengthen our economy, and build the kind of community where people want to live. This recognition highlights how	74	+74	4	+4	177	+177

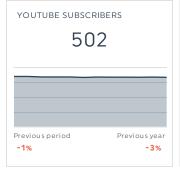
YOUTUBE REPORT

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.









EMAIL OPEN RATES REPORT

COMMENTS

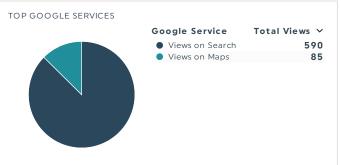
This report provides email open rate data per campaign and the open rate over the quarter, averaged.

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.





NOTES

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

