

## LINKEDIN REPORT

**COMMENTS**

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



**TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)**

| Post with image                                                                                                                                    | Engagement Rate ▾ |        | Likes   |        | Clicks  |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------|---------|--------|---------|--------|
|                                                                                                                                                    | Current           | Change | Current | Change | Current | Change |
| <p>Join us tomorrow, Tuesday October 21st, for the next Innovation Unwind! Link in comments to register to unlock time and location. For</p>       | 12.2%             | +12.2% | 47      | +47    | 159     | +159   |
| <p>McKinney has always been a place where businesses don't just set up shop, they build a future. In the past year alone, three McKinney-based</p> | 8.3%              | +8.3%  | 39      | +39    | 44      | +44    |



## 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.

FOLLOWERS

# 1673

FAN ADDS

## 30

Previous period: **30%** | Previous year: **173%**

PAGE IMPRESSIONS

## 520,348

Previous period: **8%** | Previous year: **73%**

PAGE ENGAGEMENT RATE

## 2.22%

Previous period: **7%** | Previous year: **-37%**

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

| Post With Image                                                                                                                                                                                                            | Engagement Rate                                   | Total Reactions                           | Post Comments | Post Shares                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------|---------------|-----------------------------------------|
| <p>Big news for McKinney's future growth! CapRock Partners has acquired 15.3 acres to develop McKinney Air Business Park, a 250,000-square-foot, Class A industrial park with two buildings, right next to the</p>         | 13.06% <span style="color: green;">+13.06%</span> | 11 <span style="color: green;">+11</span> | 0 =           | 3 <span style="color: green;">+3</span> |
| <p>McKinney is quickly becoming a model city for modern growth in North Texas, with mixed-use developments reshaping the way people live, work, and connect. These projects blend housing, retail, office, dining, and</p> | 5.01% <span style="color: green;">+5.01%</span>   | 3 <span style="color: green;">+3</span>   | 0 =           | 2 <span style="color: green;">+2</span> |

TOP POSTS BY PEOPLE TALKING ABOUT IT

| Post                                                          | Count |
|---------------------------------------------------------------|-------|
| Join us at District 121 (Broken Yolk and Common Table) ...    | 78    |
| Don't miss McKinney's Día de los Muertos, an evening fille... | 38    |
| Big news for McKinney's future growth! CapRock Partner...     | 15    |
| Join MEDC in celebrating McKinney's lively spirit at the M... | 11    |
| At McKinney Economic Development Corporation, we kn...        | 9     |
| McKinney has always been a place where businesses don't...    | 8     |
| Halloween is the perfect reminder that McKinney isn't jus...  | 7     |
| Companies don't just choose McKinney for business; the...     | 7     |
| McKinney is quickly becoming a model city for modern g...     | 5     |

TOP POSTS BY VIRALITY IMPRESSIONS

| Post                                                          | Count  |
|---------------------------------------------------------------|--------|
| Join us at District 121 (Broken Yolk and Common Table) ...    | 11,322 |
| Don't miss McKinney's Día de los Muertos, an evening fille... | 2,240  |
| Join MEDC in celebrating McKinney's lively spirit at the M... | 1,138  |
| Halloween is the perfect reminder that McKinney isn't jus...  | 816    |
| Companies don't just choose McKinney for business; the...     | 786    |
| McKinney has always been a place where businesses don't...    | 743    |
| At McKinney Economic Development Corporation, we kn...        | 611    |
| McKinney is quickly becoming a model city for modern g...     | 599    |
| Big news for McKinney's future growth! CapRock Partner...     | 67     |

## INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique\_mckinney instagram account.

FOLLOWERS

# 2915

IMPRESSIONS

## 20,902

Previous period: **-81%** | Previous year: **751%**

LIKES

## 147

Previous period: **-83%** | Previous year: **674%**

ENGAGEMENT BY POST (WITH IMAGE)

| Post With Image                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Likes  | Comments | Engagement |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------|------------|
|  <p>Join us at District 121 (Broken Yolk and Common Table) This Friday, October 3, for The Ticket LIVE in McKinney! 121 and Alma   6am to 1pm at Broken Yolk, 1pm - 7pm at Common Table. Here's what to expect: - A fresh take on challenging the status quo in economic development - The energy and excitement of McKinney's growth story - A spotlight on</p>               | 39 +39 | 0 =      | 50 +50     |
|  <p>McKinney is quickly becoming a model city for modern growth in North Texas, with mixed-use developments reshaping the way people live, work, and connect. These projects blend housing, retail, office, dining, and entertainment into walkable, amenity-rich environments that foster community and attract investment. From the \$1.3 billion Long Branch project to</p> | 27 +27 | 1 +1     | 37 +37     |

## 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

163



Previous period: 15%  
Previous year: 42%

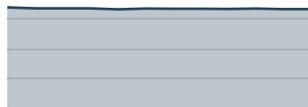
VIEWS BY VIDEO TITLE

Video Title

|                                                                |    |
|----------------------------------------------------------------|----|
| ● Be a Maverick and disrupt industries - Tom Currier with M... | 37 |
| ● innovationvideoheader                                        | 25 |
| ● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...      | 19 |
| ● Improving the Customer Experience with Data - with Ra...     | 12 |
| ● "What is ILS Gummies?"                                       | 10 |
| ● Where did Maverick Power Get its name?                       | 9  |
| ● Why Choose McKinney                                          | 5  |
| ● Plug and Play Reel                                           | 5  |
| ● McKinney will rally and support ANYONE                       | 5  |
| ● HUGS Cafe is empowering employees for success #mcki...       | 5  |

YOUTUBE SUBSCRIBERS

502



Previous period: 0%  
Previous year: -2%

DT:ESTIMATEDMINUTESWATCHED

654



Previous period: -6%  
Previous year: 54%

## EMAIL OPEN RATES REPORT

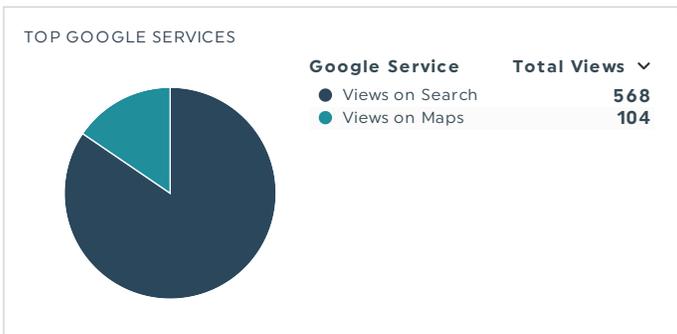
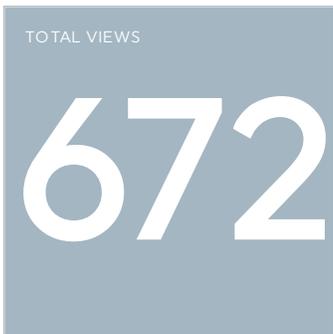
COMMENTS

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.

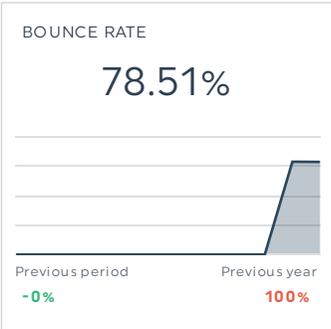
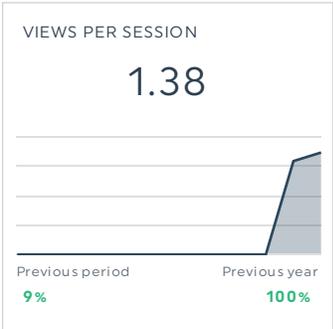


## WEBSITE TRAFFIC OVERVIEW

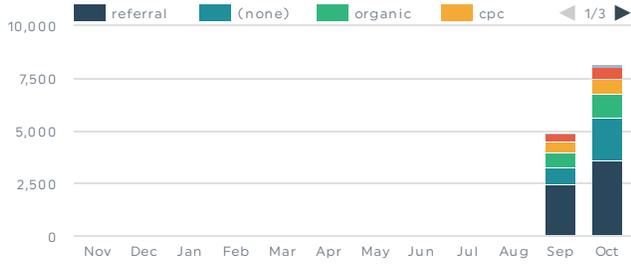


ENGAGED SESSIONS

| Country        | Engaged sessions |
|----------------|------------------|
| United States  | 1,550            |
| China          | 59               |
| Singapore      | 37               |
| India          | 29               |
| Spain          | 14               |
| United Kingdom | 14               |
| Canada         | 10               |
| Ireland        | 9                |
| Germany        | 7                |
| France         | 6                |



VISIT TRENDS BY MEDIUM



TOP TRAFFIC SOURCES

| Session Default Channel Grouping | Sessions |
|----------------------------------|----------|
| Organic Social                   | 3,375    |
| Direct                           | 2,012    |
| Organic Search                   | 1,131    |
| Paid Search                      | 716      |
| Paid Social                      | 543      |
| Referral                         | 211      |
| Email                            | 107      |
| Unassigned                       | 31       |
| Cross-network                    | 5        |
| Display                          | 1        |

