



Marketing Report: January 2025

Press, Social Mentions, Tags, Shares

- Press: Airport, Promotional Grants, Cannon Beach, New City Hall
- Facebook Mentions, Tags, Shares: MillHouse, Habitat, Chestnut Square, Volunteer McKinney, McKinney Parks & Rec

Website Analytics

January sessions and views remained fairly constant, with top pages viewed being Home, Grants, and About Us. Spikes for website visits correlate to posts regarding Quality of Life Award, Cami Cakes, and Erwin Park improvements.

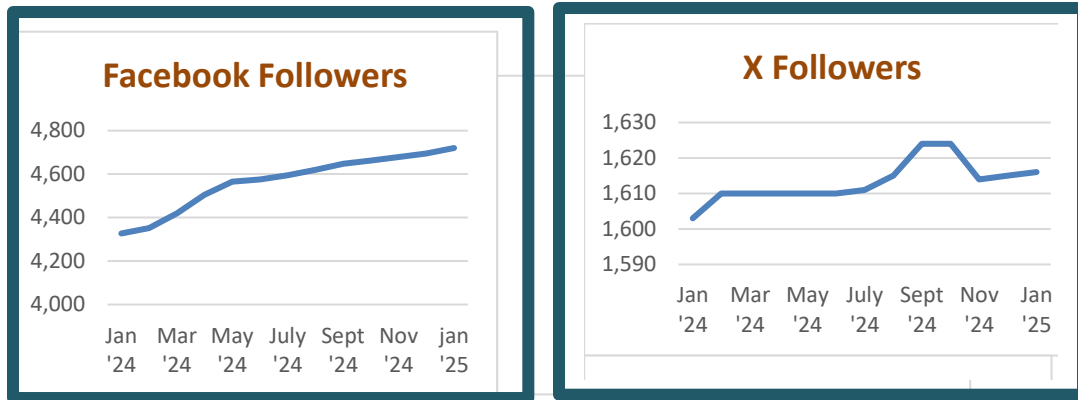


Referrals	
City of McKinney	66
Grant Watch	5
MEDC	3
Texas Grant Watch	2
Chestnut Square3	2

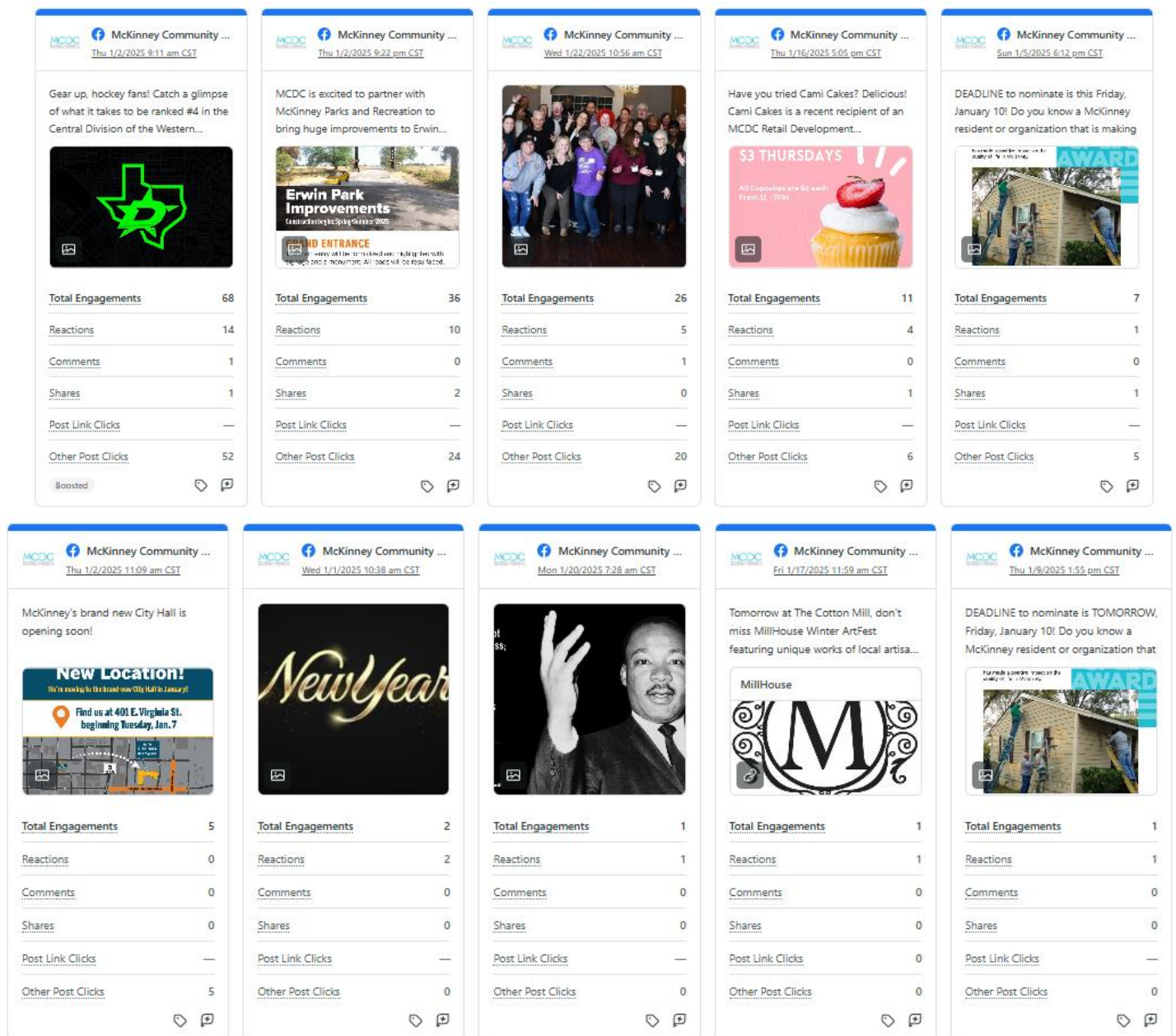
The number of website visitors has remained consistent this year, still nearly double over 2023.

Mobile Traffic	Users	Percent of Total
Desktop	405	70.10%
Mobile	169	29.20%
Tablet	5	0.90%

Social Media: Facebook and X



For **Facebook**, follower increased by 25. Top posts were related to Dallas Stars, Erwin Park improvements, Volunteer McKinney, and Cami Cakes.



For X, followship remains low with little engagement.



X @mckinneycdc

Mon 1/20/2025 7:28 am CST



Total Engagements2

Likes0

@Replies0

Reposts1

Post Link Clicks—

Other Post Clicks1

Other Engagements0



X @mckinneycdc

Sun 1/5/2025 6:12 pm CST

DEADLINE to nominate is this Friday, January 10! Do you know a McKinney resident or organization that is makin...



Total Engagements1

Likes0


@Replies0

Reposts0

Post Link Clicks0

Other Post Clicks1


Other Engagements0



X @mckinneycdc

Mon 1/27/2025 2:02 pm CST

The winter chill is real, but summer's on the way! Dive into the warm prospects of a part-time summer job!...



Total Engagements0

Likes0


@Replies0

Reposts0

Post Link Clicks0

Other Post Clicks0


Other Engagements0



X @mckinneycdc

Thu 1/9/2025 1:55 pm CST

DEADLINE to nominate is TOMORROW, Friday, January 10! Do you know a McKinney resident or...



Total Engagements0

Likes0

@Replies0

Reposts0

Post Link Clicks0

Other Post Clicks0

Other Engagements0



X @mckinneycdc

Wed 1/1/2025 10:38 am CST



Total Engagements0

Likes0

@Replies0

Reposts0

Post Link Clicks—

Other Post Clicks0

Other Engagements0