





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.

MCDC McKinney Com Thu 1/2/2025 9:11 am (MCDC () McKinney Co Thu 1/2/2025 9:22 pr		MCDC G McKinney Col Wed 1/22/2025 10:56		MCDC () McKinney Cor Thu 1/16/2025 5:05 p		MCDC (7 McKinney Con Sun 1/5/2025 6:12 pm	
Gear up, hockey fans! Catch a of what it takes to be ranked Central Division of the Weste	#4 in the	MCDC is excited to partner McKinney Parks and Recrea bring huge improvements	ation to		a de la d	Have you tried Cami Cakes Cami Cakes is a recent recip MCDC Retail Development.	pient of an	DEADLINE to nominate is th January 10! Do you know a l resident or organization that	McKinney .
		Erwin Park Improvements Cratic Subjects Subjects The Cratic Subjects Subjects The Error All Control Co	Kifig: Hes will be resultand.			S3 THURSDAYS		Register Strategy	
Total Engagements	68	Total Engagements	36	Total Engagements	26	Total Engagements	11	Total Engagements	7
Reactions	14	Reactions	10	Reactions	5	Reactions	4	Reactions	1
Comments	1	Comments	0	Comments	1	Comments	0	Comments	0
Shares	1	Shares	2	Shares	0	Shares	1	Shares	1
Post Link Clicks	11-12 11-12	Post Link Clicks	82	Post Link Clicks		Post Link Clicks	-	Post Link Clicks	_
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For X, followship remains low with little engagement.

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		DEADLINE to nominate is this January 10! Do you know a M resident or organization that i	lcKinney	The winter chill is real, but summ on the way! Dive into the warm prospects of a part-time summe		DEADLINE to nominate is TOMORROW, Friday, January you know a McKinney resider			
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