



## Marketing Report: May 2026

### Participation in Marketing/Networking & Community Events

*(Since April 23 Board meeting)*

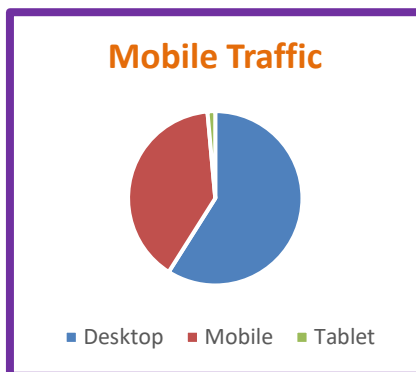
- **Grant and Sponsored events:** Empty Bowls, Airport Appreciation Lunch, LifePath Celebrate to Elevate, CASA Tea of Change, LoveLife Women in Service, Habitat for Humanity Groundbreaking, Direction 61:3 Tour of The Farm, McKinney Roots ground-breaking, Burress Foundation Appreciation, R&B Music Festival, Smiles Charity Boots & Bling, Volunteer McKinney Executive Directors quarterly
- **Other outreach events:** McKinney Fire Administration Building ribbon-cutting, Main Street Merchants, GraceToChange anniversary celebration

### Press, Social Mentions, Tags, Shares

- Press: 30<sup>th</sup> Anniversary (Community Impact, North Texas ENews, Local Profile)
- Social mentions: Empty Bowls, Habitat for Humanity, Chestnut Square, R&B Music Festival

### Website Metrics

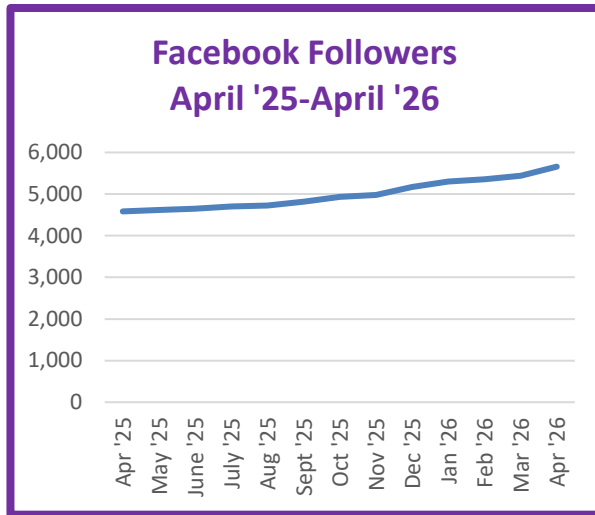
April sessions continued to show increase over 2025. Top pages viewed were Calendar, Grants, and About Us. The mid-month peak is likely due to time spent by staff and hosting agency with website redesign.



REFERRALS	
City of McKinney	23
MEDC	12
ChatGPT	4
CivicPlus	3
ArtByMetta	2
Visit McKinney	2

# Facebook


For Facebook, followship increased to 5,356. It was another record-breaking month with 101,787 impressions and 3,801 engagements. Top posts for engagements included Hunt Library tour (1,994), TUPPS events (720), Housing Summit (179), Arts in Bloom (167), Habitat for Humanity ground-breaking (114), Farmers Market (93), Board Recap (85), Master Gardeners Plant Sale (72), HUB 121 (65, and Heard Science Museum posts (59 & 41).



Post Date	Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Wed 4/8/2026 5:36 pm CDT	1,994	151	11	6	—	1,826
Thu 4/2/2026 2:14 pm CDT	720	63	0	7	70	580
Wed 4/15/2026 4:23 pm CDT	179	36	1	3	—	139
Tue 4/7/2026 10:31 am CDT	167	49	3	8	38	69
Tue 4/28/2026 12:23 pm CDT	114	40	3	1	—	70

**McKinney Commun...**  
 Fri 4/3/2026 1:36 pm CDT


Step into a world of discovery at Dragon Trails at the Heard Natural Science Museum & Wildlife Sanctuary...



**Engagements** 41  
**Reactions** 6  
**Comments** 0  
**Shares** 3  
**Post Link Clicks** 7  
**Other Post Clicks** 25

**McKinney Commun...**  
 Mon 4/27/2026 12:24 pm CDT


Experience aviation up close on Saturday, May 9 from 11 AM to 3 PM at McKinney National Airport. Explore...



**Engagements** 29  
**Reactions** 5  
**Comments** 0  
**Shares** 3  
**Post Link Clicks** 7  
**Other Post Clicks** 14

**McKinney Commun...**  
 Sun 4/19/2026 5:12 pm CDT


Join us at SERVE McKinney tomorrow (Monday, April 20, from 5:30 - 7:00 PM. Learn about how you can make a...



**Engagements** 23  
**Reactions** 11  
**Comments** 4  
**Shares** 2  
**Post Link Clicks** —  
**Other Post Clicks** 6

**McKinney Commun...**  
 Wed 4/22/2026 4:52 pm CDT


Enjoy a spring afternoon of live music as MRT presents Vintage Voices on the Veranda on April 26 at Heard-Craig...



**Engagements** 14  
**Reactions** 2  
**Comments** 1  
**Shares** 0  
**Post Link Clicks** —  
**Other Post Clicks** 11

**McKinney Commun...**  
 Fri 4/10/2026 1:38 pm CDT


Tomorrow, April 11, enjoy The Divebar Boombox at Party on the Patio at the Recreation Center at Towne Lake. Mus...



**Engagements** 11  
**Reactions** 2  
**Comments** 0  
**Shares** 0  
**Post Link Clicks** —  
**Other Post Clicks** 9

**McKinney Commun...**  
 Fri 4/17/2026 1:19 pm CDT


Start your Saturday with a visit to the McKinney Farmers Market at Chestnut Square. Beginning at 8 a.m., shop fres...



**Engagements** 93  
**Reactions** 22  
**Comments** 1  
**Shares** 4  
**Post Link Clicks** 11  
**Other Post Clicks** 55

**McKinney Commun...**  
 Fri 4/24/2026 11:47 am CDT


Here's a quick recap of highlights from the April 23 MCDC Board Meeting:  
 • Public hearings were held on four...



**Engagements** 85  
**Reactions** 15  
**Comments** 1  
**Shares** 3  
**Post Link Clicks** 4  
**Other Post Clicks** 62

**McKinney Commun...**  
 Tue 4/21/2026 12:32 pm CDT


Find the best plants at the Collin County Master Gardeners' Plant Sale on April 25 from 9 AM to noon at Myers...



**Engagements** 72  
**Reactions** 10  
**Comments** 1  
**Shares** 3  
**Post Link Clicks** 12  
**Other Post Clicks** 46

**McKinney Commun...**  
 Thu 4/9/2026 3:33 pm CDT


Head to HUB 121 tomorrow night, April 10, for Turnpike Troubadours Tribute! Bring your chairs and blankets, enjoy...



**Engagements** 65  
**Reactions** 11  
**Comments** 0  
**Shares** 2  
**Post Link Clicks** 6  
**Other Post Clicks** 46

**McKinney Commun...**  
 Mon 4/13/2026 12:48 pm CDT

Discover a one-of-a-kind outdoor adventure at Dragon Trails at the Heard Natural Science Museum & Wildlife...



**Engagements** 59  
**Reactions** 22  
**Comments** 1  
**Shares** 5  
**Post Link Clicks** 5  
**Other Post Clicks** 26