



REPORT FOR JUN 1, 2026 - JUN 30, 2026

MCKINNEY EDC SOCIAL REPORT

LINKEDIN REPORT

COMMENTS

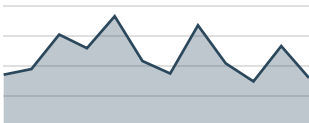
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

6,233

IMPRESSIONS

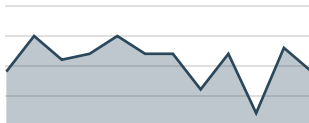
11,900



Previous period -40% Previous year -33%

SHARES

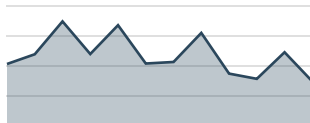
9



Previous period -31% Previous year -65%

LIKES

367



Previous period -40% Previous year -45%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

Engagement Rate ▾

Likes

Clicks



We had such a phenomenal evening last night with the builders, makers, and AI curious of North Texas! We packed out @Tupps Brewery!

29.0%

+29.0%

75

+75

500

+500



The City of McKinney operates under the R.I.S.E. Standard, a High Performing Organization model that aligns people, processes, and

24.6%

+24.6%

8

+8

93

+93

COMMENTS

19

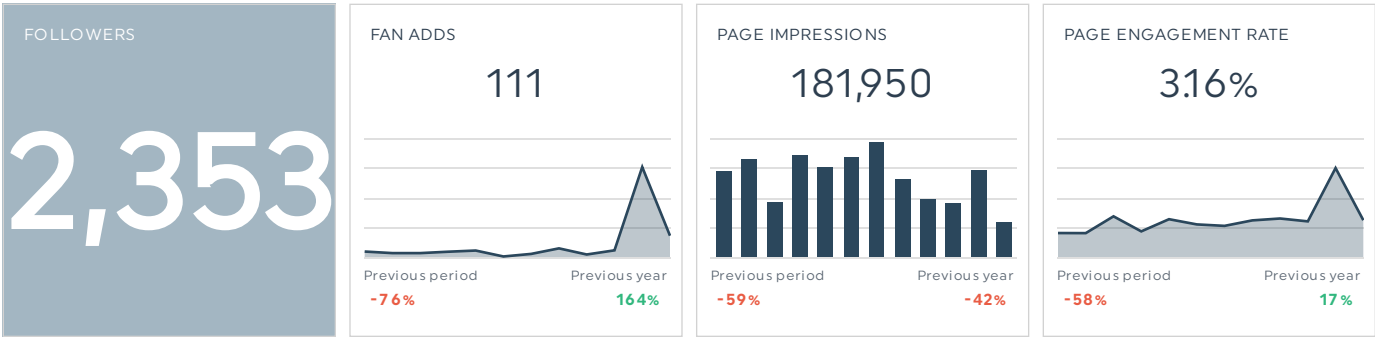


Previous period -30% Previous year -17%

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.



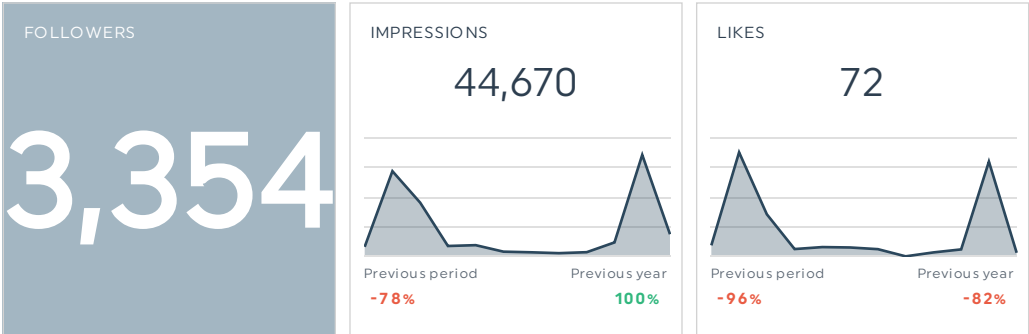
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)									
Post With Image		Engagement Rate ▾		Total Reactions		Post Comments		Post Shares	
	McKinney Economic Development Corporation continues investing in infrastructure that supports long-term business growth and regional connectivity. McKinney National Airport (TKI) serves one of the	6.30%	+6.30%	18	+18	4	+4	5	+5
	The numbers tell a powerful story. Collin County continues to lead the nation in growth, with four of the five fastest-growing cities in America located right here in North Texas. McKinney remains a key driver of that	4.54%	+4.54%	6	+6	0	=	6	+6

TOP POSTS BY PEOPLE TALKING ABOUT IT		TOP POSTS BY VIRALITY IMPRESSIONS	
Post ▾		Post ▾	
● McKinney Economic Development Corporation continu...	42	● The City of McKinney operates under the R.I.S.E. Standar...	0
● The 30th Annual Texas Music Revolution returns to Histo...	29	● Economic development is about more than buildings, jo...	0
● An investment in history is an investment in the future. ...	27	● An investment in history is an investment in the future. ...	0
● The numbers tell a powerful story. Collin County contin...	18	● The numbers tell a powerful story. Collin County contin...	0
● Building a stronger workforce takes commitment, resilie...	12	● McKinney Economic Development Corporation continu...	0
● The City of McKinney operates under the R.I.S.E. Standar...	4	● The 30th Annual Texas Music Revolution returns to Histo...	0
● Economic development is about more than buildings, jo...	2	● Building a stronger workforce takes commitment, resilie...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

	Likes ▾	Comments	Engagement
 McKinney Economic Development Corporation continues investing in infrastructure that supports long-term business growth and regional connectivity. McKinney National Airport (TKI) serves one of the largest corporate jet populations in the region with streamlined arrivals, on-site U.S. Customs, and efficient access designed for modern business travel.	22 +22	0 =	32 +32
 The numbers tell a powerful story. Collin County continues to lead the nation in growth, with four of the five fastest-growing cities in America located right here in North Texas. McKinney remains a key driver of that momentum, ranking among the nation's leaders in numeric population growth and welcoming more than 8,500 new residents in just one year.	20 +20	0 =	32 +32

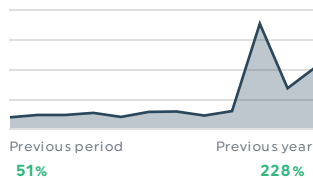
YOUTUBE REPORT

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

624



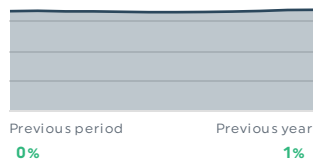
VIEWS BY VIDEO TITLE

Video Title

Video Title	Views
The Grocery Giant Following McKinney's Growth	361
McKinney 121 and 25 Sunset Amphitheater	46
Be a Maverick and disrupt industries - Tom Currier with M...	43
A Conversation With Our CEO	32
innovationvideoheader	21
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	16
Where did Maverick Power Get its name?	12
Beyond the Check: Building a Startup Ecosystem That Ac...	10
Other	9
From 10% to 47%: Inside McKinney's 4-Minute City Mission	7

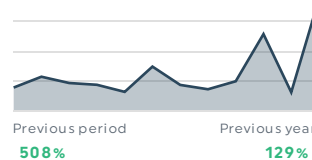
YOUTUBE SUBSCRIBERS

510



DT:ESTIMATEDMINUTESWATCHED

2,828



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
42.83%

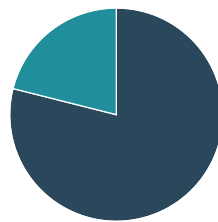
GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.

TOTAL VIEWS

508

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	401
Views on Maps	107

WEBSITE TRAFFIC OVERVIEW

SESSIONS

4,981



Previous period: -71%
Previous year: 100%

NEW USERS

4,034



Previous period: -73%
Previous year: 100%

TOTAL USERS

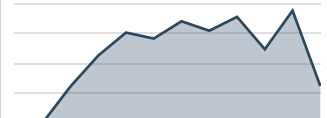
4,258



Previous period: -72%
Previous year: 100%

VIEWS

6,172



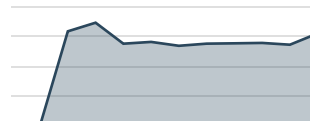
Previous period: -67%
Previous year: 100%

ENGAGED SESSIONS

Country	Engaged sessions
United States	1,207
India	14
France	9
Canada	6
Japan	6
Brazil	5
Germany	5
Nigeria	4
South Africa	4
Chile	3

VIEWS PER SESSION

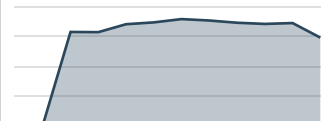
1.24



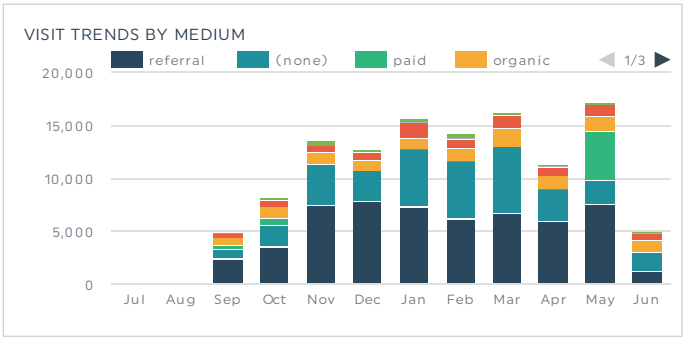
Previous period: 14%
Previous year: 100%

BOUNCE RATE

73.92%



Previous period: -14%
Previous year: 100%



TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Direct	1,709
Organic Social	1,140
Organic Search	1,112
Paid Search	718
Referral	151
Email	42
AI Assistant	25
Unassigned	17
Cross-network	11
Paid Social	6

