



Marketing Report: June 2023

Participation in Marketing/Networking & Community Events (since June 22 Board Meeting)

- Bonnie Wenk Clean-up
- Parks concerts
- Good Morning America!!
- Main Street Merchants
- Night Markets in Downtown
- H-E-B ribbon-cutting and tour

Website Analytics

The number of website visits remains nearly double from last year. May spikes correlate with social media posts about Downtown, SBG Beer Walk, TUPPS, Juneteenth, and grant cycles. Top page visits in June were Grants and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites, and in June, we saw visitors from Grant Watch and McKinney Chamber.

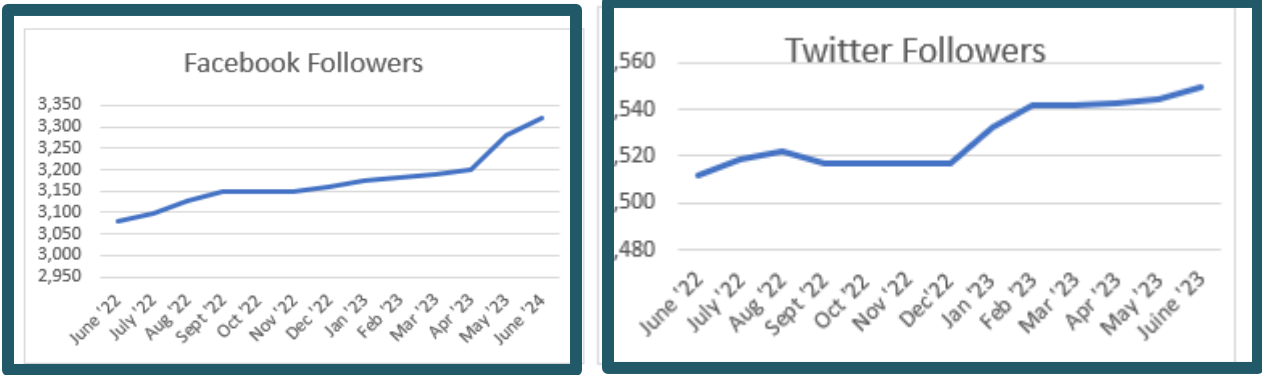


Referrals	
McKinneyTexas.org	60
UniqueMcKinney.com	10
grantwatch.com	3
cp-design.civicplus.com	2
mckinneychamber.com	2

The number of website visitors using mobile devices has been constant for the last couple of months.

Mobile Traffic	Users	Percent of Total
Desktop	553	75.80%
Mobile	174	23.80%
Tablet	4	0.50%











Social Media: Facebook and Twitter



Facebook followship has increased significant over the last two months with a total of over 100 new followers! For **Facebook**, the top performing posts for June include Bonnie Wenk park clean up, Habitat's 100th home, parks, HEB, Downtown, SBG Beer Walk, and The Courts.

<div><div>McKinney Community ...</div><div>Sat 6/24/2023 7:58 am PDT</div><div>This is what service to your community looks like! Thanks MCDC Board and staff for kicking off your Saturday...</div><div></div><div><div>Total Engagements</div><div>157</div></div><div><div>Reactions</div><div>57</div></div><div><div>Comments</div><div>6</div></div><div><div>Shares</div><div>2</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>92</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 6/17/2023 10:33 am PDT</div><div>MCDC Board Chair Angela Richardson-Woods and Board Member David Riche joined Mayor...</div><div></div><div><div>Total Engagements</div><div>84</div></div><div><div>Reactions</div><div>31</div></div><div><div>Comments</div><div>3</div></div><div><div>Shares</div><div>4</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>46</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 6/10/2023 8:19 am PDT</div><div>Great morning for a ride on McKinney trails. McKinney Parks and Recreation</div><div></div><div><div>Total Engagements</div><div>72</div></div><div><div>Reactions</div><div>25</div></div><div><div>Comments</div><div>0</div></div><div><div>Shares</div><div>3</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>44</div></div></div>	<div><div>McKinney Community ...</div><div>Thu 6/22/2023 2:23 pm PDT</div><div>Opening soon in McKinney! H-E-B!!!!</div><div></div><div><div>Total Engagements</div><div>57</div></div><div><div>Reactions</div><div>6</div></div><div><div>Comments</div><div>2</div></div><div><div>Shares</div><div>0</div></div><div><div>Post Link Clicks</div><div>7</div></div><div><div>Other Post Clicks</div><div>42</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 6/17/2023 10:27 am PDT</div><div>Today we celebrate Habitat for Humanity - Collin County's 100th home in McKinney. Over the years...</div><div></div><div><div>Total Engagements</div><div>50</div></div><div><div>Reactions</div><div>18</div></div><div><div>Comments</div><div>1</div></div><div><div>Shares</div><div>2</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>29</div></div></div>
<div><div>McKinney Community ...</div><div>Thu 6/1/2023 10:45 am PDT</div><div>Mark your calendars for a great summer in Historic Downtown McKinney!</div><div></div><div><div>Total Engagements</div><div>38</div></div><div><div>Reactions</div><div>4</div></div><div><div>Comments</div><div>0</div></div><div><div>Shares</div><div>4</div></div><div><div>Post Link Clicks</div><div>4</div></div><div><div>Other Post Clicks</div><div>26</div></div></div>	<div><div>McKinney Community ...</div><div>Mon 6/12/2023 6:59 pm PDT</div><div>This weekend in Historic Downtown McKinney -- SBG Hospitality's Craft Beer Walk. Benefitting McKinney...</div><div></div><div><div>Total Engagements</div><div>33</div></div><div><div>Reactions</div><div>5</div></div><div><div>Comments</div><div>5</div></div><div><div>Shares</div><div>1</div></div><div><div>Post Link Clicks</div><div>2</div></div><div><div>Other Post Clicks</div><div>20</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 6/3/2023 10:28 am PDT</div><div>We can't wait!</div><div></div><div><div>Total Engagements</div><div>27</div></div><div><div>Reactions</div><div>7</div></div><div><div>Comments</div><div>1</div></div><div><div>Shares</div><div>0</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>19</div></div></div>	<div><div>McKinney Community ...</div><div>Wed 6/14/2023 10:52 am PDT</div><div>Plan to celebrate with us THIS SATURDAY as we raise the wall for the 100th Habitat for Humanity - Collin...</div><div></div><div><div>Total Engagements</div><div>26</div></div><div><div>Reactions</div><div>12</div></div><div><div>Comments</div><div>0</div></div><div><div>Shares</div><div>1</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>13</div></div></div>	<div><div>McKinney Community ...</div><div>Wed 6/21/2023 4:12 pm PDT</div><div></div><div></div><div><div>Total Engagements</div><div>25</div></div><div><div>Reactions</div><div>6</div></div><div><div>Comments</div><div>2</div></div><div><div>Shares</div><div>1</div></div><div><div>Post Link Clicks</div><div>—</div></div><div><div>Other Post Clicks</div><div>16</div></div></div>

Twitter remains a much smaller audience with just over 1,500 followers but still growing slowly. Engagement remains much lower than for Facebook but was slightly above average for the month of June. Top posts were related to restaurants (a share from Visit McKinney), Juneteenth, Murder on the Orient Express, pools and splash pads, and application cycles.

<p> @mckinneycdc Thu 6/29/2023 5:36 pm UTC</p> <p>Looking for ways to beat the heat? Check out these McKinney eateries with some COOL patios! https://t.co/PtmiGzD8en</p> <p>Total Engagements 4</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Mon 6/19/2023 1:15 pm UTC</p> <p>https://t.co/qEBXqs0dUQ</p> <p>Total Engagements 4</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Wed 6/28/2023 3:10 pm UTC</p> <p>Mark your calendar now for McKinney Repertory Theatre's production of Murder on the Orient Express. The...</p> <p>Total Engagements 2</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Sat 6/17/2023 10:12 pm UTC</p> <p>Happening NOW at Finch Park! Bring the whole family and come out to celebrate! Details:...</p> <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 6/16/2023 9:27 pm UTC</p> <p>Pools are open for the summer, and McKinney pools rank among the best! Dive on in and cool off this summer! https://t.co/8P2ITwyibC</p> <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>
<p> @mckinneycdc Thu 6/15/2023 10:24 pm UTC</p> <p>Just two more days until the 2023 Juneteenth Celebration at Finch Park in McKinney. Schedule and details:...</p> <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Tue 6/6/2023 10:01 pm UTC</p> <p>MCDC is now accepting project grant applications. Deadline is June 30. These grants are made possible by 1/2 cent sales tax</p> <p>Total Engagements 2</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Sat 6/24/2023 1:06 pm UTC</p> <p>Rise & shine! It's Farmers Market time! Everyone weekend, the McKinney Farmers Market at Chestnut Square...</p> <p>Total Engagements 1</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 6/23/2023 9:27 pm UTC</p> <p>Don't forget to make plans for McKinney's Red, White and Boom celebrations! Fireworks on July 3rd and Parade and Yankee Doodle Block</p> <p>Total Engagements 1</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Wed 6/14/2023 1:54 pm UTC</p> <p>MCDC is now accepting project grant applications. Deadline is June 30. These grants are made possible by 1...</p> <p>Total Engagements 1</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>

Facebook Demographics

Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Demographic analytics are not readily available for our Twitter account.

