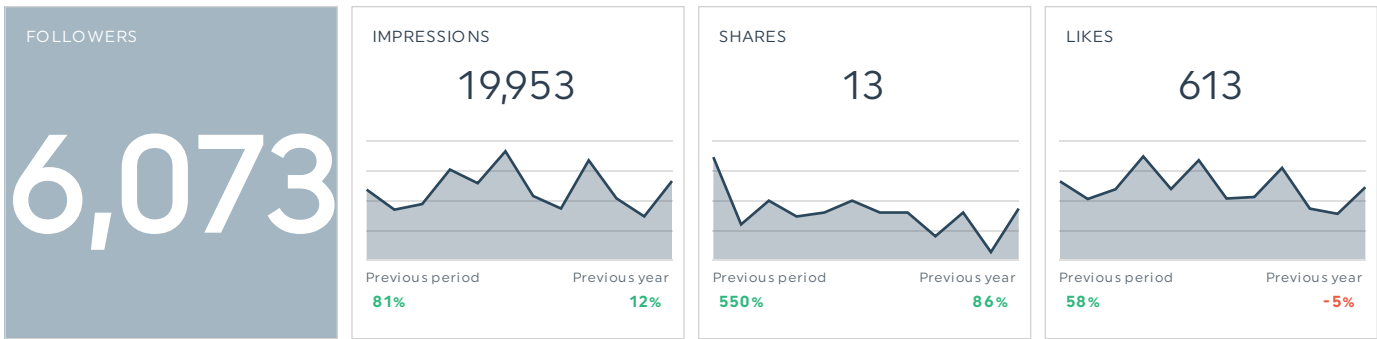




LINKEDIN REPORT

COMMENTS

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

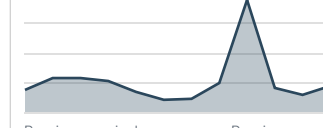


TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate	Changes	Likes	Changes	Clicks	Changes
 We love the Red Pants!	34.0%	+34.0%	21	+21	280	+280
 Big opportunities don't have to come at the cost of quality of life. With spaces like Finch Park earning Lone Star Legacy status, McKinney	14.8%	+14.8%	18	+18	85	+85

COMMENTS

27

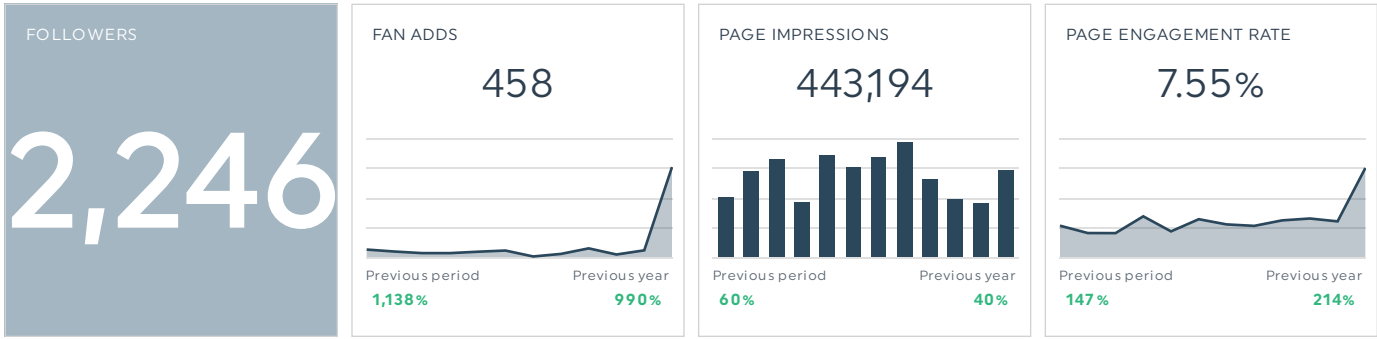


Previous period: 50% | Previous year: -43%

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
<p>Wow... exciting to see the level of interest McKinney continues to generate! While we don't comment on projects currently under discussion, it's encouraging to see national attention recognizing the momentum,</p>	10.67% +10.67%	33 +33	6 +6	15 +15
<p>If you've driven past the 75 and 121 interchange lately, you've seen some giant steel framework going up. We flew our drone this morning to show some real-time context, overlaid with the VENU Sunset Amphitheater</p>	7.65% +7.65%	1,130 +1,130	152 +152	212 +212

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
● If you've driven past the 75 and 121 interchange lately, yo...	1,810
● Wow... exciting to see the level of interest McKinney conti...	135
● Beautiful double rainbow tonight over District 121 in sou...	91
● VENU is choosing Texas! If you've driven past the 75 an...	69
● Economic development is about a lot more than buildin...	30
● McKinney is proud to host one of the PGA TOUR's premi...	28
● This Mother's Day, we're celebrating the mothers who do ...	6
● Big opportunities don't have to come at the cost of quali...	6
● May is Small Business Month, and we're proud to celebrat...	6
● This Memorial Day, we pause to remember and honor th...	5

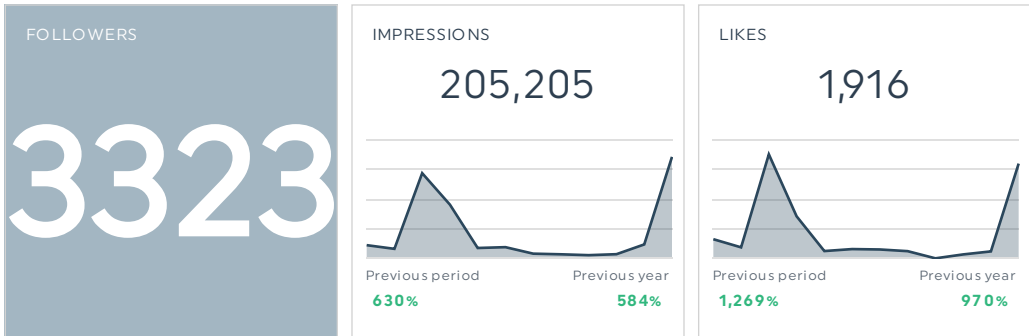
TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
● Wow... exciting to see the level of interest McKinney conti...	11,419
● Beautiful double rainbow tonight over District 121 in sou...	1,977
● Economic development is about a lot more than buildin...	658
● If you've driven past the 75 and 121 interchange lately, yo...	611
● Workforce development isn't just a talking point, it's a m...	569
● Big opportunities don't have to come at the cost of quali...	567
● A major addition just joined the field. Five-time major ch...	492
● May is Small Business Month, and we're proud to celebrat...	474
● This Mother's Day, we're celebrating the mothers who do ...	219
● VENU is choosing Texas! If you've driven past the 75 an...	187

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	
	<p>VENU is choosing Texas! If you've driven past the 75 and 121 interchange lately, you've seen some giant steel framework going up. We flew our drone this morning to show some real-time context, overlaid with the @venu_live Sunset Amphitheater renderings. Expected opening is less than 12 months from now.</p>	1,731	+1,731	65	+65	3,668	+3,668
	<p>Beautiful double rainbow tonight over District 121 in southwest McKinney!</p>	64	+64	2	+2	66	+66

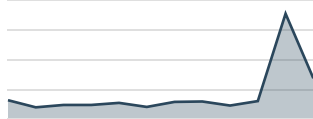
YOUTUBE REPORT

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

412



Previous period: -61%
Previous year: 140%

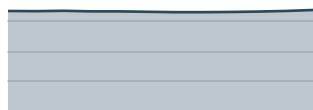
VIEWS BY VIDEO TITLE

Video Title ▾

● McKinney 121 and 25 Sunset Amphitheater	111
● Building an ecosystem is all about relationships	76
● A Conversation With Our CEO	43
● innovationvideoheader	35
● brought back to life in a KFC parking lot	28
● Be a Maverick and disrupt industries - Tom Currier with M...	22
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	22
● Improving the Customer Experience with Data - with Ra...	15
● From 10% to 47%: Inside McKinney's 4-Minute City Mission	8
● Beyond the Check: Building a Startup Ecosystem That Ac...	7

YOUTUBE SUBSCRIBERS

509



Previous period: 1%
Previous year: 1%

DT:ESTIMATEDMINUTESWATCHED

465



Previous period: -76%
Previous year: -38%

EMAIL OPEN RATES REPORT

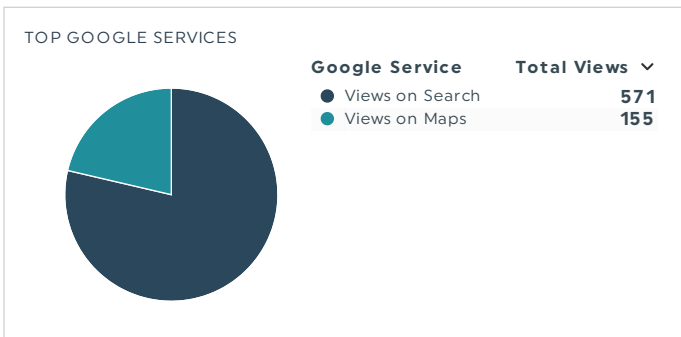
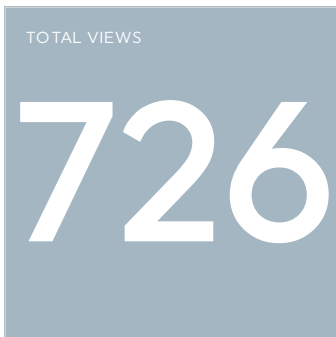
COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

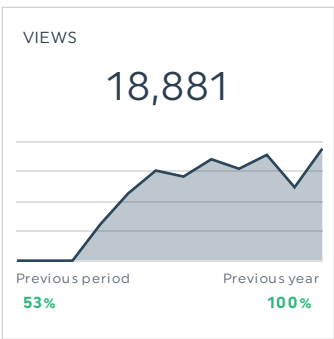
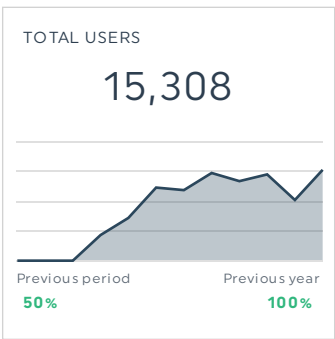
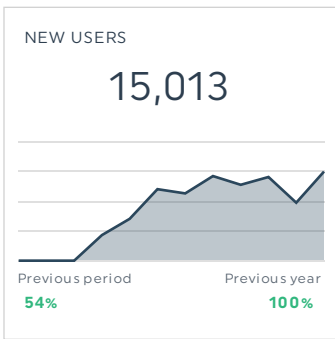
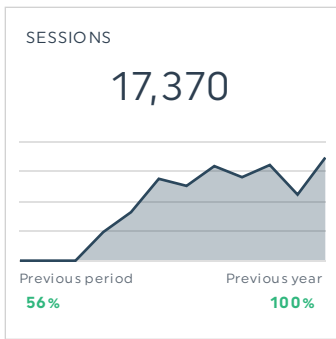
AVG OPEN RATE
42.83%

GOOGLE MY BUSINESS RESULTS

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

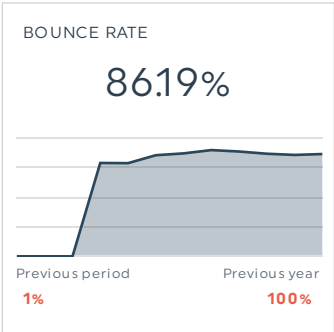
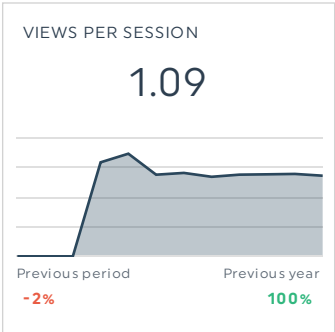


WEBSITE TRAFFIC OVERVIEW

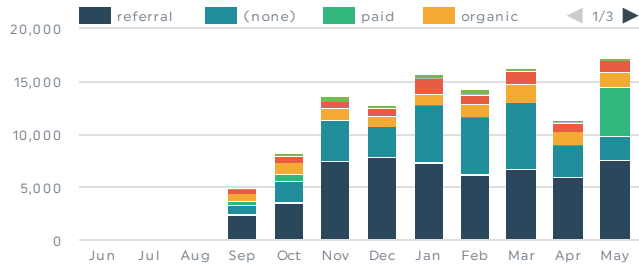


ENGAGED SESSIONS

Country	Engaged sessions
United States	1,912
India	119
Nigeria	56
United Kingdom	38
Canada	35
Kenya	24
Germany	22
Singapore	10
South Korea	10
United Arab Emirates	10



VISIT TRENDS BY MEDIUM



TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Social	7,365
Paid Social	4,601
Direct	2,309
Organic Search	1,439
Paid Search	1,097
Referral	206
Email	59
Unassigned	41
Cross-network	19

