



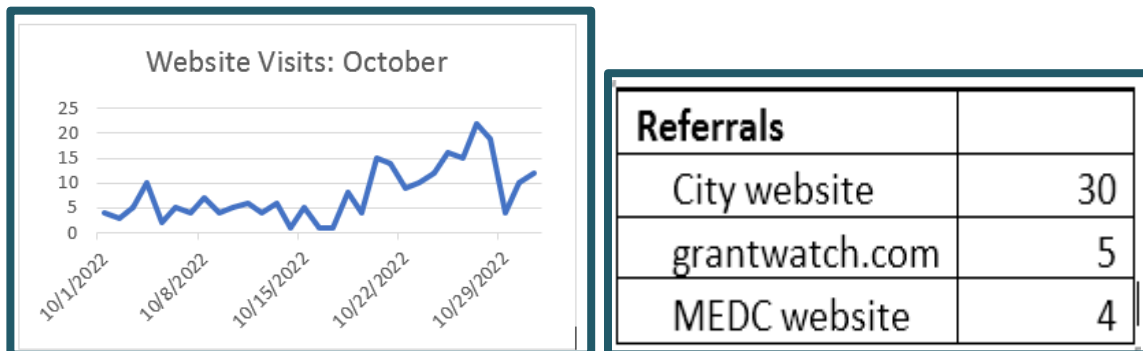
## Marketing Report: October 2022

### Participation in Marketing/Networking & Community Events

- Chamber State of the City Lunch
- Adopt-a-Park Clean-up at Bonnie Wenk Park
- LoveLife Foundation Gala
- Main Street Merchants Meeting
- Veteran's Day Service
- McKinney Education Foundation Gala

### Website Analytics

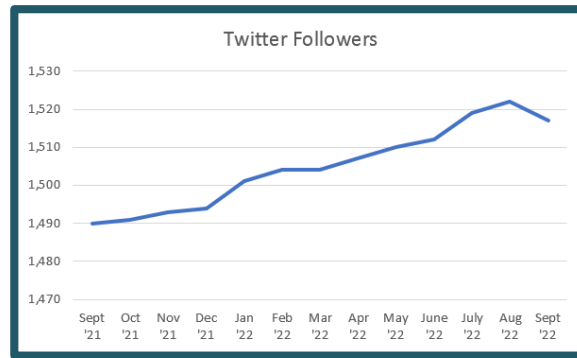
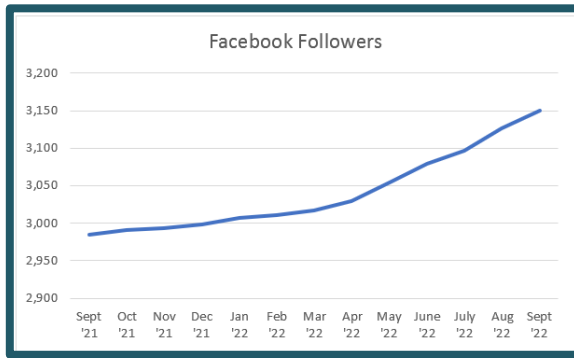
The number of website visits has continued to be fairly constant. October spikes correlate with social media posts about TUPPS and promotional grant events including Ghost Walk, McKinney Philharmonic's Halloween Spectacular, Adriatica's Pumpkin Patch, McKinney Made and Trick or Treat Trails. Top page visits in October were Grants, About Us and Community Impact. Most visitors connected directly; however, we saw some traffic directed from City, grantwatch and MEDC websites.



The number of website visitors using mobile devices continues to grow at a slow but constant pace, and we've seen an increase of just over 20% since the website redesign.

Mobile Traffic	Users	Percent of Total
Desktop	146	65.77%
Mobile	75	33.78%
Tablet	1	0.45%

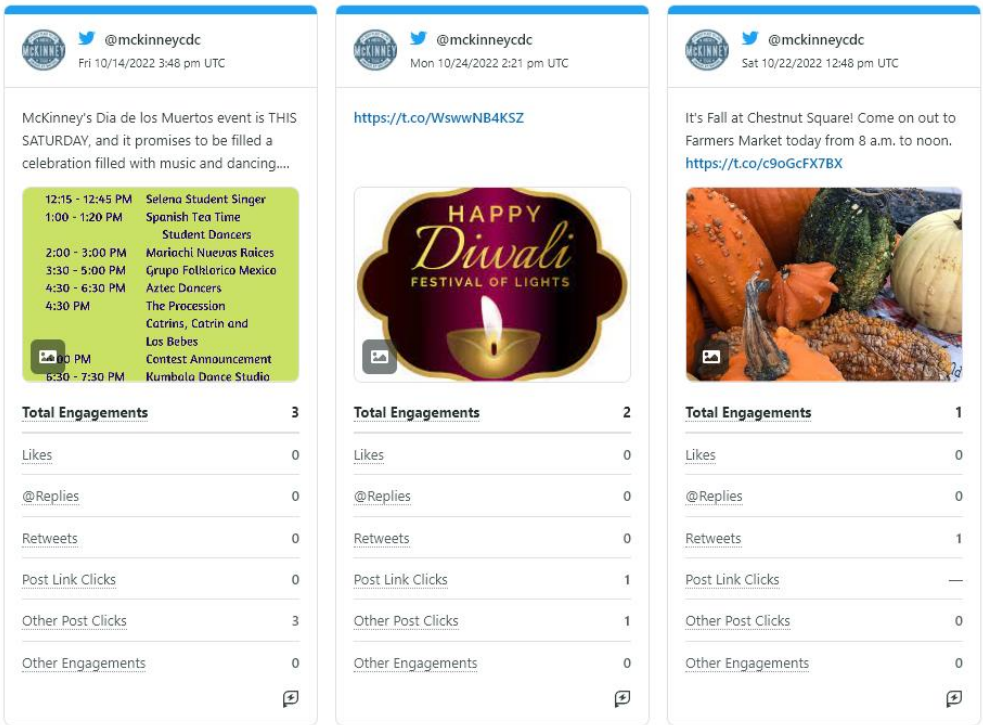
## Social Media: Facebook and Twitter



For **Facebook**, the top performing posts for October were related Wine & Music Festival, TUPPS and Dia de los Muertos.

<p><b>McKinney Community Development</b> Mon 10/10/2022 10:41 am PDT</p> <p>This weekend is SBG Hospitality's McKinney Wine &amp; Music Festival, and there are only a few tickets left. Live music, wine tastings, culinary</p> <p><b>McKinney Wine &amp; Music Festival</b></p> <p><b>Total Engagements</b> 126</p> <p>Reactions 26</p> <p>Comments 8</p> <p>Shares 4</p> <p>Post Link Clicks 44</p> <p>Other Post Clicks 44</p>	<p><b>McKinney Community Development</b> Fri 10/14/2022 7:46 pm PDT</p> <p>Tomorrow!! We can't wait!</p> <p><b>Total Engagements</b> 55</p> <p>Reactions 8</p> <p>Comments 1</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 45</p>	<p><b>McKinney Community Development</b> Wed 10/5/2022 7:30 am PDT</p> <p>It's hard to see when you're passing by, but there's a lot of progress happening inside the construction fence at the new TUPPS...</p> <p><b>Total Engagements</b> 35</p> <p>Reactions 15</p> <p>Comments 1</p> <p>Shares 5</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 14</p>	<p><b>McKinney Community Development</b> Tue 10/11/2022 8:53 am PDT</p> <p>It's always fun to see beyond the construction fences at the new TUPPS Brewery site. Check out the framework for...</p> <p><b>Total Engagements</b> 15</p> <p>Reactions 5</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 8</p>
<p><b>McKinney Community Development</b> Wed 10/19/2022 10:02 am PDT</p> <p>Join community leaders and residents at the groundbreaking of the McKinney's new City Hall! Parking is limited, so there will be a...</p> <p><b>Total Engagements</b> 12</p> <p>Reactions 8</p> <p>Comments 2</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p>	<p><b>McKinney Community Development</b> Mon 10/10/2022 8:11 am PDT</p> <p>This Saturday, join in the fun as McKinney celebrates Dia De Los Muertos. This Latin American tradition celebrates generations ...</p> <p><b>Total Engagements</b> 9</p> <p>Reactions 3</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p>	<p><b>McKinney Community Development</b> Sun 10/23/2022 8:01 am PDT</p> <p>The McKinney City Hall groundbreaking is tomorrow! Parking is limited, so there will be complimentary shuttle from Chestnut Stre...</p> <p><b>Total Engagements</b> 8</p> <p>Reactions 6</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p>	<p><b>McKinney Community Development</b> Thu 10/27/2022 10:59 am PDT</p> <p>Join the fun this Saturday in Downtown McKinney for SBG's Spooktacular Brews &amp; Boos, and enjoy strolling to the 20 tasting...</p> <p><b>Total Engagements</b> 7</p> <p>Reactions 5</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p>

**Twitter** is a smaller audience with just over 1,500 followers. Engagement with our Twitter audience is significantly less than our Facebook audience. Top posts for October were related to Dia de los Muertos, Diwali and Farmers Market.



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

