



Marketing Report: February 2024

Participation in Marketing/Networking & Community Events

(since January 25 Board Meeting)

- Chamber Annual Business Lunch
- Staff participation at ICSC Red River
- Main Street Merchants (breakfast sponsor)
- Staff participation in Byron Nelson planning meetings
- Reception honoring Jaymie Pedigo

Press /Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: The Batdrone, Chestnut Square, MillHouse, McKinney Cares, Habitat for Humanity, and McKinney Parks
- Courier Gazette – Promotional Grants approved

Website Analytics

The number of website visits has been constant the last few months, but still nearly double over last year. January spikes correlate with social media posts related to grants, Quality of Life Award, and Collin County History Museum. Top page visits in January were Grants, Calendar and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites, and in January, we even saw a connection from Heard Museum and Chestnut Square pages.

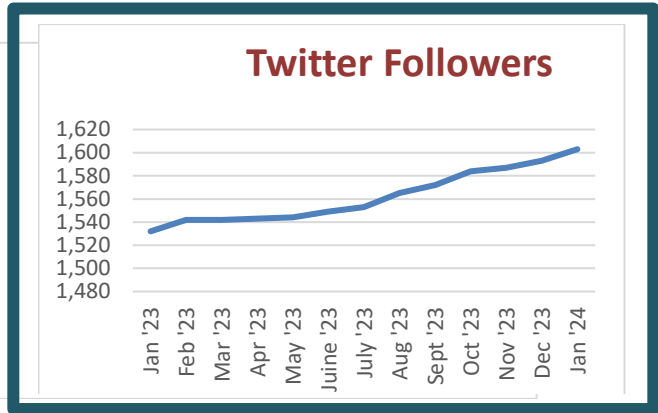
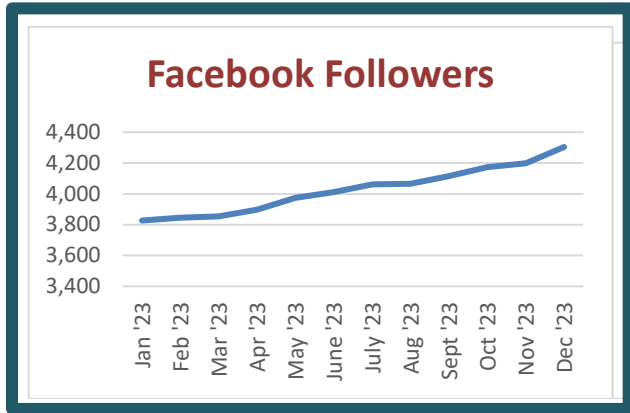
Referrals		
City Website		21
MEDC Website		9
CivicPlus		4
GrantWatch		3



The number of website visitors using mobile devices was level for the month of January.

Mobile Traffic	Users	Percent of Total
Desktop	415	63.50%
Mobile	239	36.50%
Tablet	3	0.50%

Social Media: Facebook and X (Twitter)



January was another strong month for MCD C Facebook with an increase in followship of just over 20. January is typically a lower posting month, but the posts were popular. Top performing posts were related to East McKinney Learning Garden, Tiny Doors, Quality of Life Awards, Parks Events (including Trout Derby), Christmas in the Village, and Collin County History Museum.

McKinney Community ...
Wed 1/3/2024 4:03 pm PST

MCD C thanks McKinney Parks Foundation for their partnership in enhancing parks and trails in...

Total Engagements	79
Reactions	38
Comments	2
Shares	7
Post Link Clicks	—
Other Post Clicks	32

McKinney Community ...
Thu 1/25/2024 8:10 am PST

"New Year, New Doors" - More Tiny Doors in Historic Downtown McKinney will be unveiled this weekend. Join th...

Total Engagements	72
Reactions	38
Comments	0
Shares	6
Post Link Clicks	—
Other Post Clicks	28

McKinney Community ...
Tue 1/16/2024 7:55 am PST

Deadline to nominate is this Friday! Do you know a McKinney resident or organization that is making life better i...

Total Engagements	34
Reactions	17
Comments	2
Shares	3
Post Link Clicks	8
Other Post Clicks	4

McKinney Community ...
Thu 1/18/2024 6:31 pm PST

McKinney's annual Trout Derby at Towne Lake is just one month away... Saturday, February 17. Join other...

Total Engagements	31
Reactions	12
Comments	0
Shares	5
Post Link Clicks	5
Other Post Clicks	9

McKinney Community ...
Wed 1/24/2024 9:19 am PST

Great lineup for Texas Music Revolution, June 7 & 8 right here in Historic Downtown McKinney! Visit...

Total Engagements	21
Reactions	10
Comments	0
Shares	1
Post Link Clicks	3
Other Post Clicks	7

McKinney Community ...
Thu 12/7/2023 12:23 pm PST

The new "Created in Collin" exhibit at Collin County History Museum is spectacular! The whole family will...

Total Engagements	177
Reactions	52
Comments	2
Shares	5
Post Link Clicks	—
Other Post Clicks	118

McKinney Community ...
Tue 12/12/2023 6:53 am PST

This Saturday, Dec 16, is Christmas in the Village McKinney Farmers Market at Chestnut Square! Bring the family...

Total Engagements	143
Reactions	36
Comments	3
Shares	10
Post Link Clicks	—
Other Post Clicks	94

McKinney Community ...
Thu 12/28/2023 6:32 pm PST

Do you know a McKinney resident or organization that is making life better i our community? Follow the link below

McKinney Community Develop...

Total Engagements	106
Reactions	3
Comments	0
Shares	0
Post Link Clicks	66
Other Post Clicks	37

McKinney Community ...
Thu 12/21/2023 4:06 pm PST


Each year, MCD C Board members and staff dip into their own pockets to support one or two local nonprofits...

Total Engagements	93
Reactions	41
Comments	4
Shares	1
Post Link Clicks	—
Other Post Clicks	47


McKinney Community ...
Fri 12/15/2023 7:34 pm PST

Total Engagements	63
Reactions	18
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	45


January's engagement for **Twitter** is on level with the last couple of months, indicating some consistency with growth in interest. Followership increased by 10. Top posts were related to Quality of Life Awards, Downtown, Farmers Market, and Tiny Doors. Though growing at a steady and slow pace, MCDC's Twitter remains measurably less than Facebook for followership and engagement.

 @mckinneycdc
Tue 1/16/2024 3:55 pm UTC


Deadline to nominate is this Friday! Do you know a McKinney resident or organization that is making life better...




Total Engagements	4
Likes	2
@Replies	0
Retweets	1
Post Link Clicks	0
Other Post Clicks	1
Other Engagements	0

 @mckinneycdc
Mon 1/1/2024 2:15 pm UTC

<https://t.co/MQZo1XDk6J>




Total Engagements	4
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	1
Other Post Clicks	3
Other Engagements	0


 @mckinneycdc
Wed 1/24/2024 5:48 pm UTC

Just a little fun on a muggy Wednesday in McKinney. People are always saying @DTOWNMcKinney reminds them of a Hallmark movie.


Total Engagements	3
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	3
Other Post Clicks	0
Other Engagements	0

 @mckinneycdc
Fri 1/26/2024 7:51 pm UTC


<https://t.co/MZpZy9jD45>



Total Engagements	1
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	1
Other Engagements	0

 @mckinneycdc
Thu 1/25/2024 6:10 pm UTC

"New Year, New Doors" - More Tiny Doors in @DTOWNMcKinney will be unveiled this weekend. Join the...



Total Engagements	0
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0

Facebook Demographics

Though our base of followers has been growing rapidly, the demographics of our followers remains the same. Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

