



Marketing Report: December 2024

Press, Social Mentions, Tags, Shares

- Press: Airport, East McKinney Learning Garden, Sunset Amphitheater, Cannon Beach
- Facebook Mentions, Tags, Shares: MillHouse, Habitat, Habitat, Chestnut Square, City of McKinney, McKinney Cares, Visit McKinney

Website Analytics

Like November, December is typically a slow month regarding website activity, and that remained true this month. Spikes for website visits correlate to posts regarding Quality of Life Award nominations, Parade of Lights, and Project Grants.

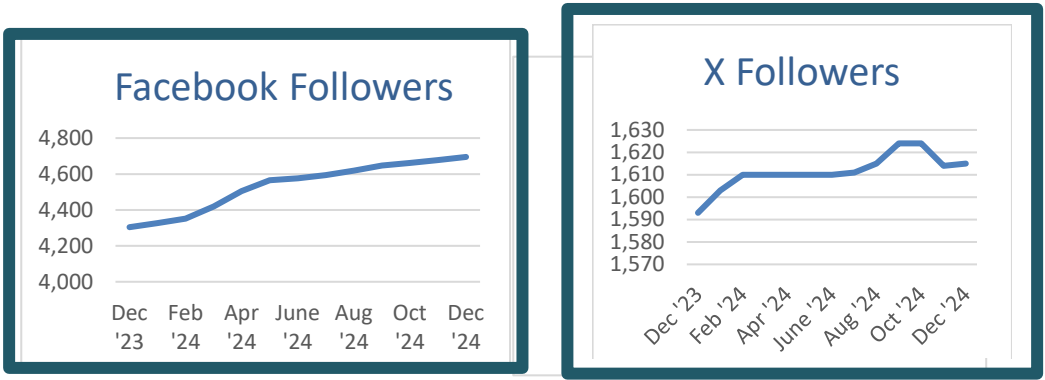


Referrals	
City of McKinney	100
MEDC	10
GrantWatch	7
DailyMcKinney.com	3
Chestnut Square	2
Christmas Events Near Me	2
McKinney Rotary	2

The number of website visitors has remained consistent this year, still nearly double over 2023.

Mobile Traffic	Users	Percent of Total
Desktop	481	58.70%
Mobile	334	40.70%
Tablet	6	0.70%


Social Media: Facebook and X




For **Facebook**, follower increased by 17. Top posts were related to East McKinney Learning Garden, Quality of Life Award, Parade of Lights, Project Grants, NCAA D2 Game, Cannon Beach, and Chestnut Square.

<p>McKinney Community ... Tue 12/31/2024 11:23 am CST</p> <p>As we say goodbye to 2024, we want to thank and recognize our incredible MCDC Board members. These...</p> <p>Total Engagements 405</p> <p>Reactions 74</p> <p>Comments 5</p> <p>Shares 3</p> <p>Post Link Clicks 32</p> <p>Other Post Clicks 291</p>	<p>McKinney Community ... Wed 12/11/2024 9:10 am CST</p> <p>Celebrate the season at the 25th Annual Christmas Parade of Lights this Saturday, Historic Downtown McKinney! Enjoy fes</p> <p>Total Engagements 107</p> <p>Reactions 17</p> <p>Comments 0</p> <p>Shares 34</p> <p>Post Link Clicks 6</p> <p>Other Post Clicks 50</p>	<p>McKinney Community ... Fri 12/20/2024 8:55 am CST</p> <p>MCDC is now accepting project grant applications. Deadline is Monday, December 30 at 5:00 PM. These grants...</p> <p>Total Engagements 72</p> <p>Reactions 8</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks 14</p> <p>Other Post Clicks 48</p>	<p>McKinney Community ... Wed 12/18/2024 10:21 am CST</p> <p>This weekend in McKinney! Kick off the D2 football excitement with a pre-game Fan Fest at TUPPS Brewery on...</p> <p>Total Engagements 52</p> <p>Reactions 2</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 47</p>	<p>McKinney Community ... Sun 12/8/2024 5:47 am CST</p> <p>Have lunch with Santa at the beautiful 1920's Bevel House, 405 S. Chestnut St, McKinney! Enjoy delicious food,...</p> <p>Total Engagements 19</p> <p>Reactions 2</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 15</p>
<p>McKinney Community ... Fri 12/13/2024 9:23 am CST</p> <p>Big news as we "wave" goodbye to 2024. MCDC is excited to partner with MEDC - McKinney Economic...</p> <p>Total Engagements 18</p> <p>Reactions 2</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 14</p>	<p>McKinney Community ... Sun 12/29/2024 5:51 pm CST</p> <p>Head to the Roy and Helen Memorial Library on Tuesday for a kid-friendly New Year's celebration at noon! Enjoy...</p> <p>Total Engagements 4</p> <p>Reactions 2</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p>	<p>McKinney Community ... Thu 12/12/2024 9:20 am CST</p> <p>Did you know that when you shop and dine in McKinney, a half cent sales tax is used to fund community projects...</p> <p>Total Engagements 4</p> <p>Reactions 2</p> <p>Comments 1</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p>	<p>McKinney Community ... Wed 12/25/2024 10:10 am CST</p> <p>Merry Christmas</p> <p>Total Engagements 3</p> <p>Reactions 0</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 3</p>	<p>McKinney Community ... Tue 12/10/2024 3:23 pm CST</p> <p>Looking for a Christmas break adventure for your kids? Chestnut Square Heritage Village is hosting a...</p> <p>Total Engagements 3</p> <p>Reactions 1</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 0</p>


For X, followship remains measurably less than Facebook for followship with little engagement.




X @mckinneycdc
Fri 9/20/2024 4:25 pm CDT



X @mckinneycdc
Tue 9/17/2024 1:11 pm CDT



X @mckinneycdc
Sat 9/14/2024 7:54 am CDT




X @mcki
Thu 9/12/2024

↓ Arrangement
≡ Display Count

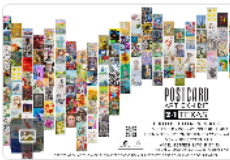
Descending by Engagements →
10 Posts →

Join us tonight at TUPPS Brewery for Hops & Shops! Explore unique goods from local vendors, enjoy live music...




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

Stop by the International Postcard Art Exhibit hosted by MillHouse at the McKinney Cotton Mill starting this...




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

Rise and shine, it's Farmers Market time. Join us every Saturday from 8AM - noon at McKinney Farmers Market a...




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

Whatever your passion, we are confident you can find a McKinney nonprofit that shares it. Giving has...



Total Engagements	1
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

This Saturday is another great MillHouse Makers Market! Local artisans offer jewelry, candles, fiber ar...



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