



Marketing Report: September 2022

Participation in Marketing/Networking & Community Events

- Children's Advocacy Center ribbon cutting
- McKinney Young Professionals event supporting AEYL
- Wine & Music Festival
- Dia de los Muertos
- Chamber's Best of McKinney Awards
- Independent Financial Grand Opening
- McKinney Roots Ribbon-cutting
- ManeGait Gala
- Boys & Girls Club Gala

Website Analytics

The number of website visits has continued to be fairly constant. September spikes correlate with social media posts about Adriatica, Oktoberfest, Ghost Walk and Chestnut Square renovations. Top page visits in September were Home Page, Grants, About Us and Community Impact. Most visitors connected directly; however, we saw significant traffic via links from the City and MEDC websites and MCDC social media pages. Notably in August, we saw traffic from Community Lifeline, Dia de los Muertos and McKinney Rotary.

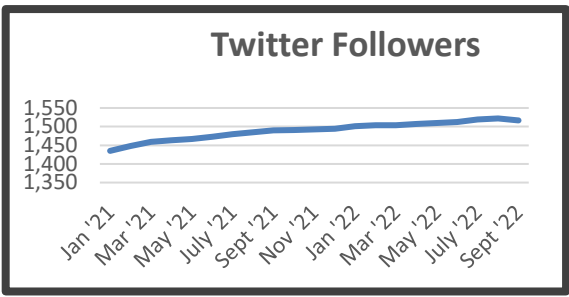
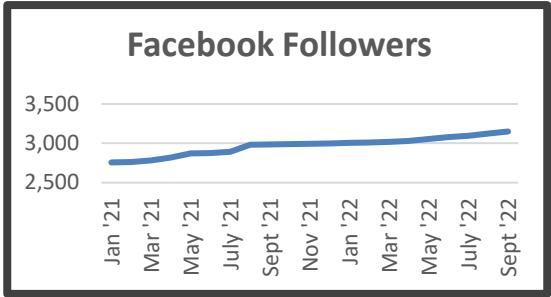


| Top Referrers | |
|--------------------|----|
| City website | 50 |
| MEDC website | 9 |
| Community Lifeline | 1 |
| Dia de los Muertos | 1 |
| McKinney Rotary | 1 |
| McKinney Chamber | 1 |

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. As a reminder, one of the goals of the redesign was to make the website more friendly on mobile devices.

| Mobile Traffic | Users | Percent of Total |
|----------------|-------|------------------|
| Desktop | 216 | 65.26% |
| Mobile | 112 | 33.84% |
| Tablet | 3 | 0.91% |

Social Media: Facebook and Twitter



For Facebook, the top performing posts for August were related to Hugs Greenhouse, Silo Art Project, Unique by Nature campaign and a post about McKinney Fire Department. High performing organic posts for Facebook are shown below.

| | | | | |
|---|--|---|--|---|
| <div><div>McKinney Community ...</div><div>Tue 9/6/2022 11:03 am PDT</div><div>MCDC is excited to partner with Adriati see another great entertainment space worth/mckinney/parks-recreation/2022</div><div>Amphitheater, other improvem...</div><div></div><div><div>Total Engagements90</div><div>Reactions33</div><div>Comments1</div><div>Shares5</div><div>Post Link Clicks45</div><div>Other Post Clicks6</div></div></div> | <div><div>McKinney Community ...</div><div>Sat 9/24/2022 7:04 am PDT</div><div>It's going to be another great day at Oktoberfest! Come on out to Historic Downtown McKinney and check it ou...</div><div></div><div><div>Total Engagements30</div><div>Reactions11</div><div>Comments2</div><div>Shares0</div><div>Post Link Clicks1</div><div>Other Post Clicks16</div></div></div> | <div><div>McKinney Community ...</div><div>Fri 9/30/2022 2:47 pm PDT</div><div>Thank you to Chief Conley for 30 years of dedicated service to McKinney!</div><div></div><div><div>Total Engagements21</div><div>Reactions10</div><div>Comments0</div><div>Shares1</div><div>Post Link Clicks—</div><div>Other Post Clicks10</div></div></div> | <div><div>McKinney Community ...</div><div>Wed 9/21/2022 9:27 am PDT</div><div>This weekend!!! Don't miss McKinney's Oktoberfest this Friday, Saturday and Sunday! Fun for the whole family wit...</div><div></div><div><div>Total Engagements18</div><div>Reactions9</div><div>Comments1</div><div>Shares4</div><div>Post Link Clicks—</div><div>Other Post Clicks4</div></div></div> | <div><div>McKinney Community ...</div><div>Thu 9/29/2022 10:21 am PDT</div><div>Mark your calendar for the Legends of McKinney Ghost Walk -- October 29 and 30. Funded through a...</div><div><div>Legends of McKinney Ghost W...</div><div></div><div><div>Total Engagements12</div><div>Reactions3</div><div>Comments0</div><div>Shares2</div><div>Post Link Clicks6</div><div>Other Post Clicks1</div></div></div></div> |
|---|--|---|--|---|

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 September were related to 9/11 and Adriatica.

@mckinneycdc

Sun 9/11/2022 3:17 pm UTC

<https://t.co/XXnQEyEu82>

| | |
|-------------------|---|
| Total Engagements | 6 |
| Likes | 1 |
| @Replies | 0 |
| Retweets | 0 |
| Post Link Clicks | 2 |
| Other Post Clicks | 3 |
| Other Engagements | 0 |

@mckinneycdc

Tue 9/6/2022 6:03 pm UTC

MCDC is excited to partner with Adriatica Master Association in the amphitheater and Village improvements

| | |
|-------------------|---|
| Total Engagements | 5 |
| Likes | 0 |
| @Replies | 0 |
| Retweets | 1 |
| Post Link Clicks | 4 |
| Other Post Clicks | 0 |
| Other Engagements | 0 |

@mckinneycdc

Mon 9/5/2022 2:50 pm UTC

<https://t.co/ZAOziulbp>

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

@mckinneycdc

Thu 9/22/2022 4:40 pm UTC

What's your passion? Today is North Texas Giving Day. This year, more than 3,300 organizations covering varying...

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

@mckinneycdc

Sat 9/17/2022 2:35 pm UTC

Check out these two exciting events happening TODAY! Both are funded through MCDC Promotional and...

| | |
|-------------------|---|
| Total Engagements | 2 |
| Likes | 0 |
| @Replies | 0 |
| Retweets | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 2 |
| Other Engagements | 0 |

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

