



Marketing Report: February 2025

Press, Social Mentions, Tags, Shares

- Press: Cannon Beach (Dallas Business Journal), Grants Awarded (Community Impact)
- Facebook Mentions, Tags, Shares: MillHouse, City of McKinney, Black History Month, McKinney Repertory Theatre, Volunteer McKinney

Website Analytics

February sessions and views remained fairly constant, with top pages viewed being Home, Grants, and About Us. Spikes for website visits correlate to posts regarding MCDC Year in Review, Black History Month, and grant cycle.

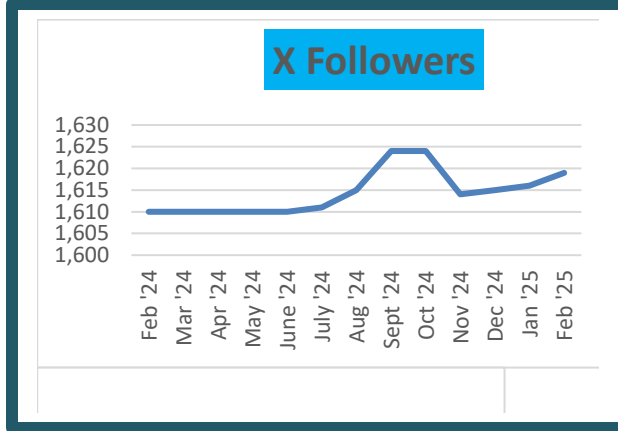
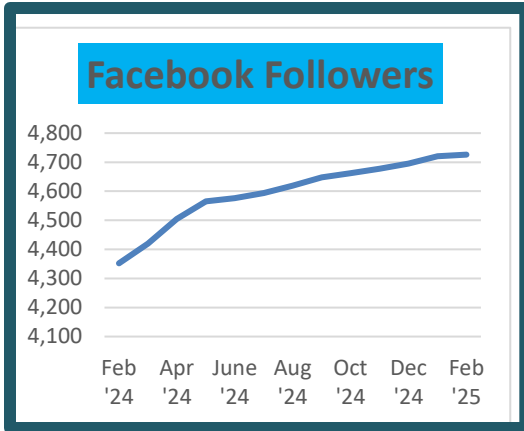


REFERRALS	
City of McKinney	56
MEDC	13
m.baidu.com (China search)	3
Grant Watch	2
ChatGPT	1
Community Impact	1

The number of website visitors has remained consistent this year, still nearly double over 2024.

Mobile Traffic	Users	Percent of Total
Desktop	408	64.90%
Mobile	215	34.20%
Tablet	6	1.00%

Social Media: Facebook and X



For Facebook, follower increased by 6. Top posts were related to grants awarded, Black History Month, Year in Review, and Run for Hope.

McKinney Community ...
Wed 2/19/2025 7:27 pm CST

Thank you McKinney Courier-Gazette for spreading the word on how MCDC is enhancing quality of life for...

MCDC grants enhance commun...

Total Engagements	59
Reactions	17
Comments	1
Shares	1
Post Link Clicks	18
Other Post Clicks	22

McKinney Community ...
Thu 2/20/2025 10:07 am CST

What a privilege to celebrate Black History Month with Roland Parrish, one of DFW's history makers. Now...

Total Engagements	52
Reactions	23
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	28

McKinney Community ...
Mon 2/3/2025 3:54 pm CST

MCDC experienced a monumental 2024! With grants totaling \$17.1 million, we saw record numbers of...

Total Engagements	17
Reactions	6
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	10

McKinney Community ...
Mon 2/10/2025 8:58 am CST

The McKinney Black History Month Committee presents the 2025 College Megafest this Saturday! Explore...

Total Engagements	11
Reactions	2
Comments	0
Shares	1
Post Link Clicks	2
Other Post Clicks	6

McKinney Community ...
Tue 2/18/2025 12:09 pm CST

Run for Hope Walk in Unity

Total Engagements	8
Reactions	1
Comments	1
Shares	0
Post Link Clicks	1
Other Post Clicks	5

McKinney Community ...
Thu 2/20/2025 11:31 am CST

Join the Collin County Master Gardeners this Saturday at Myers Park for an engaging tomato workshop! ...

TOMATO WORKSHOP SATURDAY, FEBRUARY 22

Total Engagements	7
Reactions	3
Comments	0
Shares	2
Post Link Clicks	1
Other Post Clicks	1

McKinney Community ...
Thu 2/13/2025 3:35 pm CST

Head to The Grain Room - TUPPS Brewery Eats & Events for a Valentine's Day Dinner! ❤️

This content isn't available right...

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

McKinney Community ...
Sun 2/16/2025 1:32 pm CST

This Thursday, the McKinney Black History Month CEO Breakfast Series welcomes Roland Parrish, CEO of...

DC SERIES Feb 20, 2025

Total Engagements	5
Reactions	3
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	2

McKinney Community ...
Mon 2/3/2025 7:09 pm CST

This content isn't available right...

Total Engagements	5
Reactions	1
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	2


McKinney Community ...
Tue 2/25/2025 11:19 am CST

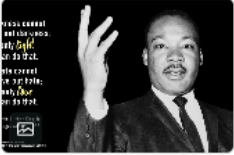
Gripping courtroom drama exploring justice, prejudice, and the power of reasonable doubt. Join MRT this...

angry jurors FEB 28 WED 11:00 AM


Total Engagements	4
Reactions	1
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	2

For X, followship remains low with little engagement.


 X @mckinneycdc
Mon 1/20/2025 7:28 am CST




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

 X @mckinneycdc
Sun 1/5/2025 6:12 pm CST


DEADLINE to nominate is this Friday, January 10! Do you know a McKinney resident or organization that is makin...




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

 X @mckinneycdc
Mon 1/27/2025 2:02 pm CST


The winter chill is real, but summer's on the way! Dive into the warm prospects of a part-time summer job!...



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

 X @mckinneycdc
Thu 1/9/2025 1:55 pm CST

DEADLINE to nominate is TOMORROW, Friday, January 10! Do you know a McKinney resident or...



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

 X @mckinneycdc
Wed 1/1/2025 10:38 am CST



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