



## Marketing Report: May 2024

### Participation in Marketing/Networking & Community Events

(since May 23 Board Meeting)

- Grant and Sponsored Events: Texas Music Revolution, Smiles Charity Boots & Bling, SBG Beer Walk, Juneteenth, Hope Rising
- Community Engagement and Meetings: SERVE McKinney, Piada Street Ribbon Cutting

### Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, Visit McKinney, McKinney Repertory Theater, McKinney Cares, Empty Bowls, Chestnut Square, SBG Hospitality
- Press: Project Grants awarded promoted in Community Impact and North Texas e-news.

### Website Analytics

While the number of website visits remains nearly double over last year, May was a record high month for sessions, views and individual users likely related to the Promotional Grant application cycle. May spikes correlate with social media posts related to Byron Nelson, grant applications, MillHouse MuralFest, and concerts at District 121 and Hub 121. Top page visits in April were Home, Grants, and About Us. Connections via City of McKinney website remain high, and we also saw referrals from MEDC, SBG Hospitality, and GrantSeeker.

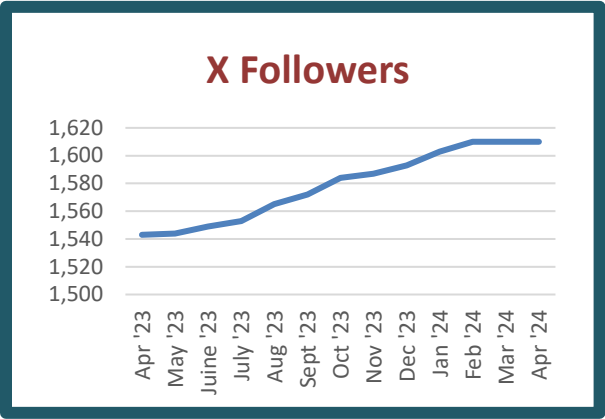
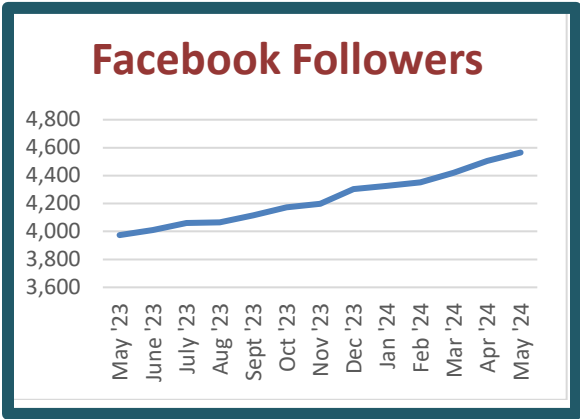


| Referrals       |    |
|-----------------|----|
| City Website    | 62 |
| MEDC Website    | 7  |
| SBG Hospitality | 4  |
| GrantSeeker     | 4  |






The number of website visitors using mobile devices was 30% higher for the month of May.

| Mobile Traffic | Users | Percent of Total |
|----------------|-------|------------------|
| Desktop        | 586   | 60.90%           |
| Mobile         | 365   | 37.90%           |
| Tablet         | 16    | 1.70%            |


# Social Media: Facebook and X



**For Facebook**, May continued the strong growth trend with an increase in followship of 60. Engagement was back up for May after a slight dip in April. High performing posts were related to McKinney Night Markets, Byron Nelson, and grant applications.

|   |  |   |   |  |
|---|--|---|---|--|
| <div><div>McKinney Community ...</div><div>Tue 5/7/2024 9:05 am PDT</div><div>They're back!! McKinney Night Markets return to Historic Downtown McKinney on Thursday, May 23 from...</div><div></div><div><div>Total Engagements</div><div>Reactions</div><div>Comments</div><div>Shares</div><div>Post Link Clicks</div><div>Other Post Clicks</div></div><div><div>562</div><div>129</div><div>13</div><div>22</div><div>—</div><div>398</div></div></div> | <div><div>McKinney Community ...</div><div>Thu 5/2/2024 6:39 am PDT</div><div>IT'S TIME! The CJ Cup Byron Nelson has begun! Stop by the McKinney booth on your way in for a chance to...</div><div></div><div><div>Total Engagements</div><div>Reactions</div><div>Comments</div><div>Shares</div><div>Post Link Clicks</div><div>Other Post Clicks</div></div><div><div>201</div><div>61</div><div>4</div><div>4</div><div>—</div><div>132</div></div></div> | <div><div>McKinney Community ...</div><div>Wed 5/29/2024 8:55 am PDT</div><div>Join us at SERVE McKinney and learn about City Boards and nonprofits where you can make a positive impa...</div><div></div><div><div>Total Engagements</div><div>Reactions</div><div>Comments</div><div>Shares</div><div>Post Link Clicks</div><div>Other Post Clicks</div></div><div><div>26</div><div>12</div><div>1</div><div>2</div><div>—</div><div>11</div></div></div> | <div><div>McKinney Community ...</div><div>Sun 5/5/2024 8:14 am PDT</div><div>MCDC is now accepting grant applicati Promotional and Community Event gra that showcase the City of McKinney. De</div><div></div><div><div>Total Engagements</div><div>Reactions</div><div>Comments</div><div>Shares</div><div>Post Link Clicks</div><div>Other Post Clicks</div></div><div><div>23</div><div>7</div><div>1</div><div>2</div><div>6</div><div>7</div></div></div> | <div><div>McKinney Community ...</div><div>Thu 5/16/2024 8:46 am PDT</div><div>MCDC is now accepting grant applicati Community Event grants for events tha McKinney. Deadline to apply is May 31</div><div></div><div><div>Total Engagements</div><div>Reactions</div><div>Comments</div><div>Shares</div><div>Post Link Clicks</div><div>Other Post Clicks</div></div><div><div>12</div><div>5</div><div>0</div><div>2</div><div>2</div><div>3</div></div></div> |
|---|--|---|---|--|

**For X,** numbers were down for the month. No growth was recorded for the month. MCDC's X remains measurably less than Facebook for fellowship and engagement.




X @mckinneycdc

Mon 5/27/2024 4:07 pm UTC

Application Deadline: This Friday, May 31. Apply today!

<https://t.co/LmrunXzBO2...>



Total Engagements

4

Likes

0

@Replies

0

Reposts

0

Post Link Clicks


3

Other Post Clicks

1

Other Engagements


0



X @mckinneycdc

Tue 5/21/2024 4:05 pm UTC

<https://t.co/jcdbgLwqRE>



Total Engagements

3

Likes

0

@Replies

0

Reposts

0

Post Link Clicks


—

Other Post Clicks

3

Other Engagements


0



X @mckinneycdc

Tue 5/7/2024 8:30 pm UTC

They're back! McKinney Night Markets return to @DTOWNMcKinney on Thursday, May 23 from 6:00 -9:30 P...



Total Engagements

3

Likes

1

@Replies

0

Reposts

1

Post Link Clicks


—

Other Post Clicks

1

Other Engagements


0



X @mckinneycdc

Fri 5/24/2024 4:11 pm UTC

<https://t.co/j5Wmw9uNAQ>



Total Engagements

2

Likes

0

@Replies

0

Reposts

0

Post Link Clicks


—

Other Post Clicks

2

Other Engagements


0



X @mckinneycdc

Sun 5/5/2024 3:14 pm UTC

MCDC is now accepting grant applications for Promotional and Community Event grants for events that showcase the City of



Total Engagements

2

Likes

1

@Replies

0

Reposts

0

Post Link Clicks

0

Other Post Clicks

1

Other Engagements

0

# Facebook Demographics

Though our base of followers has being 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.

