



Marketing Report: November 2023

Participation in Marketing/Networking & Community Events

(since November 16 Board Meeting)

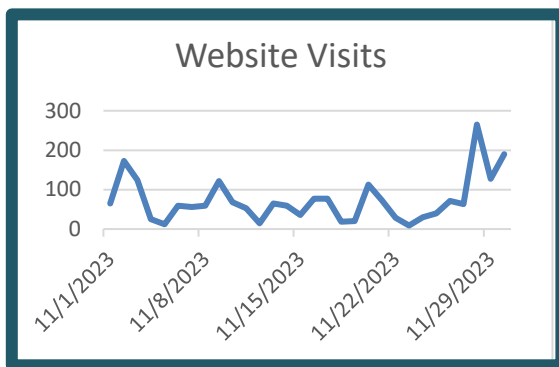
- District 121 Grand Opening (Project Grant)
- Presentation to McRATS (President Schneible)
- Promotional Grant Events: Collin County History Museum – Grand Opening for the Created in Collin Exhibit, Holiday Tour of Homes, Parade of Lights, McKinney Philharmonic’s All Star Christmas
- LINKS (Chamber Networking)
- Main Street Merchants Meeting

Press /Social Mention Coverage

- Facebook Mentions: McKinney Parks & Rec, Visit McKinney, Main Street, Chestnut Square, City of McKinney, SBG Hospitality, The Batdrone

Website Analytics

The number of website visits remains nearly double from last year. November spikes correlate with District 121, Parade of Lights, Chestnut Square and the new City Hall. Top page visits in November 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 November, we also saw connections via the McKinney Rotary page.

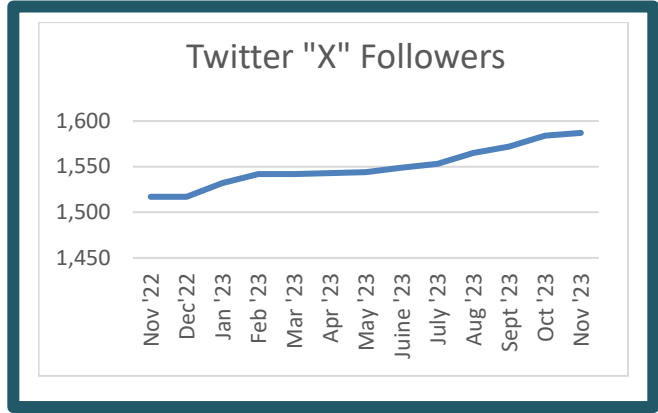
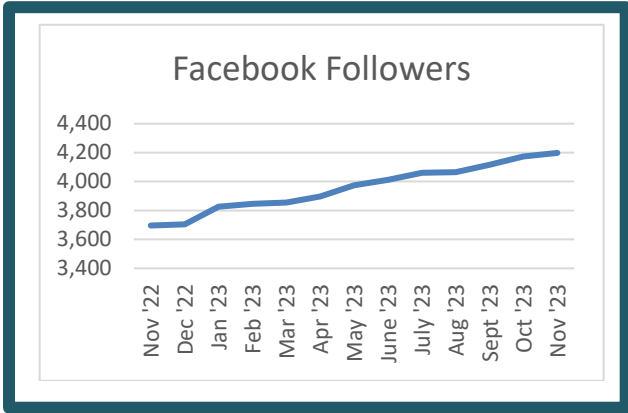


Referrals	
City Website	43
MEDC Website	7
McKinney Rotary	5
Texas GrantWatch	3
grantwatch.com	2

The number of website visitors using mobile devices increased significantly for the month of November. We will watch this to see if there is a trend, but the increase is likely due to the new online only applications.

Mobile Traffic	Users	Percent of Total
Desktop	408	55.51%
Mobile	325	44.22%
Tablet	4	0.54%

Social Media: Facebook and X (Twitter)



November was a record-setting month for MDC Facebook regarding post engagement. Top performing posts for November were related to TUPPS, District 121, Parade of Lights, Downtown, City Hall, and Home for the Holidays.

McKinney Community ...
Sat 11/4/2023 7:00 pm PDT

Always fun to see what's going on at the new TUPPS Brewery in McKinney - It's going to be a great...

Total Engagements	678
Reactions	41
Comments	0
Shares	5
Post Link Clicks	—
Other Post Clicks	632

McKinney Community ...
Sat 11/18/2023 2:21 pm PST

It's not too late to join in the grand opening festivities at McKinney's District 121. The celebration continu...

Total Engagements	178
Reactions	19
Comments	1
Shares	2
Post Link Clicks	7
Other Post Clicks	149

McKinney Community ...
Mon 11/20/2023 7:55 am PST

One of McKinney's favorite holiday traditions is just around the corner. The Rotary Parade of Lights is December 9.

Total Engagements	111
Reactions	41
Comments	8
Shares	7
Post Link Clicks	15
Other Post Clicks	40

McKinney Community ...
Fri 11/24/2023 9:40 pm PST

Beautiful pic by The Batdrone!! Home for the Holidays in Historic Downtown McKinney with Thousands who came...

Total Engagements	59
Reactions	18
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	41

McKinney Community ...
Tue 11/7/2023 3:54 pm PST

It was a beautiful day to celebrate progress at McKinney's new City Hall, a catalyst project to help spur...

Total Engagements	42
Reactions	11
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	29

McKinney Community ...
Thu 11/23/2023 6:58 pm PST

Another McKinney tradition... Home for Holidays. This weekend in Historic Downtown McKinney! o Snow hill o ...

Total Engagements	37
Reactions	3
Comments	0
Shares	1
Post Link Clicks	20
Other Post Clicks	13

McKinney Community ...
Mon 11/20/2023 4:09 pm PST

Another McKinney tradition... Home for Holidays. This weekend in Historic Downtown McKinney! o Snow hill o ...

Total Engagements	35
Reactions	13
Comments	3
Shares	6
Post Link Clicks	3
Other Post Clicks	10

McKinney Community ...
Fri 11/3/2023 10:48 am PDT

MDC Board and Staff appreciate our partnerships with city and school leaders! Yesterday's State of the City...

Total Engagements	32
Reactions	6
Comments	1
Shares	1
Post Link Clicks	—
Other Post Clicks	24

McKinney Community ...
Sat 11/18/2023 4:52 am PST

TODAY! Come celebrate the grand opening of McKinney's District 121!




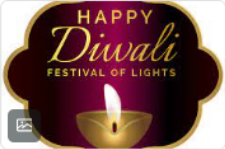















Total Engagements	30
Reactions	12
Comments	0
Shares	1
Post Link Clicks	1
Other Post Clicks	16

McKinney Community ...
Sun 11/26/2023 5:13 am PST

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

Total Engagements	29
Reactions	11
Comments	0
Shares	2
Post Link Clicks	5
Other Post Clicks	11

November matched October in engagement for **Twitter**, indicating some consistency with growth in interest. Top posts were related to TUPPS, Home for the Holidays, Diwali, Chestnut Square and Parks events.

<p> @mckinneycdc Sat 11/4/2023 3:50 pm UTC</p> <p>Always fun to see what's going on at the new TUPPS Brewery in McKinney - It's going to be a great...</p>  <p>Total Engagements 13</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 13</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Sun 11/12/2023 2:15 pm UTC</p> <p>https://t.co/llbxF6zQjr</p>  <p>Total Engagements 9</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 9</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Sat 11/18/2023 12:52 pm UTC</p> <p>TODAY! Come celebrate the grand opening of McKinney's District 121! https://t.co/5RFvDvl08O</p>  <p>Total Engagements 4</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 3</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 11/24/2023 2:53 pm UTC</p> <p>https://t.co/TT9xtXfer</p>  <p>Total Engagements 3</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Sat 11/18/2023 12:13 am UTC</p> <p>https://t.co/Lf5JFhJqBA</p>  <p>Total Engagements 3</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 3</p> <p>Other Engagements 0</p>
<p> @mckinneycdc Fri 11/3/2023 9:14 pm UTC</p> <p>https://t.co/9fIATk9Bz</p>  <p>Total Engagements 3</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Thu 11/23/2023 6:40 pm UTC</p> <p>Another McKinney tradition... Home for the Holidays. This weekend! @DTOWNMcKinney o Snow hill o...</p>  <p>Total Engagements 2</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Mon 11/20/2023 5:11 pm UTC</p> <p>Another McKinney tradition... Home for the Holidays. This weekend! @DTOWNMcKinney o Snow hill o...</p>  <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Thu 11/2/2023 12:10 am UTC</p> <p>MCDC is now accepting grant applications for Promotional and Community Event grants for events that showcase the City of</p> <p>Total Engagements 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Thu 11/30/2023 12:08 am UTC</p> <p>This Saturday, McKinney Philharmonic Orchestra celebrates the season with music! Tickets and details here...</p>  <p>Total Engagements 1</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>

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.

