



Marketing Report: September 2024

Participation in Marketing/Networking & Community Events

(since July 25 Board Meeting)

- Grant and Sponsored Events: Moon Festival, Dia de los Muertos, Wine & Music Festival, Cheers to Charity, TUPPS C.O. Celebration
- Other community events: Trick or Treat Trails, National Night Out, Boys and Girls Gala, Hugs Gala Kickoff, Main Street Merchants Meeting

Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, SBG, Chestnut Square, McKinney Cares

Website Analytics

Visits in September were more than double this month. One explanation is increased access by staff due to time spent training and adding approved events. September spikes correlate with social media posts related to TUPPS, Ghostly Hauntings, and Oktoberfest; however, there is no notable direct correlation for the largest (and likely record-setting) spikes on September 20 (513) and September 24 (563). September saw over 1,200 hits to our calendar page, with 737 views to our calendar listing for Oktoberfest. Connections to our site via City of McKinney and MEDC websites remain high, and we also saw referrals from McKinney Citizen to Citizen and from Art Club of McKinney.

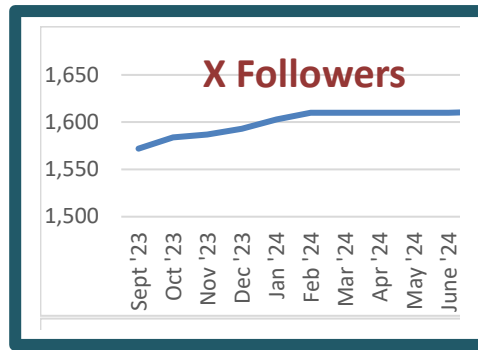
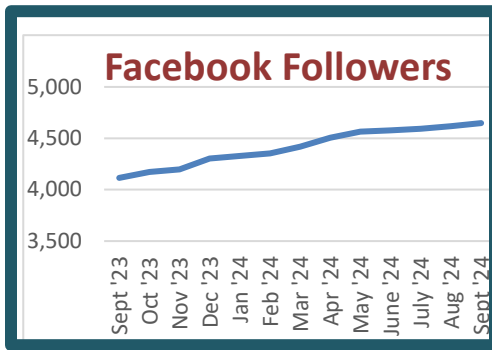


Referrals	
City website	160
MEDC website	15
McKinney Citizen to Citizen	10
Art Club of McKinney	4
Ahrefs.com	2

The number of website visitors using mobile devices more than doubled this month, which is in line with the number of total users.

Mobile Traffic	Users	Percent of Total
Desktop	1735	85.43%
Mobile	292	14.38%
Tablet	4	0.20%






















Social Media: Facebook and X



For **Facebook**, August was a slower month for both Facebook and X. With fewer posts, engagement was down. Still Facebook followship increased by 25. Top posts were related to East McKinney Learning Garden, Wine and Music Festival, Love McKinney Event, MillHouse Maker Market, and Downtown events.

<p>McKinney Community ... Mon 9/9/2024 8:10 am PDT</p> <p>This week it's Friday the 13th! Why not spooky and check out the Ghostly Hau Chestnut Square Heritage Village! An a</p> <p>Total Engagements 47</p> <p>Reactions 11</p> <p>Comments 2</p> <p>Shares 4</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 27</p>	<p>McKinney Community ... Thu 9/26/2024 6:05 pm PDT</p> <p>WHAT'S UP AT TUPPS:</p> <p>Total Engagements 36</p> <p>Reactions 2</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 33</p>	<p>McKinney Community ... Fri 9/27/2024 10:16 am PDT</p> <p>Put on your lederhosen and kick off a weekend full of German-inspired festivities at McKinney Oktoberfest...</p> <p>Total Engagements 30</p> <p>Reactions 16</p> <p>Comments 2</p> <p>Shares 5</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 6</p>	<p>McKinney Community ... Mon 9/30/2024 8:12 am PDT</p> <p>Join the McKinney Fire Department for Fire Safety Day this Saturday hosted at John and Judy Gay Library! Enjoy...</p> <p>Total Engagements 21</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 15</p>	<p>McKinney Community ... Mon 9/2/2024 9:03 am PDT</p> <p>HAPPY LABOR DAY</p> <p>Total Engagements 18</p> <p>Reactions 8</p> <p>Comments 1</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 7</p>
<p>McKinney Community ... Wed 9/11/2024 6:10 am PDT</p> <p>Never Forget</p> <p>Total Engagements 16</p> <p>Reactions 14</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 2</p>	<p>McKinney Community ... Sun 9/22/2024 11:20 am PDT</p> <p>Prost! 🍷 Join us next weekend for the McKinney Oktoberfest! Experience authentic German traditions with...</p> <p>Total Engagements 9</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 4</p>	<p>McKinney Community ... Tue 9/10/2024 7:06 am PDT</p> <p>This Saturday is another great MillHouse Makers Market! Local artisans offer jewelry, candles...</p> <p>Total Engagements 9</p> <p>Reactions 5</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 2</p>	<p>McKinney Community ... Wed 9/4/2024 1:45 pm PDT</p> <p>Chicka Chicka Boom Boom, will there be enough room? YES! This Saturday, enjoy games inspired by favorite...</p> <p>Total Engagements 9</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 5</p>	<p>McKinney Community ... Tue 9/10/2024 8:11 am PDT</p> <p>This Saturday, enjoy the sounds of Kim McLean, country music singer-songwriter. Not a season ticket...</p> <p>Total Engagements 8</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p>

For X, stats were back up to normal. MCDC’s X remains measurably less than Facebook for followship and engagement.

		Arrangement		Descending by Engagements →	
		Display Count		10 Posts →	
	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
Join us tonight at TUPPS Brewery for Hops & Shops! Explore unique goods from local vendors, enjoy live music...		Stop by the International Postcard Art Exhibit hosted by MillHouse at the McKinney Cotton Mill starting this...		Rise and shine, it's Farmers Market time. Join us every Saturday from 8AM - noon at McKinney Farmers Market a...	
					
Total Engagements 2		Total Engagements 2		Total Engagements 1	
Likes 0		Likes 0		Likes 0	
@Replies 0		@Replies 0		@Replies 0	
Reposts 1		Reposts 0		Reposts 1	
Post Link Clicks 0		Post Link Clicks 1		Post Link Clicks —	
Other Post Clicks 1		Other Post Clicks 1		Other Post Clicks 0	
Other Engagements 0		Other Engagements 0		Other Engagements 0	
 		 		 	
	X @mcki Thu 9/12/202		X @mcki Thu 9/12/202		X @mcki Thu 9/12/202
Whatever your passion, we are confident you can find a McKinney nonprofit that shares it. Giving has...		This Saturday is another great MillHouse Makers Market! Local artisans offer jewelry, candles, fiber ar...			
					
Total Engagements 1		Total Engagements 1			
Likes 1		Likes 0			
@Replies 0		@Replies 0			
Reposts 0		Reposts 1			
Post Link Clicks 0		Post Link Clicks —			
Other Post Clicks 0		Other Post Clicks 0			
Other Engagements 0		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 over 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.