



McKINNEY Social Media

Inside the McKinney social media strategy and practices

Recent national and statewide recognition

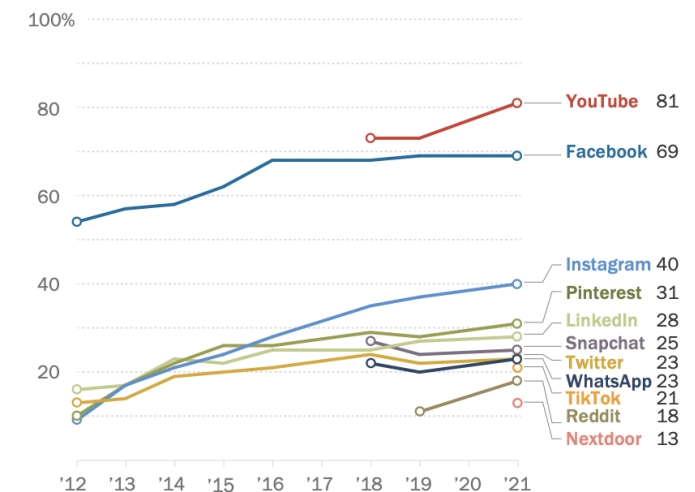
- 2021 – Presenter at Texas Association of Municipal Government (TAMIO) Conference in August.
- 2020-present TAMIO Social Media Team Leader
- 2020 – National Association of Telecommunications Officers and Advisors (NATOA)
 - George Webb Park Video - Award of Excellence
 - We are Unique by Nature Video - Award of Distinction
 - City at Work Video Series - Honorable Mention
- 2019 – 3CMA Savvy Silver Circle Award for “Best Social Media Campaign” for promoting city brand #IAmUniqueByNature
- 2019 – TAMIO Award of Honor “Best Use of Social Media” for promoting city brand #IAmUniqueByNature
- 2019 – TAMIO Award of Honor “Most Creative with Least Dollars” for recreation center awareness campaign.
- 2018 – Presenter at TAMIO Conference
- 2018 – Archive Social learning series presenter
- 2018 – Launched City of McKinney Instagram
- 2018 – 3CMA Savvy Award “Social Media – Other” for Twitter campaign highlighting city departments and programs behind the scenes #SeeMcKinneyWithMe

Social media in 2021

- 72% of Americans say they use social media sites.
- 69% of adults today say they use Facebook, equaling the share who said this two years prior.

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

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Hyper-personalization is Key in 2021

- According to *Social Media Today* (2020), “scalable hyper-personalization of marketing activities is not only possible but is rapidly becoming a requirement in order to stay up with evolving consumer trends.” There are three main ingredients:
 - Engagement
 - Relevance
 - Trust
- Think of Netflix and Amazon recommendations.
- Facebook groups (McKinney Talks Politics, McKinney District 1, McKinney Conservatives, McKinney Cares, Official McKinney Moms)

Other social media trends

According to Hubspot (2021) the top social media trends include:

- **Brands will continue to take a less is more posting approach.**
- **Content value will beat production quality.**
- **Conversational marketing will change its tone.**
- **Consumers will crave snackable content.**
- **Video will continue to take center stage.**
- **More brands will go live.**
- **Authenticity will be vital.**

According to SproutSocial, a leading vendor in social media management platforms:

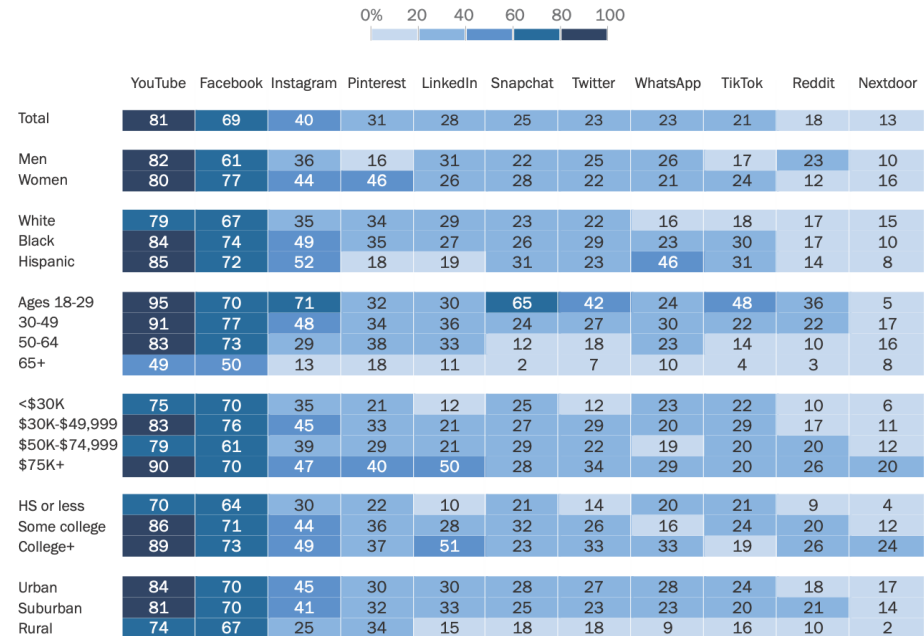
- **Instagram Stories are a dominant content format.**
- **Inclusivity will matter more than ever.**
- **Authenticity and transparency will be paramount.**

Audience

- Who is the audience and where are they located?
- Do we have content to post?
- Can we do paid advertising?

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.





































Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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Department-specific accounts for interests

Connect by Department

| | | | | | | |
|-------------------------------|---|---|---|---|---|---|
| City - Main |  |  |  |  |  |  |
| Police |  |  |  | |  | |
| Fire |  |  |  |  | | |
| CDC |  |  | | | | |
| CVB Visit McKinney |  |  |  |  | |  |
| EDC |  |  |  | | |  |
| Green McKinney | | | | | |  |
| Library |  | | | | |  |
| Downtown / Performing Arts |  |  |  |  | |  |
| Neighborhoods | | | | | |  |
| Parks |  | | | | |  |

Followers on city accounts:

- Facebook (36,699)
- Twitter (17,919)
- Instagram (12,557)
- LinkedIn (7,025)
- Nextdoor (70,472 members)
- YouTube (4,043 subscribers)
- Email (74,000 subscribers)

What's the difference?

| Facebook | Twitter | Instagram | Nextdoor | E-newsletter |
|---|---|--|--|--|
| Connect on interests and have conversations. Informational. | Quick information, trending topics, happening now | Connect on lifestyle and culture. Capture the moments. | Private social network for your neighborhood community. Easily targeted | Weekly community E-newsletter |
| Share videos, photos, articles, and reviews. | Media driven, share videos and news clips | Stories, videos, photos and reels. | <ul style="list-style-type: none">• Press releases• Mosquito spraying, Water Service Line replacement, Shelter in place | <ul style="list-style-type: none">• Recent news, upcoming events, surveys• “Catch all” for McKinney information• Seasonal topics (FOG, HHW, Alarm permits, etc.)• McKinney resident-focused• Benefit of click-thru tracking by email address |
| Demographic: 70% Women, Largest age group 35-44 (23%) Half McKinney | Demographic: 53% Men | Demographic: 70% Women, Largest age group 35-44. Best potential to reach ages 18-29 (71% use daily). | | |
| “I found it through a Facebook event” | “It was trending on Twitter” | “I learned it from a Reel/TikTok” or “I swiped up on it.” | | |

Strategy in action – Byron Nelson

Goal for the City's main accounts (Not the MEDC, Visit McKinney, et.) was to spread the word about the **benefits of having the AT&T Byron Nelson in McKinney**. Second to that was the request from the AT&T Byron Nelson that we encourage residents to view it from home.

Twitter

- Retweeting articles about the Byron Nelson in McKinney
- Highlighting the **economic impact**
- Sharing highlights of the event and players
- Ticket giveaways





Instagram

- Stories of the event throughout each day
- Resharing posts by followings mentioning us
- Ticket giveaways
- Encourage watch parties

Other departments and city partners promoted tourism, public safety and the sporting event highlights. For example, the AT&T Byron Nelson promoted the daily event highlights, sponsors, players, etc.

Sport Networks shared the play by play of the event.

Social Media metrics from April 27 – May 20

| Profile ▾ | Audience ▾ | Net Audience Growth ▾ | Published Posts ▾ | Impressions ▾ | Engagements ▾ | Engagement Rate (per Impression) ▾ | Video Views ▾ |
|--|------------------|-----------------------|-------------------|--------------------|-------------------|------------------------------------|------------------|
| Reporting Period Apr 27, 2021 – May 20, 2021 | 74,438 ↗ 0.4% | 337 ↗ 4.3% | 175 ↗ 75% | 458,887 ↗ 31.2% | 14,852 ↗ 77.4% | 3.2% ↗ 35.2% | 16,475 ↗ 141% |
| Compare to Apr 3, 2021 – Apr 26, 2021 | 74,111 | 323 | 100 | 349,703 | 8,370 | 2.4% | 6,823 |
|  City of McKinney | 7,079 | 78 | 8 | 8,241 | 489 | 5.9% | N/A |
|  City Of McKinney | 12,699 | 189 | 59 | 140,004 | 1,548 | 1.1% | 199 |
|  City of McKinney #McK... | 17,907 | -1 | 69 | 98,361 | 2,682 | 2.7% | 1,096 |
|  McKinney, Texas - Uniq... | 36,753 | 71 | 39 | 212,281 | 10,133 | 4.8% | 15,180 |



Winter Storm Uri

- Users sought out the city for information (371% growth in follows in one week)
- Responding in a timely fashion to build trust

Impressions ⓘ

1,325,954 ↗504%

Engagements ⓘ

71,643 ↗913%

Post Link Clicks ⓘ

4,049 ↗209%

Audience Metrics

| | Totals | % Change |
|----------------------------------|--------------|--------------|
| Audience Gained ⓘ | 2,178 | ↗371% |
| Twitter Followers Gained | 556 | ↗718% |
| Facebook Page Likes | 1,160 | ↗835% |
| Instagram Followers Gained | 371 | ↗101% |
| Sent Messages Metrics | | |
| | Totals | % Change |
| Total Sent Messages ⓘ | 384 | ↗202% |
| Twitter Sent Messages | 122 | ↗249% |
| Facebook Sent Messages | 206 | ↗182% |
| Instagram Sent Messages | 48 | ↗167% |
| LinkedIn Sent Messages | 8 | ↗700% |
| Total Received Messages ⓘ | 2,069 | ↗465% |
| Twitter Received Messages | 1,118 | ↗406% |
| Facebook Received Messages | 847 | ↗773% |
| Instagram Received Messages | 95 | ↗97.9% |
| LinkedIn Received Comments | 9 | ↗- |

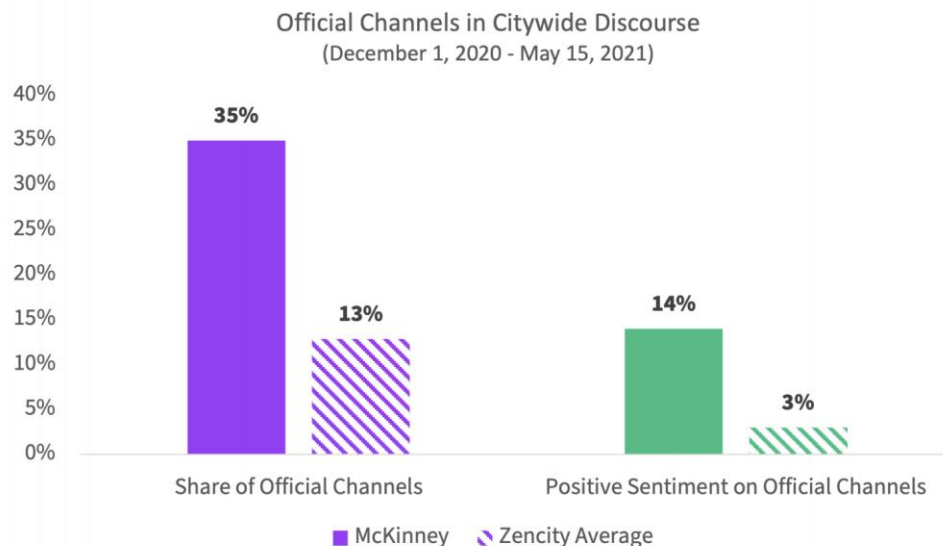


Zencity (third-party) Analysis

Analysis indicates that McKinney's official channels generate **higher local discourse**, but it also generates **higher local discourse**.

- Nearly two-thirds of the discourse about the city is on official channels, which produced 80% positive sentiment since its postponement due to the COVID-19 pandemic.
- 67% of the discourse about the [Arts in Block](#) yielded 40% positive sentiment.

The share of official messaging in the online conversation is becoming a more prominent driver of information.



*Zencities in the Southeast with 150K-300K residents: Brownsville, TX; Cary, NC; Chattanooga, TN; Fayetteville, NC; Fort Lauderdale, FL; and Greensboro, NC.

Volume of content curated weekly/monthly

Published Content City – Main (4 accounts)

Total weekly – 62

Total monthly – 181*

(LinkedIn included in total)

Facebook weekly – 15

Facebook monthly – 50

Twitter weekly – 19

Twitter monthly – 66

Instagram weekly – 15

Instagram monthly – 62

Published Content All Accounts (27 accounts)

Total weekly – 120

Total monthly – 715*

(LinkedIn included in total)

Facebook weekly – 65

Facebook monthly – 395

Twitter weekly – 26

Twitter monthly – 150

Instagram weekly – 33

Instagram monthly – 169

Home base: the city website

The main strategic purpose of the social platforms is to drive traffic back to our robust website.

- Permanent home for information. Doesn't get lost in the timeline like Twitter, Facebook, or Nextdoor
- Unlimited room for information and detail
 - PDFs
 - Excel sheets
 - PowerPoints
 - FAQs
- Traffic boosts google search results
- Easy to share content on other platforms and link back to
- Searchable

