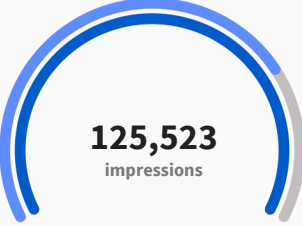
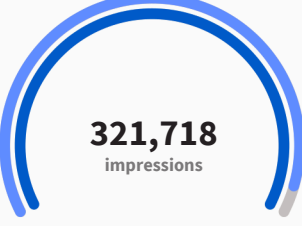




# **WOLFFORTH EDC Q4 2024 REPORT**

DANIELLE SWEAT | JANUARY 2025

# SOCIAL CONTENT

<p><b>Followers &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>+8.8%</td> <td>5,079</td> </tr> <tr> <td>Instagram Business</td> <td>+9.9%</td> <td>2,172</td> </tr> <tr> <td>LinkedIn Page</td> <td>+27.4%</td> <td>200</td> </tr> </table>	Facebook Page	+8.8%	5,079	Instagram Business	+9.9%	2,172	LinkedIn Page	+27.4%	200	<p><b>New followers &gt; Social network</b></p> <table border="1"> <tr> <td>Facebook Page</td> <td>457</td> </tr> <tr> <td>Instagram Business</td> <td>+115% 243</td> </tr> <tr> <td>LinkedIn Page</td> <td>43</td> </tr> </table>	Facebook Page	457	Instagram Business	+115% 243	LinkedIn Page	43	
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**f Top posts**



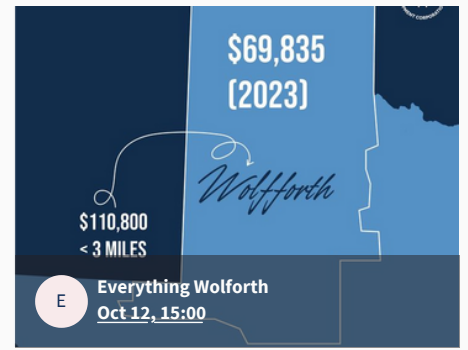
We're thrilled to announce that Wolforth is now home to a Safe Haven Baby Box—a compassionate, secure resource designed to provide a safe alternative for parents in crisis. This life-saving addition reflects our community's dedication to supporting vulnerable families and ensuring every baby has a chance at a bright future. Join us for the official dedication ceremony to celebrate this meaningful milestone. Let's come together as a community to honor this step forward in creating a safer, more supportive Wolforth. We hope to see you there! 🏡🌟 #WolforthCares #SafeHavenBabyBox #CommunityMatters #wolforthtx

**166** likes and reactions



You won't find a better partner than Danielle, our Executive Economic Development Director. 🌟 Whether you're looking for an industrial site or a home for your small business to thrive, she's here to answer your questions and ally with you to build our community.

**155** likes and reactions



Wolforth, Texas → where the average household income trumps that of its own state. 🌟 That's what we call small-town success.

For more information on how Wolforth stands out, visit our website at the link below. ↓

[www.wolforthedc.com](http://www.wolforthedc.com)

#WolforthTexas #WestTexas #WolforthTX #TexasLiving

**154** likes and reactions

**Instagram Top posts**



Vibrant, bold, and diverse. 🌟 The Padilla family sure has brought the best Latin flavor to Wolforth. @heyvoslatinfood

**15.8k** impressions



Wolforth → Where no one does Halloween better. 🎃 We love to see the families and community of Wolforth come together every year to celebrate the end of the S P O O K Y season! 🌟 #WolforthTexas #WestTexas #WolforthTX #SmallTownHalloween

**10.4k** impressions



Buffalo Grace Boutique → your go-to spot for holiday gifts. 🎁

Located next to Evie Mae's BBQ, this locally owned women's boutique has everything you need for Christmas gifts this year—jewelry, clothes, tiger-themed goodies, and so much more!

BONUS 🌟 They have a few products for men, too. 🌟

**7.7k** impressions

**in** Top posts

**WITH Danielle**



**Wolforth Economic Development Cor...**  
Dec 06, 18:01

**TEAM UP WITH Tara**



**Wolforth Economic Development Cor...**  
Dec 28, 23:00

**Wolforth Economic Development Corporation**  
209 followers  
3w · 🌐

As 2024 comes to a close, I've been taking some time to reflect on the successes of the year and set goals for 2025. One of the highlights for the Wolforth Economic Development Corporation this year was the ...more



**Wolforth Economic Development Cor...**  
Dec 19, 20:42

You won't find a better partner than Danielle, our Executive Economic Development Director. 🌟 Whether you're looking for an industrial site or a home for your small business to thrive, she's here to answer your questions and ally with you to build our community.

Tara 🍷 hassle-free permitting. Our efficient permitting process keeps your projects on track, helping you save time and resources. Whether you're opening your first local business or growing your existing storefront, we're here to support you every step of the way. For more information on how to get in contact with our Development Director, Tara Tomlinson, message us today.

As 2024 comes to a close, I've been taking some time to reflect on the successes of the year and set goals for 2025. One of the highlights for the Wol orth Economic Development Corporation this year was the development of our very first website. This has been a major step forward in showcasing all that Wol orth has to o er. We couldn't have achieved this milestone without the incredible support and expertise of Marketing Alliance. Their team has given us a platform we are proud of—one that truly reflects the unique character and potential of our community. Looking ahead to 2025, I'm excited about the opportunities and

**18** reactions

**11** reactions

**11** reactions

**in** Total engagement

**6,542**  
engagements

↗ 28.2% from 5,102

**in** Impressions

**560,791**  
impressions

↗ 3.5% from 541,673

**in** Clicks

**5,164**  
clicks

↗ 7% from 4,824

**in** Follows

**66**  
follows

0% from 66

**f** Video plays at 100%

**2,992**  
plays

↗ 299,200%

**f** Reach

**48,240**  
users

↗ 116%

**f** Ad | Impressions

**100,318**  
impressions

↗ 99%

**f** Ad | Post engagement

**29,094**  
engagements

↗ 3,688%

**f** Ad | Link clicks

**455**  
clicks

**f** Ad | Clicks (all)

**5,404**  
clicks

↗ 99%

# TOP PERFORMING REELS



**December 21**

*Vibrant, bold, and diverse. 🌞 The Padilla family sure have brought the best Latin flavor to Wolfforth.*

Views | 21.8k  
Interactions | 213  
Impressions | 15.8k  
Avg. Watch Time | 7 seconds



**November 1**

*Wolfforth → Where no one does Halloween better. 🎃*

*We love to see the families and community of Wolfforth come together every year to celebrate the end of the S P O O K Y season! 🎃*

Views | 11.5k  
Interactions | 286  
Impressions | 10.4k  
Avg. Watch Time | 8 seconds



**December 16**

*Buffalo Grace Boutique → your go-to spot for holiday gifts. 🎁*

*Located next to Evie Mae's BBQ, this locally owned women's boutique has everything you need for Christmas gifts this year –jewelry, clothes, tiger-themed goodies, and so much more!*

*BONUS ✨ They have a few products for men, too. 🌞*

Views | 9.6k  
Interactions | 112  
Impressions | 7.7k  
Avg. Watch Time | 7 seconds



**October 18**

*From fresh produce and handmade gifts to baby bunnies, our farmer's market is the true heart of our small town. 💙 Not to mention, they have the best assortment of pumpkins in town!*

*Open at 10 AM every Saturday at 📍 8924 CR 7100.*

*#FarmersMarkets #WestTexas #WolfforthTX #WolfforthTexas*

Views | 6.5k  
Interactions | 141  
Impressions | 6k  
Avg. Watch Time | 6 seconds

# KEY TAKEAWAYS

## WHAT WENT WELL?

- Overall, we are seeing a great report for Q4 with increases across the board.
- You had 243 new Instagram followers. This is a direct result of the highly engaging reels highlighting local businesses and events.
- The top-performing reels, in terms of views, achieved such success thanks to the strategic ad budget allocated to each.
- Instagram and LinkedIn impressions (how many times your posts were seen) were 12,894 and 2,954. This is awesome!

## Q1 2025 GOALS

- Although your LinkedIn ads performed well in Q4, in Q1, we will run an ad that is separate from the content to maximize our reach toward site selectors and investors. This ad will be focused on website clicks rather than followers, which was our goal for Q4.
- Employee spotlights emerged as the top-performing content across all three platforms. Let's keep this going into next quarter by trying to spotlight an employee every other month.