

# DISCOVER WYLIE

2024 *annual report*



    @DISCOVERWYLIE

10/1/2023 - 9/30/2024

# OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 10/1/2023 - 9/30/2024

## *Goals for this Year*

- > Continue to grow and strengthen a social media presence on Instagram.
- > Increase engagement and shares on all social media platforms.
- > Develop strong community on Facebook
- > Create blog posts for DiscoverWylie.com
- > Grow Discover Wylie Influencer program

### STRATEGIES APPLIED THIS YEAR

- Continued posting to TikTok
- Continued posting original reels.
- Shared local historical photos and facts.
- Shared relevant User Generated Content to stories (for example, resharing reels or posts created by locals who tagged the @DiscoverWylie account)
- Engaged audience with local businesses through “Wylie Grinch” program
- Created Discover Wylie Gift Guide to encourage locals to shop Wylie-made products and services for the holidays
- Launched influencer program

### STRATEGIES TO APPLY NEXT YEAR

- Continue regular posting schedule for Instagram, Facebook, and TikTok
- Continue sharing local history and interesting Wylie facts on all social media channels
- Increase blog content
- Grow influencer program through scheduled events and influencer visits
- Promote Discover Wylie brand to larger audience (surrounding counties)
- Discover Wylie rebrand and website redesign

# INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 10/1/2023 - 9/30/2024

1354 FOLLOWERS 9/30/23	1646 FOLLOWERS 9/30/24
292 NEW FOLLOWERS	
+22% GROWTH	

	2021	2022	2023	2023
FOLLOWERS	464	889	1354	1646
REACH	1,746	33,827	36,712	38,520
INTERACTIONS	1,075	7,493	7,992	8,120

GROWTH LAST 12 MONTHS

+22

+5%

+1.6%

AUDIENCE FEMALE / MALE

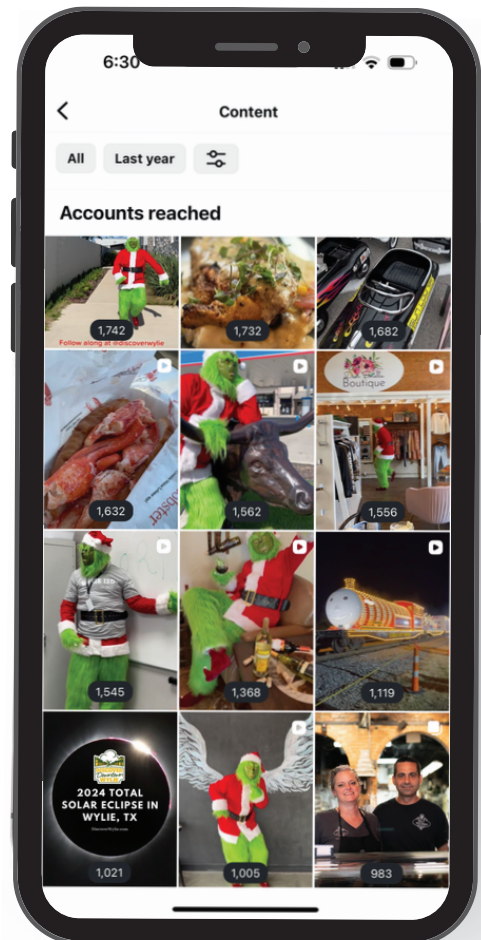


## AUDIENCE LOCATION

WYLIE	41%
SACHSE	8%
GARLAND	5%
MURPHY	4%
NEVADA	4%

REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

## TOP POSTS





# FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 10/1/2023 - 9/30/2024

20,458 FOLLOWERS 9/30/22	22,600 FOLLOWERS 9/30/23
2,142 NEW FOLLOWERS	
+11% GROWTH	

Performance

Reach 527.6K ↑ 97.8%

Content interactions 21.1K ↓ 5.4%

Followers Lifetime 22.6K

Link clicks 5.7K ↓ 7.7%

Reach breakdown

Total 527,648 ↑ 97.8%

From organic 507,060 ↑ 204.9%

From ads 31,832 ↑ 27.3%

	2023	2024
CONTENT INTERACTIONS	22,300	21,100

AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE	19%
SACHSE	3%
GARLAND	3%
DALLAS	3%
NEVADA	4%

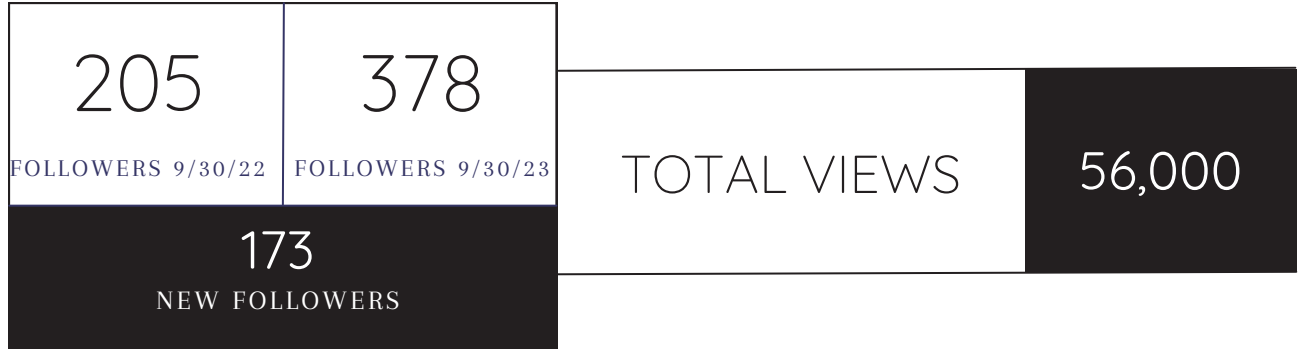
## TOP PERFORMING POSTS

<p><b>Downtown Wylie, 1902. A General...</b></p> <p>Wed Jan 31, 8:35am</p> <p>↗ 224K    ❤️ 3.2K</p> <p>💬 318    📌 530</p>	<p><b>December is almost here! Here's what's...</b></p> <p>Mon Nov 27, 11:39am</p> <p>↗ 75.1K    ❤️ 237</p> <p>💬 28    📌 63</p>	<p><b>Looking for a good lunch spot? Or dinne...</b></p> <p>Sat Jun 1, 8:56am</p> <p>↗ 61.9K    ❤️ 548</p> <p>💬 77    📌 41</p>	<p><b>With some beautiful days in the...</b></p> <p>Thu Apr 11, 10:37am</p> <p>↗ 52K    ❤️ 197</p> <p>💬 24    📌 74</p>	<p><b>Last week, we shared a picture of downto..</b></p> <p>Wed Feb 7, 8:00am</p> <p>↗ 50.5K    ❤️ 494</p> <p>💬 63    📌 61</p>
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# TIKTOK REPORT

@DiscoverWylie

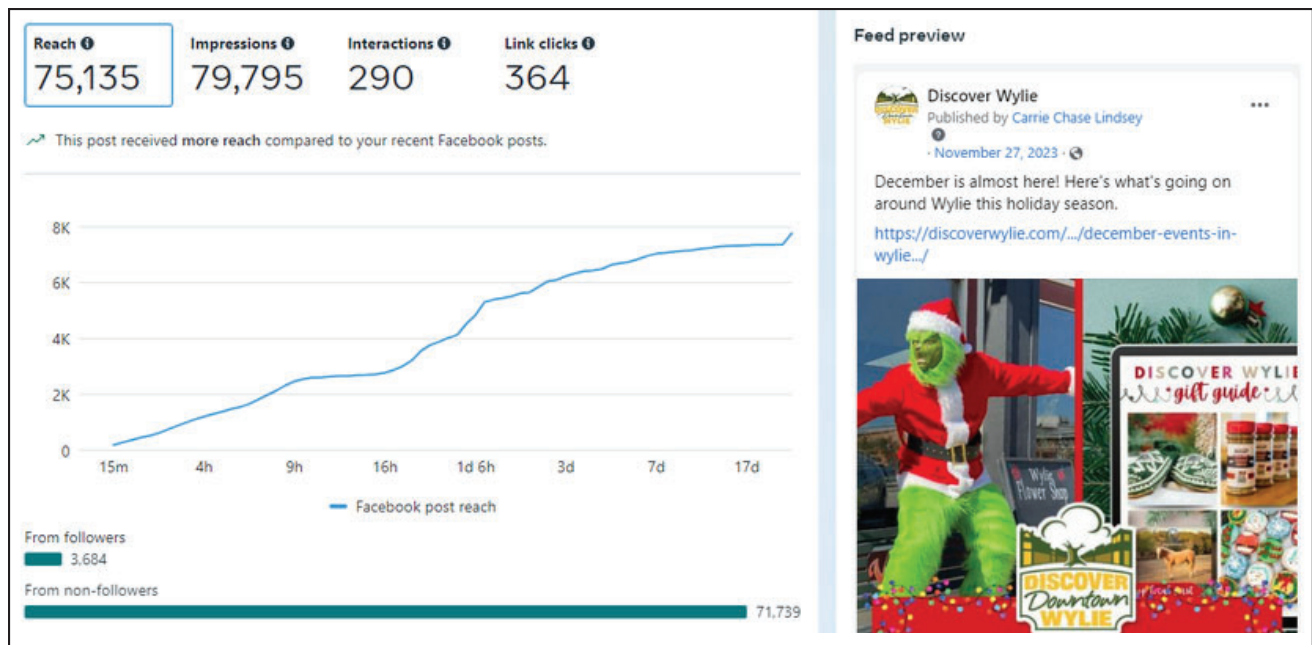
Report Time Period: 10/1/2023 - 9/30/2024



# DISCOVER WYLIE BLOG

DiscoverWylie.com

Report Time Period: 10/1/2023 - 9/30/2024



We don't currently have access to Google Analytics, but we can see from Facebook insights that this blog post reached over 75,000 accounts.

This post received 364 link clicks on the article.