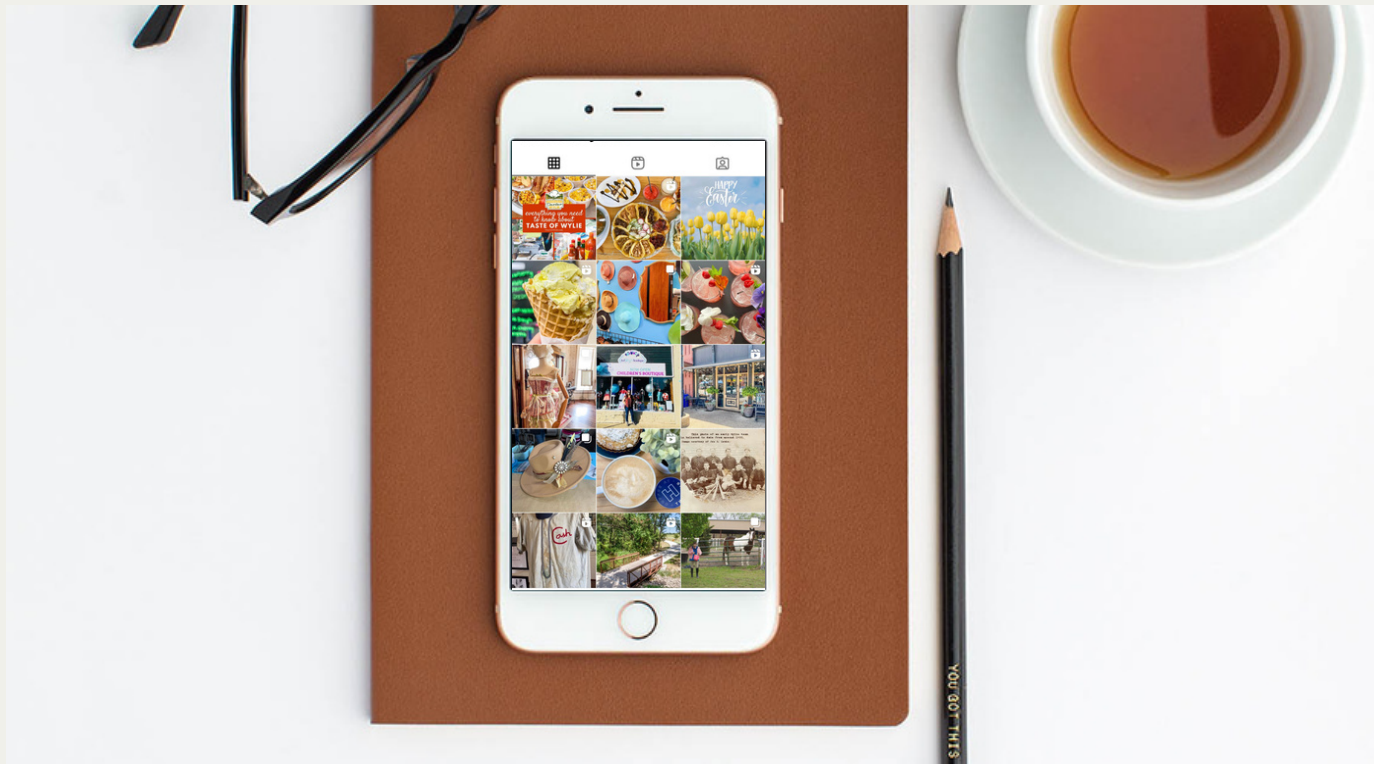


DISCOVER WYLIE

Q1 *reporting*



    @DISCOVERWYLIE
1/1/2023 - 3/31/2023

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 1/1/2023- 3/31/2023

Goals for this Quarter

- > Continue to grow and strengthen a social media presence on Instagram and Facebook.
- > Increase engagement and shares on all platforms.
- > Continue to grow TikTok
- > Utilize blog to share information and drive traffic to DiscoverWylie.com

STRATEGIES APPLIED THIS QUARTER

- Continued posting original TikToks
- Continued posting original reels
- Continued creating original content for Facebook and Discover Wylie blog
- Shared local historical photos and facts
- Share local events on social media and blog
- Engaged with followers through polls, questions, and quizzes in stories.
- Shared relevant follower content to stories (for example, resharing reels or posts created by locals who tagged the @DiscoverWylie account)
- Started Small Business Stories on DiscoverWylie.com

STRATEGIES TO APPLY NEXT QUARTER

- Continue posting stories with opportunities for followers to engage.
- Continue sharing local history and interesting Wylie facts to the feed and stories.
- Encourage followers to tag @DiscoverWylie and use #DiscoverWylie hashtag so we can share their content.
- Grow blog traffic and engagement
- Start using Facebook stories
- Continue to grow Small Business Stories on DiscoverWylie.com

INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 1/1/2023 - 3/31/2023

1136
TOTAL FOLLOWERS

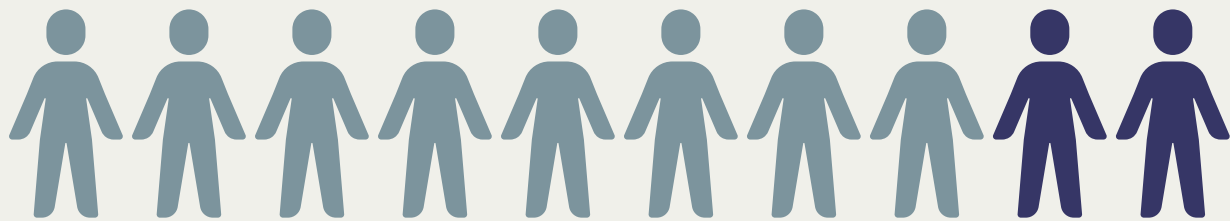
112
NEW FOLLOWERS

+11%
PREVIOUS QUARTER

ENGAGEMENT	441	+4.5%
REACH	2,871	-44%*
CONTENT INTERACTIONS	1,554	+29%
NON-FOLLOWER REACH	1,941	-58%*

ALL STATS COMPARED TO Q1 2022
* WE HAD 2 VIRAL REELS IN Q1 OF 2022 WHICH INFLATED THE REACH QUITE A BIT.

AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE 46%

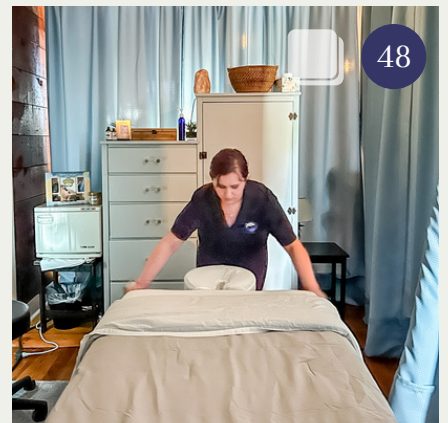
SACHSE 7%

MURPHY 5%

GARLAND 4%

NEVADA 4% REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

TOP POSTS BY LIKES



INSTAGRAM HIGHLIGHTS

@DiscoverWylie

Report Time Period: 1/1/2023 - 3/31/2023

@DiscoverWylie Q1 WINS

Story Interactions +340%

We had 349 reels interactions and 829 post interactions.

We had 92 external link taps. This is from people clicking links to read blog posts shared on DiscoverWylie.com.

THE REEL REPORT



Our most popular reel this quarter was the grand opening of The Noble Experiment. It was played 1,156 times, had 91 likes, 10 comments, and was shared 20 times.

Reels received:

- 544 likes
- 25 comments
- 14 saves
- 66 shares

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 1/1/2023 - 3/31/2023

19,703
TOTAL FOLLOWERS

931
NET NEW FOLLOWERS

+5%
PREVIOUS QUARTER

ENGAGEMENT	5,500	+13.5%
REACH	63,807	+28%

ALL STATS COMPARED TO Q4 2022

AUDIENCE FEMALE / MALE



LINK CLICKS: 1,662

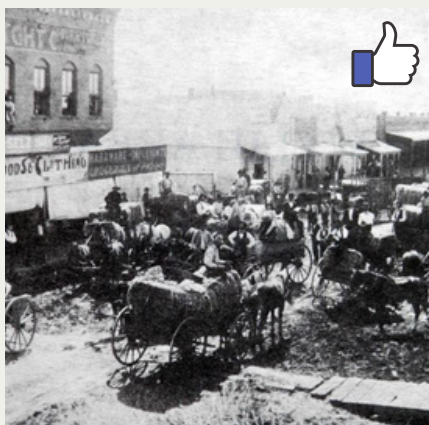
COMMENTS: 533

POST SHARES: 399

REACTIONS: 5,209

These are all increases over last quarter, which is great considering the action we had in Q4 from the Grinch content!

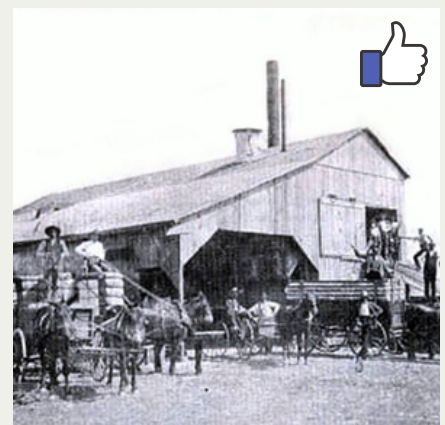
TOP PERFORMING POSTS



Reach: 12,288
Reactions: 374
Comments: 65
Shares: 50



Reach: 11,009
Reactions: 651
Comments: 74
Shares: 63



Reach: 9,497
Reactions: 329
Comments: 21
Shares: 28