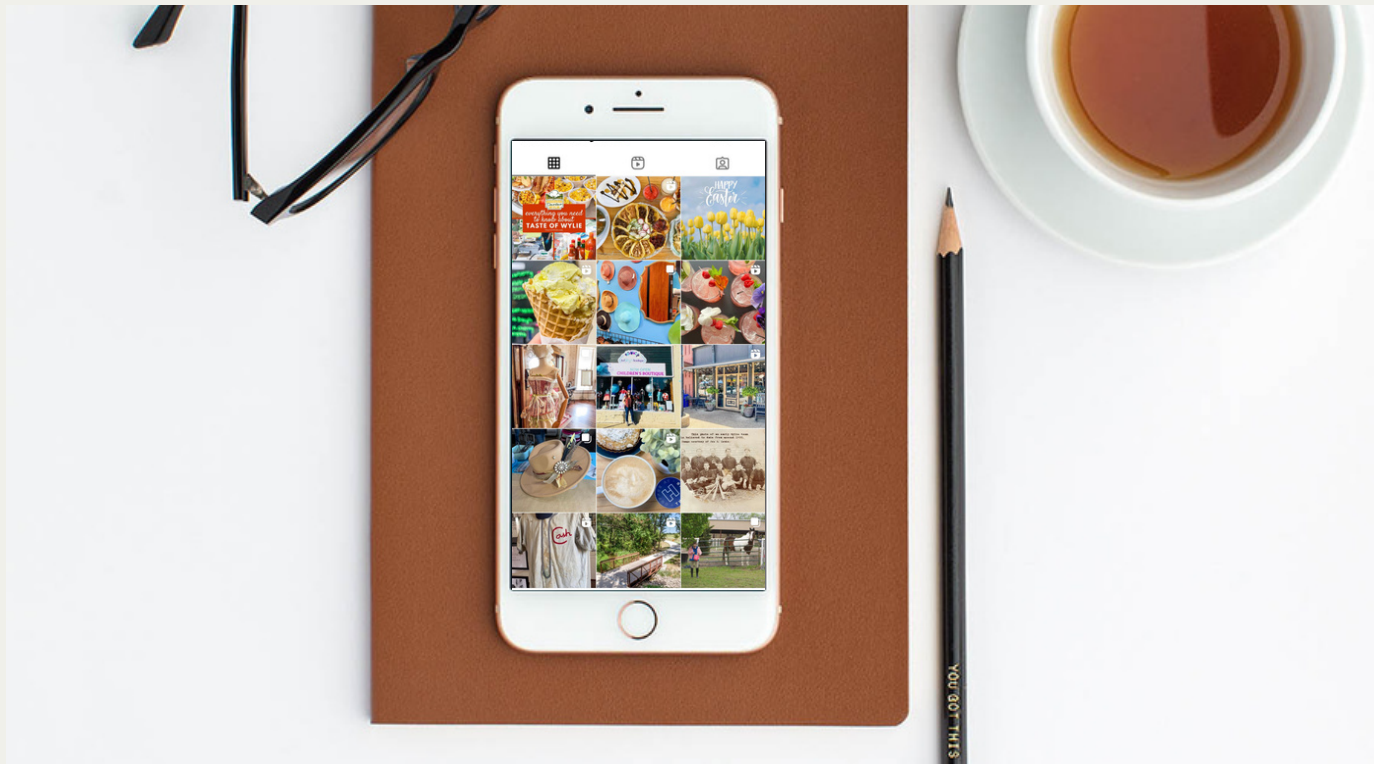


DISCOVER WYLIE

Q2 reporting



    @DISCOVERWYLIE
4/1/2023 - 6/30/2023

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: 4/1/2023 - 6/30/2023

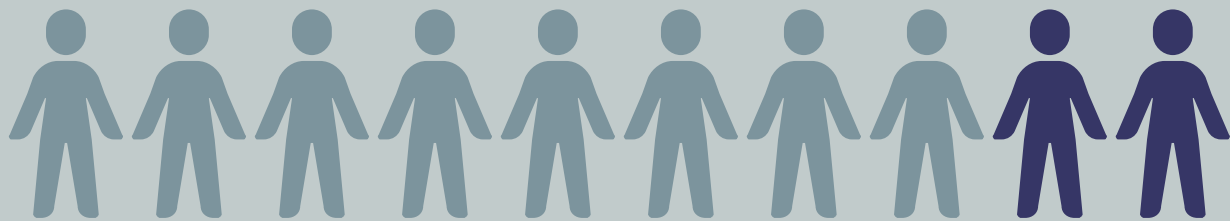
1261
TOTAL FOLLOWERS

125
NEW FOLLOWERS

+11%
PREVIOUS QUARTER

ENGAGEMENT	597	+35%
REACH	6,738	+140%
CONTENT INTERACTIONS	2,092	+29%
NON-FOLLOWER REACH	5,833	+209%
IMPRESSIONS	56,496	+35%

AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE 46%

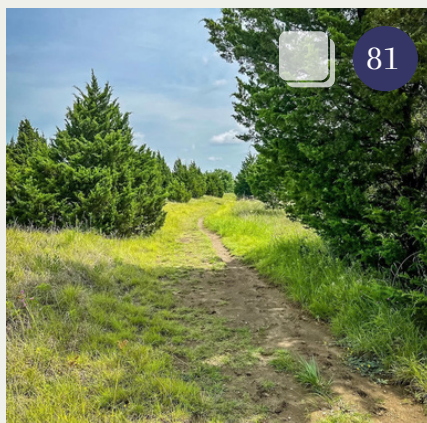
SACHSE 7%

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: 4/1/2023 - 6/30/2023

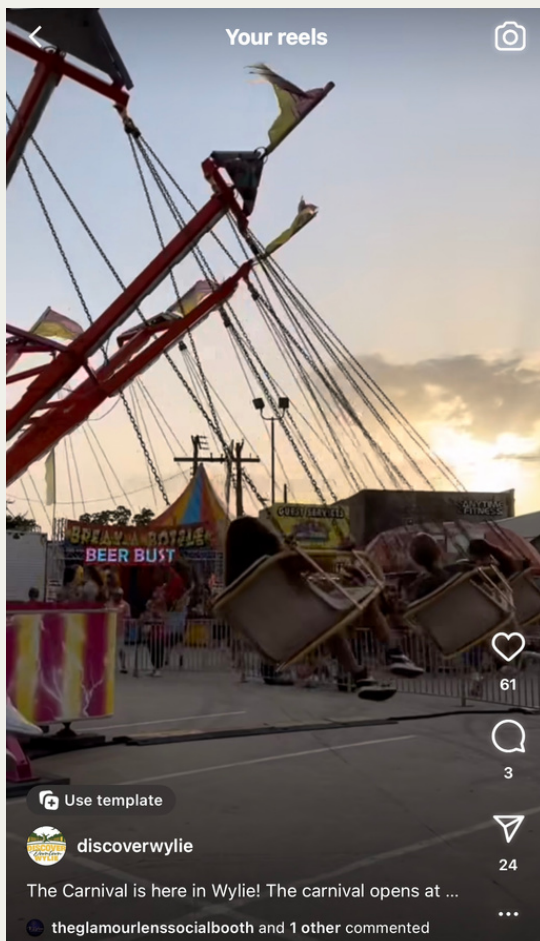
@DiscoverWylie Q2 WINS

There were 1,022 profile visits. This is a 43% increase from the previous 90 days.

We reached 5,909 non-follower accounts.

We had 57 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 summer carnival. It was played 2,174 times, had 61 likes, 3 comments, and was shared 24 times.

Reels received:

- 969 likes (544 last quarter)
- 52 comments (25 last quarter)
- 30 avcs (14 last quarter)
- 133 shares (66 last quarter)

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 4/1/2023 - 6/30/2023

20,094
TOTAL FOLLOWERS

391
NET NEW FOLLOWERS

+2%
PREVIOUS QUARTER

ENGAGEMENT	6,100	+6.7%
REACH	154,925	+138%

ALL STATS COMPARED TO Q1 2023

AUDIENCE FEMALE / MALE



LINK CLICKS: 1,727

COMMENTS: 803

POST SHARES: 553

REACTIONS: 5,382

These are all increases over last quarter.

TOP PERFORMING POSTS



Reach: 49,580
Reactions: 640
Comments: 84
Shares: 25



Reach: 21,513
Reactions: 570
Comments: 72
Shares: 36



Reach: 17,621
Reactions: 394
Comments: 72
Shares: 21