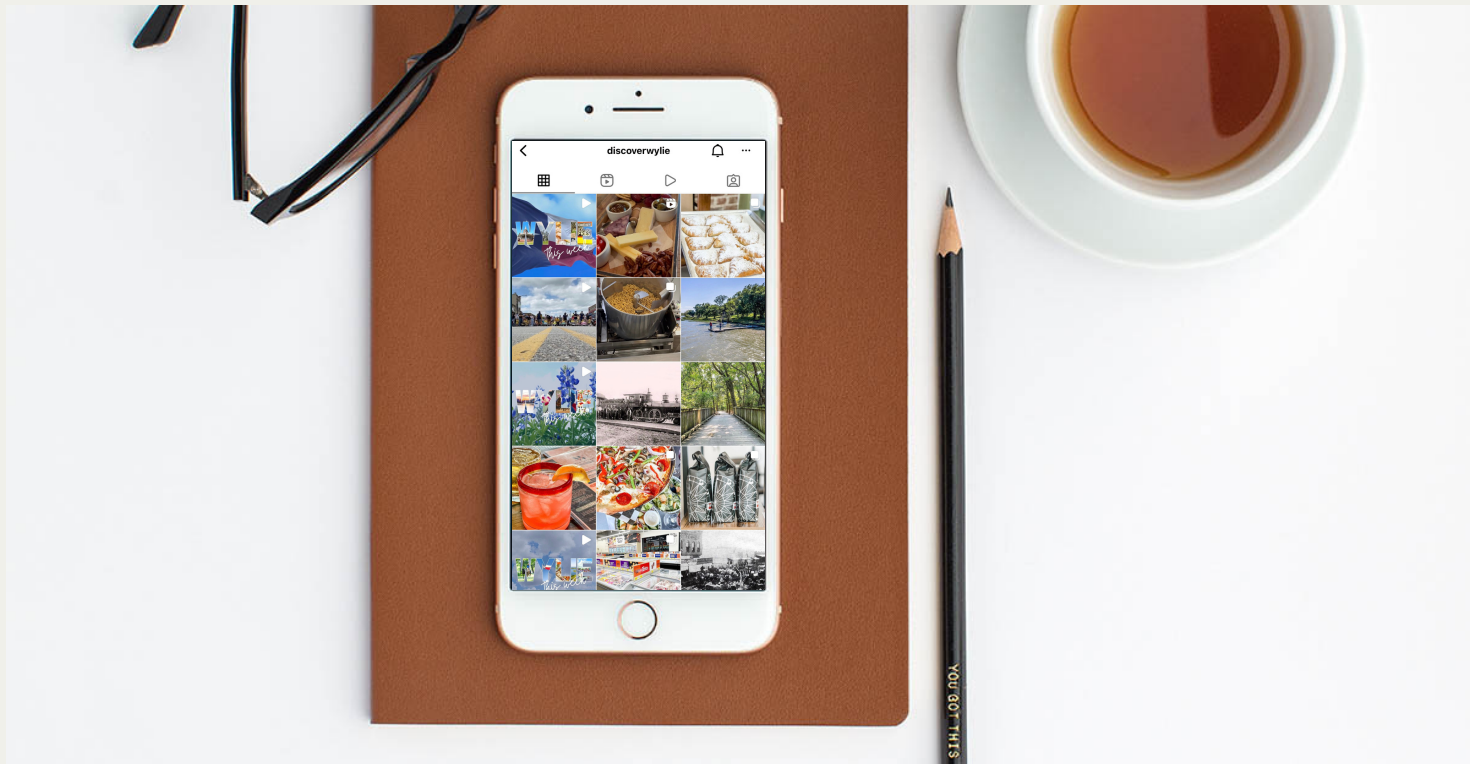


# DISCOVER WYLIE

Q1 *reporting*



@DISCOVERWYLIE

1/12/2022 - 4/12/2022

# OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 1/12/2022 - 4/12/2022

## *Goals for this Quarter*

- > Continue to grow and strengthen a social media presence on Instagram.
- > Update profile and start using highlights.
- > Increase engagement and shares.
- > Start using reels.
- > Continue testing different content to see what resonates with followers.
- > Verify account on Instagram.

## STRATEGIES APPLIED THIS QUARTER

- Followed local small businesses.
- Posted original content in feed, stories, and reels.
- Started sharing "Wylie this Week" posts with local events.
- Started posting original reels.
- Shared local historical photos and facts.
- 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)

## 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.
- Offer photo shoots to businesses around social media promotions (for example, upcoming Cinco de Mayo promotion for blog and social media)
- Encourage followers to tag @DiscoverWylie and use #DiscoverWylie hashstag so we can share their content.
- Share original reels.

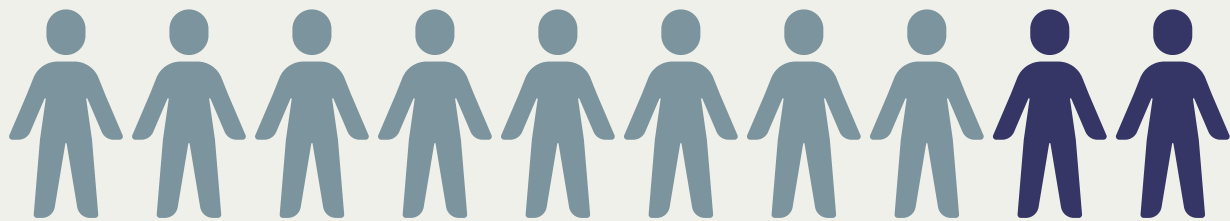
# INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 1/12/2022 - 4/12/2022

<b>464</b> TOTAL FOLLOWERS	ENGAGEMENT	422	+60%
<b>126</b> NEW FOLLOWERS	REACH	5132	+196%
<b>+37.2%</b> PREVIOUS PERIOD	CONTENT INTERACTIONS	1204	+14%
	NON-FOLLOWER REACH	4664	+217%

## AUDIENCE FEMALE / MALE



## AUDIENCE LOCATION

WYLIE 54%

SACHSE 10%

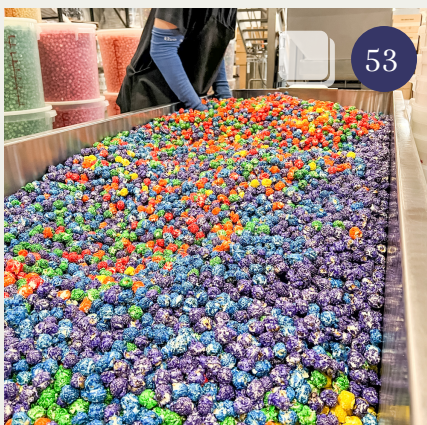
DALLAS 4%

GARLAND 4%

MURPHY 3%

MURPHY IS NEW TO THE LIST THIS QUARTER

## TOP POSTS BY LIKES



# INSTAGRAM HIGHLIGHTS

@DiscoverWylie

Report Time Period: 1/12/2022 - 4/12/2022

@DISCOVERWYLIE CONTENT WAS SHARED BY:

@modpizza

@wildforkfoods

@deananpop

@juztjazzboutique

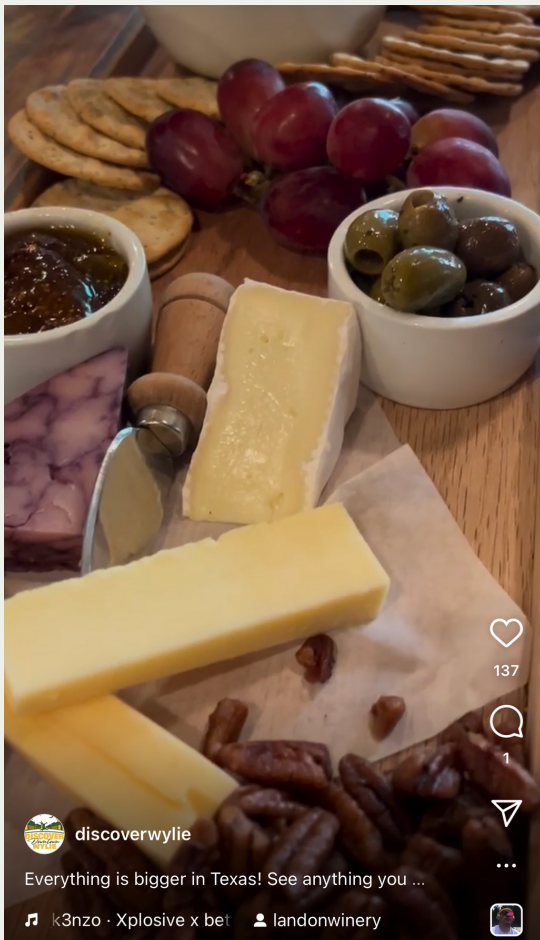
@panaderiawylie

@ferriswheelcoffee

@nypp\_wylie

@smithlibrary

## THE REEL DEAL



Our first reel was of The Texan charcuterie board at Landon Winery. It received 137 likes and was seen by more than 3,000 NON-FOLLOWER accounts. This is a great result for an account of our size.