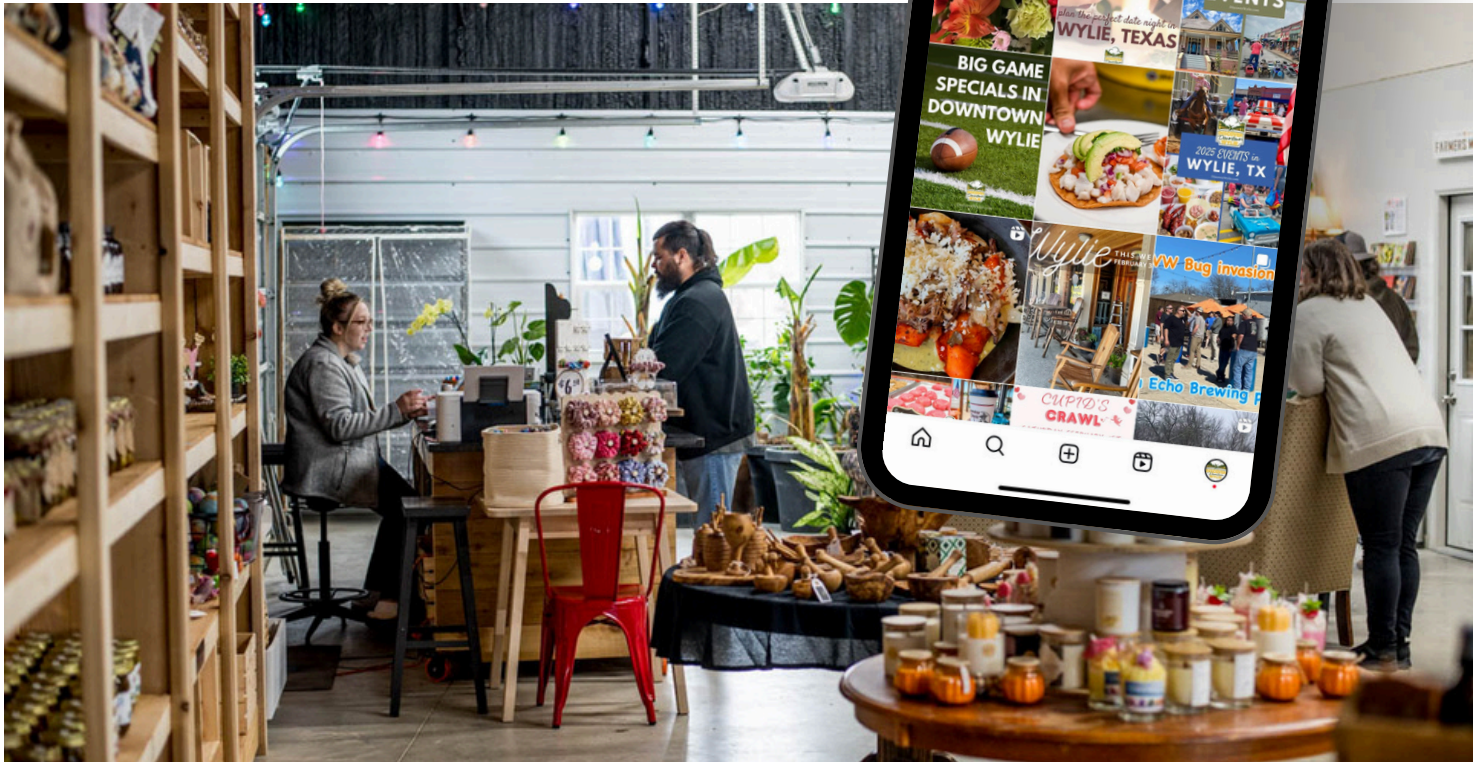


DISCOVER WYLIE

Q2 reporting



    @DISCOVERWYLIE

1/1/2025 - 3/31/2025

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 1/1/2025 - 3/31/2025

Goals for this Year

- > Continue to grow and strengthen a social media presence on all platforms
- > Increase engagement and shares on all social media platforms
- > Develop strong community on Facebook
- > Launch new Discover Wylie website
- > Grow Discover Wylie Influencer program

PRIORITIES FOR Q2 & Q3

- Create web content for new website (blog posts and photography)
- Photograph 2 new businesses each month
- Heavily promote downtown events
- Streamline Google form process for local businesses wanting to promote their events
- Increase the use of reels even more
- Double down on content - share a reel and then post a photo collage of same business or event next week

INSTAGRAM REPORT

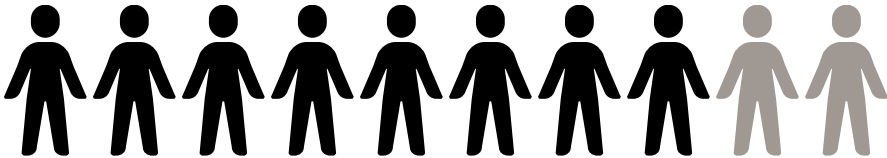
@DiscoverWylie

Report Time Period: 1/1/2025 - 3/31/2025

1500	1792
FOLLOWERS 3/31/24	FOLLOWERS 3/31/25
292	
NEW FOLLOWERS	
+19%	
GROWTH	

	Q1 2024	Q1 2025
VIEWS	-	24,100
REACH	4,300	3,500
INTERACTIONS	500	785

AUDIENCE FEMALE / MALE

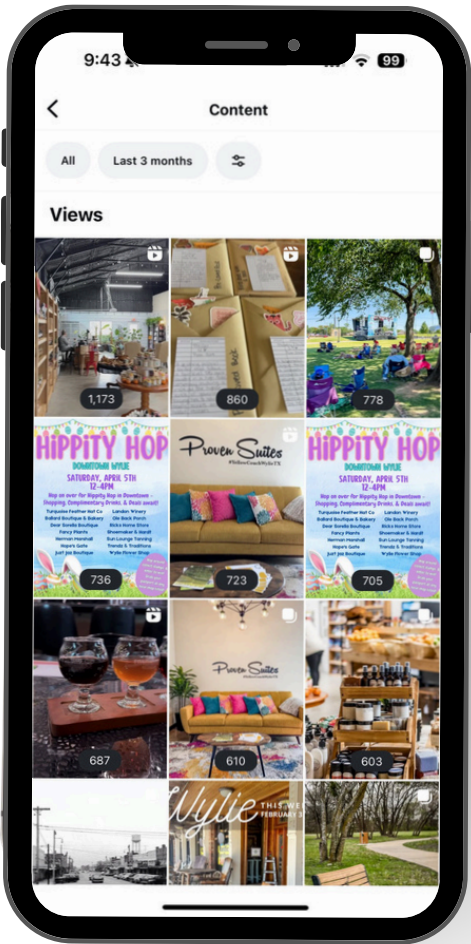


AUDIENCE LOCATION

WYLIE	39%
SACHSE	6%
GARLAND	4%
DALLAS	4%
PLANO	4%

REMAINING AUDIENCE
SPREAD ACROSS OTHER
CITIES, STATES, AND
COUNTRIES

TOP POSTS



FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 1/1/2025 - 3/31/2025

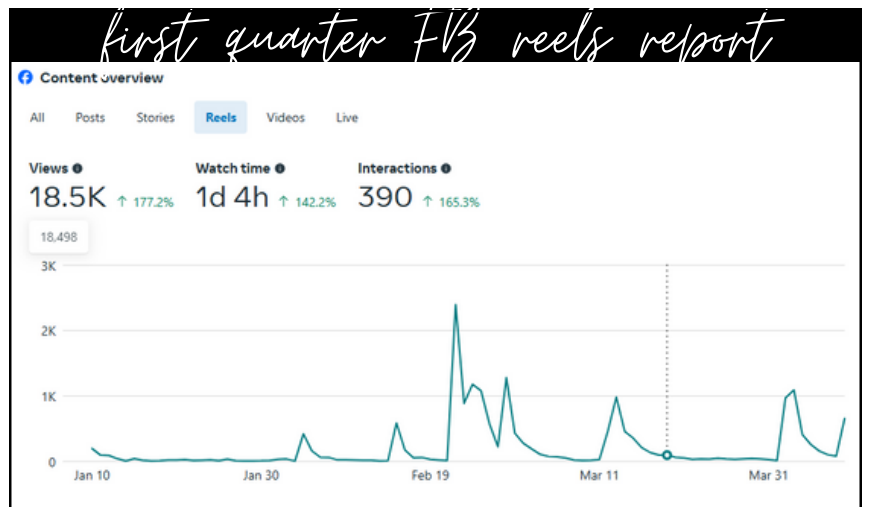
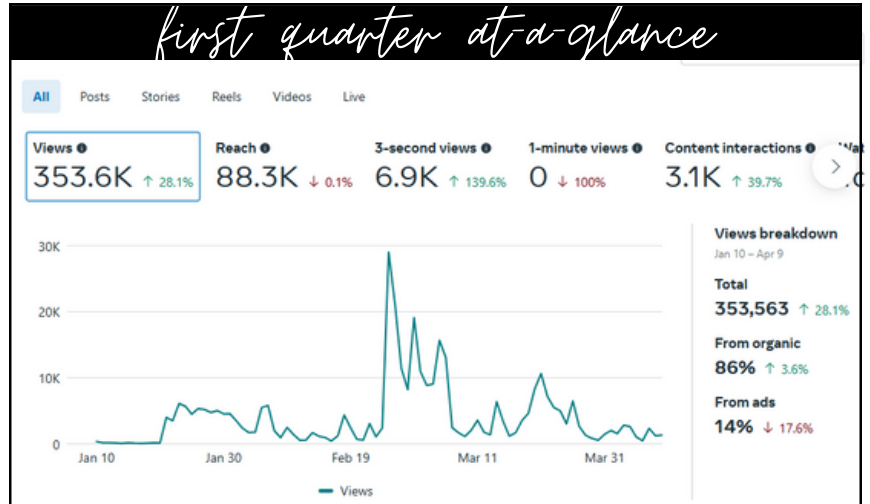


AUDIENCE FEMALE / MALE

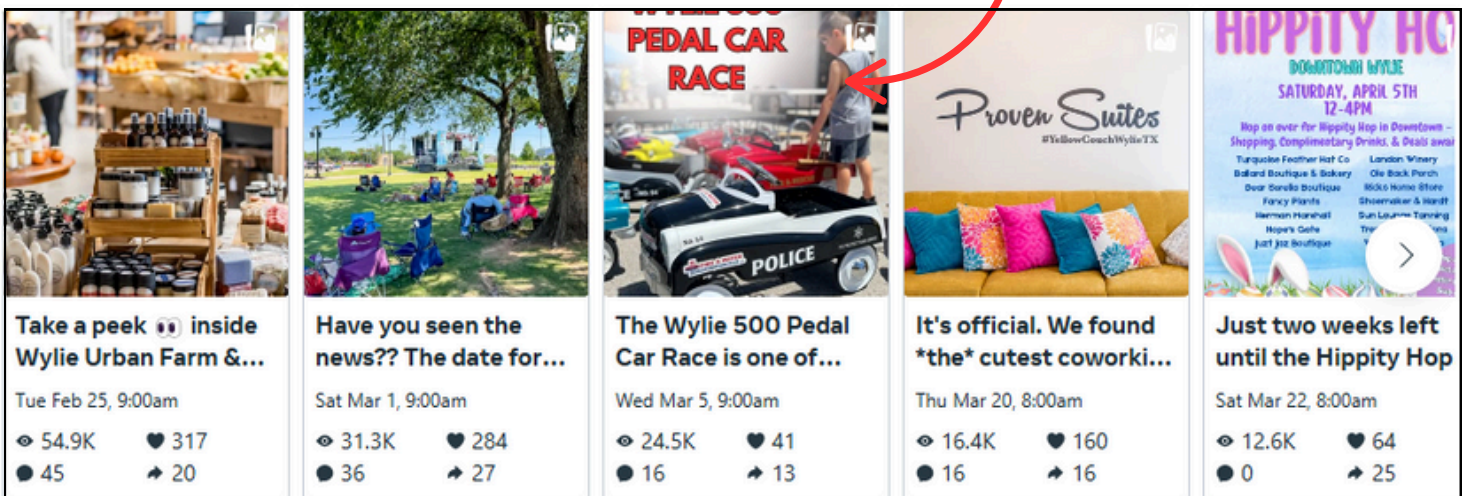


AUDIENCE LOCATION

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



TOP PERFORMING POSTS



TIKTOK REPORT

@DiscoverWylie

Report Time Period: 1/1/25 - 3/31/25

504	749	TOTAL VIEWS	15,000
FOLLOWERS 3/31/24	FOLLOWERS 3/31/25		
245			
NEW FOLLOWERS			

DISCOVER WYLIE BLOG

DiscoverWylie.com

Report Time Period: 1/1/2025 - 3/31/2025

