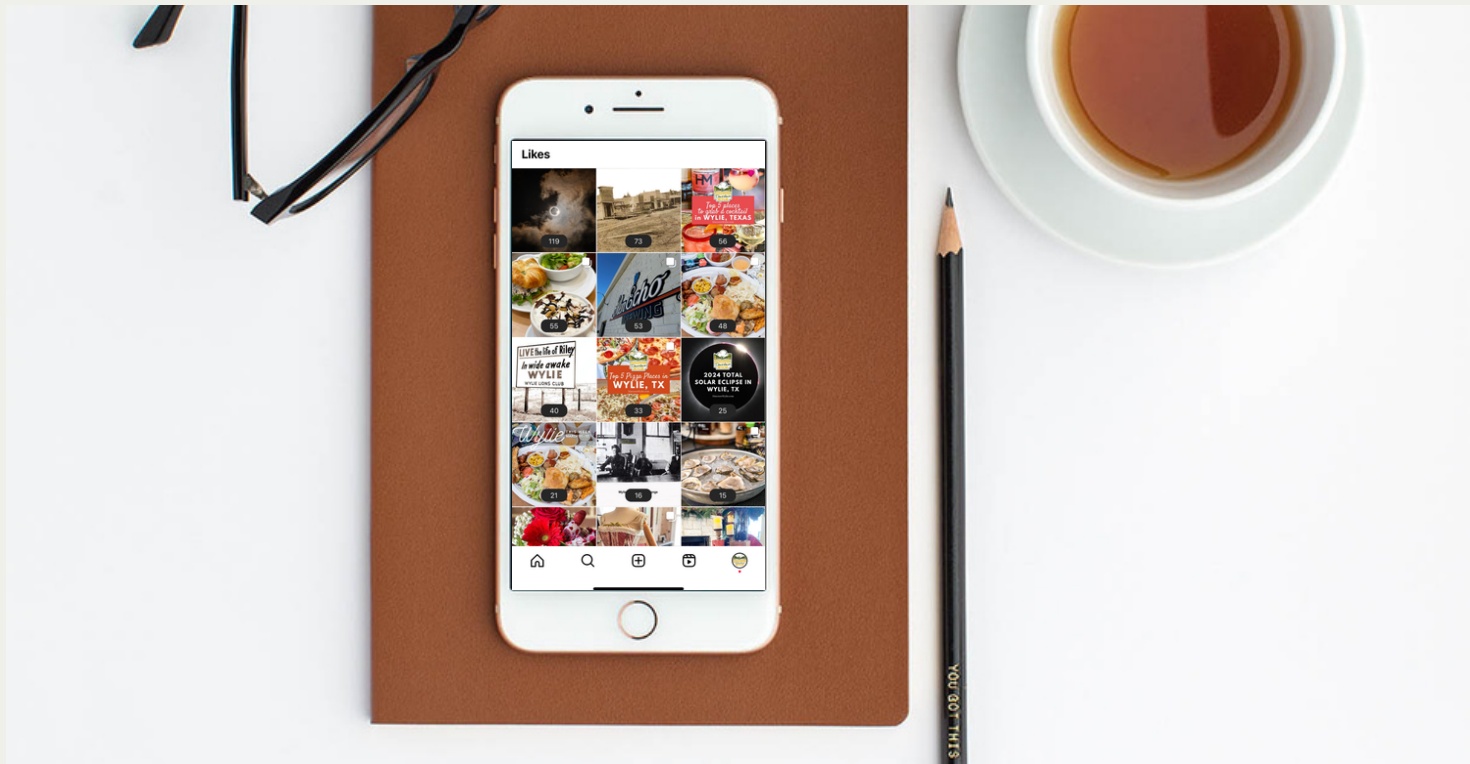


# DISCOVER WYLIE

Q2 reporting



    @DISCOVERWYLIE  
01/01/2024 - 03/31/2024

# OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

## *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
- > Test and implement Influencer Marketing strategy

### 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)
- Influencer Marketing

### 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
- Continue to grow Small Business Stories on DiscoverWylie.com
- Develop Influencer program and work with 2 influencers



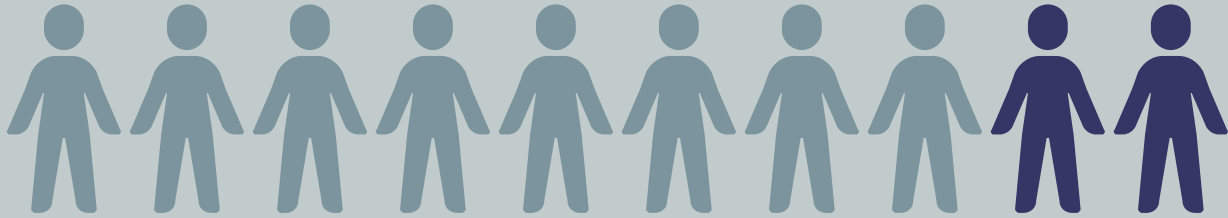
# INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

	Q1 '23	Q1 '24	% CHANGE
1500 TOTAL FOLLOWERS			
239 NEW FOLLOWERS			
+19% PREVIOUS QUARTER			
ENGAGEMENT	441	500	+13%
REACH	2,871	4,112	+43%
NON-FOLLOWER REACH	1,941	3,000	+55%
IMPRESSIONS		27,000	-

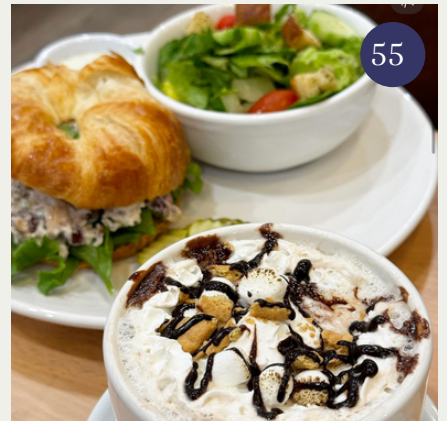
## AUDIENCE FEMALE / MALE



## AUDIENCE LOCATION

WYLIE	43%	
SACHSE	8%	
MURPHY	4%	
GARLAND	4%	
NEVADA	4%	REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

## TOP POSTS BY LIKES



# INSTAGRAM HIGHLIGHTS

@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

@DiscoverWylie Q1 WINS

We reached 50% more non-follower accounts than we did in Q1 2023.

We had 111 external link taps. This is from people clicking links to read blog posts shared on DiscoverWylie.com. That's a 20% increase from Q1 2023.

## THE REEL REPORT



Our most popular reel this quarter was the Holiday Express. It was played 2,188 times, had 61 likes, 3 comments, 3 saves, and was shared 28 times. This reel received over 3 hours and 11 minutes of viewing time.

# FACEBOOK REPORT


@DiscoverWylie

Report Time Period: 01/01/2024 - 03/31/2024

	Q1 '23	Q1 '24	% CHANGE
CONTENT INTERACTIONS	5,500	8,500	+54%
REACH	63,807	4,112	+380%

AUDIENCE FEMALE / MALE



21,400  
TOTAL FOLLOWERS

600  
NET NEW FOLLOWERS

+3%  
PREVIOUS QUARTER

LINK CLICKS: 1,200

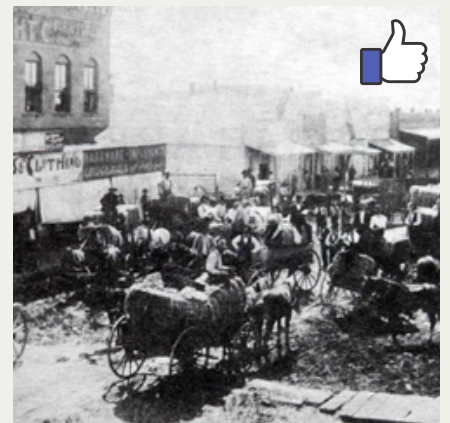
## TOP PERFORMING POSTS (BY REACH)



Reach: 223,623  
Reactions: 2,133  
Comments: 154  
Shares: 531



Reach: 50,433  
Reactions: 318  
Comments: 39  
Shares: 61



Reach: 29,847  
Reactions: 316  
Comments: 30  
Shares: 107