

DISCOVER WYLIE

2023 *annual report*



    @DISCOVERWYLIE

10/1/2022 - 9/30/2023

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 10/1/2022 - 9/30/2023

Goals for this Year

- > Continue to grow and strengthen a social media presence on Instagram.
- > Increase engagement and shares on all social media platforms.
- > Develop strong community on Facebook
- > Create blog posts for DiscoverWylie.com
- > Start Discover Wylie influencer program

STRATEGIES APPLIED THIS YEAR

- Continued posting to TikTok
- Continued posting original reels.
- Shared local historical photos and facts.
- Shared relevant User Generated Content to stories (for example, resharing reels or posts created by locals who tagged the @DiscoverWylie account)
- Engaged audience with local businesses through “Wylie Grinch” program
- Created Discover Wylie Gift Guide to encourage locals to shop Wylie-made products and services for the holidays
- Launched influencer program

STRATEGIES TO APPLY NEXT YEAR

- Continue regular posting schedule for Instagram, Facebook, and TikTok
- Continue sharing local history and interesting Wylie facts on all social media channels
- Increase blog content
- Grow influencer program through scheduled events and influencer visits
- Promote Discover Wylie brand to larger audience (surrounding counties)

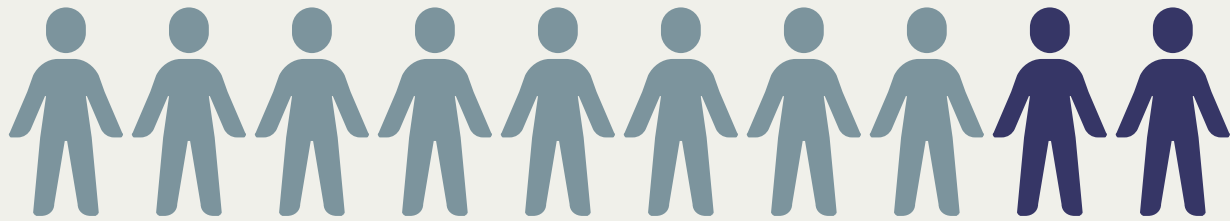
INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 10/1/2022 - 9/30/2023

889	1354					
FOLLOWERS 9/30/22	FOLLOWERS 9/30/23	2021	2022	2023	GROWTH LAST 12 MONTHS	
465 NEW FOLLOWERS		FOLLOWERS	464	889	1354	+52
+52% GROWTH		REACH	1,746	33,827	36,712	+9%
		INTERACTIONS	1,075	7,493	7,992	+7%

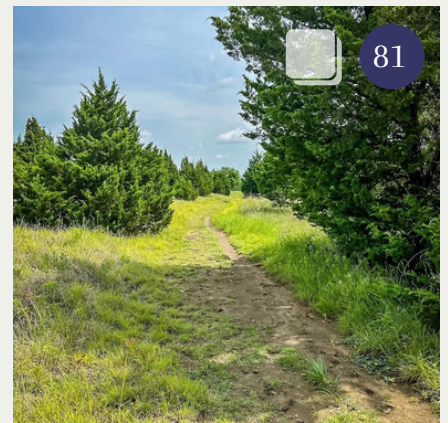
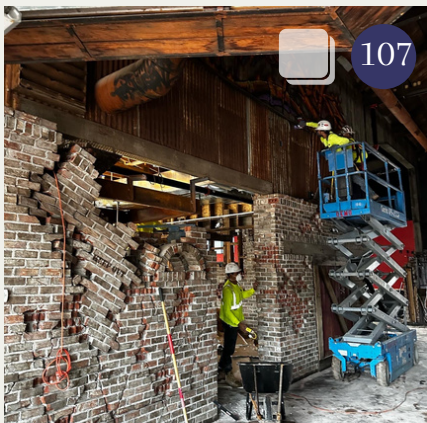
AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE	44%	
SACHSE	8%	
GARLAND	4%	
MURPHY	4%	
NEVADA	4%	REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

TOP POSTS BY LIKES



FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 10/1/2022 - 9/30/2023

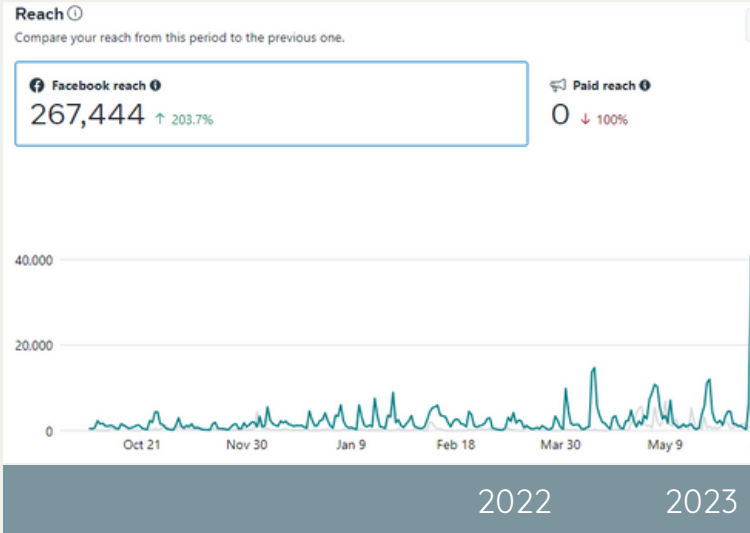
18,722	20,458
FOLLOWERS 9/30/22	FOLLOWERS 9/30/23

1,736
NEW FOLLOWERS

+9%
GROWTH

This is organic growth. We have yet to run a paid follower campaign.

AUDIENCE FEMALE / MALE



COMMENTS:	1,607	2,551
POST SHARES:	987	1,771
REACTIONS:	9,619	18,913

TOP PERFORMING POSTS

413 35 comments 63 shares

Total reach: 11,044
Total reactions: 652
Total comments: 74
Total shares: 63

247 24 comments 36 shares

Total reach: 21,500
Total reactions: 570
Total comments: 72
Total shares: 36

546 58 comments 25 shares

Total reach: 49,600
Total reactions: 640
Total comments: 84
Total shares: 25

TIKTOK REPORT

@DiscoverWylie

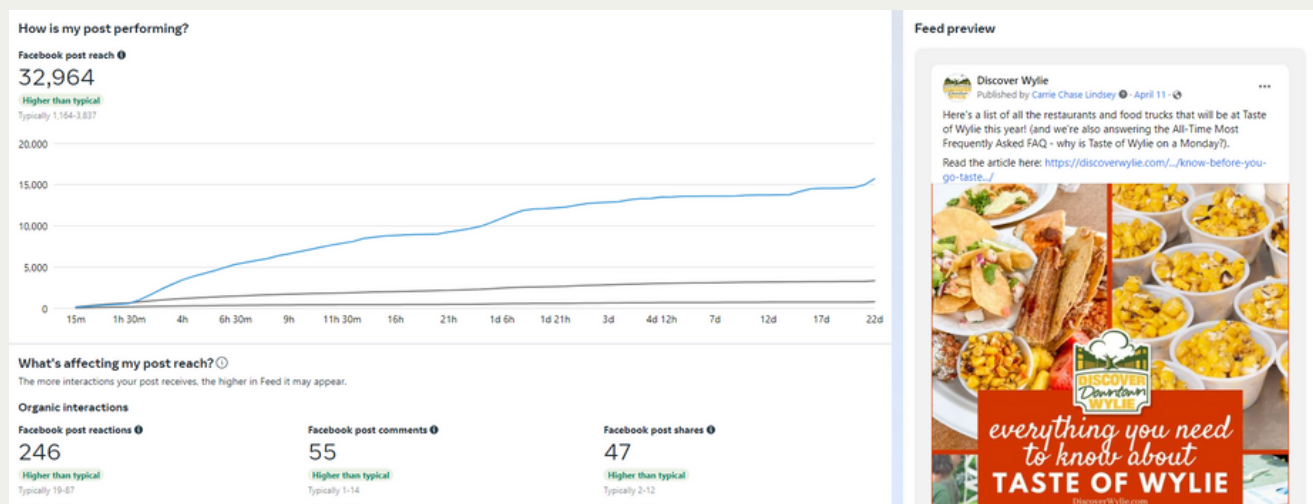
Report Time Period: 10/1/2022 - 9/30/2023



DISCOVER WYLIE BLOG

DiscoverWylie.com

Report Time Period: 10/1/2022 - 9/30/2023



We don't currently have access to Google Analytics, but we can see from Facebook insights that this blog post reached almost 33,000 Facebook accounts. This post received 1,100 link clicks on the article.

This is not the only blog post that performed well. Several other blog posts had 500+ clicks, and most of them had at least 200 link clicks.