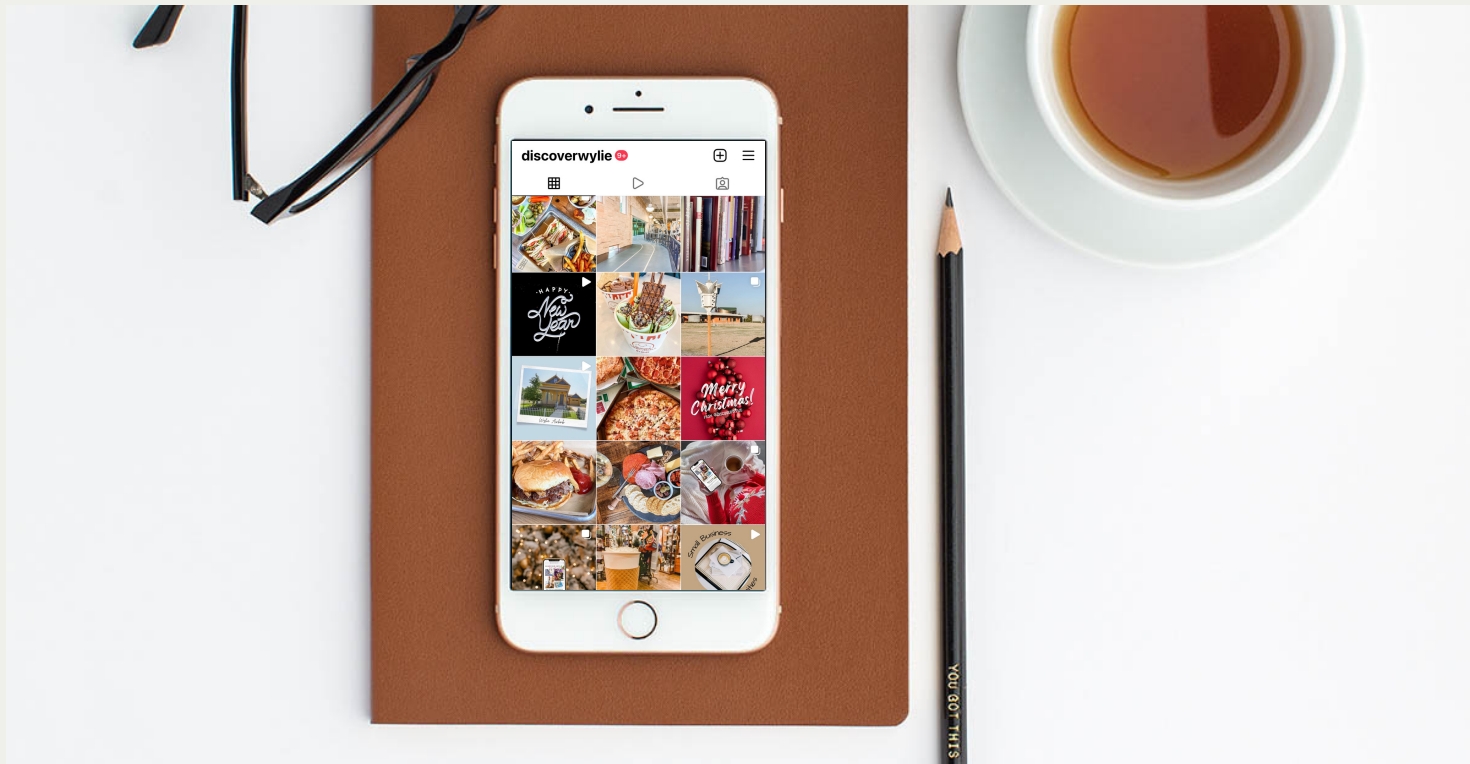


DISCOVER WYLIE

Q4 *reporting*



@DISCOVERWYLIE

10/16/2021 - 12/31/2021

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 10/19/2021 - 12/31/2022

Goals for this Quarter

- > Develop a social media presence on Instagram.
- > Grow account.
- > Increase engagement.
- > Start using stories.
- > Test different content to see what resonates with followers.

STRATEGIES APPLIED THIS QUARTER

- Followed local small businesses.
- Posted original content in feed.
- Started posting stories.
- Shared local business and event content in stories.
- Engaged with followers through polls, questions, and quizzes in stories.

STRATEGIES TO APPLY NEXT QUARTER

- Continue posting stories with opportunities for followers to engage.
- Add local history and interesting Wylie facts to the feed and stories.
- Add local nonprofits and small business features to feed and stories.
- Encourage followers to tag @DiscoverWylie and use #DiscoverWylie hashstg so we can share their content.
- Start sharing a post with local events every week (need access to a calendar of events for this)

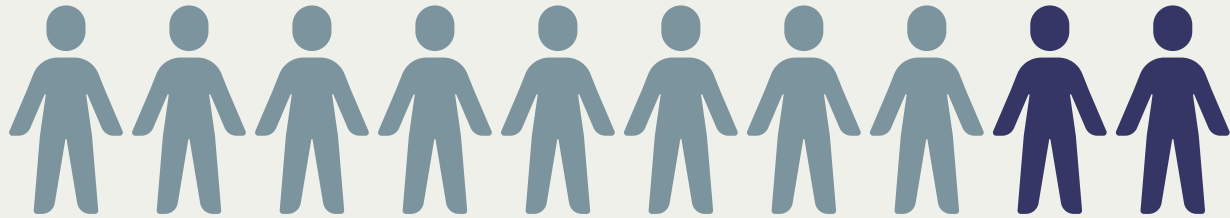
INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 10/19/2021 - 12/31/2022

338 TOTAL FOLLOWERS	ENGAGEMENT	263	+3657%
114 NEW FOLLOWERS	REACH	1746	+1095%
+50.8% PREVIOUS PERIOD	CONTENT INTERACTIONS	1075	+5019%
	NON-FOLLOWER REACH	1483	+2548%

AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE	52%
SACHSE	8%
DALLAS	5%
GARLAND	4%

TOP POSTS BY LIKES

