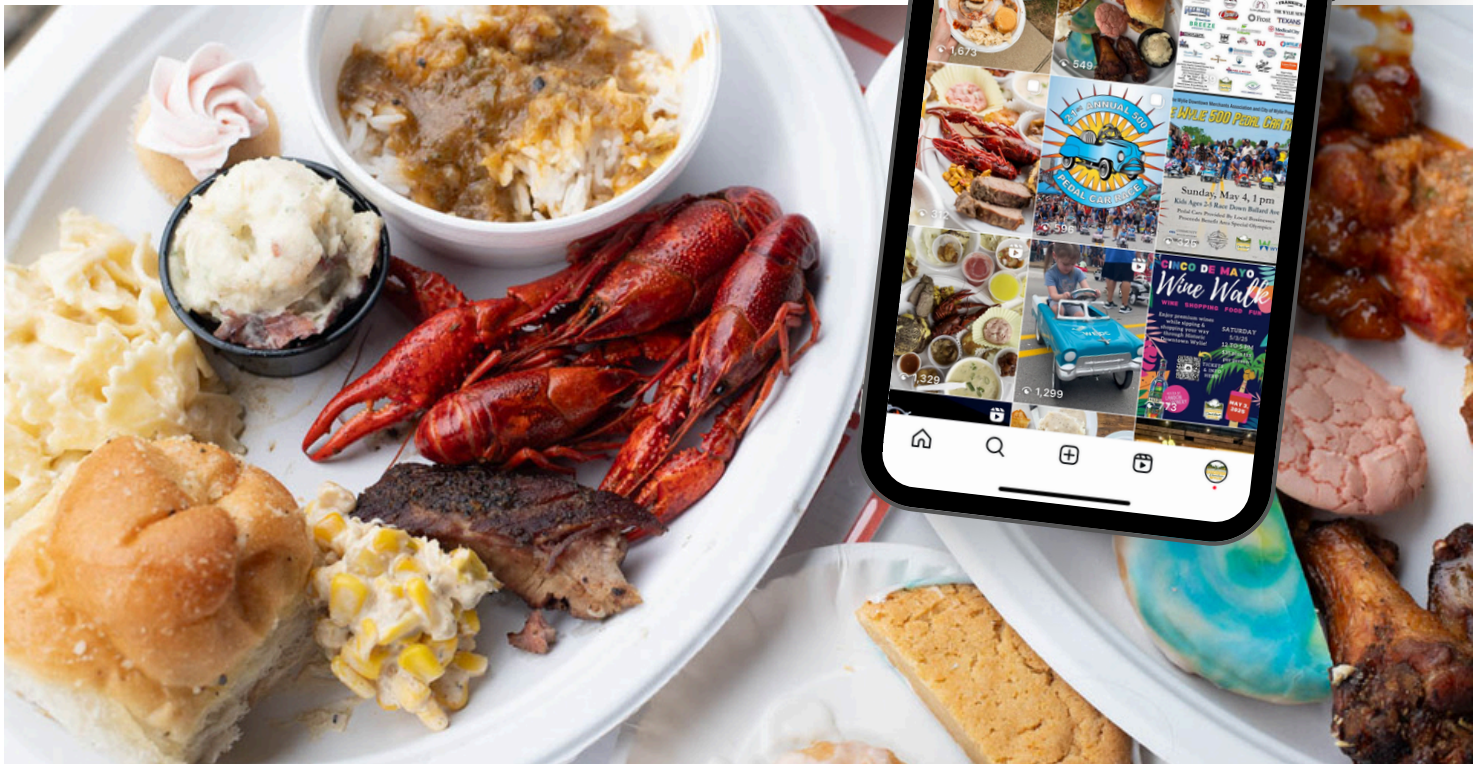


DISCOVER WYLIE

Q3 reporting



    @DISCOVERWYLIE

4/1/2025 - 6/30/2025/2025

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 4/1/2025 - 6/30/2025

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

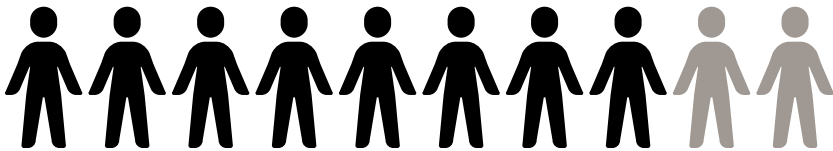
@DiscoverWylie

Report Time Period: 4/1/2025 - 6/30/2025

1792	1942
FOLLOWERS 3/31/24	FOLLOWERS 3/31/25
150 NEW FOLLOWERS	
+8.4% GROWTH	

	Q3 2024	Q3 2025
VIEWS	27757	36632
REACH	5854	5600
INTERACTIONS	769	1276

AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE	38%
SACHSE	8%
GARLAND	5%
DALLAS	4%
PLANO	4%

REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

TOP POSTS

TOP PERFORMING POSTS

Lahori Food | Kebabs | Parathas |...

Fri Apr 18, 12:44pm

30.3K 255 46 501

I always love to see how the community...

Mon May 5, 6:40pm

1.7K 53 2 9

Giddy up, Wylie! The Trifecta Poker Run hi...

Wed Jun 11, 3:07pm

1.5K 45 2 14

Start your engines! Just one week until...

Sun Apr 27, 7:01am

1.3K 49 0 8

The Wylie Rodeo is coming to town on...

Tue Jul 1, 7:00am

1.3K 21 0 26

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 4/1/2025 - 6/30/2025

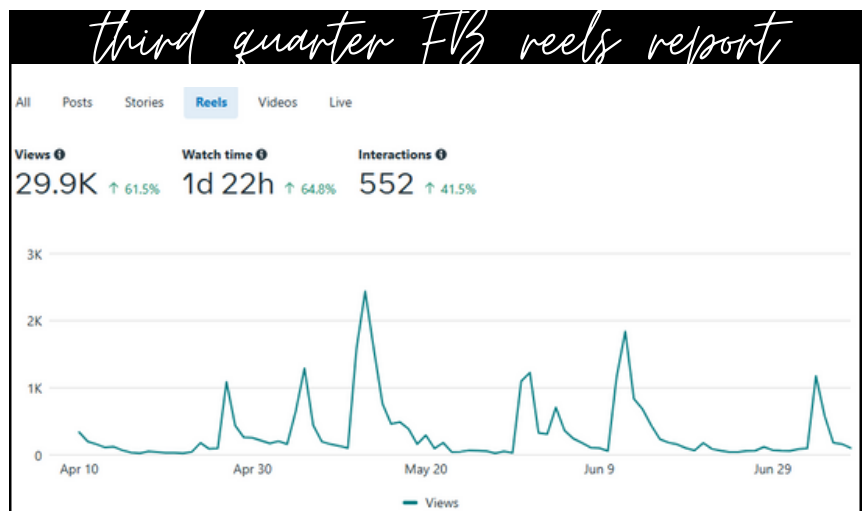
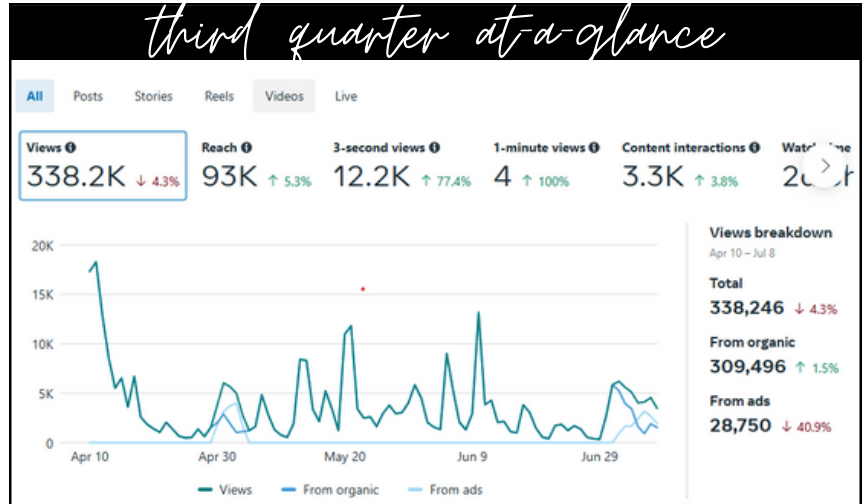


AUDIENCE FEMALE / MALE

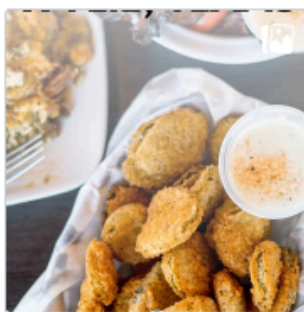


AUDIENCE LOCATION

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



TOP PERFORMING POSTS



We asked, and you answered. Here are...

Thu Apr 10, 12:10pm

56.5K 121
53 24



We have sunny days ahead! Get outside...

Tue May 20, 7:00am

30K 164
15 35



The Wylie Rodeo is coming to town on...

Tue Jul 1, 7:00am

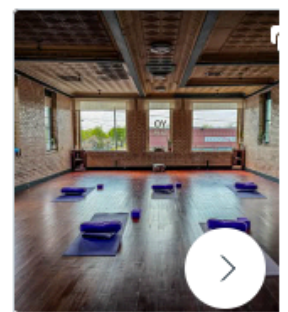
24.9K 454
26 43



"When a mutual friend introduced Teri Allen...

Tue Jun 10, 7:34am

14.7K 227
21 8



Here's a peek inside the beautiful space...

Tue May 13, 8:00am

13.5K 114
14 8

TIKTOK REPORT

@DiscoverWylie

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

749	1011	TOTAL VIEWS	16,000
FOLLOWERS 4/1/25	FOLLOWERS 6/30/25		
262			
NEW FOLLOWERS			

DISCOVER WYLIE BLOG

DiscoverWylie.com

Report Time Period: 4/1/2025 - 6/30/2025

