





DISCOVER WYLIE

Q1 *reporting*



    @DISCOVERWYLIE
10/1/2023 - 12/31/2023

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 10/1/2023 - 12/31/2023

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: 10/1/2023 - 12/31/2023

1261
TOTAL FOLLOWERS

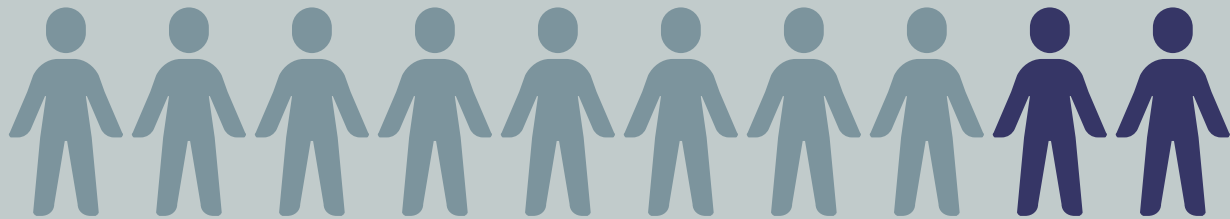
139
NEW FOLLOWERS

+11%
PREVIOUS QUARTER

ENGAGEMENT	1362
REACH	12,000
CONTENT INTERACTIONS	3,096
NON-FOLLOWER REACH	10,900
IMPRESSIONS	55,463

THE CONTENT INTERACTIONS AND REACH WE HAD IN Q1 WERE ABOUT 50% OF WHAT WE HAD IN ALL OF 2022 - JUST IN ONE QUARTER.

AUDIENCE FEMALE / MALE

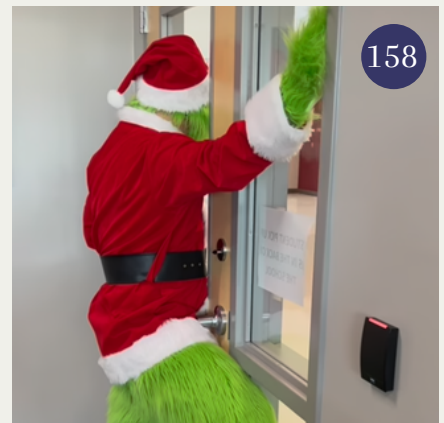
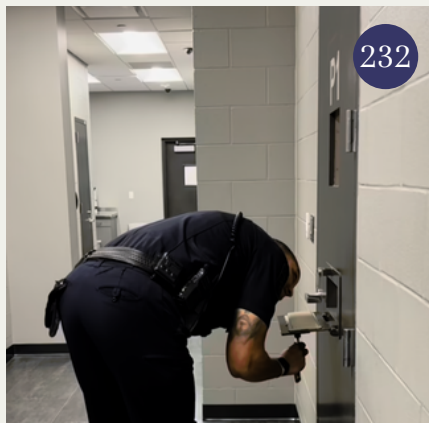


AUDIENCE LOCATION

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

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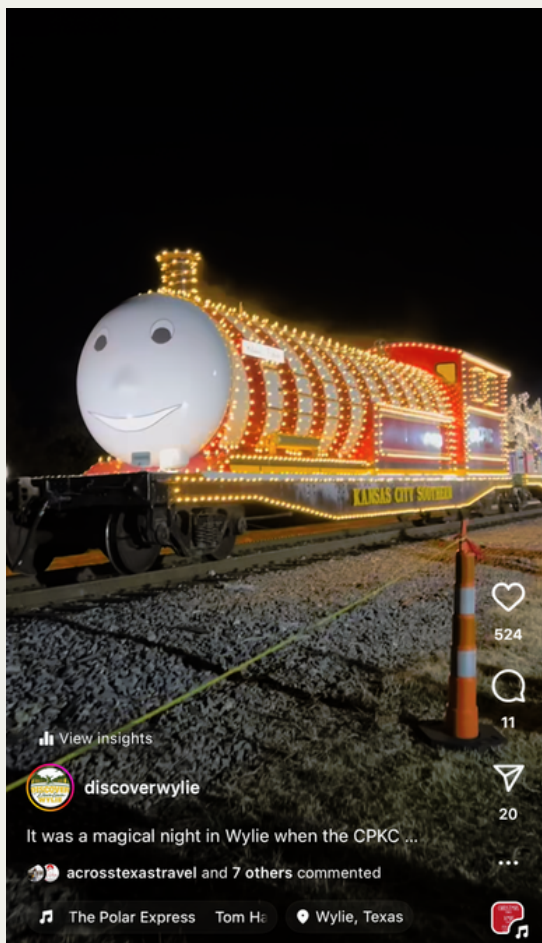
@DiscoverWylie Q1 WINS

There were 1,090 profile visits. This is a 43% increase from the previous 90 days.

We reached 10,900 non-follower accounts. That's a 252% increase from last quarter.

We had 146 external link taps. This is from people clicking links to read blog posts shared on DiscoverWylie.com. That's a 19% increase from the previous quarter.

THE REEL REPORT



Our most popular reel this quarter was the Holiday Express. It was played 19,647 times, had 524 likes, 11 comments, and was shared 20 times.

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 10/1/2023 - 12/31/2023

20,800
TOTAL FOLLOWERS

706
NET NEW FOLLOWERS

+3.5%
PREVIOUS QUARTER

ENGAGEMENT 6,100 likes, comments, shares

REACH 178,800 people on FB reached

AUDIENCE FEMALE / MALE



LINK CLICKS: 2,676

COMMENTS: 638

POST SHARES: 547

REACTIONS: 5,694

These are all increases over Q1 of 2023.

TOP PERFORMING POSTS (BY REACH)



Reach: 75,062
Reactions: 189
Comments: 13
Shares: 63



Reach: 55,700
Reactions: 120
Comments: 9
Shares: 33



Reach: 41,146
Reactions: 154
Comments: 15
Shares: 52

TIKTOK REPORT

@DiscoverWylie

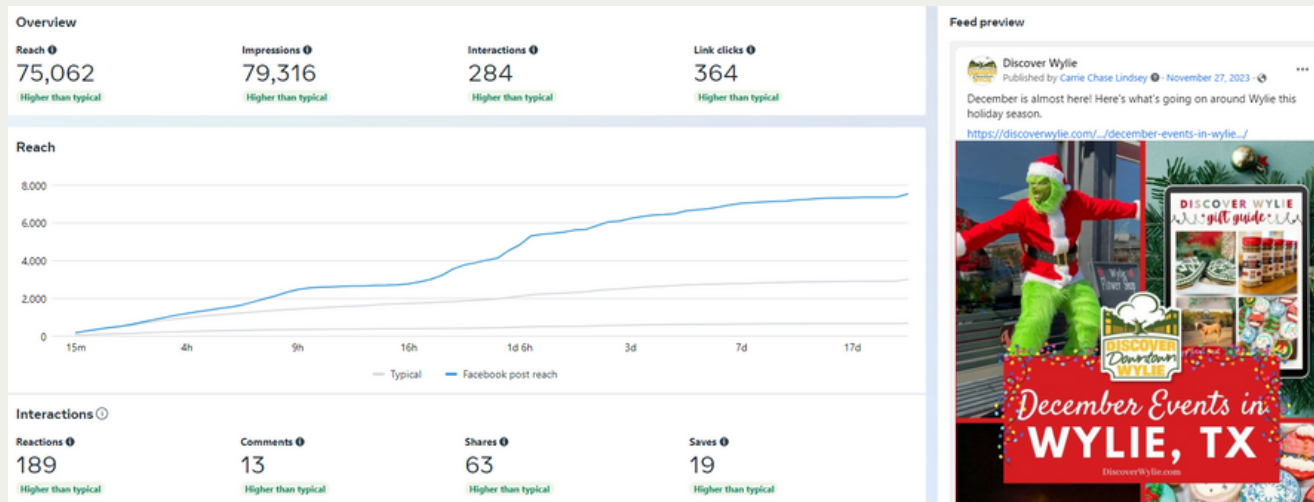
Report Time Period: 10/1/2023 - 12/31/2023



DISCOVER WYLIE BLOG

DiscoverWylie.com

Report Time Period: 10/1/2023 - 12/31/2023



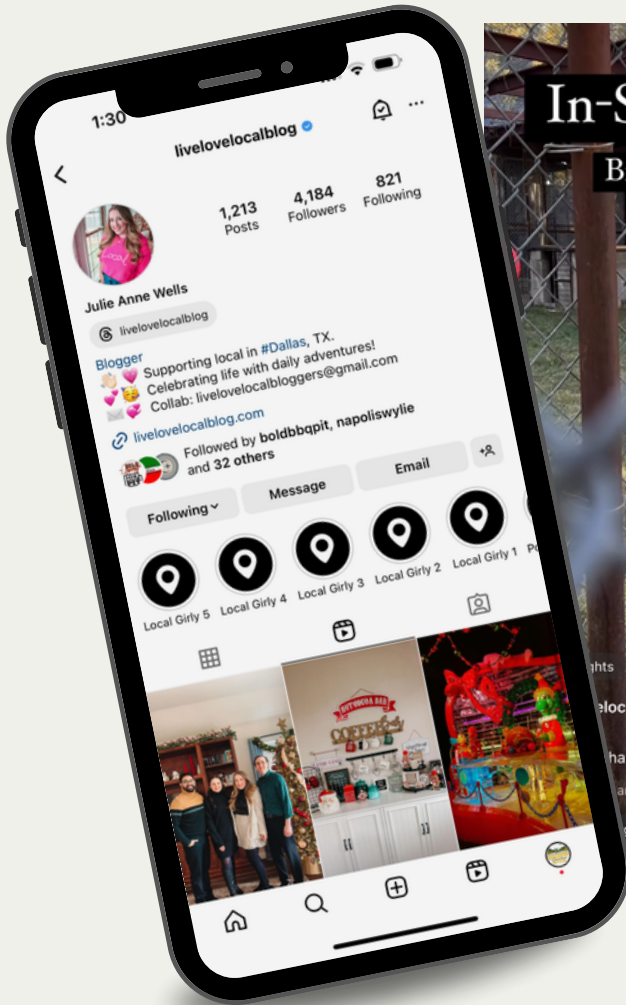
This blog post reached over 75,000 Facebook accounts. This post received 364 link clicks on the article. For Q1, the posts that had the most impressive reach were all blog posts.

INFLUENCER MARKETING

@DiscoverWylie

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This quarter, we brought in a local influencer to experience an overnight stay in Wylie. She created two reels and shared over 20 stories. She also wrote a blog post that was shared on Facebook, on her page as well as ours.



▶ 15,100



▶ 9,221