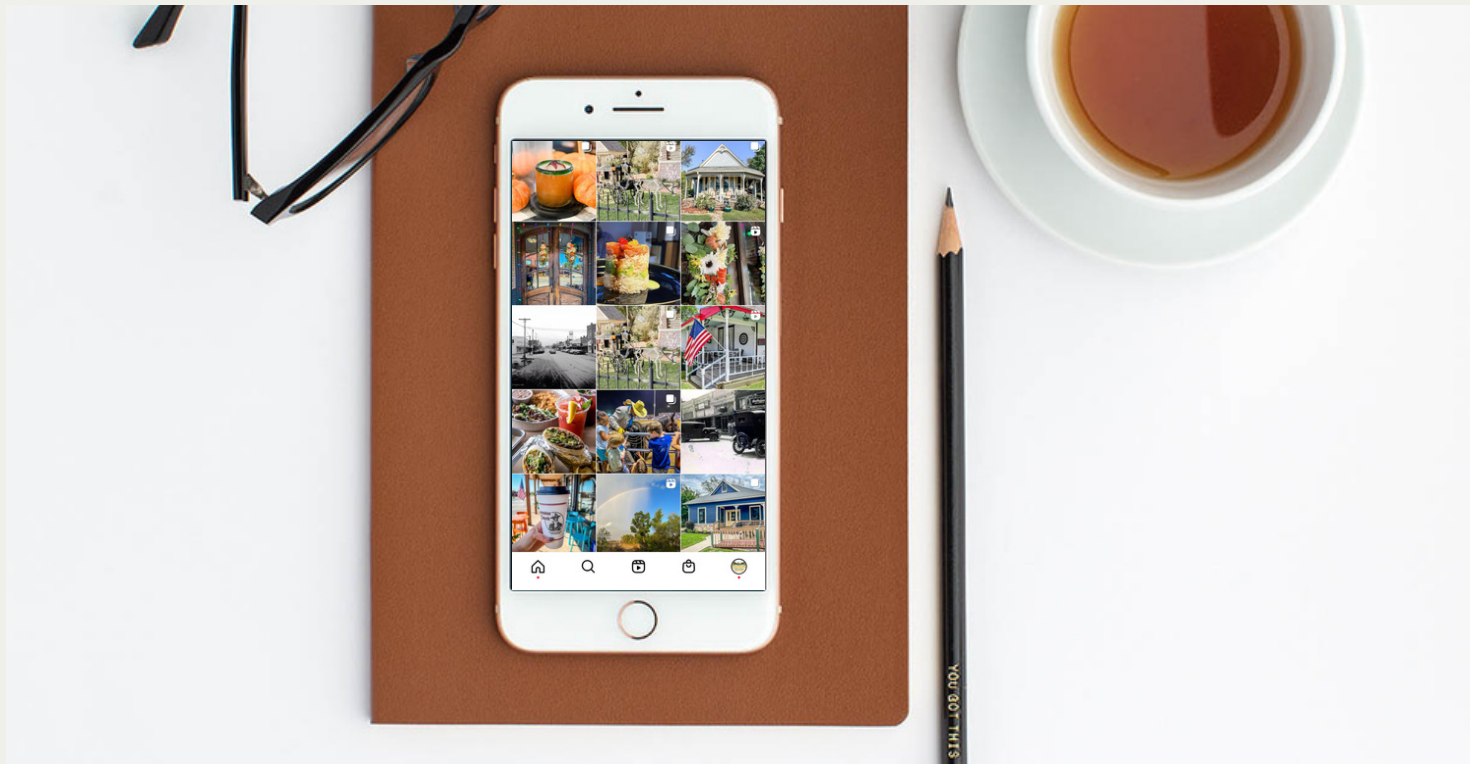


DISCOVER WYLIE

Q3 reporting



@DISCOVERWYLIE

7/1/2022 - 9/30/2022

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 7/1/2022 - 9/30/2022

Goals for this Quarter

- > Continue to grow and strengthen a social media presence on Instagram.
- > Increase engagement and shares.
- > Continue using reels
- > Continue testing different content to see what resonates with followers.
- > Launch blog

STRATEGIES APPLIED THIS QUARTER

- Created story highlights.
- Consistently sharing "Wylie this Week" posts with local events.
- Continued posting original reels.
- Shared local historical photos and facts.
- 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)
- Launched Discover Wylie blog!

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.
- Offer photo shoots to businesses around social media promotions (for example, upcoming Cinco de Mayo promotion for blog and social media)
- Encourage followers to tag @DiscoverWylie and use #DiscoverWylie hashtag so we can share their content.
- Reels, reels, reels!
- Consistent blog posts with shares across social
- Start using Facebook stories

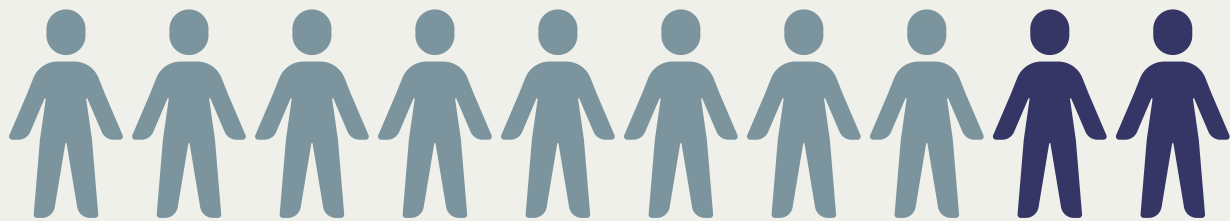
INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 4/1/2022 - 6/30/2022

889	ENGAGEMENT	2,700	+22%
TOTAL FOLLOWERS	REACH	22,900	+6%
202	CONTENT INTERACTIONS	2,800	+9%
NEW FOLLOWERS	NON-FOLLOWER REACH	24,100	+50%
+29.4%			
PREVIOUS PERIOD			

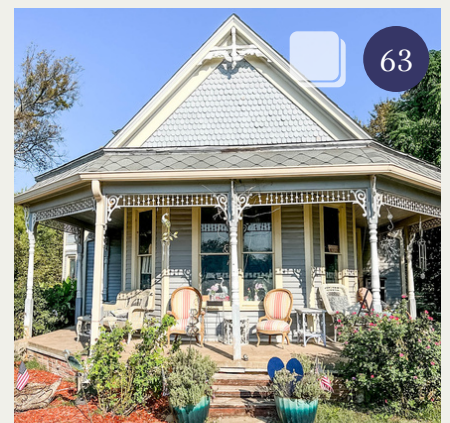
AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE	46%	REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES
SACHSE	7%	
MURPHY	5%	
GARLAND	4%	
NEVADA	4%	

TOP POSTS BY LIKES



INSTAGRAM HIGHLIGHTS

@DiscoverWylie

Report Time Period: 7/1/2022 - 9/30/2022

@DiscoverWylie Q3 WINS

Content Impressions: 51,651 +12%

THE REEL REPORT



Our most popular reel this quarter was the behind-the-scenes reel at Deanan Popcorn. It received 267 likes and was seen by more than 7,000 NON-FOLLOWER accounts.

Our reels had 1,156 interactions, which is a 708% increase from the previous quarter.

Reels received:

850 likes
23 comments
29 saves
71 shares

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 7/01/2022 - 9/30/2022

18,722

TOTAL FOLLOWERS

-30

NET NEW FOLLOWERS

We have over 200 new likes, but as engagement increases and more people are seeing our content, we are losing some of the "paid" followers from the campaign many years ago.

	Q3	Q2	CHANGE
ENGAGEMENT	4,200	3,000	+30%
REACH	49,284	41,900	+18%

AUDIENCE FEMALE / MALE



LINK CLICKS: 516

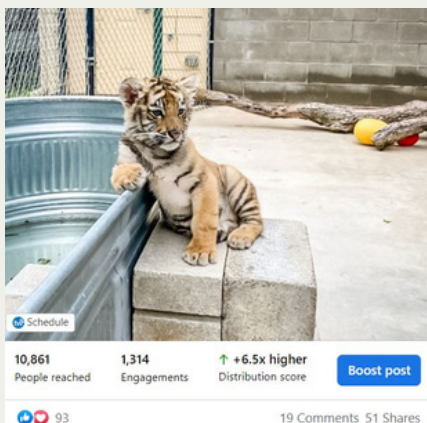
COMMENTS: 615

POST SHARES: 319

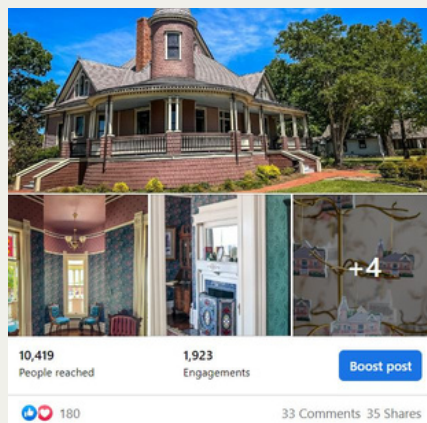
REACTIONS: 3,322

THESE ARE ALL INCREASES OVER LAST QUARTER

TOP PERFORMING POSTS



Everyone loves InSync. They are a great non-profit to engage with.



The community is very interested in Wylie's history and in particular, this house!



Here is another example of a historical post that everyone loved seeing and talking about.