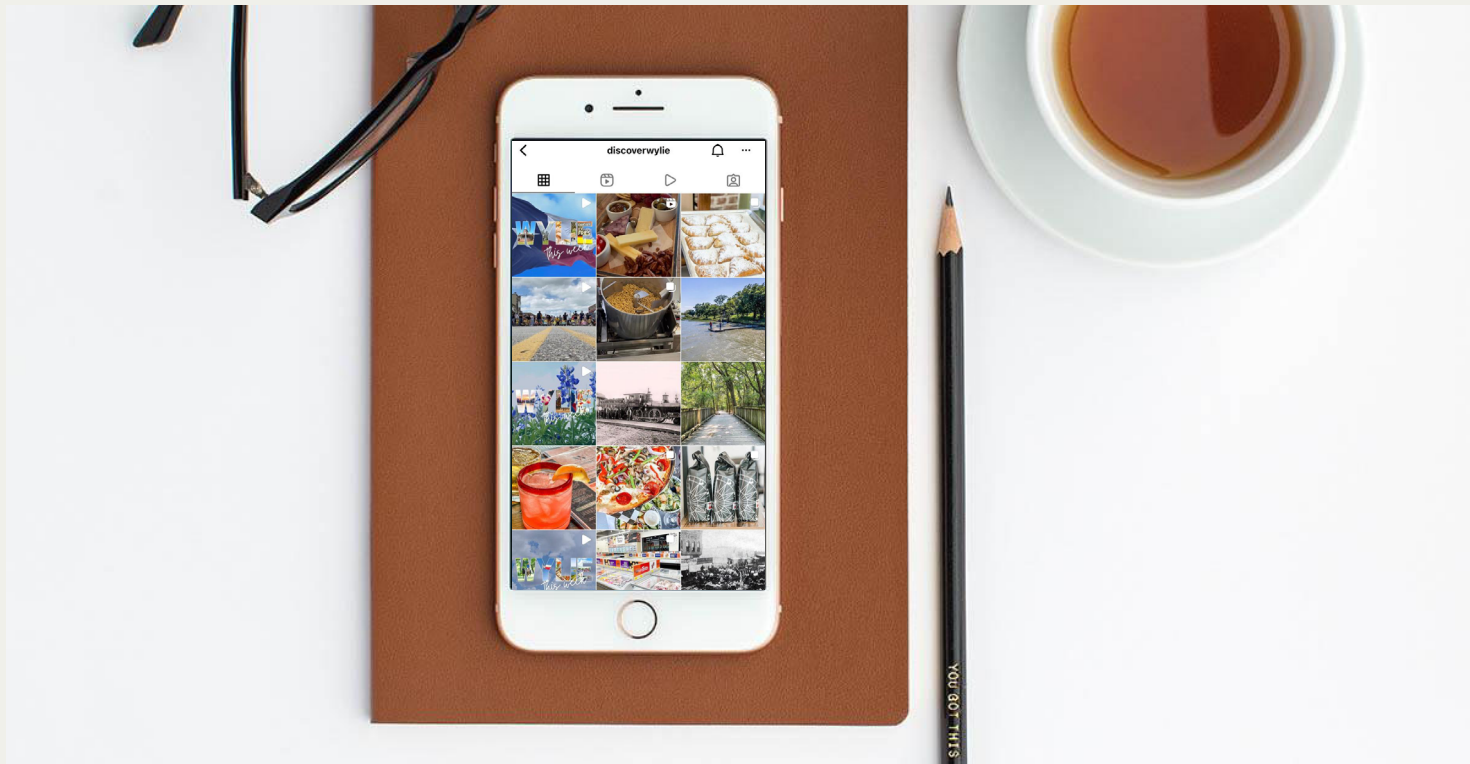


DISCOVER WYLIE

Q2 reporting



@DISCOVERWYLIE

4/1/2022 - 6/30/2022

OVERVIEW & STRATEGIES

@DiscoverWylie

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

Goals for this Quarter

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

STRATEGIES APPLIED THIS QUARTER

- Created story highlights.
- Followed local small businesses.
- Posted original content in feed, stories, and reels.
- Started sharing "Wylie this Week" posts with local events.
- Started 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)

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 hashstags so we can share their content.
- Reels, reels, reels!

INSTAGRAM REPORT

@DiscoverWylie

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

687

TOTAL FOLLOWERS

223

NEW FOLLOWERS

+47.7%

PREVIOUS PERIOD

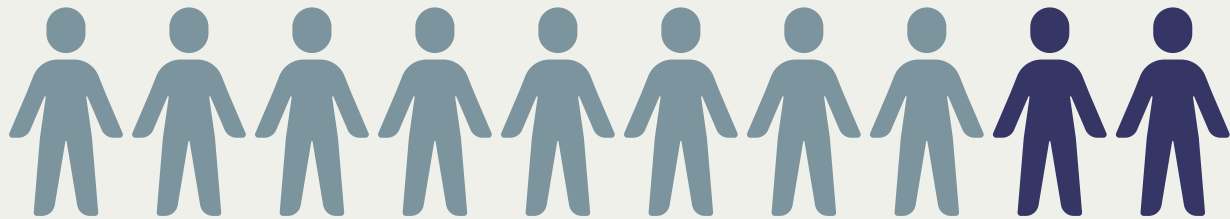
ENGAGEMENT 1,157 +174%

REACH 24,659 +380%

CONTENT INTERACTIONS 2,414 +100%

NON-FOLLOWER REACH 24,100 +416%

AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

WYLIE 50%

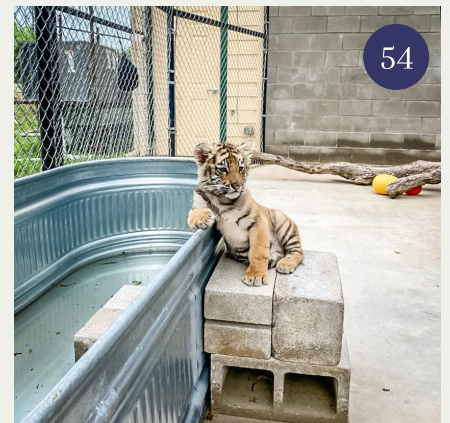
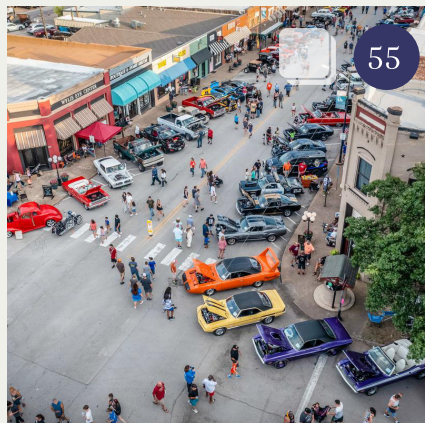
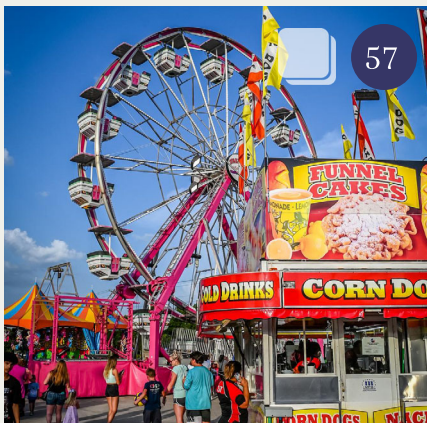
SACHSE 8%

MURPHY 5%

GARLAND 3%

NEVADA 3% NEVADA IS NEW TO THE LIST THIS QUARTER

TOP POSTS BY LIKES



INSTAGRAM HIGHLIGHTS

@DiscoverWylie

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

@DiscoverWylie Q2 WINS

Content Impressions: 49,527 +182%

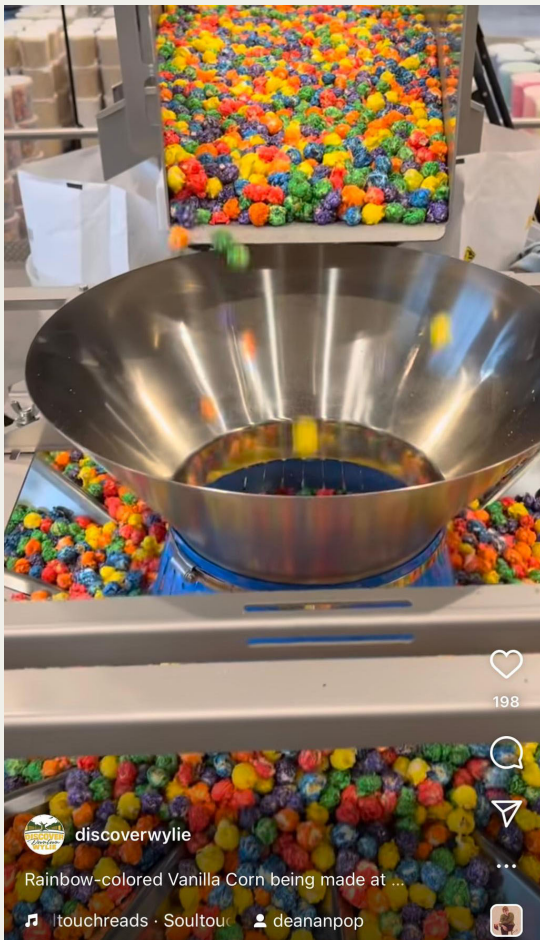
Profile Visits: 673 +58%

Content shared by:

@dutchbrocoffee

@texas_downtown

THE REEL REPORT



Our most popular reel this quarter was the rainbow popcorn from Deanan Popcorn. It received 198 likes and was seen by more than 5,000 NON-FOLLOWER accounts.

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

Reels received:

1,010 likes

27 comments

23 saves

96 shares

FACEBOOK REPORT

@DiscoverWylie

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

18,756
TOTAL FOLLOWERS

136
NET NEW FOLLOWERS

+444%
PREVIOUS 60-DAY PERIOD

	Q2	Q1	CHANGE
ENGAGEMENT	10,900	1,028	+959%
REACH	41,900	10,807	+288%

AUDIENCE FEMALE / MALE



LINK CLICKS: 215
COMMENTS: 489
POST SHARES: 224
REACTIONS: 2,442
PHOTO VIEWS: 1,764

TOP PERFORMING POSTS

6,278 People reached 1,051 Engagements [Boost post](#)

115 30 Comments 19 Shares

People are excited about new, local businesses (also, this brand did a great job of promoting this post their audience)

4,869 People reached 266 Engagements ↑ +2.4x higher Distribution score [Boost post](#)

You and 45 others 6 Comments 20 Shares

People love events. This is a great example of the event coordinators really helping promote the post from the Discover Wylie page.

2,598 People reached 172 Engagements ↑ +1.2x average Distribution score [Boost post](#)

59 8 Comments 10 Shares

The historical posts are a hit! This post is unique because we were able to identify the man and the car when a family member recognized them from the post.