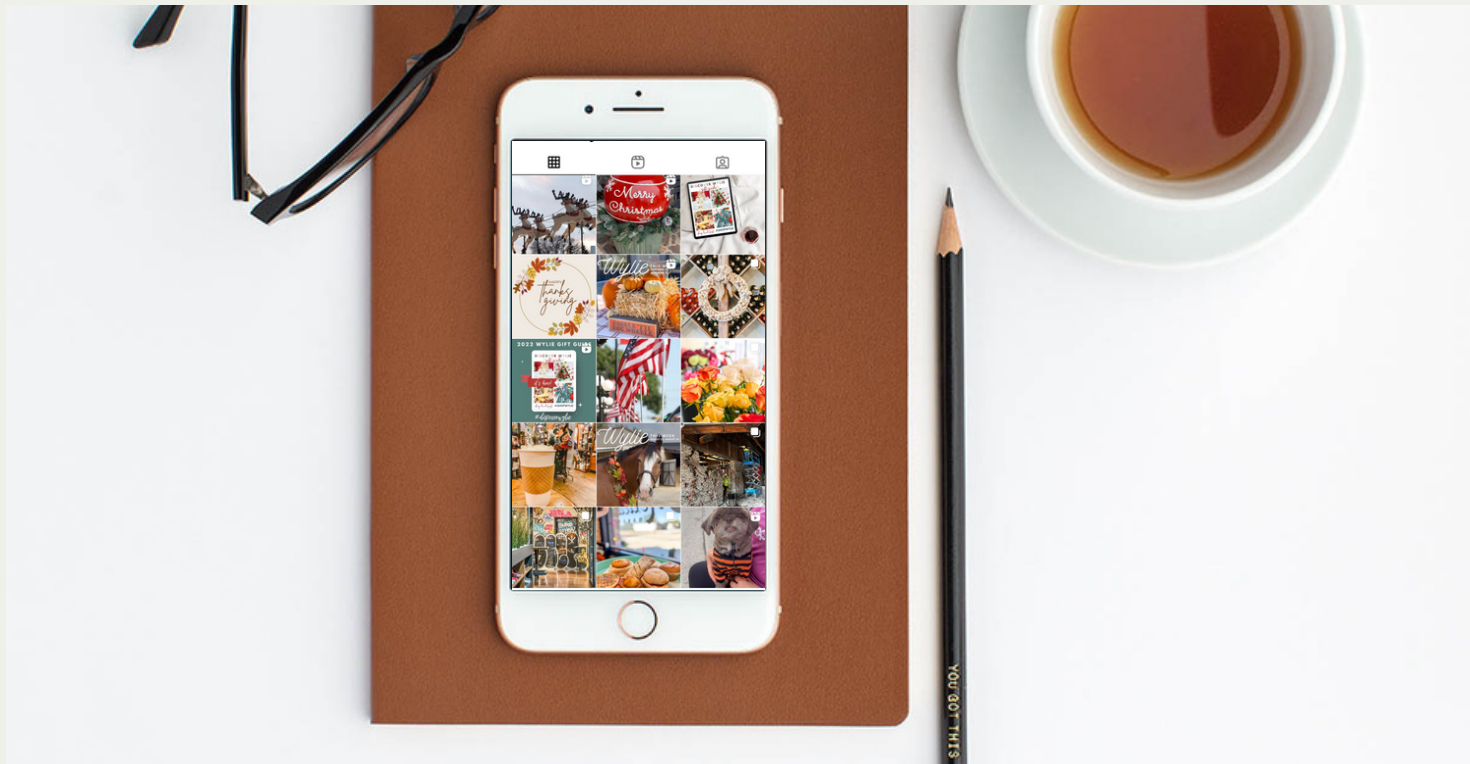


DISCOVER WYLIE

2022 *annual report*



  @DISCOVERWYLIE

1/1/2022 - 12/31/2022

OVERVIEW & STRATEGIES

@DiscoverWylie

Report Time Period: 01/01/2022 - 12/31/2022

Goals for this Year

- > Continue to grow and strengthen a social media presence on Instagram.
- > Increase engagement and shares.
- > Start TikTok
- > Start Discover Wylie blog
- > Discover Wylie Gift Guide

STRATEGIES APPLIED THIS QUARTER

- Started a TikTok
- 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)
- Shared and promoted Discover Wylie Gift Guide
- Holiday promotion that benefited WDMA (Grinch)

STRATEGIES TO APPLY NEXT YEAR

- 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
- Start using Facebook stories
- Continue to grow TikTok

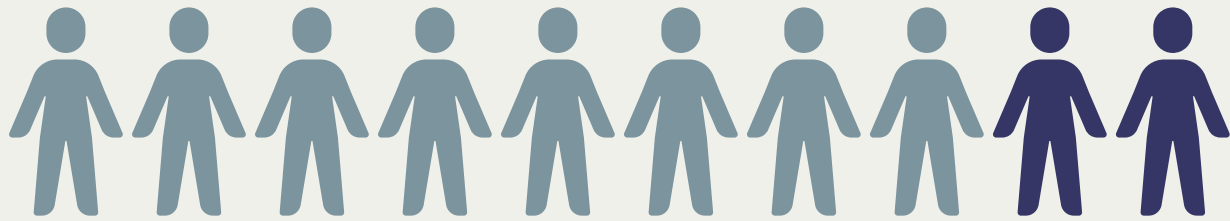
INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 01/01/2022 - 12/31/2022

| | | | | | |
|----------------------|-------------------------|----------------------|-------|--------|----------|
| 338 FOLLOWERS 1/1 | 1025 FOLLOWERS 12/31 | 2021 | 2022 | GROWTH | |
| 687 NEW FOLLOWERS | | REACH | 1,746 | 58,156 | +3,231 % |
| +203% GROWTH | | CONTENT INTERACTIONS | 1,075 | 8,918 | +729% |

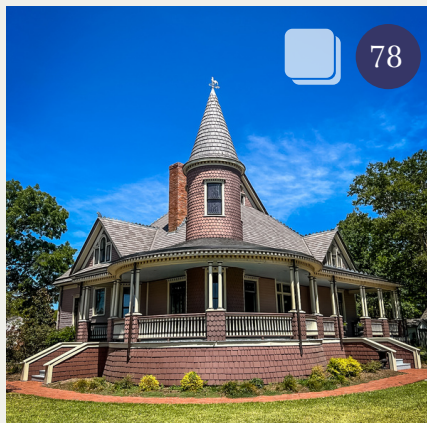
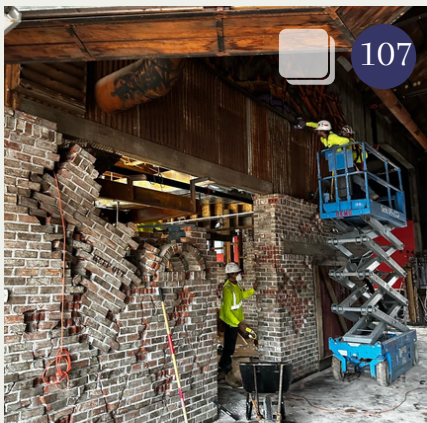
AUDIENCE FEMALE / MALE



AUDIENCE LOCATION

- WYLIE 47%
- SACHSE 7%
- MURPHY 4%
- DALLAS 4%
- NEVADA 4% REMAINING AUDIENCE SPREAD ACROSS OTHER CITIES, STATES, AND COUNTRIES

TOP POSTS BY LIKES



INSTAGRAM REPORT

@DiscoverWylie

Report Time Period: 01/01/2022 - 12/31/2022

THE REEL REPORT



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

Reels received: 78,031 views in 2022

FACEBOOK REPORT

@DiscoverWylie

Report Time Period: 01/01/2022 - 12/31/2022

| | |
|-------------------------|---------------------------|
| 18,763 FOLLOWERS 6/1 | 19,341 FOLLOWERS 12/31 |
| 284 NEW FOLLOWERS | |
| +3% GROWTH | |



COMMENTS: 1607
POST SHARES: 987
REACTIONS: 9,619

AUDIENCE FEMALE / MALE



TOP PERFORMING POSTS

10,861 People reached, 1,314 Engagements, \uparrow +6.5x higher Distribution score

93 reactions, 19 Comments, 51 Shares

Total reach: 10,928
Total reactions: 665
Total comments: 55
Total shares: 52

10,419 People reached, 1,923 Engagements

180 reactions, 33 Comments, 35 Shares

Total reach: 10,454
Total reactions: 482
Total comments: 99
Total shares: 37

9,308 People reached, 1,921 Engagements

67 reactions, 45 comments, 56 Shares

Total reach: 9,308
Total reactions: 247
Total comments: 160
Total shares: 49

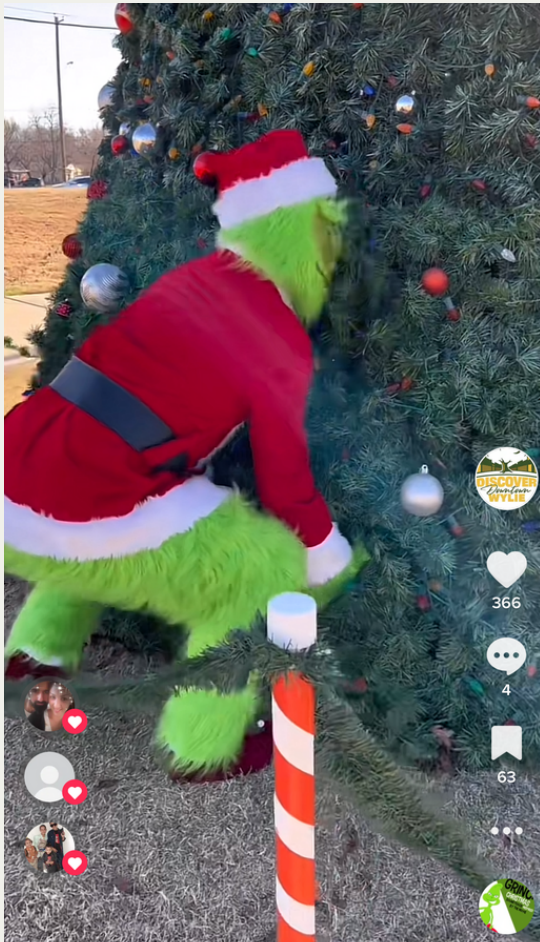
TIKTOK REPORT

@DiscoverWylie

Report Time Period: 12/01/2022 - 12/31/2022

| | |
|----------------|-----------------|
| 0 | 166 |
| FOLLOWERS 12/1 | FOLLOWERS 12/31 |
| 166 | |
| NEW FOLLOWERS | |

| | |
|-------------|---------|
| TOTAL VIEWS | 111,662 |
|-------------|---------|



Our most popular TikTok this year was the Grinch getting arrested. It received 366 likes, 63 saves, and was seen by 44,000 people!

GRINCH REPORT

@DiscoverWylie

24 PIECES OF CONTENT (VIDEOS, PHOTOS)

SHARED ON INSTAGRAM, FACEBOOK, TIKTOK

109,173 VIEWS

7,469 ENGAGEMENTS

436 NEW FOLLOWERS

