

CITY OF MINEOLA - MARKETING
FACE BOOK PAGES BEST PERFORMERS
1/07/2019

FACEBOOK PAGE	POST SUBJECT	DATE	REACH	ENGAGEMENTS	VIDEO VIEWS	NEGATIVE
Mineola, TX	Sidetrack in Mineola (KLTV)	12/5/2018	22,711	3,689	13,519	15
	Mini Train debut	12/18/2018	63,943	8,922	34,094	21
	Five Things To Do In Mineola	12/20/2018	13,258	2,303		10
	High water on CR 2724	12/31/2018	21,214	2,047	393	11
	Notice From SWEPCO	1/4/2019	5,270	996	330	4
Mineola Nature Preserve	Bird watching at the Preserve	12/11/2018	1,339	124		3
Mineola TX Historical Museum	Santa visit	11/27/2018	1,565	119		2
	Willie Brown visit	11/21/2018	1,148	377		2
Mineola Main Street Amtrak Fest	Week 3 Shop Local winner drawing	12/14/2018	1,231	239	750	1
	Week 2 Shop Local winner presented	12/12/2018	1,541	314		2
	Week 2 Shop Local winner drawing	12/7/2018	1,253	241	775	1
	Tour of Homes promo	11/30/2018	1,068	133		0
	Carriage rides promo w/ horse & carriage	11/29/2018	7,112	1,451		2
Mineola Farmers Market	Winter Market	12/18/2018	2,504	344		1

FACEBOOK PAGE	PAGE VIEWS	NEW PAGE "LIKES"	POST REACH	POST ENGAGEMENTS	VIDEO VIEWS	FOLLOWERS	NEW PAGE FOLLOWERS	Change in Activity
Mineola, TX	1,315	326	94,223	34,091	62,498	9,591	338	307%
Mineola Main Street Amtrak Fest	554	78	41,551	6,431	3,088	951	81	47%
Mineola TX Historical Museum	135	12	1,337	1,343	624	1,504	12	14%
Mineola Nature Preserve	182	30	3,145	2,194	2,321	5,224	30	20%
Mineola Farmers Market	98	21	2,765	589	188	771	21	250%

Dec. 1, 2018 - Jan. 7, 2019