

Marketing Department Report for City Council

SEPT 2019

By Lynn Kitchens

- Sept 4 - Marketing & Tourism Advisory Board monthly meeting. I reported current efforts for promoting Mineola and shared advertising. Presented a proposed marketing department budget for FY 2020. Discussed reappointments of advisory board members.
- Sept 9 – Met with KLTV television station marketing representative Cindy Dobson to discuss holiday marketing and digital advertising for Mineola on KLTV mobile app.
- Sept 16 – Shipped 1,000 rack cards to State Fair of Texas for Texas Heritage Trails GoTexan booth to be displayed everyday through the State Fair.
- Sept 18 – Attended North East Texas Tourism Council quarterly luncheon meeting hosted in Winnsboro.
- Sept 19 – Attended Chamber of Commerce mixer hosted by and located at Mineola Historical Museum in honor of the museum's tenth year in operation.
- Sept 28 – Oversaw City of Mineola vendor booth at Iron Horse Festival. Coordinated volunteers and, along with Doris Newman, oversaw selling of various merchandise for City advisory boards.
- Sept 30 - Distributed October 2019 City Calendar.
- Sept 25 – Prepared and mailed Hotel Occupancy Tax Remittance Form to Mineola lodging for reporting Third Quarter receipts.
- Ongoing - Updated City website as needed. Taking down events after they happen and adding future events as necessary. Running link report to check outside links and correcting as needed.
- Ongoing - Posted daily and weekly posts to six City Facebook and Twitter pages concerning up-coming Mineola events and activities. Monitored analytics for Facebook posts to gauge activity and feedback. Events included MHS Homecoming activities & parade; All-School Reunion; Mini Train; Antique Fair; Junk N the Trunk; Farmers Market; Brookshire's remodel ribbon cutting; Hobo Stew and Iron Horse Festival; and others.
- Created and submitted ads for County Line Magazine, Texas Farm & Home Magazine, USA Today Escape Special Edition, Mineola Chamber Directory, and North East Texas Tourism Council.

City Meetings attended:

Staff Meeting – Sept 3

Marketing Advisory Board – Sept 4

City Council meeting – Sept 23

Analytics on Mineola.com website

Date: 9-01-2019 – 9-30-2019

For this report, City of Mineola website has been live and operational for thirty days. Google Analytics records and reports all types of facts concerning the use of the website. This information can be used to help us direct marketing efforts and shape the website to fit our audience or to draw more users to the pages. A website should be of malleable design so that changes can be made as needed and updates are made daily.

Here is a brief summary of this month's activity. If you are interested in more information (and there are pages and pages), please let me know and I will print out for you. ----- Lynn Kitchens, Director of Marketing

Summary:

- Peak usage of the website was on Sept. 15 with just under 400 users on the site.
- Users are viewing equally on desktop computers and mobile phones.
- Top page views came on Sept. 3 with second busiest day September 23.
- Most viewed page was the home page, followed by the animal shelter page.
- There were 2,939 users on the website in September; 3,583 sessions with 9,465 page views.
- Majority of users live in a Dallas zip code; second group is unknown; third is Lindale; fourth is Jujuy (in Argentina); fifth is Tyler. (Foreign users are common but do not be concerned, our site has multiple layers of security and state-of-the-art protection).
- Bounce Rate (when a viewer looks at only one page but goes no farther into the site): With a bounce rate of 43.46%, my job will be to interest the viewer for further browsing in Mineola.com.

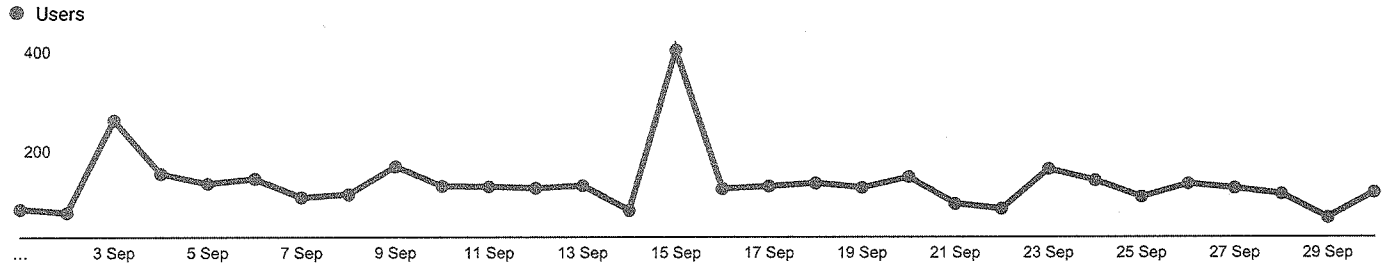
Overview

1 Sep 2019 - 30 Sep 2019

All Users
 100.00% Users

Explorer

Summary



Device Category	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,939 % of Total: 100.00% (2,939)	2,908 % of Total: 100.03% (2,907)	3,583 % of Total: 100.00% (3,583)	43.46% Avg for View: 43.46% (0.00%)	2.64 Avg for View: 2.64 (0.00%)	00:01:59 Avg for View: 00:01:59 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. desktop	1,384 (47.09%)	1,370 (47.11%)	1,704 (47.56%)	53.05%	3.02	00:02:41	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. mobile	1,383 (47.06%)	1,369 (47.08%)	1,675 (46.75%)	34.15%	2.27	00:01:19	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. tablet	172 (5.85%)	169 (5.81%)	204 (5.69%)	39.71%	2.50	00:01:32	0.00%	0 (0.00%)	US\$0.00 (0.00%)

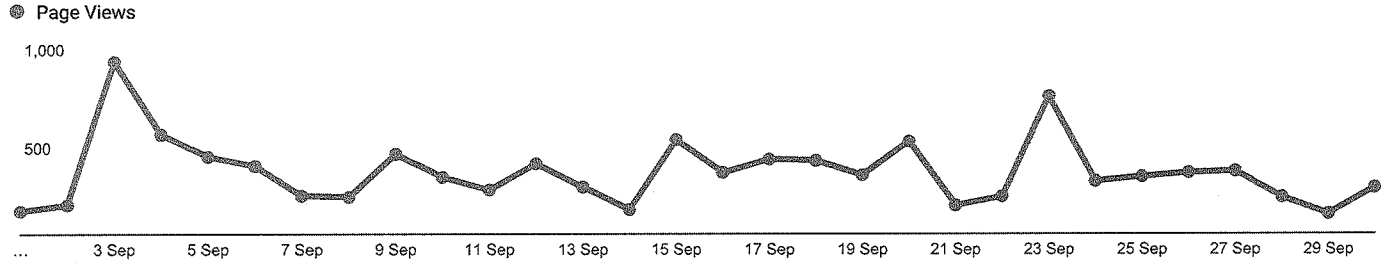
Rows 1 - 3 of 3

Pages

All Users
100.00% Page Views

1 Sep 2019 - 30 Sep 2019

Explorer



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	9,465 % of Total: 100.00% (9,465)	7,142 % of Total: 100.00% (7,142)	00:01:12 Avg for View: 00:01:12 (0.00%)	3,577 % of Total: 100.00% (3,577)	43.46% Avg for View: 43.46% (0.00%)	37.79% Avg for View: 37.79% (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. /	2,141 (22.62%)	1,526 (21.37%)	00:01:21	1,468 (41.04%)	27.66%	33.26%	US\$0.00 (0.00%)
2. /police/page/mineola-animal-shelter	489 (5.17%)	338 (4.73%)	00:01:49	282 (7.88%)	29.58%	59.92%	US\$0.00 (0.00%)
3. /administration/page/online-payments	344 (3.63%)	288 (4.03%)	00:02:10	12 (0.34%)	33.33%	74.13%	US\$0.00 (0.00%)
4. /police	278 (2.94%)	200 (2.80%)	00:00:43	140 (3.91%)	24.65%	45.68%	US\$0.00 (0.00%)
5. /community/page/historical-museum	242 (2.56%)	212 (2.97%)	00:02:04	188 (5.26%)	54.50%	76.45%	US\$0.00 (0.00%)
6. /404-error	215 (2.27%)	169 (2.37%)	00:00:51	145 (4.05%)	56.55%	53.49%	US\$0.00 (0.00%)
7. /calendar	177 (1.87%)	110 (1.54%)	00:00:44	8 (0.22%)	87.50%	15.25%	US\$0.00 (0.00%)
8. /msp	159 (1.68%)	133 (1.86%)	00:01:14	106 (2.96%)	51.89%	50.31%	US\$0.00 (0.00%)
9. /community/page/area-attractions	157 (1.66%)	112 (1.57%)	00:02:30	62 (1.73%)	30.65%	43.95%	US\$0.00 (0.00%)
10. /ed	121 (1.28%)	97 (1.36%)	00:00:29	36 (1.01%)	75.00%	35.54%	US\$0.00 (0.00%)

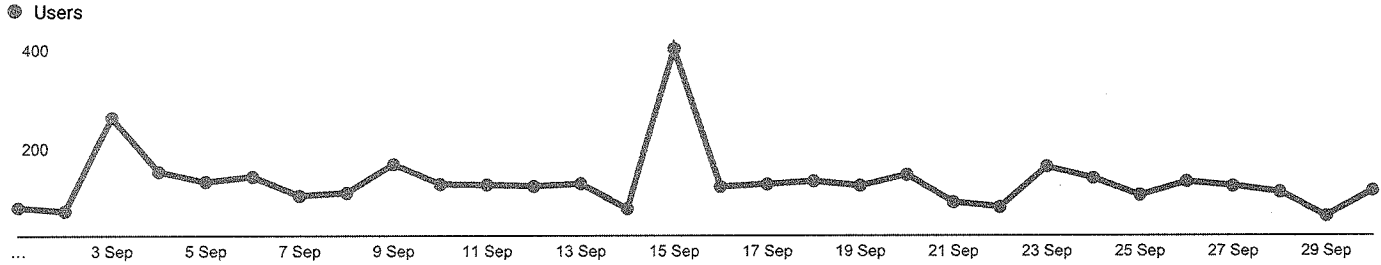
Rows 1 - 10 of 942

Audience Overview

1 Sep 2019 - 30 Sep 2019

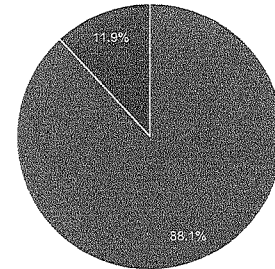
All Users
 100.00% Users

Overview



Users 2,939	New Users 2,907	Sessions 3,583
Number of Sessions per User 1.22	Page Views 9,465	Pages/Session 2.64
Avg. Session Duration 00:01:59	Bounce Rate 43.46%	

■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Dallas	643	21.37%
2. (not set)	355	11.80%
3. Lindale	270	8.97%
4. Jujuy	158	5.25%
5. Tyler	138	4.59%
6. Mineola	112	3.72%
7. Longview	97	3.22%
8. Houston	76	2.53%
9. Seattle	62	2.06%
10. Quitman	55	1.83%

MINEOLA TEXAS page As of 9/30/2019 10,141 Followers 10,219 Likes
18 Increase from last month 15 Increase from last month

Fall Clean Up Day
 Posted Sept 9 & Sept 12 2019
 Reached 4,297 total
 264 Engagements total

Brookshire’s Grand Opening
 Posted Sept 4 2019
 Reached 3,880
 1,229 Engagements

Entex Honored by City Proclamation
 Posted Sept 24 2019
 Reached 2,637
 597 Engagements

ETCOG Announces Texting to 9-1-1 for Emergency
 Posted Sept 10 2019
 Reached 1,920
 185 Engagements

Iron Horse Festival
 Posted Sept 28 2019
 Reached 1,860
 336 Engagements

Landmark Commission’s Hobo Stew
 Posted Sept 23 2019
 Reached 1,691
 130 Engagements

MINEOLA MAIN STREET page As of 9/30/2019 1,274 Followers 1,271 Likes
5 Increase from last month 4 Increase from last month

All Aboard the Mini Train
 Posted Sept 12 2019
 Reached 386
 32 Engagements

Landmark Commission’s Hobo Stew
 Posted Sept 19 2019
 Reached 112
 9 Engagements

MINEOLA NATURE PRESERVE page As of 9/30/2019 5,618 Followers 5,694 Likes
38 Increase from last month 33 Increase from last month

All Aboard the Mini Train
 Posted Sept 12 2019
 Reached 2,264
 210 Engagements

Volunteer Opportunity
 Posted Sept 9 2019
 Reached 779
 64 Engaged

MINEOLA, TX HISTORICAL MUSEUM page As of 9/30/2019 1,631 Followers 1,646 Likes
40 Increase from last month 38 Increase from last month

Zeb Love Remembered
 Posted Sept 10 2019
 Reached 1,739
 426 Engagements

Museum Board Thanks Attendees of Tenth Anniversary Celebration
 Posted Sept 20 2019
 Reached 1,374
 400 Engaged

IRON HORSE SQUARE page **As of 9/30/2019** **695 Followers** **685 Likes**
45 Increase from last month **44 Increase from last month**

Ricky and Johnny Ramirez Interviewed
 Posted Sept 12 2019
 Reached 1,723
 722 Engagements

Birthday Celebration at Iron Horse Square
 Posted Sept 16 2019
 Reached 1,046
 294 Engagements

FARMERS MARKET page **As of 9/30/2019** **1045 Followers** **1029 Likes**
12 Increase from last month **12 Increase from last month**

Produce At the Farmers Market
 Posted Sept 27 2019
 Reached 362
 48 Engagements

Landmark Commission's Hobo Stew
 Posted Sept 26 2019
 Reached 348
 32 Engagements

Post Details



Mineola Texas

Published by Lynn Kitchens · September 9 ·

Annual Fall Clean-Up Day is Sept. 21 #MineolaTexas

City of Mineola Annual



Saturday, September 21, 2019

8:00 AM – 4:00 PM

(or until the dumpsters are full)

Public Works, 1824 N. Pacific

Dumpsters available for Mineola Residents

(Bring your current water bill and driver license)



For more information contact:
Public Works at 903-569-2535

We cannot take tires, batteries, paint, refrigerants, petroleum products and shingles.



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

2,369
People Reached

137
Engagements

Boost Post

Misty Cantrell, Beverly Roberts and 10 others

2 Comments 23 Shares

Like

Comment

Share



Performance for Your Post

2,369 People Reached

72 Reactions, Comments & Shares

44 Like	12 On Post	32 On Shares
1 Love	0 On Post	1 On Shares
4 Comments	2 On Post	2 On Shares
23 Shares	23 On Post	0 On Shares

65 Post Clicks

22 Photo Views	2 Link Clicks	41 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

combined w/ 9/12/2019 post.

4,297 Reach

264 Engagemen

Post Details



Mineola Texas

Published by Lynn Kitchens · September 12 ·

If you are a Mineola water customer and you are billed and pay electronically, you may come by City Hall and pick up a receipt for your service to allow you to use the free dumpster on Clean-up Day on Sept. 21. Or contact City Secretary Cindy Karch at ckarch@mineola.com to have a receipt emailed to you. You must present a recent, paid receipt for Mineola water service and a photo ID to use the free dumpster. Thanks!

City of Mineola Annual



Saturday, September 21, 2019

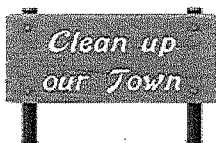
8:00 AM – 4:00 PM

(or until the dumpsters are full)

Public Works, 1824 N. Pacific

Dumpsters available for Mineola Residents

(Bring your current water bill and driver license)



For more information contact:
Public Works at 903-569-2535

We cannot take tires, batteries, paint, refrigerants, petroleum products and shingles.

Performance for Your Post

1,928 People Reached

23 Likes, Comments & Shares

9 Likes	3 On Post	6 On Shares
1 Comments	0 On Post	1 On Shares
13 Shares	13 On Post	0 On Shares

104 Post Clicks

20 Photo Views	0 Link Clicks	84 Other Clicks
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NEGATIVE FEEDBACK

- 0** Hide Post
- 0** Hide All Posts
- 0** Report as Spam
- 0** Unlike Page

Reported stats may be delayed from what appears on posts



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

1,928
People Reached

127
Engagements

Boost Post

Cindy Gawryliszyn, Samantha Cater and Nena Campa

13 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Lynn Kitchens · September 4 ·

Congratulations to Brookshires Grocery on the grand re-opening of the newly remodeled store in Mineola. Thank you, Brookshires, for being a great partner in the Mineola community! AND coming Sept 26 Brookshires Mineola will begin offering curbside service. DID YOU KNOW Brookshire already has HOME DELIVERY within the City of Mineola for \$50 or more purchase. Download their app and take advantage of these time-saving features. #MineolaTexas #LoveBrookshires #PickItOutPickItUp



Performance for Your Post

3,880 People Reached

241 Reactions, Comments & Shares

188 Like	143 On Post	45 On Shares
18 Love	17 On Post	1 On Shares
1 Haha	1 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
13 Comments	10 On Post	3 On Shares
19 Shares	18 On Post	1 On Shares

988 Post Clicks

506 Photo Views	0 Link Clicks	482 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

3,880
People Reached

1,229
Engagements

Boost Post

161

10 Comments 18 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Lynn Kitchens · September 24 at 4:47 PM ·

CenterPoint Energy was honored at last night's Mineola City Council meeting for being 10 years accident free. Present to receive a plaque of the proclamation from Mayor Kevin White was Ricky Haisten, Operations Supervisor and 40-year employee, along with other employees of CenterPoint Energy. #MineolaTexas



Performance for Your Post

2,637 People Reached

192 Reactions, Comments & Shares

151 Like	101 On Post	50 On Shares
14 Love	8 On Post	6 On Shares
1 Wow	0 On Post	1 On Shares
20 Comments	13 On Post	7 On Shares
6 Shares	6 On Post	0 On Shares

405 Post Clicks

136 Photo Views	0 Link Clicks	269 Other Clicks
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NEGATIVE FEEDBACK

- 0 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

2,637
People Reached

597
Engagements

Boost Post

108

11 Comments 6 Shares

Like

Comment

Share



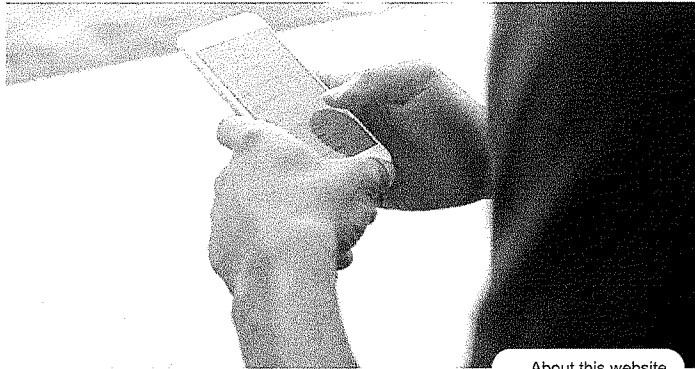
Post Details



Mineola Texas

Published by Lynn Kitchens · September 10 ·

East Texas Council of Governments has announced that 9-1-1 emergency service is now available in 10 counties by texting. See their website for the details. <http://www.etcog.org/text-to-9-1-1-now-available> #MineolaTexas #TextTo911



About this website

ETCOG.ORG

Text to 9-1-1 Now Available in 10 East Texas Counties

East Texas Council of Governments' Regional 9-1-1 Program is pleased t...



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

1,920

People Reached

185

Engagements

Boost Post

Debbi Davis Ludlum, Roy Kinney and 13 others

17 Shares

Like

Comment

Share



Performance for Your Post

1,920 People Reached

70 Reactions, Comments & Shares

47 Like	14 On Post	33 On Shares
2 Love	1 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
2 Comments	0 On Post	2 On Shares
17 Shares	17 On Post	0 On Shares

115 Post Clicks

1 Photo Views	44 Link Clicks	70 Other Clicks
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NEGATIVE FEEDBACK

- 0** Hide Post
- 0** Hide All Posts
- 0** Report as Spam
- 0** Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Texas

Published by Lynn Kitchens · September 28 at 10:06 AM ·

Come on out to the Iron Horse Heritage Festival in Downtown Mineola. Vendors are set up. Entertainment starts soon. Nice breeze . See you there!



Performance for Your Post

1,860 People Reached

82 Reactions, Comments & Shares

64 Like	40 On Post	24 On Shares
4 Love	3 On Post	1 On Shares
6 Comments	1 On Post	5 On Shares
8 Shares	7 On Post	1 On Shares

254 Post Clicks

166 Photo Views	0 Link Clicks	88 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

1,860
People Reached

336
Engagements

Boost Post

Patrick Osborne, Jerry Brown and 41 others

1 Comment 7 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Lynn Kitchens · September 23 at 4:26 PM ·

Hobo Stew coming up Friday, Sept 27 from 5 - 7 p.m. Come to Depot Pavilion and get a bowl of stew, cornbread, dessert and a drink all for just \$10. To-go available. Thank you to ALL the great SPONSORS who are supporting this fund raiser for Iron Horse Square. #Whataburger #MineolaTexas #MineolaMiniTrain #IronHorseSquare



The Mineola Landmark Commission invites you to a

HOBO STEW

At the Pavilion west of the Mineola Depot

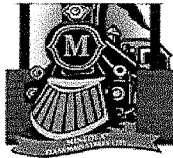
Friday, Sept. 27, 2019

From 5 p.m. until the hobos eat all the stew.

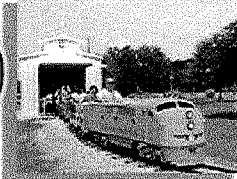
\$10 for stew, cornbread, dessert and a drink.

Come meet the members of the Landmark Commission and get an update on Iron Horse Square.

Call or text Doris Newman at 903-705-3399 for questions.



Steck Station - Iron Horse Square



All proceeds go to Iron Horse Square

Title Sponsor



Friends of Iron Horse Square

Cheryl's Lake Country Florist
McDonald's

Colegrove Chiropractic Center
Mineola Community Bank



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

1,691

People Reached

130

Engagements

Boost Post

Judith Christopher, Sandy Wright and 17 others

2 Comments 20 Shares

Like

Comment

Share



Performance for Your Post

1,691 People Reached

63 Likes, Comments & Shares

37

Likes

19

On Post

18

On Shares

3

Comments

2

On Post

1

On Shares

23

Shares

20

On Post

3

On Shares

67 Post Clicks

26

Photo Views

0

Link Clicks

41

Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Main Street Amtrak Fest

Published by Lynn Kitchens · September 12 ·

A-A-A-ALL ABOARD!! Mini Train runs Saturday Sept 14 from 11 AM - 4 PM at Iron Horse Square. FREE FREE FREE www.ironhorsesquare.org #MineolaTexas #MineolaMiniTrain



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,800 people.

386 People Reached

32 Engagements

Boost Post

Cecilia Wichmann

1 Comment 5 Shares

Like

Comment

Share

⋮

Performance for Your Post

386 People Reached

13 Reactions, Comments & Shares

3 Like	1 On Post	2 On Shares
1 Love	0 On Post	1 On Shares
4 Comments	1 On Post	3 On Shares
5 Shares	5 On Post	0 On Shares

19 Post Clicks

3 Photo Views	0 Link Clicks	16 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Main Street Amtrak Fest

Published by Lynn Kitchens · September 19 ·

Hobo Stew to kick-off the Iron Horse Festival Friday evening at 5 PM at the Depot Pavilion 100 West Front St. BIG THANK YOU to WHATABURGER and other sponsors!! Tickets are \$10 and available at City Hall or from a Landmark Commission member. Mini Train will be running also 5 - 7 pm. #MineolaTexas #HoboStew #MineolaLandmarkCommission



The Mineola Landmark Commission invites you to a

HOBO STEW

At the Pavilion west of the Mineola Depot
Friday, Sept. 27, 2019

From 5 p.m. until the hobos eat all the stew.
\$10 for stew, cornbread, dessert and a drink.
Come meet the members of the Landmark Commission and get
an update on Iron Horse Square.

Call or text Doris Newman at 903-705-3399 for questions.

Come by and have a bowl of stew before the Mineola

FRI, SEP 27

Hobo Stew Fund Raiser

100 W Front St, Mineola, TX 75773, United States

Interested



Tomasa, Greg and Tammy

112
People Reached

9
Engagements

Boost Unavailable

Sarah Jackson, Linda Berrong Roshto Frank and 2 others

Like

Comment



Performance for Your Post

112 People Reached

4 Likes, Comments & Shares

4 Likes	4 On Post	0 On Shares
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0 Comments	0 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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5 Post Clicks

0 Photo Views	1 Link Clicks	4 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · September 9 ·

Volunteer opportunity at Mineola Nature Preserve. #MineolaTexas



Wildscape Garden at Mineola Nature Preserve

September 9 ·

Join us for volunteer day at the Wildscape Gardens this Tuesday, Sept 10. Its still hot so we will start at 8AM again this week. The major job will be working o...
See More

779
People Reached

64
Engagements

Boost Unavailable

Wendy Schneider, Jim Willis and 3 others

1 Share

Like

Comment

Share



Performance for Your Post

779 People Reached

6 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

58 Post Clicks

1 Photo Views	0 Link Clicks	57 Other Clicks
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NEGATIVE FEEDBACK

- 1 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · September 12 ·

A-A-A-ALL ABOARD!! Mini Train runs Saturday Sept 14 from 11 AM - 4 PM at Iron Horse Square. FREE FREE FREE www.ironhorsesquare.org #MineolaTexas #MineolaMiniTrain



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

2,264
People Reached

210
Engagements

Boost Post

Wendy Schneider, Travis Amber Brown and 13 others 2 Comments 12 Shares

Like

Comment

Share



Performance for Your Post

2,264 People Reached

64 Reactions, Comments & Shares

40 Like	14 On Post	26 On Shares
1 Love	1 On Post	0 On Shares
10 Comments	2 On Post	8 On Shares
13 Shares	12 On Post	1 On Shares

146 Post Clicks

18 Photo Views	30 Link Clicks	98 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola, Tx Historical Museum

Published by Doris Newman · September 20 ·

The Museum Board would like to say a heartfelt thank you to everyone who attended our 10th Anniversary Celebration and chamber mixer at our beautiful museum yesterday. We enjoyed seeing many familiar faces and were happy to meet some new folks as well!



+7



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

1,374

People Reached

400

Engagements

Boost Post

Jill Rushing Hudson, PooMoe Garrett and 27 others

2 Comments 6 Shares

Like

Comment

Share



Performance for Your Post

1,374 People Reached

86 Reactions, Comments & Shares

67	26	41
Like	On Post	On Shares
7	4	3
Love	On Post	On Shares
6	2	4
Comments	On Post	On Shares
6	6	0
Shares	On Post	On Shares

314 Post Clicks

156	0	158
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

1	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

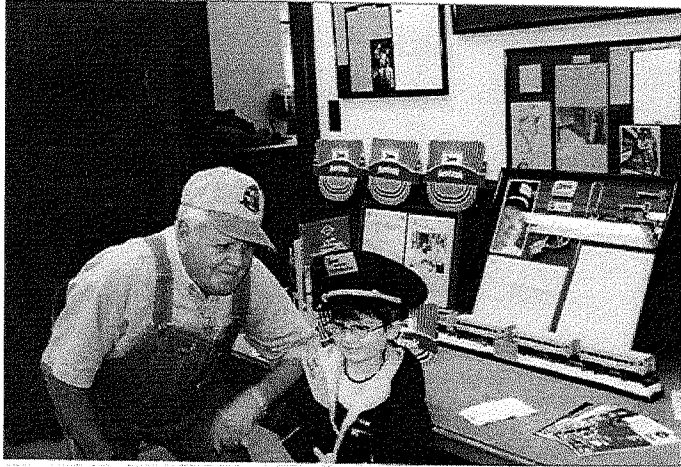


Mineola, Tx Historical Museum

Published by Sharon Carter Chamblee · September 10 ·

Eight years ago today Mineola lost one of its most valued citizens, Zeb Love. Zeb started working for the railroad in 1947. During the last 14 years of his railroad career he became known as the conductor of Amtrak's "The Love Train". He entertained his passengers, teased a bit and pampered them.

During Christmas time he dressed as Santa Claus and handed out gifts to youngsters on the train and at the depot stops. After retirement Zeb and his wife Louise, built Santa's Littl... See More



Performance for Your Post

1,739 People Reached

169 Reactions, Comments & Shares

95 Like	47 On Post	48 On Shares
50 Love	18 On Post	32 On Shares
13 Comments	5 On Post	8 On Shares
11 Shares	11 On Post	0 On Shares

257 Post Clicks

26 Photo Views	0 Link Clicks	231 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

1,739
People Reached

426
Engagements

Boost Post

PooMoe Garrett, Gary Sanders and 62 others

5 Comments 11 Shares

Like

Comment

Share



Post Details



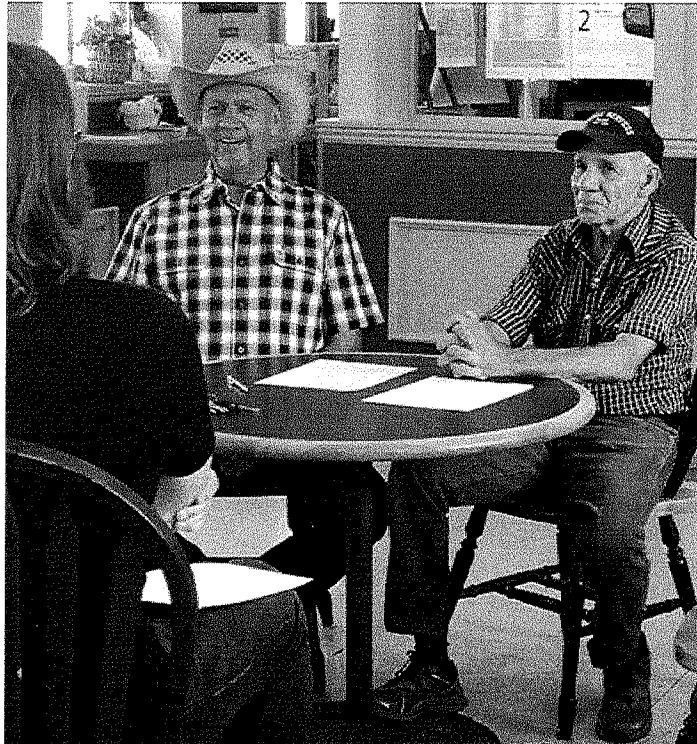
Iron Horse Square

Published by Joyce Alexander Williams · September 12 ·

Joshua Pogue of County Road Film Company interviewed Ricky & Johnny Ramirez today at the Mineola Depot.

3 generations of the Ramirez family from Mineola worked for the railroad.

Stay tuned for Iron Horse Square's upcoming documentary about life on the rails, told by Mineola area railroaders & their family members.



Performance for Your Post

1,723 People Reached

255 Reactions, Comments & Shares

187 Like	79 On Post	108 On Shares
20 Love	8 On Post	12 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
32 Comments	13 On Post	19 On Shares
14 Shares	14 On Post	0 On Shares

467 Post Clicks

59 Photo Views	0 Link Clicks	408 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

1,723
People Reached

722
Engagements

Boost Post

Peggy Collins, Daniel Lee Miller and 84 others

13 Comments 14 Shares

Like

Comment

Share



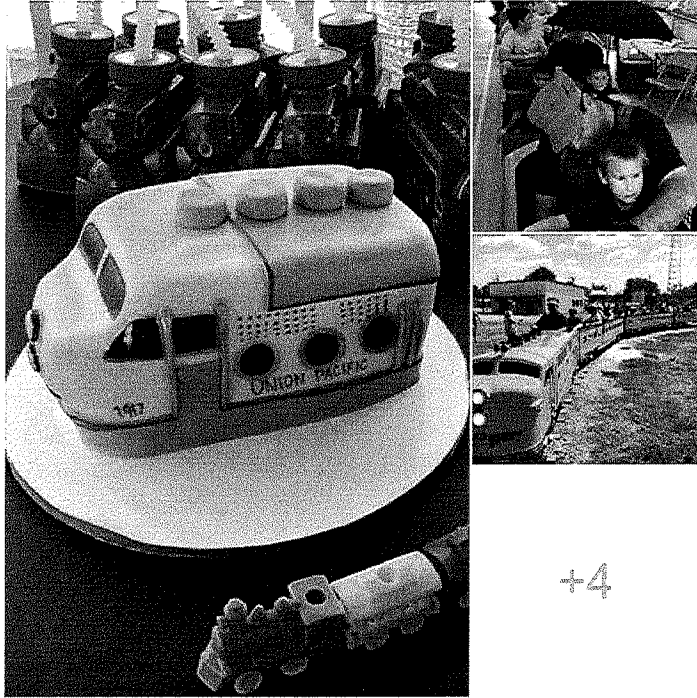
Post Details



Iron Horse Square

Published by Joyce Alexander Williams · September 16 ·

HAVE YOUR BIRTHDAY CELEBRATION AT IRON HORSE SQUARE!
Contact us about rental!



+4

Performance for Your Post

1,046 People Reached

91 Reactions, Comments & Shares

53 Like	42 On Post	11 On Shares
16 Love	15 On Post	1 On Shares
3 Wow	2 On Post	1 On Shares
11 Comments	11 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

203 Post Clicks

124 Photo Views	0 Link Clicks	79 Other Clicks
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NEGATIVE FEEDBACK

- 0** Hide Post
- 0** Hide All Posts
- 0** Report as Spam
- 0** Unlike Page

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Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,900 people.

1,046
People Reached

294
Engagements

Boost Post

Ashton Harley, Sherry Clements Vann and 56 others · 7 Comments · 8 Shares

Like Comment Share

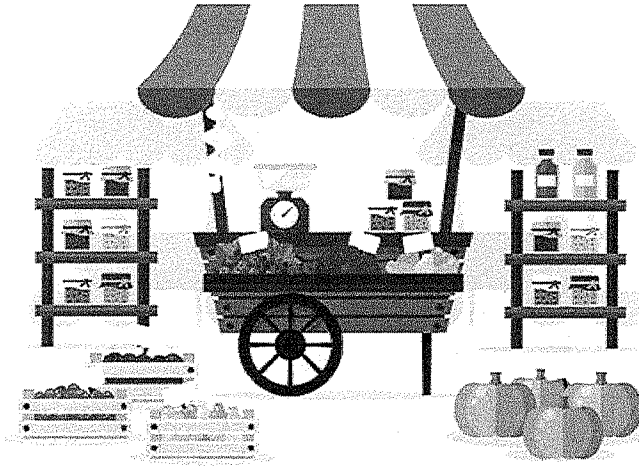
Post Details



Mineola Farmers Market

Published by Doris Newman · September 27 at 12:11 PM ·

There's still produce at the Farmers Market which will be open from 8 a.m. to 1 p.m. tomorrow. Tomatoes, squash, purple hulls peas, green beans and a variety of other produce, salsas, sourdough bread, yeast rolls and other baked goods will still be available!



Performance for Your Post

362 People Reached

20 Likes, Comments & Shares

14 Likes	9 On Post	5 On Shares
4 Comments	2 On Post	2 On Shares
2 Shares	2 On Post	0 On Shares

28 Post Clicks

1 Photo Views	0 Link Clicks	27 Other Clicks
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NEGATIVE FEEDBACK

- 0** Hide Post **0** Hide All Posts
- 0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

362
People Reached

48
Engagements

Boost Post

Ryan Heddins, Kim Tunnell and 7 others

2 Comments 2 Shares

Like

Comment

Share



Post Details



Mineola Farmers Market

Published by Doris Newman · September 26 at 6:19 PM ·

The City of Mineola Landmark Commission invites YOU to our Hobo Stew tomorrow starting at 5 p.m.! There will be stew, cornbread, desserts and cold drinks for a mere price of \$10. Hope you swing by and spend part of your evening with us - and take a ride on the mini train with Captain Jack. We are grateful to WHATABURGER for being our TITLE sponsor for this year's event. We have 9 other local, community-minded businesses who are Friends of Iron Horse Square. They are: MPrints, Colegrove Chiropractic, Wood County National Bank, Texas Farm Bureau Becky Moore, Mineola Community Bank, Cheryl's Lake Country Florist, McDonald's, Weedon Dental Clinic and Saul & Associates!



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,900 people.

348

People Reached

32

Engagements

Boost Post

Gloria Craig, Pat Blalock and 9 others

3 Shares

Like

Comment

Share



Performance for Your Post

348 People Reached

14 Likes, Comments & Shares

11
Likes

11
On Post

0
On Shares

0
Comments

0
On Post

0
On Shares

3
Shares

3
On Post

0
On Shares

18 Post Clicks

0
Photo Views

0
Link Clicks

18
Other Clicks

NEGATIVE FEEDBACK

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0 Hide All Posts

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