Marketing Department Report for City Council DECEMBER 2019 By Lynn Kitchens

- Dec 6 Attended City Christmas party
- Dec 9 Updated and submitted ad for County Line Magazine Jan/Feb issue
- Dec 9 Created and submitted a full-page ad for Mineola ISD Yearbook
- Dec 10 Attended Mineola Chamber of Commerce Networking Breakfast at Kitchens Hardware Deli, presenting information on Mineola events.
- Dec 11 Updated Mineola.com website to reflect changes in City tax structure and built a new page to host annual drinking water report
- Dec 13 Created a window placard for winners of Mineola Main Street Christmas Window Decorating Contest. Delivered placards to winners and photographed winners with Main Street Chairman Jason Ray. Posted winners to City Facebook pages with congratulatory messages.
- Dec 16 31 Worked with MEDC's consultant NextSite to provide information including demographics, property locations, maps, contact information, local retailers and other community information, photographs and graphics for the production of a Mineola economic development brochure.
- Dec 17 Approved and submitted annual contracted with County Line Magazine for advertising in print magazine, online edition, and features.
- Dec 23 27 Combining earned comp time, Christmas holidays and a vacation day gave me a week of vacation time at home.
- Dec 30 Distributed January City Calendar to staff and boards.
- Ongoing Updated City website as needed. Removing events after they occur 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 pages concerning coming Mineola events, activities and news. Monitored analytics for Facebook posts to gauge activity and feedback. Events included: Annual Christmas parade, Holiday Downtown events; Landmark Commission Tour of Homes; Historical Museum Holiday Pet Photos; Special Holiday Mini Train; Special Holiday Farmers Market; Holiday closings of City Offices; sharing of other community news and events such as Boy Scout's Pancakes with Santa, several holiday craft fairs & bazaars, holiday music presentations, and special church programs.

City Meetings attended:

Staff Meeting – Dec 3 – Absent due to death in my family
Marketing Advisory Board meeting – Dec 3 - was canceled due to death in my family
City Council Workshop and Meeting – Dec 16

MINEOLA TEXAS page

10,239 Followers

38 Increase from last month

10,274 Likes

28 Increase from last month

Annual Increase 986 Followers

Santa at the Mini Train

Posted Dec 17 2019 Reached 7,008 total 795 Engagements total

KETK Recognizes Mineola PD for Giving Back to Community

Posted Dec 12 2019 Reached 4,514 104 Engagements

Landmark Commission's Tour of Homes

Posted Dec 2 2019 Reached 3,360 285 Engagements

Holiday Farmers Market

Posted Dec 19 2019 Reached 2,723 258 Engagements

MINEOLA MAIN STREET page As of 12/31/2019

As of 12/31/2019

1,339 Followers

23 Increase from last month

1,332 Likes

21 Increase from last month

Annual Increase **471 Followers**

Wine Train

Posted Dec 30 2019 Reached 10,248 1,937 Engagements

Congratulations to Cheryl's Lake Country Floral & Gifts (Window Decorating Contest Winner)

Posted Dec 13 2019 Reached 2.880 631 Engagements

Congratulation to Count Your Blessings (Window Decorating Contest Winner)

Posted Dec 13 2019 Reached 1,533 197 Engagements

MINEOLA NATURE PRESERVE page As of 12/31/2019

5,753 Followers

36 Increase from last month

5,823 Likes

35 Increase from last month

Annual Increase 543 Followers

Holiday Farmers Market

Posted Dec 17 2019 Reached 1,031 28 Engagements

Santa on the Mini Train

Posted Dec 17 2019 Reached 904 67 Engagements

MINEOLA, TX HISTORICAL MUSEUM page As of 12/31/2019

1,677 Followers

20 Increase from last month

1,691 Likes 19 Increase from last month

Annual Increase 192 Followers

Holiday Pet Photos at the Museum

Posted Dec 2 2019 Reached 2,319 162 Engagements

Santa at the Mini Train

Posted Dec 17 2019 Reached 926 97 Engagements

Santa Visit at the Museum

Posted Dec 14 2019 Reached 797 172 Engagements

IRON HORSE SQUARE page As of 12/31/2019 894 Followers 876 Likes Annual Increase 79 Increase from last month 73 Increase from last month 894 Followers Christmas Train Posted Dec 5 2019 Reached 7,327 1,090 Engagements Santa at Mini Train Rides Posted Dec 11 2019 Reached 3,555 390 Engagements Santa at Train Rides - Video Posted Dec 15 2019 Reached 2,9129 FARMERS MARKET page As of 12/31/2019 1096 Followers 1079 Likes Annual Increase 21 Increase from last month 22 Increase from last month 345 Followers

Pop-Up Holiday Farmers Market

Posted Dec 6 2019 Reached 2,491 138 Engagements

Holiday Farmers Market with Items Posted Dec 20 2019 Reached 398 42 Engagements



Mineola Texas

Published by Lynn Kitchens · December 17, 2019 ·

Santa will be at the Mineola Mini Train on Saturday Dec. 21 from 5 - 7 PM for one last visit before the end of the season. Mini Train running from 4 - 7 $\,$ PM. FREE rides at Iron Horse Square, 200 West Front St., Mineola, TX just west of the Depot. #MineolaTexas #MineolaMiniTrain



Get More Likes, Comments and Shares Boost this post for \$10 to reach up to 2,700 people.

7,008

795

People Reached

Engagements

Boost Post

Kim Shipp Goodwin, Tim Jones and 116 others

26 Comments 57 Shares

Like

Comment

Share



Performance for Your Post

7,008 People Reached

367 Reactions, Comments & Shares

215	97	118
Like	On Post	On Shares
40	22	18
Love	On Post	On Shares
1	0	1
Wow	On Post	On Shares
52	37	15
Comments	On Post	On Shares
59	57	2
Shares	On Post	On Shares
428 Post Clicks		
152	0	276
Photo Views	Link Clicks	Other Clicks
NEGATIVE FEEDBACK		
3 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	



Mineola Texas

Published by Lynn Kitchens · December 12, 2019 ·

KETK TV ran a story about the Mineola PD in their East Texas Matters feature yesterday. Proud of our outstanding police department and all they do for our community. #MineolaTexas #MineolaPDGivesBack https://www.easttexasmatters.com/.../ketk-gives-back-mineol.../...



EASTTEXASMATTERS.COM

KETK GIVES BACK: Mineola Police Department

MINEOLA, Texas (KETK) - KETK News recognized the Mineola Police...

Get More Likes, Comments and Shares Boost this post for \$10 to reach up to 2,700 people.

4,514

104

People Reached

Engagements

Boost Post

Mineola Texas, Don Lay, Mineola Youth Foundation and 27 others

6 Shares

Like

Comment

Share

Performance for Your Post

4,514 People Reached

44 Reactions, Comments & Shares

36	29	7
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
1	0	1
Comments	On Post	On Shares
6	6	0
Shares	On Post	On Shares
60 Post Clicks		
0	43	17
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

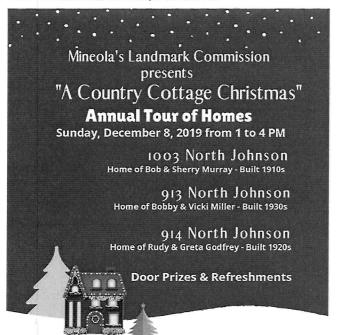


Mineola Texas

Published by Doris Newman

· December 2, 2019 ·

The Landmark Commission and homeowners are all set for "A Country Cottage Christmas" Tour of Homes this Sunday afternoon. These residents are opening their homes to invite you to enjoy their holiday spirit. All money raised from ticket purchases goes to the Mineola Landmark Commission, which does historic preservation, plans Iron Horse Square, manages the Mini Train and awards scholarships. Come see us!



Tickets are \$10 each starting Nov. 18 at Chamber of Commerce, City Hall and from members of the Landmark Commission. Tickets also available at the door during the tour. Benefitting Iron Horse Square & Junior Historian Projects Call 903-569-6183 for ticket info & questions.

Mineola Texas

City

Learn More

3,360

People Reached

285

Engagements

Boost Again

Boosted on Dec 5, 2019 By Lynn Kitchens

Rejected

People Reached

626

76

View Details

Gina Lovato, Callie Jo Phillips Pritchett and 45 others

2 Comments 17 Shares

Like

Comment

Share



Performance for Your Post

3.360 People Reached

118 Reactions, Comments & Shares

85	48	37
Like	On Post	On Shares
1	0	1
Love	On Post	On Shares
1	0	1
Wow	On Post	On Shares
14	3	11
Comments	On Post	On Shares
17	17	0
Shares	On Post	On Shares

167 Post Clicks

2 Link Clicks Photo Views

128 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Mineola Texas

Published by Lynn Kitchens · December 19, 2019 ·

#MineolaTexas Farmers Market Holiday Market Dec. 21 8 AM - 7 PM



Mineola Texas

City

Send Message

2,723

258

People Reached

Engagements

Boost Again

Boosted on Dec 19, 2019 By Lynn Kitchens

Completed

People

Reached

985

Post Engagement

146

View Results

Mary Armer, Lisa L Richards and 54 others

16 Shares

Like

Comment

Share

Performance for Your Post

2,723 People Reached

82 Reactions, Comments & Shares

63	55	8
Like	On Post	On Shares
2 Love	1 On Post	1 On Shares
1	0	1
Comments	On Post	On Shares
16	16	0
Shares	On Post	On Shares
176 Post Clicks		
87	39	50
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

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Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Mineola Main Street Amtrak Fest

Published by Doris Newman · December 30, 2019 at 5:49 PM ·

If your New Years resolution is to have more fun experiences, we're here to help! Check out this GOLDEN OPPORTUNITY to get tickets to the Rolling 20s!



EVENTBRITE.COM

2020 Mineola Amtrak Wine Fest - "Rolling 20s"

Learn More

Join us April 4 and 5 for the 2020 Mineola Amtrak Wine...



10,244
People Reached

1,937 Engagements

Boost Again

Boosted on Jan 14, 2020 By Doris Newman Completed

People

Reached

8.8K

Link Clicks

738

View Results

89

11 Comments 61 Shares

Like

Comment

Share

(8)

Performance for Your Post

10,244 People Reached

384 Reactions, Comments & Shares

203	77	126
Like	On Post	On Shares
21	8	13
Love	On Post	On Shares
1	0	1
Haha	On Post	On Shares
8	4	4
Wow	On Post	On Shares
85	21	64
Comments	On Post	On Shares
66	61	5
Shares	On Post	On Shares
1,553 Post Clicks		
0	809	744

0	809	744
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

3

Mineola Main Street Amtrak Fest

Published by Doris Newman · December 13, 2019 ·

Mineola Main Street congratulates Cheryl's Lake Country Florist, located at 102 E Broad, for winning Best Merry Christmas category in the Main Street Christmas Window Contest. Pictured are Cheryl Wood, owner, Rose Petrea, employee, and Jason Ray, chairman of Mineola Main Street Advisory Board. #MineolaTexas https://www.facebook.com/Cheryls-Lake-Country-Florist-152741081433892/



Get More Likes, Comments and Shares Boost this post for \$25 to reach up to 6,600 people.

2,880

631

People Reached

Engagements

Boost Post

Sarah Jackson, Ophelia Dooley and 88 others

21 Comments 9 Shares

Like

Comment

Share

(3)

Performance for Your Post

2,880 People Reached

0 Hide Post

0 Report as Spam

275 Reactions, Comments & Shares

153	64	89
Like	On Post	On Shares
65	26	39
Love	On Post	On Shares
48	21	27
Comments	On Post	On Shares
9	9	0
Shares	On Post	On Shares
356 Post Clicks		
78	0	278
Photo Views	Link Clicks	Other Click
NEGATIVE FEEDBACK	(

Reported stats may be delayed from what appears on posts

0 Hide All Posts0 Unlike Page



Mineola Main Street Amtrak Fest

Published by Lynn Kitchens · December 13, 2019 ·

Mineola Main Street congratulates Count Your Blessings, located at 118 S Johnson, for winning Best Meaning of Christmas category in the Main Street Christmas Window Contest. Pictured are Gayle Fuller, owner, and Jason Ray, chairman of Mineola Main Street Advisory Board. #MineolaTexas https://www.facebook.com/Count-Your-Blessings-Mineola760125534072256/



Get More Likes, Comments and Shares Boost this post for \$25 to reach up to 6,600 people.

1,533	197		
People Reached	Engagements	B00	st Post
35		1 Commen	t 1 Share
Like	Comment	Share	(38)

Performance for Your Post

1,533 People Reached

0 Report as Spam

105 Reactions, Comments & Shares

82	33	49
Like	On Post	On Shares
	_	_
12	3	9
Love	On Post	On Shares
10	1	9
Comments	00	10
Comments	On Post	On Shares
1	1	0
Shares	On Post	On Shares
92 Post Clicks		
11	0	81
Photo Views	Link Clicks	Other Clicks
	2 000	Out of Ollone
NEGATIVE FEEDBACK		
3 Hide Post	0 Hide All F	Posts
	• 11100 1111	0010

Reported stats may be delayed from what appears on posts

0 Unlike Page





SAT, DEC 21, 2019

Holiday Farmers Market

Mineola Farmers Market · Mineola

* Interested

1,031

People Reached

28

Engagements

Boost Unavailable

Champion Energy Services Bonus Signon, Dana LeAnne Turner and 6 others

Like

Comment



Performance for Your Post

1,031 People Reached

8 Likes, Comments & Shares

Likes

On Shares

On Shares

0 Shares On Post On Shares

20 Post Clicks

12 Photo Views Link Clicks Other Clicks

NEGATIVE FEEDBACK

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



Mineola Nature Preserve

Published by Lynn Kitchens · December 17, 2019 ·

Santa will be at the Mineola Mini Train on Saturday Dec. 21 from 4 - 7 PM for one last visit before the end of the season. FREE rides at Iron Horse Square, 200 West Front St., Mineola, TX - just west of the Depot. #MineolaTexas #MineolaMiniTrain



Mineola Texas

Published by Lynn Kitchens

· December 17, 2019 ·

Santa will be at the Mineola Mini Train on Saturday Dec. 21 from 5 - 7 PM for one last visit before the end of the season. Mini Train running from 4 - 7 PM. FREE rides at Iron Horse Square, 200 West Front St., Mineola, TX - just west of the Depot. #MineolaTexas #MineolaMiniTrain

904 People Reached	67 Engagements		Boost Unavailable	
17		3 Comments	7 Shares	
Like	Comment	Share	9	

Performance for Your Post

904 People Reached

27 Reactions, Comments & Shares

16 Like	16 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares
40 Post Clicks		
11 Photo Views	0 Link Clicks	29 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All F	Posts
0 Report as Spam	0 Unlike Page	



Mineola, Tx Historical Museum

Published by Doris Newman December 2, 2019

In addition to Santa Day being Saturday, Dec. 14 from 11 a.m. to 3 p.m., the museum is hosting this fun new event Thursday and Friday, Dec. 12 & 13 for your fur babies!



Mineola, Tx Historical Museum

435

Community Museum

People Reached

Learn More

2,319

162

Engagements

Boost Again

Boosted on Dec 5, 2019 By Lynn Kitchens Completed

People Reached

Post Engagement

31

View Results

Martha Escudero Martin, Donita Cicardo and 27 others 2 Comments 26 Shares

Like

Comment

Share

Performance for Your Post

2,319 People Reached

91 Reactions, Comments & Shares

55	26	29
Like	On Post	On Shares
5	3	2
Love	On Post	On Shares
4	2	2
Comments	On Post	On Shares
27	26	1
Shares	On Post	On Shares

71 Post Clicks

27 0 44
Photo Views Link Clicks Other Clicks

NEGATIVE FEEDBACK

3 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Mineola, Tx Historical Museum

Published by Lynn Kitchens December 17, 2019

Santa will be at the Mineola Mini Train on Saturday Dec. 21 from 4 - 7 PM for one last visit before the end of the season. FREE rides at Iron Horse Square, 200 West Front St., Mineola, TX - just west of the Depot. #MineolaTexas #MineolaMiniTrain



Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 5,400 people.

People Reached

Engagements

Boost Post

Tracy Middlebrooks, Skylar Mitchell and 20 others

7 Shares

Like

Comment

Share

Performance for Your Post

926 People Reached

59 Likes, Comments & Shares

51 Likes 29 On Shares On Shares Comments On Post Shares On Shares 38 Post Clicks

13 25 Photo Views Link Clicks Other Clicks

NEGATIVE FEEDBACK

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

Mineola, Tx Historical Museum

Published by Sharon Carter Chamblee

· December 14, 2019 ·

A beautiful day for Santa's visit to the Mineola Historical Museum!





Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,400 people.

797

People Reached

172 Engagements

Boost Post

5 Shares

Like

Comment

Share



Performance for Your Post

797 People Reached

65 Reactions, Comments & Shares

48	23	25
Like	On Post	On Shares
9	5	4
Love	On Post	On Shares
3	0	3
Comments	On Post	On Shares
5	5	0
Shares	On Post	On Shares

107 Post Clicks

25 Other Clicks 82 0 Link Clicks Photo Views

NEGATIVE FEEDBACK

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



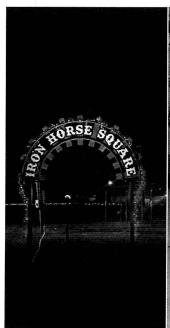
Iron Horse Square

Published by Joyce Alexander Williams · December 5, 2019 ·

CHRISTMAS TRAIN RIDES at Iron Horse Square.

Sat. Dec. 7, 4:00-7:00 p.m. Sat. Dec. 14, 4:00-7:00 p.m.

Sat. Dec. 21, 4:00-7:00 p.m. ... See More





Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 5,400 people.

7,327

People Reached

Engagements

Boost Post

Bryan Artley, Jodi Shackelford and 69 others

20 Comments 63 Shares

Like

Comment

1,090

Share



Performance for Your Post

7,327 People Reached

366 Reactions, Comments & Shares

219	58	161
Like	On Post	On Shares
20	13	7
Love	On Post	On Shares
62	37	25
Comments	On Post	On Shares
65	63	2
Shares	On Post	On Shares
724 Post Clicks		
146	0	578
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page



Iron Horse Square

Published by Doris Newman · December 11, 2019 ·

Harry the Mini Train is proud to announce that his friend S-A-N-T-A C-L-A-U-S will be at Iron Horse Square, Saturday Dec. 14! Free Train rides: 4:00 -





Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 5,400 people.

3,555

390

People Reached

Engagements

Boost Post

Matt Henderson, Terry Xenias and 45 others

5 Comments 42 Shares

Like

Comment

Share



Performance for Your Post

3,555 People Reached

0 Report as Spam

178 Reactions, Comments & Shares

107	37	70
Like	On Post	On Shares
14	10	4
Love	On Post	On Shares
15	15	0
Comments	On Post	On Shares
42	42	0
Shares	On Post	On Shares
212 Post Clicks		
62	0	150
Photo Views	Link Clicks	Other Clicks
NEGATIVE FEEDBACK O Hide Post	0 Hide All I	Posts

Reported stats may be delayed from what appears on posts

0 Unlike Page

Video

Post

Shares

See Metrics for All Videos



Performance for Your Post

Audience and Engagement

Estimated Reach

Unique Viewers

2,912 1,216

Post Engagement

153

Top Audience

Women, 55-64

Top Location

Texas

Know Your Audience

Discover the age, gender and interests of your viewers with audience insights,

Go To Insights

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

Boost Post

3:37 · Uploaded on 12/15/2019 · View Permalink · Copy Video ID

Iron Horse Square...
Get on board the Santa Train!



Mineola Farmers Market

Published by Lynn Kitchens · December 6, 2019 ·

Special Pop-Up Farmers Market on Saturday Dec. 7. Just in time for ALL the holiday activities on that day in Magical Mineola. Details on https://www.mineola.com/community/page/events #MineolaTexas



Saturday - Dec. 7th from 3 - 7 p.m.

Farmers Market Pavilion on Line Street - Mineola, Texas

Special Treats Include

Handmade Candies, Brittle & Fudge Frozen, Pasture-raised Chickens & Turkeys

Farm-fresh Eggs Pecans (in-shell & shelled) Chili, Hot Dogs

Smoked Turkey Legs Smoked Ribs

Fresh-baked Cookies Baked Goods And more

Come spend the whole day in Magical Mineola on Dec. 7th with activities from 8 AM til 7 PM. Mineola.com for details.



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 5,400 people.

2,491

People Reached

138

Comment

Engagements

Boost Post

Share

11

1 Comment 23 Shares

Like



Performance for Your Post

2,491 People Reached

70 Reactions, Comments & Shares

36	9	27
Like	On Post	On Shares
6	2	4
Love	On Post	On Shares
4	1	3
Comments	On Post	On Shares
24	23	1
Shares	On Post	On Shares
68 Post Clicks		
23	8	37
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

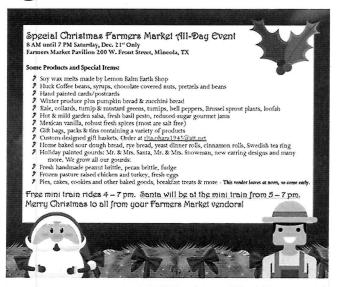
0 Report as Spam

0 Unlike Page



Mineola Farmers Market

Published by Lynn Kitchens · December 20, 2019 ·



Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 5,400 people.

398

People Reached

42

Engagements

Boost Post

Melissa Thompson, Lori Garrett Simpson and 4 others

4 Shares

Like

Comment

Share



Performance for Your Post

398 People Reached

0 Hide Post

0 Report as Spam

18 Reactions, Comments & Shares

7	5	2
Like	On Post	On Shares
2	1	1
Love	On Post	On Shares
5	0	5
Comments	On Post	On Shares
4	4	0
Shares	On Post	On Shares
24 Post Clicks		
18	0	6
Photo Views	Link Clicks	Other Clicks
NEGATIVE FEEDBACK		

Reported stats may be delayed from what appears on posts

0 Hide All Posts

0 Unlike Page