

Marketing Department Report for City Council

FEBRUARY 2020

By Lynn Kitchens

- Feb 3 – Compiled and prepared a City of Mineola Winter/Spring Events Flyer for comprehensive listing of Mineola events and activities.
- Feb 5 – Attended Marketing Advisory Board meeting. Prepared materials for the meeting including preparing and posting agenda, board's bylaws for review with recommended changes, sales tax report, various marketing reports and materials. As Marketing Director for City of Mineola, I am ex-officio board member.
- Feb 11 - Attended Chamber of Commerce Networking Breakfast at Mineola Civic Center. Distributed City Winter/Spring Event flyer.
- Feb 13 – Attended Active Living Plan meeting with Mercy Rushing and Mayor White, along with Paula Thomas (NET Health), Terrance Ates (NET Health), and Councilman Greg Hollan. Discussion centered on marketing efforts for Active Living Plan. Video was reviewed and suggestions made to shorten and to re-shoot some footage where audio is unclear and lighting is dark. Creation of a logo was discussed. Launch date to go public with plan is May 2 which is National Active Day.
- Feb 13 – Attended meeting, along with Mercy Rushing and Cindy Karch, with Janie Havel from the Governor's Office. Topics discussed were ETCOG's fifty year anniversary, 2020 Census, USDA grant funds, SBA improvement grants and other various items of interest.
- Feb 14 – Counted and packed 3,200 racks (1,600 City of Mineola and 1,600 Nature Preserve) for shipment to Fort Worth Home & Garden Show on Feb. 21 – 23 and Dallas Home & Garden Show on March 6 – 8. Rack cards will be packaged with other information from North East Texas Cities for distribution from the co-op booth of North East Texas Tourism Association.
- Feb 24 – Prepared and distributed March City Calendar to City Council, staff and boards.
- Feb 28 – Contacted caterer for arrangements for Workforce Development Breakfast to be held on April 8 at Mineola Civic Center.
- Ads placed this month:
 - Texas Farm & Home Magazine – for March issue
 - County Line Magazine – March/April issue – ad focus on Mineola Nature Preserve
 - Destination East Texas – annual publication
 - North East Texas Tourism Association 2020 Tour Guide Map – back cover, annual publication
- 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.
 - Designed posts for promoting events & activities of City of Mineola and its boards. Events included: Black History Month Program, early voting info, Main Street Wine Train, and Winter Events listing.

City Meetings:

Monthly Staff Meeting – Feb 4

City Council Meeting – Feb 24

MINEOLA TEXAS page	As of 2/29/2020	10,476 Followers	10,529 Likes
		176 Increase from last month	166 Increase from last month
Trout Release at Nature Preserve			
Video			
Posted Feb 6 2020			
Reached 46,000			
32,612 Views			
The Historic Select Theater Is 100 Years Old			
Posted Feb 13 2020			
Reached 14,761			
1,277 Engagements			
Emergency Notification is Changing			
Posted Feb 11 2020			
Reached 3,319			
312 Engagements			
Greer Hill Bike Trails Closed for Maintenance			
Posted Feb 11 2020			
Reached 2,480			
116 Engagements			
Wine Train Promo with Map of Downtown Ft. Worth			
Posted Feb 28 2020			
Reached 2,101			
327 Engagements			
MINEOLA MAIN STREET page	As of 2/29/2020	1,413 Followers	1,404 Likes
		69 Increase from last month	67 Increase from last month
RNA Tavern Opens			
Posted Feb 21 2020			
Reached 7,365			
2,434 Engagements			
Wine Train Promo			
Posted Feb 14 2020			
Reached 6,484			
312 Engagements			
Stacey Hope at The Loft Hair Studio			
Posted Feb 21 2020			
Reached 1,349			
456 Engagements			
Wine Train Promo			
Posted Feb 12 2020			
Reached 1,775			
515 Engagements			
MINEOLA NATURE PRESERVE page	As of 2/29/2020	5,961 Followers	6,020 Likes
		145 Increase from last month	139 Increase from last month
Trout Released at Nature Preserve			
Video			
Posted Feb 6 2020			
Reached 16,000			
10,832 Views			
Greer Hill Closed for Maintenance			
Posted Feb 11 2020			
Reached 1,892			
97 Engagements			
Greast News: Greer Hill Open			
Video			
Posted Feb 28 2020			
Reached 2,900			
1,605 Views			

MINEOLA, TX HISTORICAL MUSEUM page As of 2/29/2020 **1,892 Followers** **1,737 Likes**
39 Increase from last month **37 Increase from last month**

Black History Month Program
 Posted Feb 17 2020
 Reached 896
 104 Engagements

Thanking Captain Pinkerton
 Posted Feb 26 2020
 Reached 537
 248 Engagements

IRON HORSE SQUARE page As of 2/29/2020 **920 Followers** **901 Likes**
10 Increase from last month **9 Increase from last month**

New Mini Train Schedule
 Posted Feb 7 2020
 Reached 1,808
 152 Engagements

Iron Horse Square: From the Beginning
 Video
 Posted Feb 12 2020
 Reached 1,300
 566 Views

Wine Train Promo
 Posted Feb 19 2020
 Reached 674
 84 Engagements

FARMERS MARKET page As of 2/29/2020 **1,111 Followers** **1,094 Likes**
8 Increase from last month **3 Increase from last month**

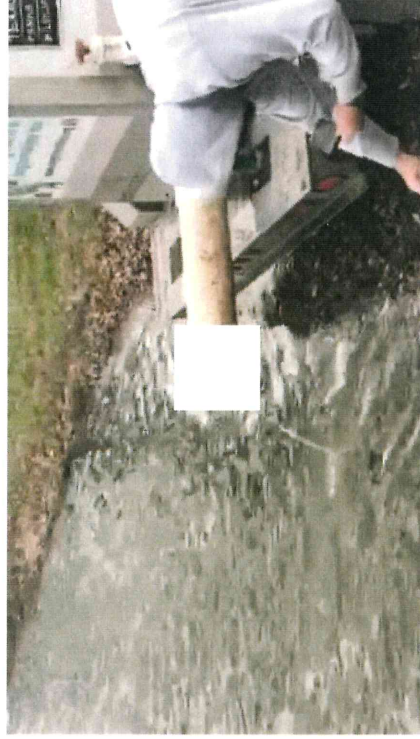
RNA Tavern
 Posted Feb 25 2020
 Reached 242
 109 Engagements

Wine Train Promo
 Posted Feb 13 2020
 Reached 205
 27 Engagements

Video Details

Increase Organic Distribution

Your videos get shown organically to more people when they're at least 3 minutes long.



Mineola Texas: Trout release NP 2-2020 ...

This just happened.... 1,250 rainbow trout were just released into Bridge Bob Pond at Mineola Nature Preserve in preparation for Saturday's Kids' Fish Day! Everyone come fish - kids, adults, young & old. No limit on what you keep. NO FISHING LICENSE required....

2:50 · Uploaded on 02/06/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance

Minutes Viewed	11,185
1-Minute Video Views	1,616
10-Second Video Views	18,215
3-Second Video Views	32,621
Average Video Watch Time	0:13

Audience Retention

Audience and Engagement

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
 Mineola Texas Trout release NP 2-2020 This just ...	02/06/2020 10:39 AM	46K	32K 100%	18K 100%	28K	1.9K	0:13 / 2:50

Total 3-second video views on Facebook: 32K

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

Create Watch Party With Video

Create Post With Video

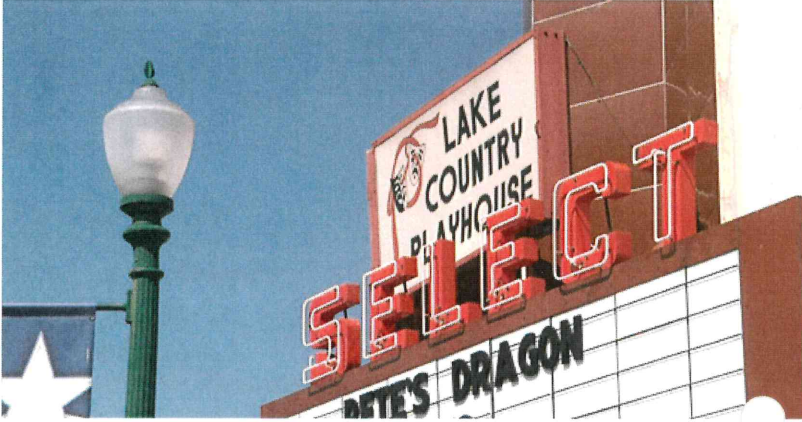
Post Details



Mineola Texas

Published by Shared via AddThis · February 13 at 11:16 AM ·

Did you know that The Select Theater in Downtown Mineola celebrates its 100th birthday this year and is the oldest continuously operating movie theater in Texas? What a treasure!!! #MineolaTexas #HistoricSelectTheater #HistoricDowntownMineolaTX



EASTTEXASMATTERS.COM

Mineola historic theater takes moviegoers back in time

One East Texas city keeps its community close by taking them back in ti...

Get More Likes, Comments and Shares When you boost this post, you'll show it to more people.

14,761 People Reached

1,277 Engagements

Boost Post

209

20 Comments 101 Shares

Like

Comment

Share



Performance for Your Post

14,761 People Reached

844 Reactions, Comments & Shares

560 Like	165 On Post	395 On Shares
97 Love	43 On Post	54 On Shares
2 Haha	1 On Post	1 On Shares
6 Wow	1 On Post	5 On Shares
77 Comments	25 On Post	52 On Shares
102 Shares	101 On Post	1 On Shares

433 Post Clicks

1 Photo Views	119 Link Clicks	313 Other Clicks
---------------	-----------------	------------------

NEGATIVE FEEDBACK

1 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 Texas

Published by Lynn Kitchens · February 11 at 2:35 PM ·

City of Mineola TX changing emergency notification system. Go to MINEOLA.COM homepage for link to register & info or Smart911 https://www.smart911.com/.../regi.../registrationLanding.action... to register for emergency alerts. Code Red no longer in operation for City of Mineola or Wood County TX. #MineolaTx #GetYourAlerts

NOTICE NOTICE

Mineola TX and Wood County TX are changing the Emergency Notification System. As of Feb. 15, 2020, Code Red will **no longer be the method used** for notifying you about emergency situations including tornado, storms, utility outages, evacuation notices, missing persons, fires or floods, bomb threats -- or other important news.

The new Emergency Alert System will be RAVE Mobil Safety. Your existing Code Red info WILL NOT be transferred. You will need to register with RAVE by going to this link at Smart911.

https://www.smart911.com/smart911/registration/registrationLanding.action?cdnExternalPath

You will receive a notification at 1:05 pm Feb. 11 through Feb. 15 with instructions on how to register.

Keep you and your loved ones safe by registering now.

City of Mineola - Emergency Management 903-569-6183



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

3,319
People Reached

312
Engagements

Boost Post

14

1 Comment 36 Shares

Like

Comment

Share



Performance for Your Post

3,319 People Reached

81 Reactions, Comments & Shares

27 Like 13 On Post 14 On Shares

1 Love 0 On Post 1 On Shares

2 Wow 1 On Post 1 On Shares

15 Comments 1 On Post 14 On Shares

36 Shares 36 On Post 0 On Shares

231 Post Clicks

61 Photo Views 78 Link Clicks 92 Other Clicks

NEGATIVE FEEDBACK

2 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 · February 11 at 5:02 PM ·

Greer Hill will be closed for maintenance from Feb 24 through March 6. Please excuse the inconvenience but you will love the finished project. #MineolaNaturePreserve #MountainBiking #GreerHill #MineolaTexas



Performance for Your Post

2,480 People Reached

66 Reactions, Comments & Shares

37	6	31
Like	On Post	On Shares
4	1	3
Love	On Post	On Shares
3	0	3
Comments	On Post	On Shares
22	22	0
Shares	On Post	On Shares
50 Post Clicks		
11	0	39
Photo Views	Link Clicks	Other Clicks

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
When you boost this post, you'll show it to more people.

2,480
People Reached

116
Engagements

Boost Post

Mineola Texas, Kelly Reaves, Lily Blanco and 4 others

22 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Doris Newman · February 28 at 4:17 PM ·

Come to Mineola, board Amtrak at our beautiful historic depot, sip wine served by our Main Street Board while riding the train to Ft Worth. The hotel we're staying at is just a block away from the train station and many attractions are within walking distance or a short trolley ride away. Come join the fun! <https://www.google.com/search...>

Performance for Your Post

2,101 People Reached

48 Reactions, Comments & Shares

26 Like 17 On Post 9 On Shares

2 Love 2 On Post 0 On Shares

12 Comments 3 On Post 9 On Shares

8 Shares 8 On Post 0 On Shares

279 Post Clicks

73 Photo Views 34 Link Clicks 172 Other Clicks

NEGATIVE FEEDBACK

3 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

DOWNTOWN WALKING MAP



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,101 People Reached

327 Engagements

Boost Post

Brett Olds, David Osornio and 17 others 3 Comments 8 Shares

Like Comment Share

Post Details



Mineola Main Street Amtrak Fest

Published by Doris Newman · February 21 at 5:32 PM ·

Mineola Main Street is happy to have RNA Tavern as part of our business district. The bourbon bar, cigar lounge has been open about a month now every day of the week. Owners are Jamie McPherson and Daisy Bandle. The tastefully renovated tavern is adding to the night life downtown, as well as a place to socialize, with bands playing from 4-7 p.m. on Sundays as well on some Fridays and Saturdays. The tavern features top shelf liquor and offers Service Industry Sunday with 20 percent off. Check out their events page for performers, which includes Garrett Hudgins tonight starting at 8 p.m.



Performance for Your Post

7,365 People Reached

423 Reactions, Comments & Shares

274 Like	63 On Post	211 On Shares
26 Love	8 On Post	18 On Shares
8 Wow	0 On Post	8 On Shares
1 Sad	0 On Post	1 On Shares
1 Angry	1 On Post	0 On Shares
56 Comments	11 On Post	45 On Shares
57 Shares	53 On Post	4 On Shares

2,011 Post Clicks

949 Photo Views	0 Link Clicks	1,062 Other Clicks
--------------------	------------------	-----------------------

NEGATIVE FEEDBACK

2 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
When you boost this post, you'll show it to more people.

7,365
People Reached

2,434
Engagements

Boost Post

Allison Igo-Edwards, Angel Williams and 69 others · 9 Comments · 53 Shares

Like Comment Share

Post Details

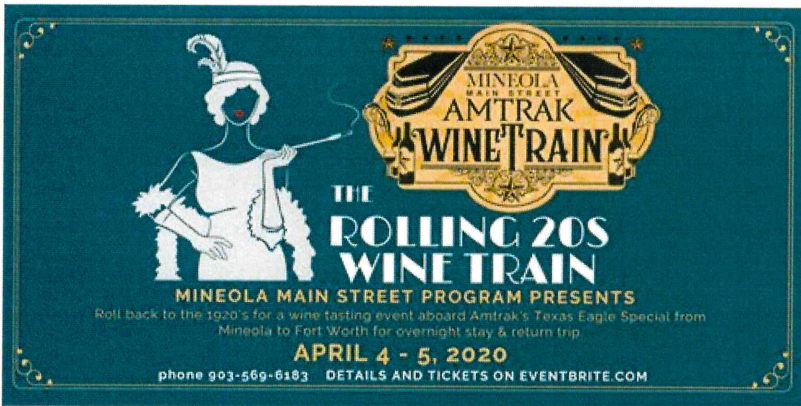


Mineola Main Street Amtrak Fest

Published by Doris Newman · February 14 at 11:00 AM ·

The Mineola Main Street Wine Train can be your special something to look forward to this spring! Go online here to order your tickets and find the link to take advantage our special group rate on the hotel in downtown Fort Worth that offers a complimentary hot breakfast buffet!

<https://www.eventbrite.com/e/2020-mineola-amtrak-wine-fest-...>



Mineola Main Street Amtrak Fest

Community

Send Message

6,484 People Reached

312 Engagements

Boost Again

Boosted on Feb 14, 2020 By Doris Newman

Completed

People Reached

4.9K

Messaging Conversati...

9

View Results

Cindy Farrar, Rita Rabalais and 18 others

7 Comments 13 Shares

Like

Comment

Share



Performance for Your Post

6,484 People Reached

58 Reactions, Comments & Shares

25 Like 19 On Post 6 On Shares

1 Love 1 On Post 0 On Shares

2 Wow 1 On Post 1 On Shares

16 Comments 13 On Post 3 On Shares

14 Shares 13 On Post 1 On Shares

254 Post Clicks

20 Photo Views 76 Link Clicks 158 Other Clicks

NEGATIVE FEEDBACK

1 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.

Post Details



Mineola Main Street Amtrak Fest is with Misty McKenzie Hooks and Allison Dobbs Utley.

Published by Doris Newman · February 12 at 2:41 PM ·

You don't want to be left behind! The Mineola Main Street Amtrak Wine Train is a little over seven weeks away! Get your tickets while they're still available. These are just some fun moments captured on our train from our earliest years through last year! Go to Eventbrite Mineola Amtrak Wine Fest "Rolling 20s" to join us!



+6

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,775
People Reached

515
Engagements

Boost Post

Kim Rushing Galyean, Jake Hopps and 14 others

2 Comments 9 Shares

Like

Comment

Share



Performance for Your Post

1,775 People Reached

53 Reactions, Comments & Shares

33 Like **13** On Post **20** On Shares

5 Love **3** On Post **2** On Shares

6 Comments **2** On Post **4** On Shares

9 Shares **9** On Post **0** On Shares

462 Post Clicks

280 Photo Views **0** Link Clicks **182** Other Clicks

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

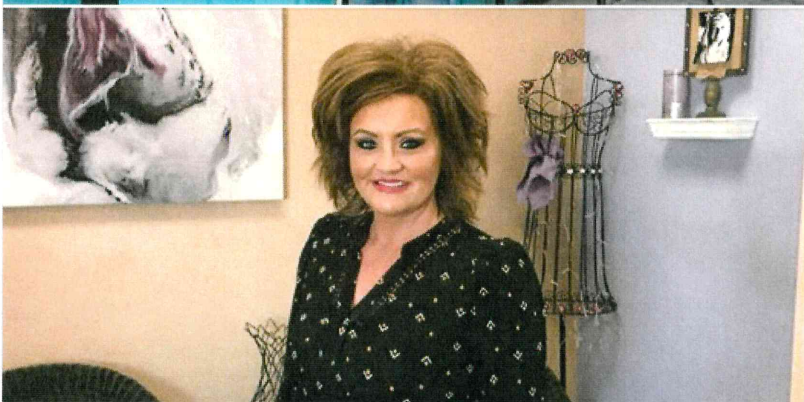
Post Details



Mineola Main Street Amtrak Fest is with Stacy Stephens Hope.

Published by Doris Newman · February 21 at 5:20 PM ·

Mineola Main Street welcomes Stacy Hope as a new business owner in our downtown district! Stacy is making folks more beautiful, Tuesday through Saturday by appointment at The Loft Hair Studio. Stop in and say hello to this new business owner at 103 Kilpatrick Street.



Performance for Your Post

1,349 People Reached

101 Reactions, Comments & Shares

70 Like 41 On Post 29 On Shares

16 Love 10 On Post 6 On Shares

9 Comments 7 On Post 2 On Shares

6 Shares 6 On Post 0 On Shares

355 Post Clicks

203 Photo Views 0 Link Clicks 152 Other Clicks

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 When you boost this post, you'll show it to more people.

1,349 People Reached

456 Engagements

Boost Post

Margery Grimes, Liz B. Davis and 49 others

7 Comments 6 Shares

Like

Comment

Share



Video Details



Mineola Nature Preserve: Trout Release NP 2020...

This just happened... 1,250 rainbow trout were just released into Bridge Bob Pond at Mineola Nature Preserve in preparation for Saturday's Kids' Fish Day! Everyone come fish - kids, adults, young & old. No limit on what you keep. NO FISHING LICENSE required....

2:50 · Uploaded on 02/06/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance

Minutes Viewed	3,821
1-Minute Video Views	579
10-Second Video Views	5,979
3-Second Video Views	10,832
Average Video Watch Time	0:12
Audience Retention	
Audience and Engagement	

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
Mineola Nature Preserve Trout Release NP 2020 This just h...	02/06/2020 10:28 AM	16K	10K 100%	5.9K 100%	9.2K	885	0:12 / 2:50

Total 3-second video views on Facebook: 10K

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

Create Watch Party With Video

Create Post With Video

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · February 11 at 4:47 PM ·

Greer Hill will be closed for maintenance from Feb 24 through March 6. Please excuse the inconvenience but you will love the finished project. #MineolaNaturePreserve #MountainBiking #GreerHill #MineolaTexas



Performance for Your Post

1,892 People Reached

32 Reactions, Comments & Shares

16 Like	8 On Post	8 On Shares
2 Love	1 On Post	1 On Shares
5 Comments	2 On Post	3 On Shares
9 Shares	9 On Post	0 On Shares
65 Post Clicks		
4 Photo Views	0 Link Clicks	61 Other Clicks

NEGATIVE FEEDBACK

3 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
When you boost this post, you'll show it to more people.

1,892 People Reached **97** Engagements [Boost Post](#)

Dennis Wuest, Barbara Mitchell Brown and 6 others 2 Comments 9 Shares

Like Comment Share

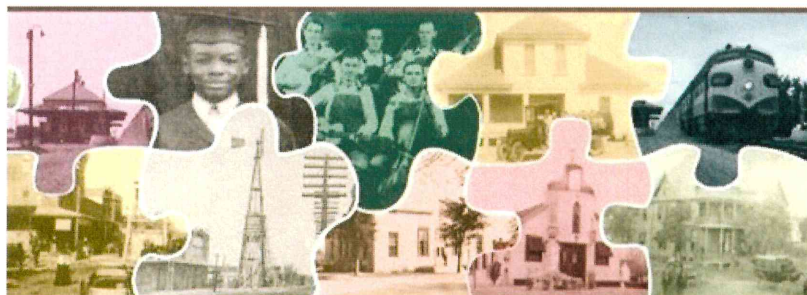
Post Details



Mineola, Tx Historical Museum

Published by Lynn Kitchens · February 17 at 2:11 PM ·

Come join the Mineola Historical Museum on Wed. Feb 26 at Addie McFarland Center from 12:30 - 1:30 p.m. in an informative program to celebrate Black History Month in Mineola, TX. #MineolaTexas #MineolaHistoricalMuseum



Celebrating Black History Month

MINEOLA HISTORICAL MUSEUM HOSTS

A BLACK HISTORY MONTH PROGRAM

**Wednesday
Feb. 26, 2020
12:30 to 1:30 p.m.**

**Addie McFarland Center
708 South Stone Street
Mineola, TX**

Phone 903-569-6183 for questions.

"Then and Now"

Featuring:

TILLMAN COOKE

Retired educator of over three decades.

CARLIST BRINKLEY

Mineola Civic Center Board member;
Former school board member; Retired US
Military; US Postal Service.

CAPTAIN GARY PINKERTON

Director of Pretrial Release and Personal
Bond Officer for Smith County Courthouse.

Music by Rose Johnson.

Refreshments will be served.

**Please join the Mineola
Historical Museum Board of
Directors for this free
program on Mineola history.**

Performance for Your Post

896 People Reached

44 Reactions, Comments & Shares

26 Like **4** On Post **22** On Shares

4 Love **0** On Post **4** On Shares

0 Comments **0** On Post **0** On Shares

14 Shares **14** On Post **0** On Shares

60 Post Clicks

18 Photo Views **0** Link Clicks **42** Other Clicks

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
When you boost this post, you'll show it to more people.

896
People Reached

104
Engagements

Boost Post

Hope Brinkley, Vivian Wilson and 2 others

14 Shares

Like

Comment

Share



Post Details



Mineola, Tx Historical Museum is with [Mercy L. Rushing](#) and [6 others](#).

Published by Doris Newman · February 26 at 5:19 PM ·

The Mineola Historical Museum thanks Captain Gary Pinkerton, Carlist Brinkley, Tillman Cook and Rose Johnson for bringing a most interesting and inspiring Black History Month program this afternoon at McFarland Center. We are also very happy that Coach Self and Jim Phillips brought students to enjoy this wonderful program! Our board is also appreciative to McFarland Center for the refreshments!



+3

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

537
People Reached

248
Engagements

[Boost Post](#)

Lynda Haggard, Chrissy Jackson and 19 others

3 Comments 1 Share

Like

Comment

Share



Performance for Your Post

537 People Reached

44 Reactions, Comments & Shares

30 Like **19** On Post **11** On Shares

8 Love **2** On Post **6** On Shares

5 Comments **5** On Post **0** On Shares

1 Shares **1** On Post **0** On Shares

204 Post Clicks

122 Photo Views **0** Link Clicks **82** Other Clicks

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



Iron Horse Square

Published by Doris Newman · February 7 at 11:04 AM ·

Here you go! Here is this year's Mini Train schedule with regular Second Saturday at the Square runs every month, March through September. Plus, see the special runs for festivals and holidays our volunteers have in store for you! We also welcome anyone who is interested in volunteering to help!



Mineola Mini Train
Every 2nd Saturday
March through September
11:00 AM—3:00 PM
2020 SCHEDULE FREE FREE FREE

March 14	<i>St. Patrick's Day Train</i>	11 a.m.—3 p.m.
April 11	<i>Easter Train</i>	11 a.m.—3 p.m.
May 2	<i>May Fiesta Day</i>	11 a.m.—3 p.m.
May 9	<i>National Train Day</i>	11 a.m.—3 p.m.
June 13	<i>Flag Train</i>	11 a.m.—3 p.m.
July 11	<i>July Train</i>	11 a.m.—3 p.m.
August 8	<i>August Train</i>	11 a.m.—3 p.m.
Sept. 12	<i>September Train</i>	11 a.m.—3 p.m.
Sept. 25	<i>Hobo Train</i>	5 p.m.—7 p.m.
Sept. 26	<i>Iron Horse Train</i>	11 a.m.—3 p.m.
Oct. 17, 24, 31	<i>Halloween Train</i>	7 p.m.—9 p.m.
Dec. 5, 12, 19	<i>Christmas Train</i>	4 p.m.—7 p.m.

You can rent the Train!
Great for party or group.
 \$100 per hour – Train operator furnished.
 Ride must be scheduled 1 month in advance. Group rental only on days train is not scheduled to run. Call Doris Newman at 903-569-6183 for info or to schedule a group ride.

All children age 10 & under must be accompanied by an adult.
 NOTICE: TRAIN WILL NOT RUN IN WET WEATHER.

Iron Horse Square 200 West Front Street Mineola, TX
 City of Mineola 903-569-6183 www.IronHorseSquare.org
 Follow us on **facebook** .com/historicmineolatx/

Performance for Your Post

1,808 People Reached

72 Reactions, Comments & Shares

37 Like	13 On Post	24 On Shares
6 Love	3 On Post	3 On Shares
1 Wow	0 On Post	1 On Shares
6 Comments	0 On Post	6 On Shares
22 Shares	22 On Post	0 On Shares

80 Post Clicks

39 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

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,808
People Reached

152
Engagements

Boost Post

Debora Salmon, Mark Hansen and 14 others

22 Shares

Like Comment Share

Video Details



Total Video Performance

Minutes Viewed	425
1-Minute Video Views	79
10-Second Video Views	291
3-Second Video Views	566
Average Video Watch Time	0:21
Audience Retention	

Iron Horse Square: IRON HORSE SQUARE - FROM THE BEGINNING...

Iron Horse Square: From the Beginning. Many thanks to the Meredith Foundation, ETAS, City of Mineola, Union Pacific Railroad, utility companies, individual donors, volunteers, city & county officials, business donors, media & patrons who helped to make Iron Hors...

6:54 · Uploaded on 02/12/2020 · Owned · Appears Once · View Permalink · Copy Video ID

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
<p>Iron Horse Square IRON HORSE SQUARE - FROM ...</p>	02/12/2020 6:51 PM	1.3K	565 99%	291 100%	513	65	0:21 / 6:54

Total 3-second video views on Facebook: 566

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

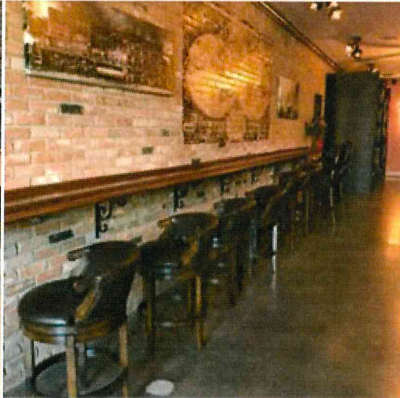
Create Watch Party With Video Create Post With Video

Post Details



Mineola Farmers Market

Published by Mercy L. Rushing · February 25 at 10:32 AM ·



Mineola Main Street Amtrak Fest

Published by Doris Newman · February 21 at 5:32 PM ·

Mineola Main Street is happy to have RNA Tavern as part of our business district. The bourbon bar, cigar lounge has been open about a month now every day of the...
[See More](#)

Performance for Your Post

242 People Reached

20 Reactions, Comments & Shares

17 Like 17 On Post 0 On Shares

1 Love 1 On Post 0 On Shares

1 Wow 1 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

1 Shares 1 On Post 0 On Shares

89 Post Clicks

33 Photo Views 0 Link Clicks 56 Other Clicks

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

242 People Reached

109 Engagements

Boost Unavailable

Beth Barnes, Whitley Cadarette and 16 others

1 Share

Like

Comment

Share



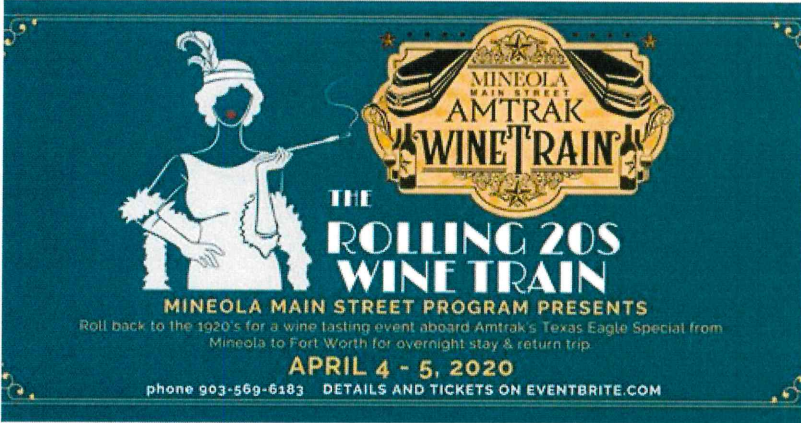
Post Details



Mineola Farmers Market

Published by Lynn Kitchens · February 13 at 12:47 PM ·

What could be more ROMANTIC than a TRAIN RIDE WITH WINE??!
PERFECT Valentine's Day gift for your VALENTINE! Tickets on sale now on
Eventbrite -- See details. #MineolaTexas #MineolaWineTrain



SAT, APR 4 - APR 5

Mineola TX Amtrak Wine Train

City of Mineola Transportation Plaza & Depot

Jessica is going

Interested

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

205
People Reached

27
Engagements

Boost Event

Sharon Williams and Jeffery Hornsby

1 Comment

Like

Comment

Share



Performance for Your Post

205 People Reached

3 Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

24 Post Clicks

0 Photo Views	9 Link Clicks	15 Other Clicks
-------------------------	-------------------------	---------------------------

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