

Marketing Department Report for City Council

October 2020

By Lynn Kitchens

COVID-19 continues and most regular events have been canceled. Precautions and safe health protocols continue. Online meetings and webinars have become the normal. Most live meetings and activities continued to cancel, so much time was spent attending Zoom and GoTo Meetings and listening to webinars.

You may notice a new format for the Facebook reporting. Facebook is constantly changing their reports and now have a new, more comprehensive report page that consolidates much of the information that I had been pulling from several different locations. As a result, while the report does still include the most popular posts for each page, it now includes snapshots of the posts and all information is on one page. This has cut the size of the report considerably and I hope you will agree, is much easier to read. It is certainly much easier for me to produce. If you have any questions, please let me know.

Marketing Opportunities:

- Oct 16 – City of Mineola EDC sponsored the Mineola football game on Oct. 16 and marketing worked with Creative Edge Video Services to create a Mineola commercial that ran throughout the football game on live stream. Two videos were created – one was a fast slideshow style with fast beat music and the other was a live-action video with slower, more poignant music. Both worked very well for the livestream and are now featured on Mineola.com. We will be working with Creative Edge to develop other videos for marketing purposes.
- **#ShowMeYourMask** – The Show Me Your Mask marketing campaign continues to encourage citizens to wear masks and to social distance. We have featured several different merchants and citizens wearing their masks. The campaign was accepted well, over all, with only a few negative comments. The campaign will continue through the winter.
- Marketing Advisory Board met in October to discuss ongoing options for the board. The board is meeting every other month and will meet again in December.
- Events Marketed:
 - Oct 2 - Homecoming Parade
 - Oct 16 thru 18 – Highway 80 Sale
 - Oct 16 – Mineola Football Live Stream sponsor
 - Oct 24 – DEA Take It Back Day
 - Oct 28 – First Responders' Day
 - Oct 31 – Moonlight Bike Ride – Mineola Nature Preserve

Ongoing:

- Work continues on the on-line store for the City's website. The Main Street Program will be selling a custom created community throw, similar to the one that was done a few years ago. An online store on the website will allow customers to order and pay for the souvenir throw right on the website for convenience. I have begun developing the store for sale of the throw and the ceramic pottery that was created by Les Mitchell for Main Street will be added. In the future, other souvenirs and tee shirts can be added as needed for a complete online store for the City of Mineola. Another feature is a donation section that will allow donations to City of Mineola, Main Street Program, Nature Preserve, Landmark Commission, Animal Shelter, Police Department, Fire Department, Historical Museum and Depot, and Dog Park -- all to be made on the site. The online store should launch in December.

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- Updating City website as needed. Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general. Running link reports to check live outside links and correcting broken ones as needed.
- Posting daily and weekly posts to six City Facebook pages concerning Mineola activities and news. Searching and replying to comments and notifications from followers.
- Updating "COVID-19" landing page on the City website to direct users to ever-changing COVID-19 information and news, providing links to CDC and NetHealth agencies, and City announcements pertaining to the pandemic.
- Monitoring analytics for Facebook posts to gauge activity and feedback.
- Assisting staff when and where needed with projects and programs

Meetings Attended:

- Texas Economic Development Council Online Virtual Annual Conference – Oct 5 – 9
- MEDC – Regular Meeting Oct 13
- WCEDC – Transportation Committee meeting – Oct 15
- City Council Meeting – Oct 26 - Regular meeting

Marketing Department Monthly Report

Facebook Stats for October 2020

Facebook Page	Page Reach	Page Likes
City of Mineola	16,573	10,935
Main Street	2,424	1,603
Historical Museum	550	1,907
Nature Preserve	24,967	6,602
Iron Horse Square	950	1,000
Farmers Market	2,385	1,483
Police Dept	4,391	2,718
TOTALS	52,240	26,248

CITY OF MINEOLA

Insights

3 Accounts Oct 1, 2020 – Oct 31, 2020

Trends

Paid Reach

0 100%

Facebook Page Reach

16,573 40.4%

Instagram Reach

7 61.1%

Content

Audience

See Trends Report

Posts

Post	Date	Reach	Sort by
	Wed Oct 28, 8:34am	6.4K	Reach
	Fri Oct 2, 11:55am	2.8K	Reach
	Wed Oct 28, 10:25am	4K	Reach
	Fri Oct 30, 8:31am	1.8K	Reach
	Wed Oct 7, 11:12am	3.7K	Reach
	Thu Oct 29, 3:00pm	1.8K	Reach

See Content Report

Audience

Facebook Page Likes

10,935

Instagram Followers

426

Gender and Age

Women 82.4% Men 17.6%

Gender and Age

Women 77.3% Men 22.7%



View Audience Report

MAIN STREET PROGRAM

1 Account

Oct 1, 2020 – Oct 31, 2020

Trends

Facebook Page Reach

2,424 22.1%



See Trends Report

Posts

Post	Date	Reach	Sort by
 Beautification is underway	Mon Oct 19, 10:58am	2K	Reach
 ATTENTION: AMTRAK Te	Fri Oct 9, 7:54am	130	Reach
 BIG congratulations to Gei	Wed Oct 28, 11:07am	180	Reach
 Tommy Warren's building	Tue Oct 20, 7:27am	128	Reach
 A debt of gratitude is owe	Wed Oct 28, 10:55am	139	Reach
 #gojackets	Fri Oct 30, 9:20am	127	Reach

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Audience

Facebook Page Likes

1,603

Gender and Age

Women 83.7% Men 16.3%



View Audience Report

HISTORICAL MUSEUM

Insights

2 Accounts

Oct 1, 2020 – Oct 31, 2020

Trends

Paid Reach

0

100%

Facebook Page Reach

550

54.8%

Content

Audience



See Trends Report

Posts



Wed Oct 28, 10:56am

A debt of gratitude is owed

Reach 239



Fri Oct 9, 7:53am

ATTENTION: AMTRAK Te

Reach 155



Tue Oct 20, 7:55am

Tommy Warren's building

Reach 108

Sort by: Reach

Audience

Facebook Page Likes

1,907

Gender and Age

Women 74.7%

Men 25.3%



View Audience Report

MINEOLA NATURE PRESERVE

Insights

1 Account Oct 1, 2020 – Oct 31, 2020

Trends

Facebook Page Reach

24,967 16.2%

Trends

Content

Audience

See Trends Report

Posts

Post Image	Date & Time	Text	Reach	Sort by
	Wed Oct 28, 10:54am	A debt of gratitude is owed	647	Reach
	Fri Oct 30, 9:21am	GO JACKETS!	397	Reach
	Fri Oct 9, 7:54am	ATTENTION: AMTRAK Te	460	Reach
	Sat Oct 10, 5:43am	Untitled	380	Reach
	Sat Oct 3, 6:34am	Untitled	402	Reach
	Fri Oct 16, 2:04pm	Come on and show some l	338	Reach

See Content Report

Audience

Facebook Page Likes

6,602

Gender and Age

Women 77.8% Men 22.2%



View Audience Report

IRON HORSE SQUARE

Insights

1 Account Oct 1, 2020 - Oct 31, 2020

Trends

Facebook Page Reach

950 51.6%



See Trends Report

Trends

Content

Audience

Posts

Post Image	Date and Time	Post Text	Reach
	Thu Oct 22, 1:32pm	A great addition is on track	539
	Sat Oct 10, 5:42am	Untitled	106
	Fri Oct 23, 10:39am	Did you ever notice how b...	195
	Tue Oct 20, 7:54am	Tommy Warren's building t...	88
	Wed Oct 28, 10:55am	A debt of gratitude is owe...	180

Sort by: Reach

See Content Report

Audience

Facebook Page Likes

1,000

Gender and Age

Women 80% Men 20%



View Audience Report

FARMERS MARKET

Insights

1 Account

Oct 1, 2020 – Oct 31, 2020

Trends

Facebook Page Reach

2,385 22.2%

Content

Audience

See Trends Report



Posts

Post	Time	Reach	Sort by: Reach
	Fri Oct 30, 5:00pm Going to be perfect weath	Reach 1K	Sat Oct 10, 5:00am Fabulous Fall Farmers Mai
	Fri Oct 9, 1:37pm Fabulous Fall Farmers Mai	Reach 384	Wed Oct 28, 10:55am A debt of gratitude is owe
	Fri Oct 23, 1:55pm Time for Mineola Farmers	Reach 693	
	Sat Oct 3, 8:16am Missouri apples, fresh app	Reach 368	

Audience

Facebook Page Likes

1,483

Gender and Age

Women 85.2% Men 14.8%



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POLICE DEPT

Insights

2 Accounts

Oct 1, 2020 – Oct 31, 2020

Trends

Facebook Page Reach

4,391 32.1%

Instagram Reach

232 1.0K%

Content

Audience



See Trends Report

Posts

Fri Oct 30, 7:20am

We have had many citizen:

Reach 3K

Wed Oct 7, 4:37pm

Untitled

Reach 632

Mon Oct 5, 1:25pm

Untitled

Reach 809

Fri Oct 16, 8:43am

Thanks Alba-Golden ISD f

Reach 464

Fri Oct 30, 2:13pm

Untitled

Reach 801

Thu Oct 8, 1:43pm

Untitled

Reach 423

Sort by: Reach

Audience

Facebook Page Likes

2,718

Instagram Followers

477

Gender and Age

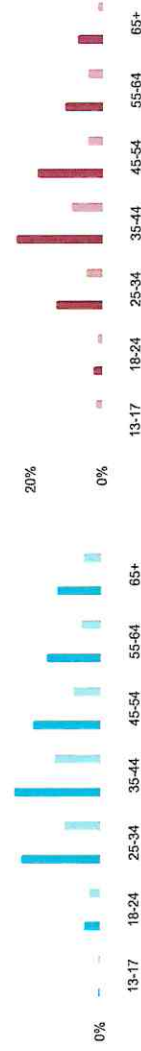
Women 68.9%

Men 31.1%

Gender and Age

Women 74.8%

Men 25.2%



View Audience Report