

**Marketing Department Report for City Council
November 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.

I have tweaked the Facebook yet again to make it more readable. By reducing the size and enlarging the prints, I hope you will agree, is easier to read. If you have any questions, please let me know. I have print-outs on file of all of the posts shown on your reports.

Marketing Opportunities:

- Nov. 3 – Voting locations on Election Day
- Nov. 7, 14, 21, 28 – Mineola Farmers Market Day
- Nov. 11 – Veterans Day, Office closures
- Nov. 14 – Veterans Day Parade
- Nov. 19 – Mineola Jackets send-off to Areas competition
- Nov. 21 – Grand Opening of the Preserve Disc Golf Course & All-Day Event
- Nov. 23 – Mineola Rotary 80th Anniversary
- Nov. 26 & 27 – Thanksgiving Holiday, Office closures
- Nov. 30 – Early promotion for Christmas holiday activities and events in Mineola

Ongoing:

- Beginning in November and continuing through December, we are promoting “Shop Local Shop Mineola” campaign. I have created a new logo for the campaign and use it with most of our promotions as a reminder of the importance of shopping in Mineola and supporting friends, neighbors and the community so that all may prosper during these very difficult times.
- Work continues on the on-line store for the City’s website. The online store will now launch in the spring when Main Street Program has delivery of their souvenir throws. Delays at the manufacturer and a design flaw has set the sales back. It was hoped that the sales would be ready for the Christmas buying season but now it will be early spring.
- Updating of City website continues 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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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. Publishing required state mandated information when directed.
- Posting daily and weekly posts to six City Facebook pages concerning Mineola activities and news. Replying to questions and notifications from followers is an everyday task.
- 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.

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- Monitoring analytics for Facebook posts to gauge activity and feedback.
- Assisting staff when and where needed with projects and programs

Meetings Attended:

- Nov. 12 - WCEDC Economic Development Committee – in Winnsboro.
- Nov. 12 - Interstate 20 Economic Development Group – online Zoom meeting
- Nov, 19 – ETCOG – Broadband initiative for Wood County – online Zoom meeting
- Nov. 19 – North East Texas Tourism Association – online Zoom meeting

Marketing Department Monthly Report

Facebook Stats for November 2020

Facebook Page	Page Reach	% Change	Page Likes
City of Mineola	18,639	up 12.5 %	10,941
Main Street	2,738	up 13%	1,605
Historical Museum	794	up 44.4%	1,925
Nature Preserve	30,599	up 22.6%	6,629
Iron Horse Square	580	down 38.9%	1,016
Farmers Market	2,772	up 16.2%	1,512
Police Dept	3,309	down 24.6 %	2,730
TOTALS	59,431		26,358

CITY OF MINEOLA TEXAS

3 Accounts ▼ 📅 Nov 1, 2020 – Nov 30, 2020 ▼

Trends

Paid Reach 📌

0 ↔ 0%



Facebook Page Reach 📌

18,639 ↑ 12.5%



[📄 See Trends Report](#)

Instagram Reach 📌

4 ↓ 42.9%



Posts 📌

Sort by: Reach ▼

Thu Nov 19, 11:53am
UPDATE: LEAVING AT 3:3!

📌
 Reach 5.5K

Mon Nov 2, 11:30am
The Preserve Disc Golf Co

📌
 Reach 4.7K

Thu Nov 12, 11:27am
This is a little over three w

📌
 Reach 4.3K

Sat Nov 14, 11:49am
A great crowd for a fantas

📌
 Reach 2.6K

Tue Nov 17, 1:02pm
Need some FREE mulch??

📌
 Reach 2.3K

Wed Nov 25, 11:05am
Shopping locally is the be:

📌
 Reach 2K

[📄 See Content Report](#)

Audience 📌

Facebook Page Likes 📌

10,941

Gender and Age 📌

■ Women 82.5% ■ Men 17.5%



Instagram Followers 📌

433

Gender and Age 📌

■ Women 76.2% ■ Men 23.8%



MINEOLA MAIN STREET PROGRAM

1 Account ▾ Nov 1, 2020 – Nov 30, 2020 ▾

Trends

Facebook Page Reach ⓘ

2,738 ↑ 13%



See Trends Report

Posts

Sort by: Reach ▾



Tue Nov 3, 8:19am

Please remember our Mor



Reach 1.7K



Sat Nov 21, 9:11am

It is SUCH a beautiful day!



Reach 1.1K



Thu Nov 19, 10:53am

UPDATE: LEAVING AT 3:3!



Reach 347



Tue Nov 24, 2:23pm

Untitled



Reach 303



Fri Nov 6, 11:25am

There are so many unbelic



Reach 202



Wed Nov 11, 6:02am

Check out these beautiful



Reach 173

See Content Report

Audience

Facebook Page Likes ⓘ

1,605

Gender and Age ⓘ

Women 83.7% Men 16.3%



MINEOLA HISTORICAL MUSEUM

2 Accounts ▾

📅 Nov 1, 2020 – Nov 30, 2020 ▾

Trends

Paid Reach ⓘ

0 · 0%

Facebook Page Reach ⓘ

794 ↑ 44.4%

📄 See Trends Report

Posts ⓘ

Sort by: Reach ▾



Wed Nov 18, 9:45am

Untitled



Reach 293



Tue Nov 24, 2:00pm

Untitled



Reach 143



Fri Nov 20, 8:57pm

Great Jobs tonight Boys. C



Reach 133

📄 See Content Report

Audience ⓘ

Facebook Page Likes ⓘ

1,925

Gender and Age ⓘ

■ Women 74.8% ■ Men 25.2%



MINEOLA NATURE PRESERVE

1 Account ▾ Nov 1, 2020 – Nov 30, 2020 ▾

Trends

Facebook Page Reach ⓘ

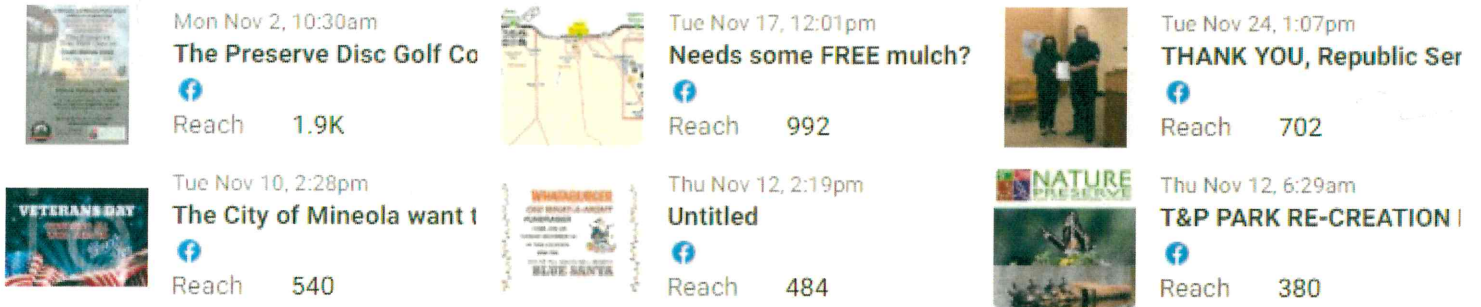
30,599 ↑ 22.6%



See Trends Report

Posts

Sort by: Reach ▾



See Content Report

Audience

Facebook Page Likes ⓘ

6,629

Gender and Age ⓘ

Women 77.9% Men 22.1%



IRON HORSE SQUARE

1 Account ▾ Nov 1, 2020 – Nov 30, 2020 ▾

Trends

Facebook Page Reach 📍

580 ↓ 38.9%



See Trends Report

Posts

Sort by: Reach ▾



Fri Nov 20, 12:45pm

Getting Iron Horse Square



Reach 212



Thu Nov 26, 7:00am

Kissin Cousins! Photo take



Reach 195



Tue Nov 24, 2:00pm

Untitled



Reach 120

See Content Report

Audience

Facebook Page Likes 📍

1,016

Gender and Age 📍

Women 80.2% Men 19.8%



FARMERS MARKET

1 Account

Nov 1, 2020 – Nov 30, 2020

Trends

Facebook Page Reach

2,772 ↑ 16.2%

See Trends Report

Posts

Sort by: Reach



Fri Nov 20, 10:24am

The Mineola Farmers Mar



Reach 1.5K



Sat Nov 21, 9:14am

Produce, including tomato



Reach 996



Fri Nov 13, 1:53pm

Farmers Market on Saturd



Reach 224



Sat Nov 21, 5:00am

The Mineola Farmers Mar



Reach 222



Tue Nov 24, 2:00pm

Untitled



Reach 142



Fri Nov 13, 4:21pm

Untitled



Reach 136

See Content Report

Audience

Facebook Page Likes

1,512

Gender and Age

Women 85.1% Men 14.9%



MINEOLA POLICE DEPARTMENT

2 Accounts ▾ Nov 1, 2020 – Nov 30, 2020 ▾

Trends

Facebook Page Reach

3,309 ↓ 24.6%



Instagram Reach

338 ↑ 45.7%



See Trends Report

Posts

Sort by: Reach ▾



Wed Nov 25, 11:25am
The Mineola Police Depart

Reach 926



Tue Nov 3, 1:35pm
Sweet little Ahava was pro

Reach 923



Thu Nov 19, 12:20pm
Thanks Mineola Sports Ap

Reach 763



Mon Nov 2, 12:14pm
If you want a sign let us kr

Reach 544



Thu Nov 5, 6:08am
It's a very exciting day for

Reach 479



Tue Nov 3, 8:41am
❤️❤️❤️❤️ What a mom!

Reach 446

See Content Report

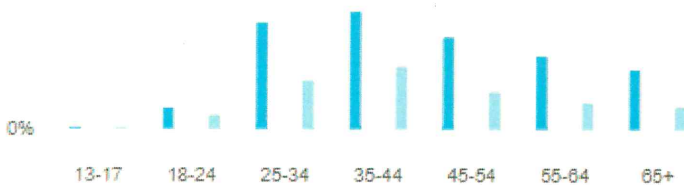
Audience

Facebook Page Likes

2,730

Gender and Age

Women 68.7% Men 31.3%



Instagram Followers

480

Gender and Age

Women 74.7% Men 25.3%

