

Marketing Department Report for City Council

December 2020

By Lynn Kitchens

Precautions and safe health protocols continue. Online meetings and webinars are 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 Status Report yet again to make it more condensed but still providing the information that we need to gauge results or promotion efforts. Facebook continues to add new reporting functions which have streamlined the Insights. The report prepared now shows top viewed posts per account and I have added a chart that gives a combined summary of the reaches and likes per account. 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:

- Throughout Dec – Shop Local Shop Mineola campaign – online and print with running banner in *Wood County Monitor*
- Throughout Dec – Interactive video ad with KLTN television website and mobile application for news and weather. KLTN has reported 100,014 viewing of our ad.
- Dec 5 – Promotion of community Christmas activities: parade, Main St. Program hay ride, holiday sales events, and photo opportunities at Historical Museum
- Dec. 7 – Submission in TX State Travel Guide 2021 of co-op ad with Wood County EDC
- Dec 10 & 12 – Promotion of Mineola League of the Arts
- Dec. 15 – Signed annual marketing contract with County Line Magazine for 2021
- Dec. 15 – Approved agreement with Wood County Now online magazine for 3 months of coverage. Will assess additional months for future promotion.
- Dec 19 – Mineola Farmers Market Holiday Market
- Dec 24 – 25 – City Hall Office closures
- Dec. 31 – New Year’s Day Office closures
- December – Various promotions of activities not sponsored by City

Ongoing:

- Shop Local Campaign continued in December. We are promoting “Shop Local Shop Mineola” with 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. This logo appears on Facebook posts, website, and newspaper ads.
- 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. Sales were not ready for the Christmas buying season.
- 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.

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- 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. Monitoring comments is a constant thing and comments unrelated to the original post are hidden by admin – this is per the new social media policy recently approved by the City Council.
- Assisting staff when and where needed with projects and programs

Meetings Attended:

- Most organizations and groups don't set meetings in December due to the holiday activity. This year even more December meetings were canceled or reset due to the continued surge of Coronavirus.

Marketing Department Monthly Report

Facebook Stats for December 2020

Facebook Page	Page Reach	% Change	Page Likes
City of Mineola	21,598	up 10.5 %	11,104
Main Street	7,932	up 186.1%	1,627
Historical Museum	10,204	up 1200%	1,997
Nature Preserve	16,378	down 47.4%	6,670
Iron Horse Square	921	up 55.6%	1,039
Farmers Market	1,286	down 60.7%	1,541
Police Dept	2,079	down 55.9%	2,785
TOTALS	60,398		26,763

CITY OF MINEOLA

Trends

Paid Reach

3,995 ↑ 100%



Facebook Page Reach

21,598 ↑ 10.5%



Instagram Reach

6 ↑ 50%



See Trends Report

Content

Sort by: Reach ▾



Dec 2, 2020
[12/02/2020] Promoting...

Reach 4K



Dec 3, 2020
NOTICE: Street parking ...

Reach 3K



Dec 21, 2020
MINI-HO-HO-HO-LA CH...

Reach 3K



Dec 7, 2020
Today is Pearl Harbor D...

Reach 2.5K

Dec 8, 2020
Come take your Christm...

Reach 2K



Dec 18, 2020
Holiday trash schedule f...

Reach 1.8K

See Content Report

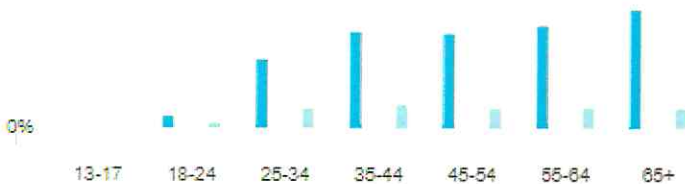
Audience

Facebook Page Likes

11.1K

Age & Gender

Women 82.2% Men 17.8%

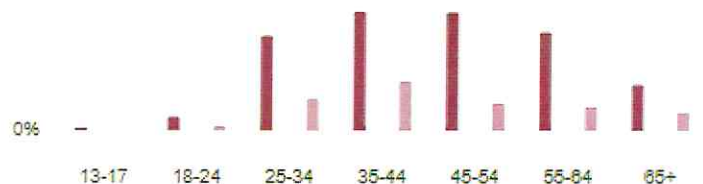


Instagram Followers

438

Age & Gender

Women 76.3% Men 23.7%



MINEOLA MAIN STREET PROGRAM

Trends

Facebook Page Reach ↕

7,932 ↑ 186.1%



See Trends Report

Content

Sort by: Reach ▾



Dec 4, 2020
Saturday is Hometown ...

Reach 3.6K



Dec 1, 2020
Shopping locally is the ...

Reach 2.8K



Dec 4, 2020
In the Main Street Wind...

Reach 2.8K



Dec 4, 2020
Have you seen the beau...

Reach 2.3K



Dec 4, 2020
Mineola Main Street Bo...

Reach 1.6K



Dec 5, 2020
What a great day to get t...

Reach 1K

See Content Report

Audience

Facebook Page Likes ↕

1.6K

Age & Gender

Women 83.8% Men 16.2%



MINEOLA HISTORICAL MUSEUM

Trends

Facebook Page Reach ↗

10,204 ↑ 1.2K%



See Trends Report

Content

Sort by: Reach ▾



Dec 8, 2020
Joy to the World! The Mi...

Reach 9.5K



Dec 1, 2020
Shopping locally is the ...

Reach 664

Dec 1, 2020
It's a wonderful life right...

Reach 238



Dec 9, 2020
Untitled

Reach 214

Dec 4, 2020
Saturday is Hometown ...

Reach 211

Dec 21, 2020
Beautiful Christmas coo...

Reach 195

See Content Report

Audience

Facebook Page Likes ↗

2K

Age & Gender

Women 75% Men 25%



MINEOLA NATURE PRESERVE

Trends

Facebook Page Reach

16,378 ↓ 47.4%



See Trends Report

Content

Sort by: Reach ▾



Dec 22, 2020
 On December 22, 2020, ...

Reach 841

Dec 11, 2020
 Santa won't be coming t...

Reach 720

Dec 4, 2020
 Saturday is Hometown ...

Reach 653



Dec 1, 2020
 Shopping locally is the ...

Reach 552

Dec 21, 2020
 MINI-HO-HO-HO-LA CH...

Reach 493

Dec 18, 2020
 Untitled

Reach 315

See Content Report

Audience

Facebook Page Likes

6.7K

Age & Gender

Women 78% Men 22%



IRON HORSE SQUARE

Trends

Facebook Page Reach ↗

921 ↑ 55.6%



See Trends Report

Content

Sort by: Reach ▾



Dec 21, 2020
Merry Christmas and Ha...
Reach 163

Dec 5, 2020
The Mini Train at Iron H...
Reach 133

Dec 11, 2020
Santa won't be coming t...
Reach 129



Dec 1, 2020
Shopping locally is the ...
Reach 125



Dec 22, 2020
On December 22, 2020, ...
Reach 119

Dec 21, 2020
MINI-HO-HO-HO-LA CH...
Reach 84

See Content Report

Audience

Facebook Page Likes ↗

1K

Age & Gender

Women 79.8% Men 20.2%



MINEOLA FARMERS MARKET

Trends

Facebook Page Reach

1,286 ↓ 60.7%



See Trends Report

Content

Sort by: Reach ▾

Dec 11, 2020
Santa won't be coming t...

Reach 155



Dec 1, 2020
Shopping locally is the ...

Reach 152

Dec 4, 2020
Saturday is Hometown ...

Reach 141



Dec 19, 2020
Special Holiday Farmers...

Reach 131



Dec 22, 2020
On December 22, 2020, ...

Reach 130

See Content Report

Audience

Facebook Page Likes

1.5K

Age & Gender

Women 85.1% Men 14.9%



MINEOLA POLICE DEPARTMENT

Trends

Facebook Page Reach

2,079 ↓ 59.9%

Instagram Reach

321 ↓ 9.1%

[See Trends Report](#)

Content

Sort by: Reach ▾



Dec 1, 2020
Mineola Texas Police D...

[f](#)
Reach 746



Dec 1, 2020
When you are trying to g...

[f](#)
Reach 737



Dec 22, 2020
On December 22, 2020, ...

[f](#)
Reach 726

Dec 21, 2020
MINI-HO-HO-HO-LA CH...

[f](#)
Reach 531



Dec 11, 2020
Happy Friday!! I think th...

[f](#)
Reach 517

Dec 1, 2020
Untitled

[f](#)
Reach 419

[See Content Report](#)

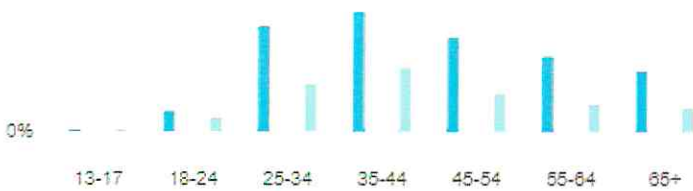
Audience

Facebook Page Likes

2.8K

Age & Gender

Women 68.8% Men 31.2%



Instagram Followers

502

Age & Gender

Women 74.5% Men 25.5%

