

Marketing Department Report for City Council

January 2021

By Lynn Kitchens

COVID-19 precautions and safe health protocols continue. Online meetings and webinars are the norm. Most live meetings and activities continued to cancel, so much time was spent attending Zoom and GoTo Meetings and listening to webinars.

Facebook Statistics: I hope you find the new Facebook Status Report more readable and user friendly. The report is more condensed but still provides the information that we need to gauge results of promotion efforts on six City Facebook sites. The report 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 can print out any or all of the posts shown on your reports as well as any others in which you might be interested.

Marketing Opportunities:

- Throughout January – Shop Local - Shop Mineola campaign – online and print with running banner in *Wood County Monitor*.
- *Destination East Texas* - (Regional tourism publication with distribution throughout the state.) Due to cuts in marketing budget, Mineola ad was cut from two full-page spread with paid story to a one page combined ad with a paid story. I reworked the ad to combine City assets with Nature Preserve.
- *Canton Texas Chamber of Commerce Membership Directory* – Full page ad in the Canton directory with 6,000 copies printed for distribution at Canton Visitor Center, plus insertion in Canton Herald in February 2021, plus online presence with links from Canton First Monday Trades Day. City of Mineola is a member of the Canton Chamber of Commerce.
- *County Line Magazine* – Renewed annual contract with County Line Magazine with reduction of ad size due to budget cuts. At this time, County Line Magazine remains an online publication but is looking at resuming print in the near future.
- *KLTV Digital Holiday Campaign* – Review of the holiday video promotion with KLTV news and weather app and banner placement shows the custom video was seen 100,014 in December.
- MLK Day 100 Car “Unity in the Community” Caravan & Program – January 18 celebration of unity was promoted with website news page, press releases and Facebook postings.
- Chick-Fil-A Sack Lunch Fundraiser for Mineola Historical Museum – Jan. 28, 2021. Created order form, working with Janice Wisner and Doris Newman, Main St. manager, to streamline order process. Posted on website and multiple times on Facebook to promote. Assisted with distribution of orders on pick-up day.

Ongoing:

- Shop Local Campaign continued in January. 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 is now live on <https://www.mineola.com/administration/page/mineola-texas-online-store> for donations to all City of Mineola projects and programs. I will be working with our website company to have a button placed on the home page of

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Mineola.com for easy use. Sales of merchandise will begin late spring when Main Street Program has delivery of their souvenir throws. Delays at the manufacturer and a design flaw have set the sales back.

- 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. 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:

City Staff meeting – January 5

Marketing Department Monthly Report

Facebook Stats for January 2021

Facebook Page	Page Reach	% Change	Page Likes
City of Mineola	11,272	down 48%	11,108
Main Street	816	down 89.7%	1,666
Historical Museum	2,366	down 76.8%	2,000
Nature Preserve	16,882	up 1.5%	6,722
Iron Horse Square	450	down 51.4%	1,067
Farmers Market	619	down 52.3%	1,570
Police Dept	12,370	up 486.3%	2,853
TOTALS	44,775		26,986

FACEBOOK STATISTICS

Monthly Totals for All Pages Combined

Month	Reach	Likes
Oct 2020	52,240	26,248
Nov 2020	59,431	26,358
Dec 2020	60,398	26,763
Jan 2021	44,775	26,986
Feb 2021		
Mar 2021		
Apr 2021		
May 2021		
Jun 2021		
Jul 2021		
Aug 2021		
Sep 2021		

Trends

Paid Reach ⓘ

0 ↓ 100%



Facebook Page Reach ⓘ

11,272 ↓ 48%



Instagram Reach ⓘ

10 ↑ 66.7%



See Trends Report

Content ⓘ

Sort by: Reach ▾



Thu Jan 28, 2:46pm
Come help us congr...
Reach 3.9K



Tue Jan 19, 8:46am
A great expression ...
Reach 1.9K



Tue Jan 12, 12:18pm
Come join in the ML...
Reach 1.9K



Fri Jan 22, 10:31am
Coming up on Satur...
Reach 1.4K



Wed Jan 27, 1:48pm
The Center for Dise...
Reach 1.2K

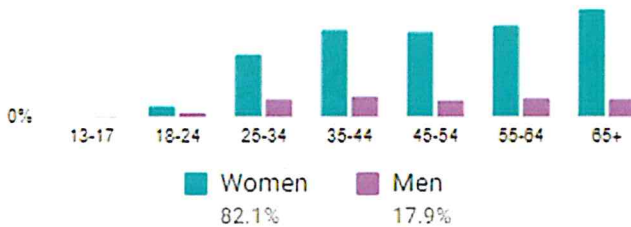
See Content Report

Audience ⓘ

Facebook Page Likes ⓘ

11.2K

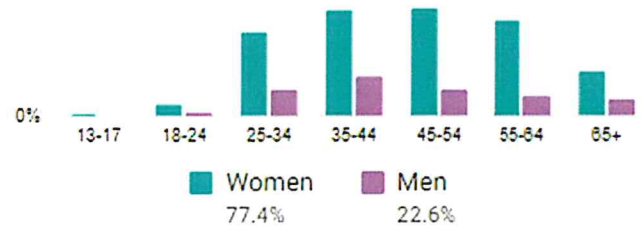
Age & Gender ⓘ



Instagram Followers ⓘ

449

Age & Gender ⓘ



View Audience Report

Mineola Main Street Program

1 Account

Jan 1, 2021 - Jan 31, 2021

Trends

Facebook Page Reach

816 ↓ 89.7%



[See Trends Report](#)

Content

Sort by: Reach

Thu Jan 7, 8:04am
RIGHT HERE IN MIN...


Reach 238



Fri Jan 29, 2:16pm
The Mineola Histori...


Reach 160



Wed Jan 20, 1:46pm
Tomorrow at noon is...


Reach 212

Fri Jan 22, 10:19am
Coming up on Satur...


Reach 145

Thu Jan 28, 2:48pm
Come help us Congr...


Reach 187

Fri Jan 15, 11:20am
Here's one of our pr...


Reach 134

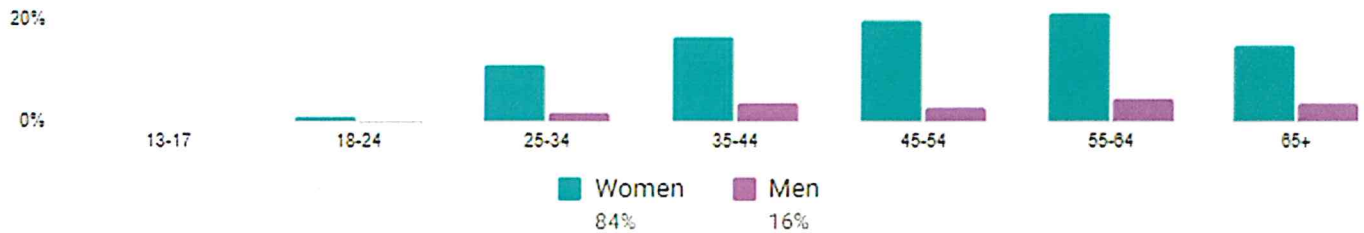
[See Content Report](#)

Audience

Facebook Page Likes

1.7K

Age & Gender



Trends

Facebook Page Reach

2,366 ↓ 76.8%



See Trends Report

Content

Sort by: Reach

Wed Jan 20, 1:25pm
Hey y'all! Noon tom...
 Reach 2K

Fri Jan 22, 10:21am
Coming up on Satur...
 Reach 199

Tue Jan 12, 12:26pm
Untitled
 Reach 161

Fri Jan 29, 2:13pm
The Mineola Histori...
 Reach 136

Tue Jan 19, 6:53am
Online purchase ava...
 Reach 126

Fri Jan 15, 12:01pm
City offices closed o...
 Reach 106

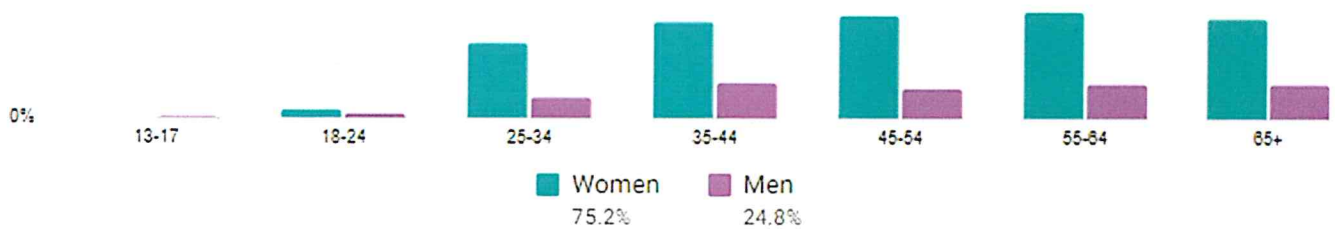
See Content Report

Audience

Facebook Page Likes

2K

Age & Gender



Trends

Facebook Page Reach

16,882 ↑ 1.5%



See Trends Report

Content

Sort by: Reach



Tue Jan 12, 12:11pm
Notice: Mineola Nat...

Reach 6.9K



Mon Jan 4, 7:55am
Kids can fish for tro...

Reach 1.6K



Fri Jan 22, 10:13am
Coming up on Satur...

Reach 847



Tue Jan 5, 7:38am
It's National Bird Da...

Reach 782

Thu Jan 7, 8:05am
RIGHT HERE IN MIN...

Reach 643

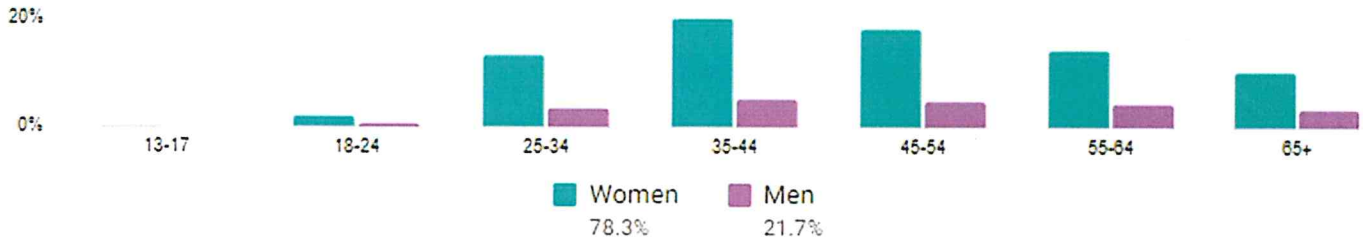
See Content Report

Audience

Facebook Page Likes

6.8K

Age & Gender



Trends

Facebook Page Reach

450 ↓ 51.4%



See Trends Report

Content

Sort by: Reach

Thu Jan 28, 2:48pm
Come help us congr...

Reach 150

Tue Jan 26, 2:56pm
Starting Feb. 2nd - L...

Reach 117

Fri Jan 22, 10:20am
Untitled

Reach 116

Thu Jan 7, 8:04am
RIGHT HERE IN MIN...

Reach 108

Tue Jan 12, 12:25pm
Untitled

Reach 94

Thu Jan 14, 7:34am
You only have one w...

Reach 93

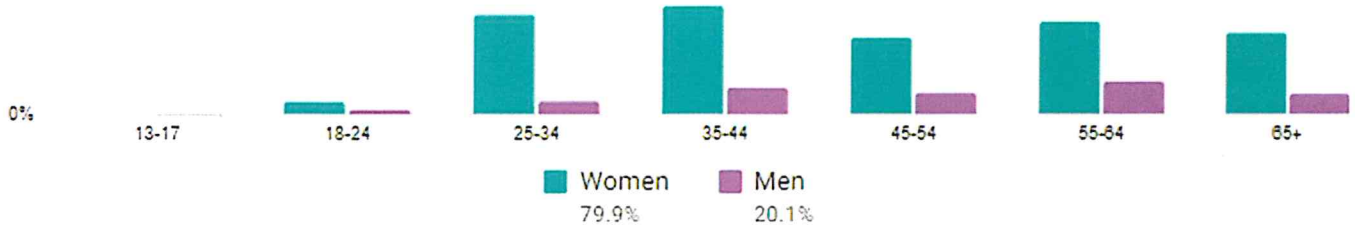
See Content Report

Audience

Facebook Page Likes

1.1K

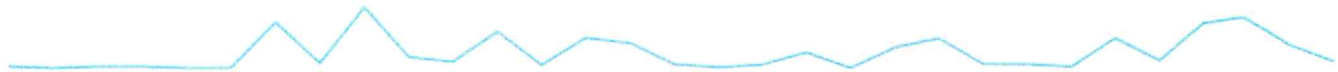
Age & Gender



Trends

Facebook Page Reach

619 ↓ 52.3%



See Trends Report

Content

Sort by: Reach

Thu Jan 28, 2:48pm
Come help us congr...

Reach 188



Fri Jan 22, 10:20am
Coming up on Satur...

Reach 128

Thu Jan 7, 8:04am
RIGHT HERE IN MIN...

Reach 164



Fri Jan 29, 2:25pm
The Mineola Histori...

Reach 163

Tue Jan 26, 2:56pm
Starting Feb. 2nd - L...

Reach 123

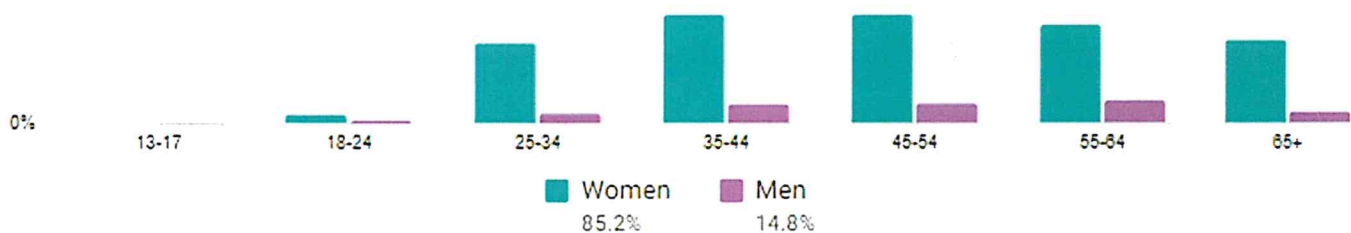
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Audience

Facebook Page Likes

1.6K

Age & Gender



Trends

Facebook Page Reach

12,370 ↑ 486.3%



Instagram Reach

281 ↓ 12.5%



See Trends Report

Content

Sort by: Reach



Sun Jan 10, 8:26am
With the upcoming f...

Reach 11.8K

FRAUD ALERT!

Fri Jan 15, 7:03am
Friends we would lik...

Reach 2.4K



Wed Jan 13, 6:20am
The Mineola Texas ...

Reach 1.1K

Thu Jan 28, 2:49pm
Come help us congr...

Reach 831

Tue Jan 12, 7:24am
Untitled

Reach 773



Thu Jan 21, 2:08pm
Scams are becomin...

Reach 651

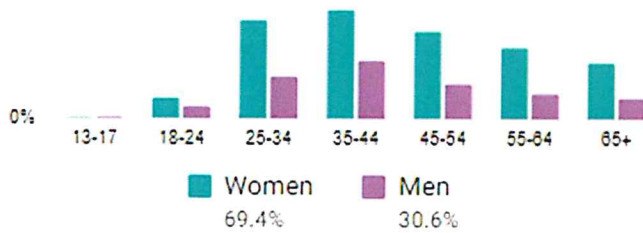
See Content Report

Audience

Facebook Page Likes

3K

Age & Gender



Instagram Followers

541

Age & Gender

