

Marketing Department Report for City Council

FEBRUARY 2021

By Lynn Kitchens

Big news of the month, of course, was the winter storm that occurred Feb. 13 through Feb. 20 that brought all activities but those relating to public information to a standstill. Frozen in at my home, I used my city-provided laptop and the remote connection to my office computer to continue to provide as much information as possible on the city website and all Facebook pages. I was in communication with Mercy and city staff throughout the days and sometimes into the nights, for constant updates on water services, trash services, electric, closings, and emergency services information. The forethought of administration to provide the laptop and remote connection (instituted with the onset of COVID-19) made it possible to continue the flow of information that was so important to the public during the history-making winter event that became an official storm disaster.

Facebook Statistics: For the month of February 2021 Facebook was the ultimate tool for communication. Statistics report that accompanies this report shows that the reach for Mineola, Texas (official City of Mineola Facebook page) was up 423.9% from January 2021. Total reaches (which means someone saw the page) for all Mineola pages was 123,420. In many cases, the public was depending on the city's pages for news and communication of local information.

Marketing Advisory Board meeting: Met Feb. 3, 2021 for the first time since October 2020. Due to the grip of COVID-19 on activities and on the FY2021 Budget, most marketing opportunities were held to a minimum so there was no reason for the board to meet during those winter months. At the February meeting, members shared coming events and activities which will increase as health concerns diminish. Some events to look forward to are firemen's rodeo in July, a fly-in at Wisener Field in July, and opening of the Iron Horse Square mini train in spring.

Marketing Opportunities:

- Throughout February – Shop Local - Shop Mineola campaign – online and print with running banner in *Wood County Monitor*.
- *County Line Magazine* – March/April issue featuring Nature Preserve. At this time, County Line Magazine remains an online publication but is looking at resuming print in the near future.
- *Texas Farm & Home Magazine* – Prepared ad for March issue that featured Nature Preserve. This publication has circulation area from Palestine to Houston and west to Austin and Hill Country.

Ongoing:

Marketing Department Report for City Council

FEBRUARY 2021

By Lynn Kitchens

- 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. Publishing required state mandated information when directed.
- Assisting staff when and where needed with projects and programs

Meetings Attended:

City Staff meeting – Feb 2

Marketing Advisory Board meeting – Feb 3

This will be my last report to the Council, as I will retire March 31, 2021. Being marketing director and assistant EDC director for the City of Mineola has been one of the most rewarding jobs I've ever had. I do love Mineola and it has been an honor to tell everyone about this great city and its sense of community and pride. I wish you all the very best and that Mineola will continue to prosper and grow as the jewel of East Texas that it is.

Best regards,

Lynn Kitchens

Marketing Department Monthly Report

Facebook Stats for February 2021

Facebook Page	Page Reach	% Change	Page Likes
City of Mineola	57,846	up 423.9%	11,229
Main Street	3,840	up 387.3%	1,670
Historical Museum	4,227	up 79.6%	2,004
Nature Preserve	37,500	up 146.7%	6,823
Iron Horse Square	1,448	up 229.9%	1,089
Farmers Market	782	up 30.1%	1,620
Police Dept	17,777	up 44.3%	3,040
TOTALS	123,420		27,475

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	123,420	27,475
Mar 2021		
Apr 2021		
May 2021		
Jun 2021		
Jul 2021		
Aug 2021		
Sep 2021		

- Trends
- Content
- Audience

Trends

Paid Reach

0 0%

Facebook Page Reach

57,846 423.9%


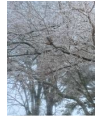


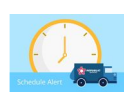
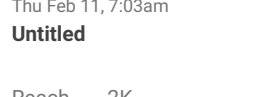
Instagram Reach

6 33.3%

[See Trends Report](#)

Content

Sort by: Reach

 <p>Fri Feb 19, 6:59am This was North Johnson...</p> <p>Reach 6.9K</p>	 <p>Thu Feb 11, 5:32am Icy conditions all over t...</p> <p>Reach 6.8K</p>	 <p>Thu Feb 11, 11:11am IMPROTANT NOTICE FR...</p> <p>Reach 4K</p>
 <p>Sun Feb 14, 12:03pm NOTICE: MINEOLA CITY...</p> <p>Reach 3.5K</p>	 <p>Mon Feb 22, 8:16am Trash pick-up in Mineol...</p> <p>Reach 2.5K</p>	 <p>Thu Feb 11, 7:03am Untitled</p> <p>Reach 2K</p>

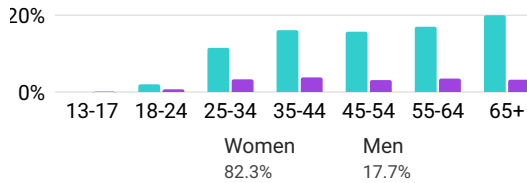
[See Content Report](#)

Audience

Facebook Page Likes

11.2K

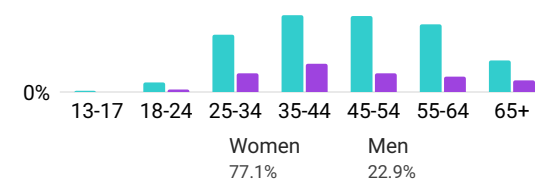
Age & Gender



Instagram Followers

450

Age & Gender



[View Audience Report](#)

- Trends
- Content
- Audience

Trends

Facebook Page Reach

3,840

387.3%

[See Trends Report](#)

295 F

Content

Sort by: Reach



Tue Feb 16, 1:59pm
Some glimpses of what ...

Reach 2.7K



Thu Feb 18, 9:35am
Thanks to neighbor Mic...

Reach 983



Tue Feb 9, 6:50am
Remember to shop local...

Reach 607



Sat Feb 13, 5:55pm
It's cool to be in Mineola!

Reach 240

Tue Feb 2, 3:16pm
Untitled

Reach 160



Tue Feb 16, 1:12pm
We are monitoring a sec...

Reach 150

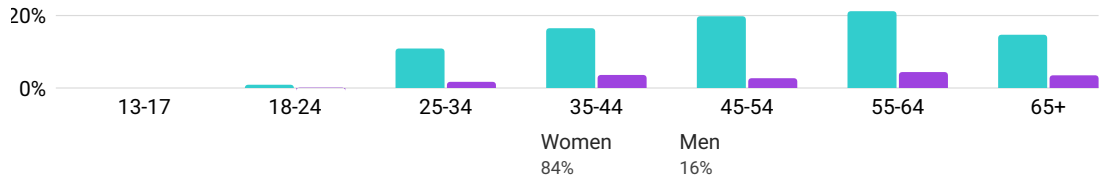
[See Content Report](#)

Audience

Facebook Page Likes

1.7K

Age & Gender



[View Audience Report](#)



Historical Museum



- Trends
- Content
- Audience

Trends

Facebook Page Reach

4,227 79.6%



[See Trends Report](#)

Content

Sort by: Reach



Mon Feb 8, 11:56am
When I went into the mu...

Reach 2.3K

Wed Feb 17, 7:36pm
Untitled

Reach 131



Thu Feb 4, 10:50am
Mineola Historical Muse...

Reach 816

Sat Feb 13, 11:02am
Untitled

Reach 125



Wed Feb 17, 5:42pm
Untitled

Reach 359

Sun Feb 14, 12:07pm
NOTICE: MINEOLA CITY...

Reach 122

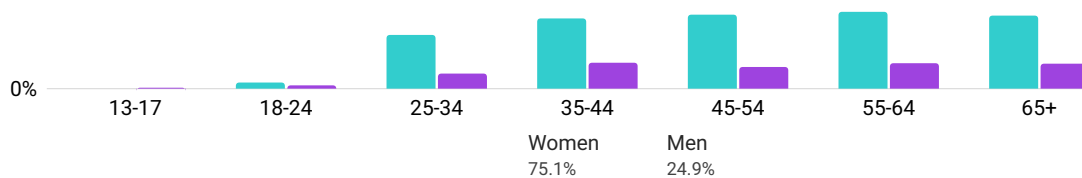
[See Content Report](#)

Audience

Facebook Page Likes

2K

Age & Gender



[View Audience Report](#)





Trends

Content

Audience

Trends

Facebook Page Reach






37,500

146.7%

[See Trends Report](#)

Content

Sort by: Reach

 Fri Feb 5, 8:19am 1,250 rainbow trout wer... Reach 17.2K	 Mon Feb 1, 7:15am SATURDAY - SATURDAY... Reach 4.3K	 Mon Feb 8, 2:05pm Kids Trout Fishing was ... Reach 2.8K
 Tue Feb 2, 3:15pm City of Mineola Awarde... Reach 2.6K	 Tue Feb 16, 9:45am ALERT: SWEPCO has an... Reach 903	

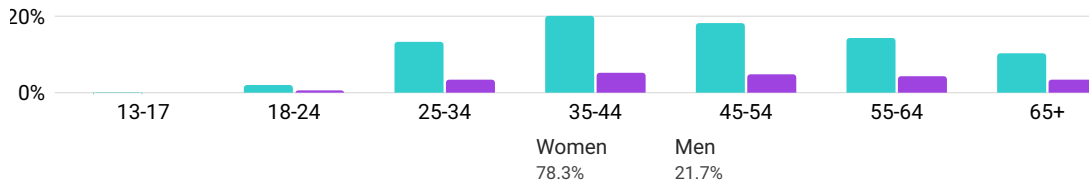
[See Content Report](#)

Audience

Facebook Page Likes

6.8K

Age & Gender



[View Audience Report](#)





Iron Horse Square



Trends

Content

Audience

Trends

Facebook Page Reach

1,448 239.9%



[See Trends Report](#)

Content

Sort by: Reach



Tue Feb 16, 1:39pm
Our Landmark Commiss...

Reach 1.3K

Wed Feb 17, 8:27am
Untitled

Reach 91

Sun Feb 14, 12:18pm
NOTICE: MINEOLA CITY...

Reach 114

Mon Feb 15, 5:28pm
Tuesday, Feb. 16, 2021 ...

Reach 88

Tue Feb 16, 9:46am
ALERT: SWEPCO has an...

Reach 113

Sat Feb 13, 11:02am
Untitled

Reach 83

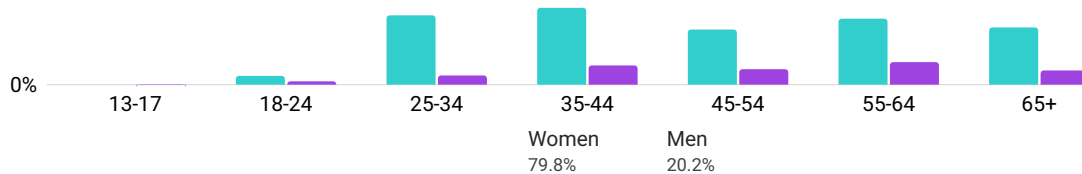
[See Content Report](#)

Audience

Facebook Page Likes

1.1K

Age & Gender



[View Audience Report](#)





Trends



Content



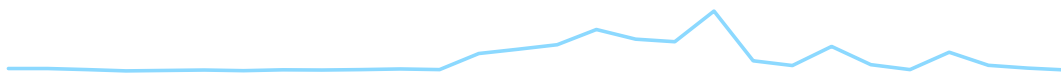
Audience



Trends

Facebook Page Reach

782

30.1%

[See Trends Report](#)

Content

Sort by: Reach



Thu Feb 18, 8:23pm
NOTICE: Trash pick up ...

Reach 395

Sun Feb 14, 12:07pm
NOTICE: MINEOLA CITY...

Reach 112

Wed Feb 17, 8:27am
Untitled

Reach 144

Mon Feb 15, 5:27pm
Tuesday, Feb. 16, 2021 ...

Reach 110

Thu Feb 25, 12:43pm
Even though this deadli...

Reach 126

Mon Feb 22, 8:21am
Trash pick-up in Mineol...

Reach 105

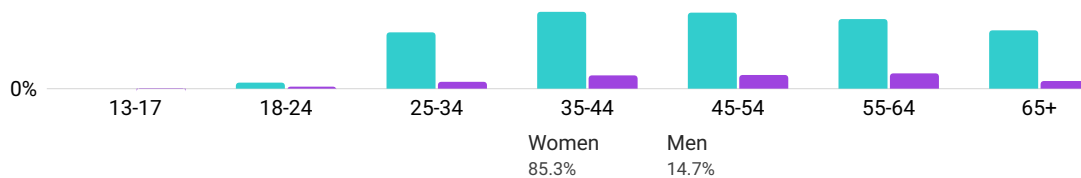
[See Content Report](#)

Audience

Facebook Page Likes

1.6K

Age & Gender



[View Audience Report](#)





Trends

Content

Audience

Trends

Facebook Page Reach

17,777 44.3%



Instagram Reach

360 28.6%



[See Trends Report](#)

Content

Sort by: Reach



Fri Feb 19, 6:11am
Friends please be safe a...

Reach 12.9K



Thu Feb 18, 9:09am
Good morning #mineola...

Reach 5.6K



Fri Feb 19, 9:07am
Okay friends... looks lik...

Reach 2.7K



Thu Feb 18, 8:29pm
NOTICE: Trash pick up ...

Reach 1.6K



Wed Feb 17, 8:24am
Good morning #mineola...

Reach 1.1K



Thu Feb 18, 11:20am
Okaaayyy... where's all t...

Reach 1.1K

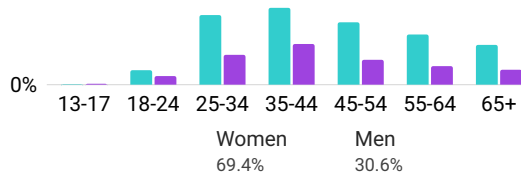
[See Content Report](#)

Audience

Facebook Page Likes

3K

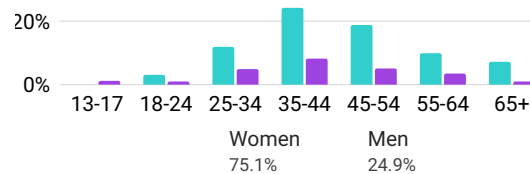
Age & Gender



Instagram Followers

548

Age & Gender



[View Audience Report](#)

