

## **COMMUNICATIONS + QUALITY OF LIFE**

**July 2021** 

47 Hall Street | Powell, OH 43065 | 614.885.5380 | cityofpowell.us

### **Community Events**

Powell Community Summer Concert Series – July 30

### **Top Social Media Engagement**

1. We bid farewell to Sgt. Ben Boruchowitz today. Ben is starting a new chapter in the private sector after serving with the Powell Police Department for 17 years.

Thank you for your service to the Powell Police Department and community. We will miss you but wish you all the best!

Total Reach – 5.5K | 152 Likes, Comments & Shares

2. Another great concert as part of our Powell Community Summer Concert Series! \*

Many thanks to The Wet Bandits for an outstanding show, sponsors, volunteers and staff. We look forward to our final concert of the series from 6-9p Friday, Aug. 27 featuring The Central Ohio Symphony and the new Powell Community Concert Band!

Total Reach – 2.7K | 47 Likes, Comments & Shares

3. Join our team! \* We are currently hiring a full-time Director of Public Service, Human Resources Business Partner, City Clerk and Police Officer.

More information → https://cityofpowell.us/government/employment-opportunities/

Total Reach – 2.9K | 12 Likes, Comments & Shares

#### Video

Community Concert Series | https://vimeo.com/583035114

### Newsroom

- New Powell Community Concert Band set to debut during August concert
- First-ever Passport to Powell event planned for Aug. 29
- Powell Citizens Police Academy
- Mystery Night Out event returns with interactive clue search and movie night



# **COMMUNICATIONS + QUALITY OF LIFE**

47 Hall Street | Powell, OH 43065 | 614.885.5380 | cityofpowell.us

# Website Performance | July 1-31, 2021



P	age 🕜	Pageviews	Unique Pageviews	Avg. Time on Page
		32,300 % of Total: 100.00% (32,300)	23,706 % of Total: 100.00% (23,706)	00:01:17 Avg for View: 00:01:17 (0.00%)
1.	/	6,097 (18.88%)	3,771 (15.91%)	00:01:04
2.	/residents/parks-recreation/	<b>2,431</b> (7.53%)	1,805 (7.61%)	00:01:28
3.	/splash-pad-update/	1,547 (4.79%)	1,277 (5.39%)	00:02:02
4.	/events/	1,382 (4.28%)	1,077 (4.54%)	00:00:42
5.	/government/employment-opport unities/	<b>1,212</b> (3.75%)	876 (3.70%)	00:02:26
6.	/police-agency/	806 (2.50%)	570 (2.40%)	00:01:20
7.	/about/designated-outdoor-refres hment-area-dora/	<b>702</b> (2.17%)	593 (2.50%)	00:02:18
8.	/government/building-departmen $^{\!$	668 (2.07%)	463 (1.95%)	00:00:58
9.	/events/powell-festival-communit y-concert-series-2/	648 (2.01%)	453 (1.91%)	00:01:03
10.	/government/agendas-minutes/	518 (1.60%)	247 (1.04%)	00:01:38



#### **COMMUNICATIONS + QUALITY OF LIFE**

47 Hall Street | Powell, OH 43065 | 614.885.5380 | cityofpowell.us

# **E-Newsletter Campaigns**

Powell Police Community Newsletter | Saturday, July 3 (34.7 percent open rate)
Powell Police Quarterly Newsletter

Weekly News from the City of Powell, Ohio | Friday, July 23 (27.3 percent open rate) Mystery Night Out returns this year | Second concert planned for July 30 | Vacation House Watch Program | Upcoming Public Meetings & Events

Weekly News from the City of Powell, Ohio | Thursday, July 29 (39.1 percent open rate)
Passport to Powell planned for Aug. 29 | Mystery Night Out returns this year | Register for Citizens Police Academy | Upcoming Public Meetings & Events

#### **Media Articles**

Powell signs off on annexation; Mixed-use development proposed The Delaware Gazette

'Swatting' scams hit Delaware County law enforcement twice in a month The Columbus Dispatch

<u>Liberty Township considering Designated Outdoor Refreshment Area, but called LORA Olentangy Valley News</u>

<u>Summer Concert Series: Powell Community Concert Band to make debut Aug. 27</u> <u>Olentangy Valley News</u>

Mystery Night Out returns Aug. 3

The Delaware Gazette