



COMMUNICATIONS DEPARTMENT

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

Communications - October 2022

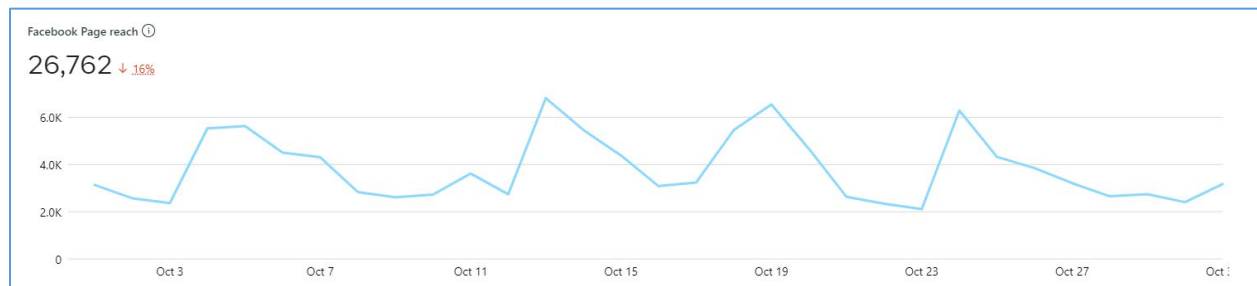
Social Media Followers

Facebook: 10,596 (+29)
Instagram: 4,536 (+22)
Nextdoor: 4,220 (+7)
Twitter: 4,187 (-15)
LinkedIn: 1,005 (+58)

Facebook - Top Organic Posts

- October 18 CSX railroad crossing closure
4,694 Reach, 24 Reactions, 7 Comments, 15 Shares
- October 24 Proclamation: World Polio Day
4,635 Reach, 132 Reactions, 2 Comments, 5 Shares
- October 13 Tyler Run Elementary 2022 Fun Walk
4,469 Reach, 137 Reactions, 3 Comments, 4 Shares
- October 24 Happy Diwali
3,745 Reach, 147 Reactions, 7 Comments, 9 Shares
- October 5 Ferzan Ahmed Appointment
3,549 Reach, 369 Reactions, 258 Comments, 10 Shares

Facebook Reach - October 2022



Instagram - Top Organic Posts

- October 25 Wild About Wetlands
2,392 Reach, 115 Reactions, 3 Comments, 17 Shares

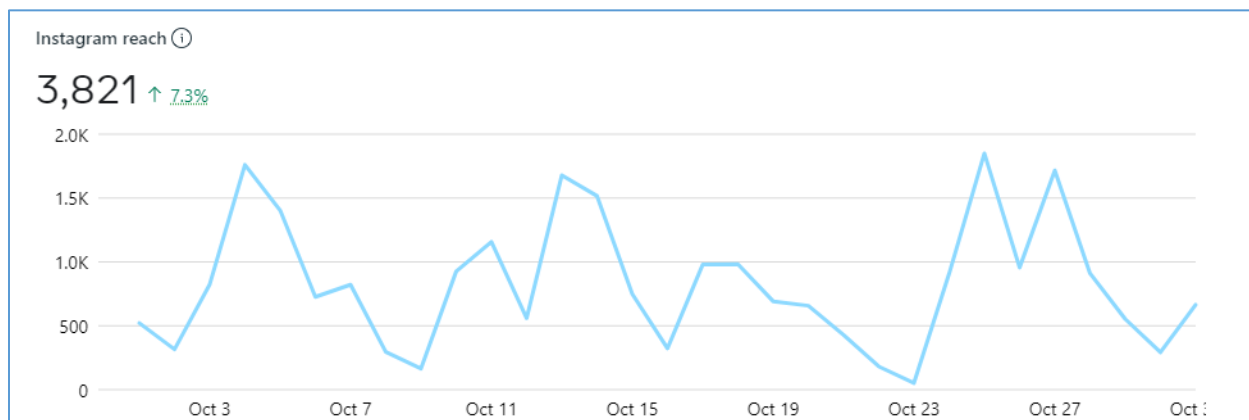
- October 4 Public Service Workers Stock Pond
2,369 Reach, 119 Reactions, 1 Comment, 28 Shares

- October 27 Community Harvest
1,977 Reach, 94 Reactions, 0 Comments, 47 Shares

- October 14 Axel Trading Cards
1,770 Reach, 108 Reactions, 1 Comment, 7 Shares

- October 13 Powell PD/Tyler Run 2022 Fun Walk
1,666 Reach, 104 Reactions, 1 Comment, 6 Shares

Instagram Reach - October 2022



Newsroom

- October 5 Powell’s City Council Appoints Ferzan Ahmed to Open Council Seat

- October 6 Powell City Council Adopts 2023-27 CIP

- October 17 The City of Powell to Hold Annual Veterans Day Ceremony November 11

- October 18 Powell City Council Adopts Updated Property Maintenance and Fire Prevention Codes, Includes Changes to Fireworks Regulations

- October 31 Third Fridays Series to Host Community Harvest November 18

E-Newsletter

[City of Powell E-News 10.7.22](#) (54.3% open rate, delivered to 2,256)
 Ferzan Ahmed Appointed to City Council | 2023-27 Capital Improvements Program Adopted | Police 2022 Community Survey | Powell: Past to Present | and More!

[City of Powell E-News 10.14.22](#) (59.1% open rate, delivered to 2,258)
 Walk Together to End Child Abuse and Neglect | RITA Non-Filer Letters | Powell Police 2022 Community Survey | Brews, Balloons, & Boos | and More!

[City of Powell E-News 10.21.22](#) (57.6% open rate, delivered to 2,264)
 Updated Property Maintenance & Fire Prevention Codes | ODOT Traffic Advisory | RITA Non-Filer Letters | Soccer Shots | and More!

[City of Powell E-News 10.28.22](#) (56.7% open rate, delivered to 2,260)
 Powell Trick or Treat | Wild About Wetlands | ODOT Traffic Advisory | Shop & Support | and More!

Website Performance



Page	Pageviews	% Pageviews
1. /	4,093	17.19%
2. /home/trick-or-treat/	1,580	6.64%
3. /events/	1,179	4.95%
4. /residents/parks-recreation/	1,068	4.49%
5. /government/building-department/	745	3.13%
6. /government/	699	2.94%
7. /about/candy-by-the-carload/	604	2.54%
8. /police-agency/	480	2.02%
9. /government/agendas-minutes/	469	1.97%
10. /powell-city-council-adopts-2023-27-cip/	402	1.69%

Media

[Powell City Council appoints engineer Ferzan Ahmed to vacant seat](#)

This Week News (10.5.22)

[Ahmed selected to fill vacated seat on Powell City Council](#)

Delaware Gazette (10.11.22)

[City of Powell approves latest CIP](#)

Delaware Gazette (10.12.22)

[\\$18.8 million in infrastructure upgrades planned in Powell through 2027](#)

This Week News (10.13.22)

[Powell to honor veterans](#)

Delaware Gazette (10.19.22)

[Powell loosens fireworks laws, no sales still, but discharging OK](#)

This Week News (10.19.22)

[Powell adopts new property maintenance, fire prevention codes](#)

Delaware Gazette (10.19.22)

[City of Powell Veterans Day ceremony slated at Village Green](#)

This Week News (10.19.22)