



COMMUNICATIONS DEPARTMENT

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

Communications – September 2022

Community Events

September 8 OSU Blood Drive
September 16 Third Fridays on the Green: Police & Fire Night
September 18 Powell Street Market

Social Media – Boosted Facebook Posts

September 12-16 Police & Fire Night
5,915 Reach, 47 Reactions, 2 Comments, 10 Shares

Social Media – Top Organic Facebook Posts

September 21 Proclamation: Dustin Sun-Day
8,922 Reach, 460 Reactions, 60 Comments, 14 Shares

September 10 Police & Fire Night
7,164 Reach, 69 Reactions, 4 Comments, 10 Shares

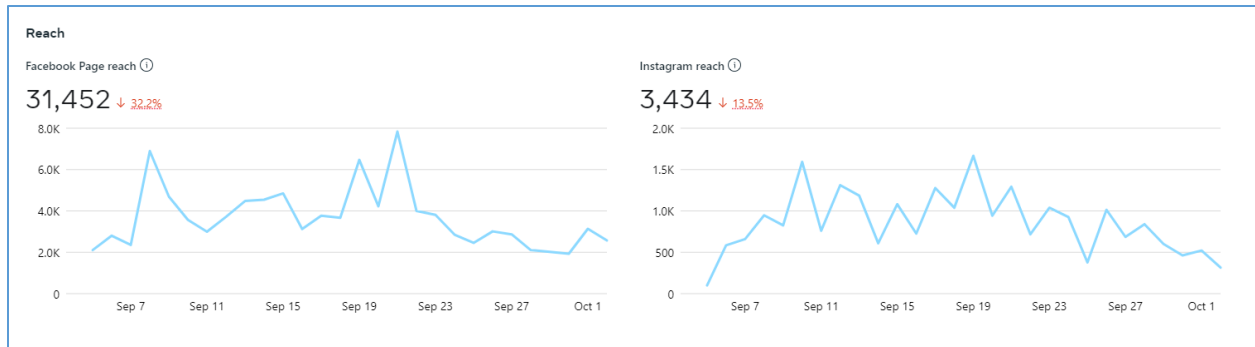
September 8 Powell Trick or Treat Date/Time Announcement
7,137 Reach, 181 Reactions, 25 Comments, 19 Shares

September 14 Candy by the Carload: Registration now open
5,414 Reach, 0 Reactions, 0 Comments, 0 Shares

September 8 Proclamation: September is Childhood Cancer Awareness Month
3,601 Reach, 182 Reactions, 21 Comments, 7 Shares

Facebook/Instagram

Followers Facebook: 10,567 (+38)
Instagram: 4,514 (+39)
Nextdoor: 4,213 (+21)
Twitter: 4,202 (-5)
LinkedIn: 947 (+21)



Newsroom

September 19 Powell's Candy by the Carload Returns to Seldom Seen Park October 23

E-Newsletter

[City of Powell E-News 9.2.22](#) (58.0% open rate, delivered to 2,185)
2022 Parks & Recreation Fall Guide | Third Quarter Estimated Tax Payment Reminder | Police & Fire Night | OSU Blood Drive | Splash Pad Season Closure

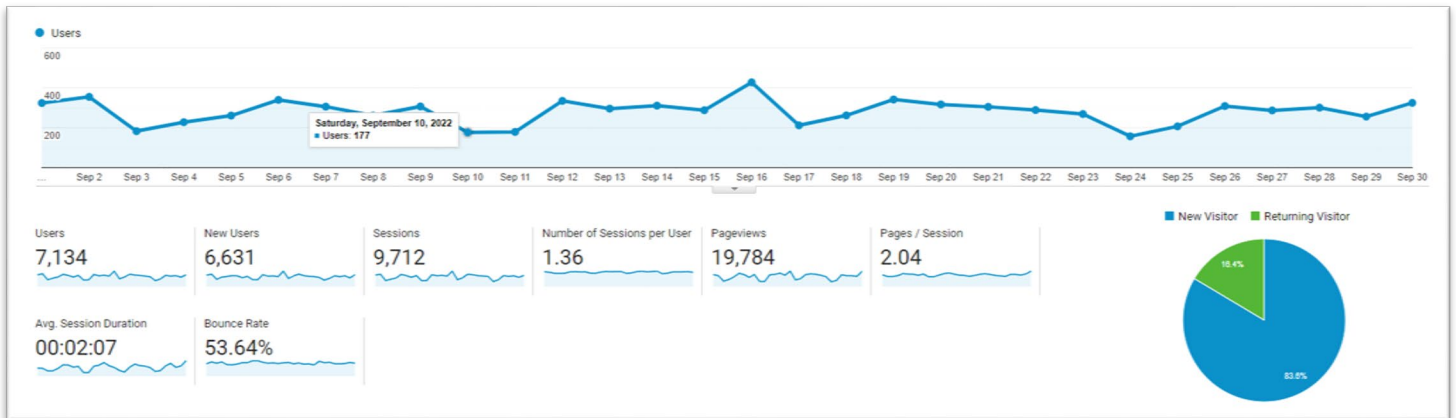
[City of Powell E-News 9.9.22](#) (56.0% open rate, delivered to 2,310)
Childhood Cancer Awareness Month | Police & Fire Night | Free Car Seat Safety Inspections | Powell Street Market

[City of Powell E-News 9.16.22](#) (49.6% open rate, delivered to 2,272)
Powell Street Market | ODOT Traffic Advisory | Free Car Seat Safety Inspections | Candy by the Carload Call for Vendors

[City of Powell E-News 9.23.22](#) (54.7% open rate, delivered to 2,266)
Dustin Sun-Day | Powell: Past to Present | PMG Roadway Video Recording | Candy by the Carload Call for Vendors

[City of Powell E-News 9.30.22](#) (54.5% open rate, delivered to 2,263)
Powell Police 2022 Community Survey | Powell: Past to Present | Parks & Rec Fall Classes | Candy by the Carload Call for Vendors

Website Performance



Page	Pageviews	% Pageviews
1. /	3,951	19.97%
2. /events/	1,195	6.04%
3. /residents/parks-recreation/	1,133	5.73%
4. /government/building-department/	780	3.94%
5. /government/agendas-minutes/	652	3.30%
6. /home/trick-or-treat/	566	2.86%
7. /government/employment-opportunities/	470	2.38%
8. /government/building-department/city-of-powell-residential-building/	431	2.18%
9. /government/	389	1.97%
10. /police-agency/	378	1.91%

Media

[18 apply for vacant Powell City Council Post previously held by Frank Bertone](#)
This Week News (9.2.22)

[Powell's Sept. 16 Third Fridays event to center on first responders](#)
This Week News (9.6.22)

[Powell's Candy by the Carload returns to Seldom Seen Park](#)
This Week News (9.20.22)