



**COMMUNICATIONS DEPARTMENT**

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

## Communications - December 2022

### Community Events

December 3      Holidays in Powell

### Social Media Followers

Facebook: 10,640 (+38)

Instagram: 4,601 (+47)

Nextdoor: 4,233 (+3)

Twitter: 4,150 (+13)

LinkedIn: 1,054 (+23)

### Facebook - Top Organic Posts

December 15      UPDATE: Wexner Medical Center Outpatient Powell  
*19,045 Reach, 412 Reactions, 116 Comments, 39 Shares*

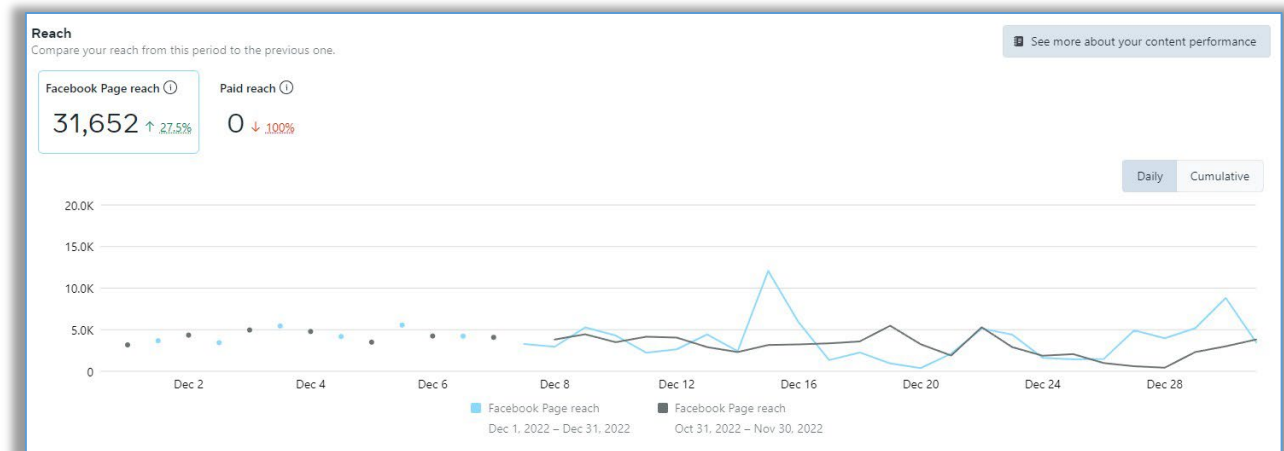
December 30      New Construction: Lily Reserve  
*6,301 Reach, 59 Reactions, 20 Comments, 3 Shares*

December 22      This hard-working crew is standing by to tackle...  
*4,551 Reach, 146 Reactions, 14 Comments, 6 Shares*

December 29      Operation Santa's Sleigh 2022  
*4,188 Reach, 104 Reactions, 2 Comments, 2 Shares*

December 9      The City of Powell staff adopted three Powell seniors...  
*3,789 Reach, 100 Reactions, 9 Comments, 4 Shares*

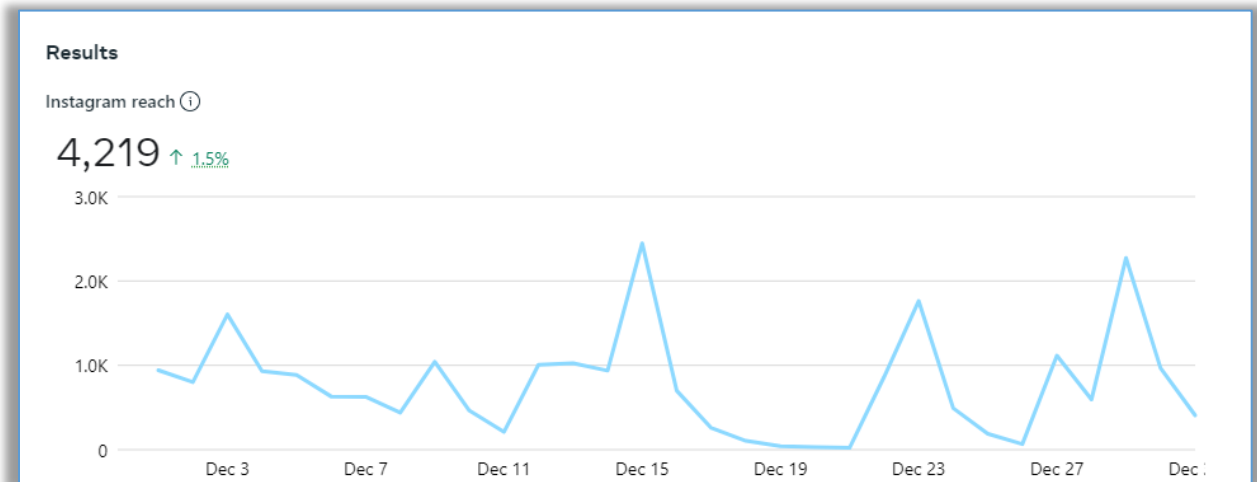
## Facebook Reach - December 2022



## Instagram - Top Organic Posts

- |             |   |
|-------------|---|
| December 15 | UPDATE: Wexner Medical Center Outpatient Powell<br><i>3,178 Reach, 159 Reactions, 4 Comment, 129 Shares</i> |
| December 29 | New Construction: Lily Reserve<br><i>2,839 Reach, 96 Reactions, 10 Comments, 15 Shares</i>                  |
| December 23 | Winter Weather Update & Snow Removal Video<br><i>2,240 Reach, 152 Reactions, 8 Comments, 6 Shares</i>       |
| December 3  | Holidays in Powell is happening now...<br><i>1,956 Reach, 58 Reactions, 2 Comment, 4 Shares</i>             |
| December 29 | Operation Santa's Sleigh 2022<br><i>1,855 Reach, 150 Reactions, 1 Comment, 4 Shares</i>                     |

## Instagram Reach - December 2022



### Newsroom

December 7 [2022 Powell Police Community Survey Results Reveal 96% of Respondents Feel Safe in Powell](#)

December 29 [Powell's Third Fridays Series Continues in 2023 with January Jubilee on January 20](#)

### Media

December 7 [Urban-style mixed-use development could come from building demolition](#) (*This Week News*)

### E-Newsletter

[City of Powell E-News 12.2.22](#) (59.4% open rate, delivered to 2,243)

Holidays in Powell | Santa's Mailbox | Heroes & Helpers | LTFD Toy Drive | and More!

[City of Powell E-News 12.9.22](#) (56.2% open rate, delivered to 2,236)

Holiday Lights in Downtown Powell | Moody's | OSU/Versiti Blood Drive | Recycling String Lights | and More!

[City of Powell E-News 12.16.22](#) (53.5% open rate, delivered to 2,234)

Wexner Outpatient Care Powell | Winter Break Programs | 2022 Employee of the Year | OSU/Versiti Blood Drive | and More!

[City of Powell E-News 12.30.22](#) (57.2% open rate, delivered to 2,233)

Snow & Ice Removal | New Construction | 2022 Operation Santa's Sleigh | Winter Driving Tips | and More!

Website Performance



Page	Pageviews	% Pageviews
1. /	3,267	21.82%
2. /about/holidays-in-powell/	919	6.14%
3. /government/employment-opportunities/	812	5.42%
4. /government/building-department/	715	4.78%
5. /residents/parks-recreation/	669	4.47%
6. /government/building-department/contractor-registration/	433	2.89%
7. /police-agency/	428	2.86%
8. /events/	370	2.47%
9. /government/agendas-minutes/	262	1.75%
10. /residents/trash-recycling-and-yard-waste/	231	1.54%