

April 2023

Upcoming events

- Earth Day – Fri., April 21
- Arbor Day/Beautify Powell – Sat., April 29

Social Media Followers, April 2023

Facebook:

- City of Powell – 10,772 (+132)
- Park and Recreation – 2,997

Instagram: 4,734 (+69)

LinkedIn: 1,163 (+109)

Nextdoor: 4,315 (+82)

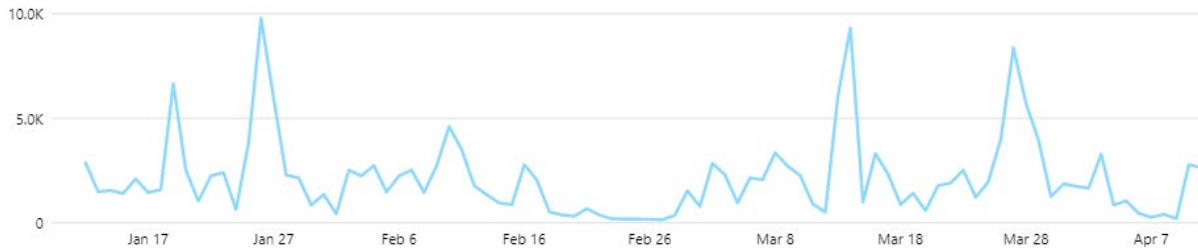
Twitter: 4,154 (+4)

Q1 Analytics

Facebook

Facebook Page reach ⓘ

56,156 ↓ 55.1%



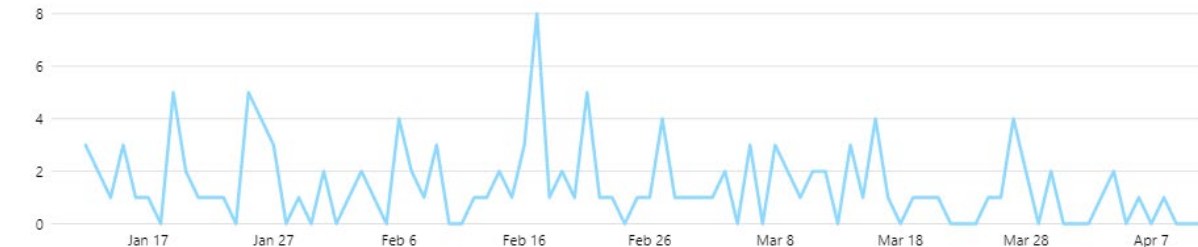
Facebook Page visits ⓘ

7,190 ↓ 29.4%



Facebook Page new likes ⓘ

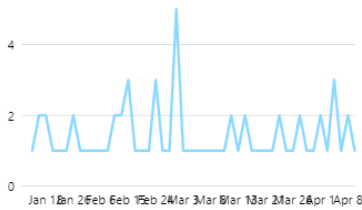
129 ↓ 5.8%



Instagram

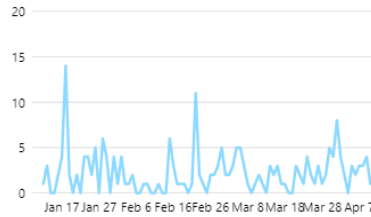
New Instagram followers ⓘ

69 ↑ 16.9%



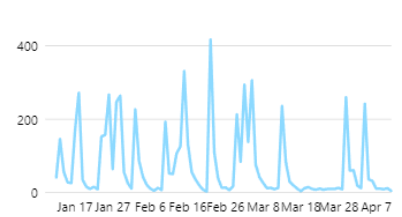
Instagram profile visits ⓘ

202 ↓ 37.1%



Instagram reach ⓘ

1,718 ↓ 19.1%



LinkedIn

Highlights

Data for 1/12/2023 - 4/11/2023

148

Reactions

▼ 88.3%

8

Comments

▼ 95.6%

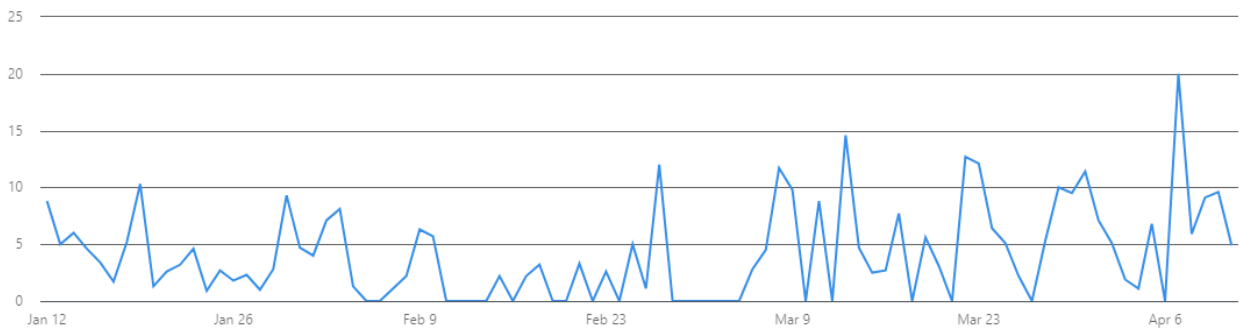
18

Reposts

▲ 5.9%

Metrics

Engagement rate ▾



✓ — Organic

4.159