

MONTHLY REPORTS

Council goals for 2023

1. Assist Council and city departments with communicating different initiatives and programs to the community.
2. Maintain frequent interaction with senior leadership.
3. Continue outreach programs.
4. Position city public information as a trusted resource and community asset with predictable and expedient communications.

Third quarter areas of focus

1. Review new social media channels for appropriateness
2. Develop communications project plan for economic development strategy roll-out
3. Resume website redesign project
4. Complete drafting, design and dissemination of PAFR and annual report

Analytic updates

Social Media Followers, July 2023

Facebook:

- City of Powell – 11,010 (+238)
- Parks and Recreation – 3,207 (+210)

Instagram: 4,971 (+237)

LinkedIn: 1,239 (+76)

Nextdoor: 4,376 (+61)

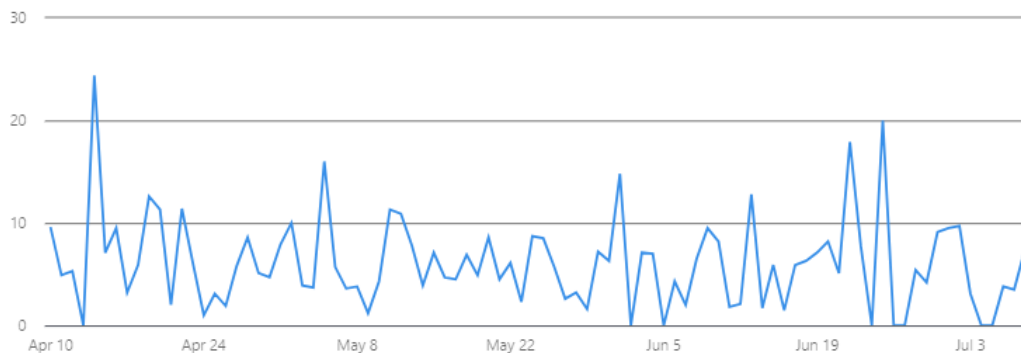
Twitter: 4,171 (+17)

Threads: 360

LinkedIn

Metrics

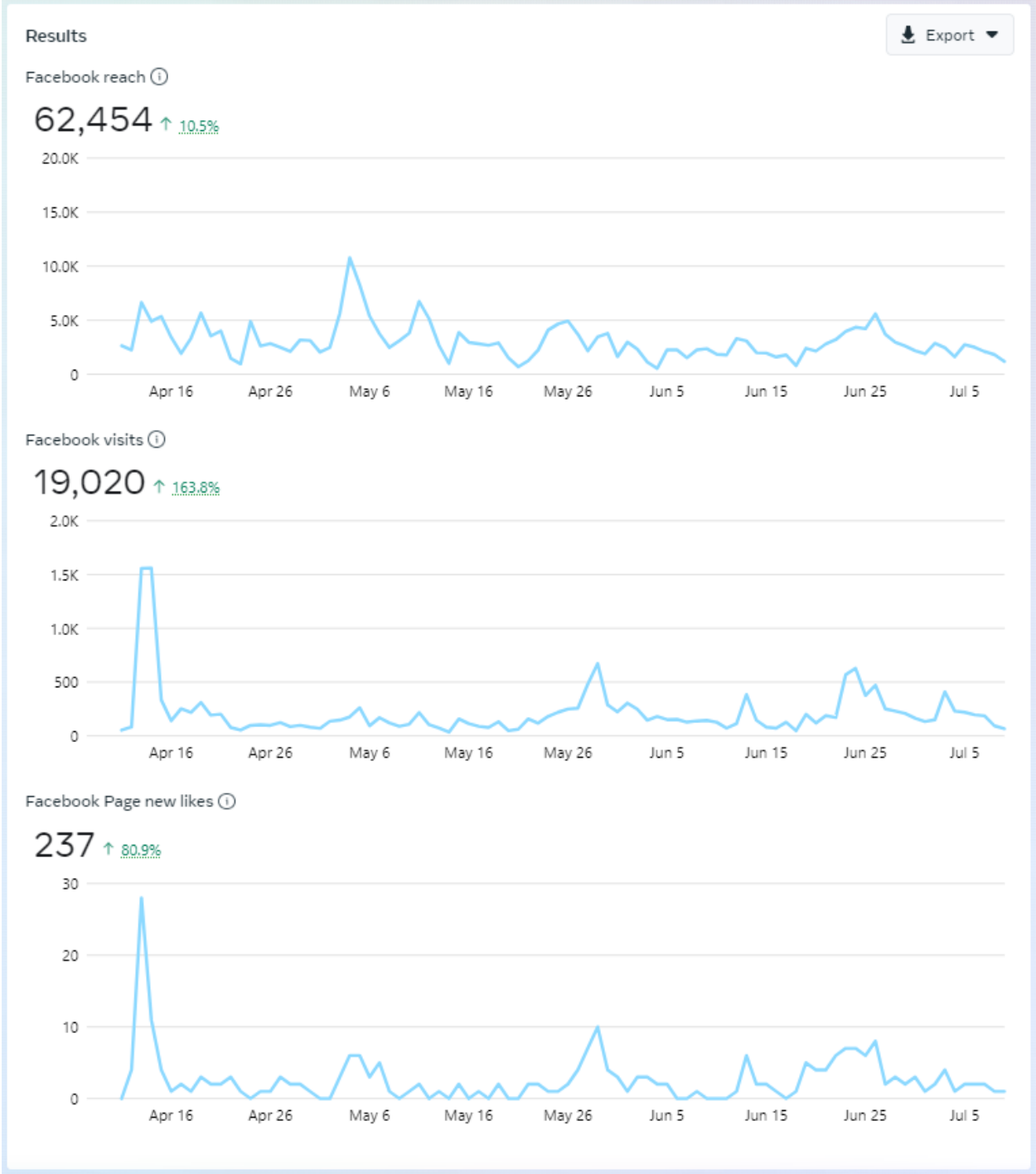
Engagement rate ▾



✓ Organic

6.112

Facebook



Instagram

