

# COMMUNICATIONS DEPARTMENT

## September 2023 Monthly Report



### Executive Summary

#### 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.

#### Fourth quarter areas of focus

1. Develop supporting communications for upcoming projects
2. Draft 2023 strategic communications plan
3. Review scope of 2024 website redesign
4. Finalize budget and larger departmental project planning

#### Department updates

- Beginning project kick-off for 2024 website redesign and move to Granicus
- Continuing promotion for Powell Fall Festival and Food Drive
- Planning coverage for 24-28 CIP and 2024 Budget, as well as, county property reappraisals
- Working with Clerk of Council to determine 2024 community presentation schedule

#### Analytic updates

##### Social Media Followers, October 2023

Facebook:

- City of Powell – 11,290 (+280)
- Parks and Recreation – 3,340 (+133)

Instagram: 5,123 (+152)

LinkedIn: 1,325 (+86)

Nextdoor: 4,448 (+72)

X/Twitter: 4,193 (+22)

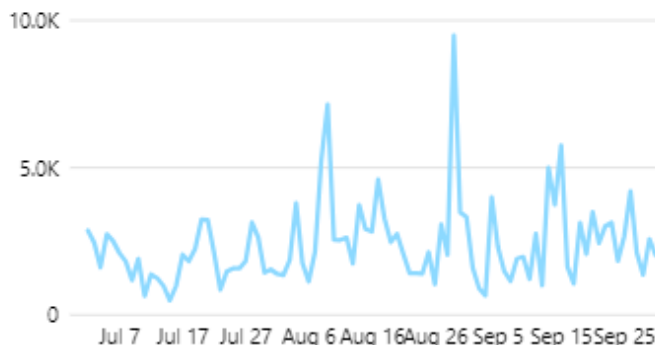
Threads: 522 (+162)

## Reach

Export

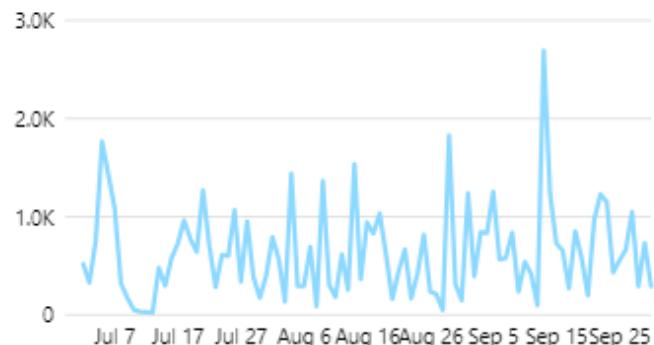
Facebook reach ⓘ

49,473 ↓ 20.8%



Instagram reach ⓘ

5,499 ↓ 27.5%

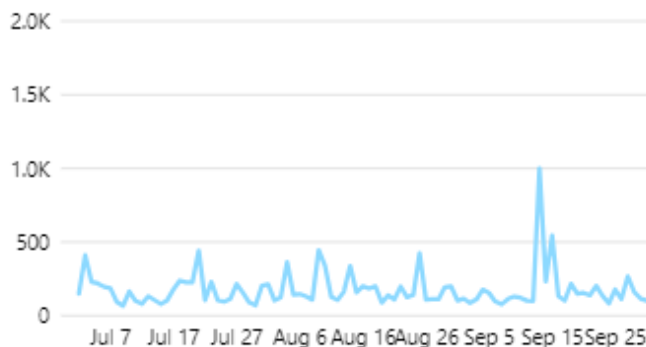


## Page and profile visits

Export

Facebook visits ⓘ

16,062 ↓ 10.7%



Instagram profile visits ⓘ

1,735 ↓ 36.7%



## New likes and follows

Export

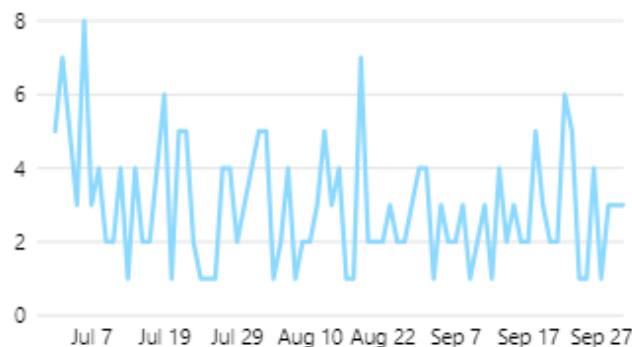
Facebook Page new likes ⓘ

264 ↑ 16.3%



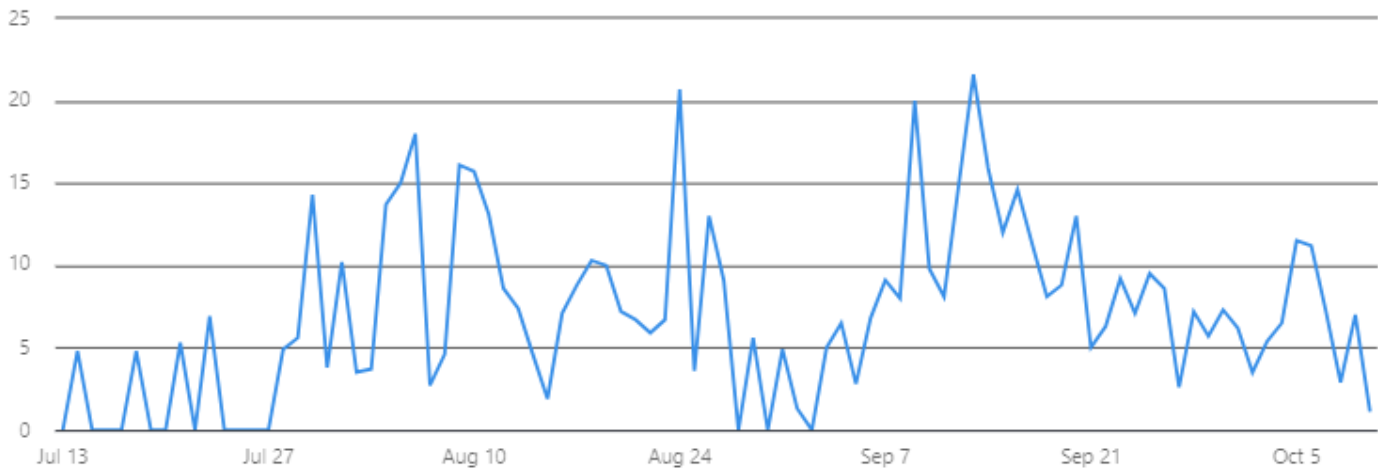
New Instagram followers ⓘ

235 ↓ 17.3%



Metrics

Engagement rate ▾



✓ — Organic

7.082