

Executive Summary

Council goal for 2024

Improving City operations by way of efficiency, prudent financial management and communications

Ongoing projects

1. Plan, promote and host inaugural State of the City event.
2. Continue 2024 website redesign project.
 - a. Establish e-communication sign-up fields and lists
 - b. Test templates for e-newsletter
 - c. Develop all necessary city forms
 - d. Rewrite page content throughout site
3. Develop quarterly newsletter template and first issue content.
 - a. Plan for second edition, focusing on the 2024 Powell Festival
4. Finalize digital events guide, in partnership with 614 Media.
5. Compile content for 2023 annual report.
6. Assist with ACFR and PAFR design.
7. Continue bi-weekly e-newsletter.
8. Test monthly mailed City Council meeting recaps.

Department updates

- The website project is now in the design, development and testing phase. The initial design, wireframe and sitemap have been approved.
- We have distributed the first round of invitations to Powell's first State of the City event. We hope you will join us Wed., April 3 at the Columbus Zoo and Aquarium's Africa Event Center. Staff continues to plan an interesting and robust event program, featuring local businesses as speakers, local desserts from area bakeries, and a gift to attendees fulfilled from local provider Artina Promotions.
- An annual content calendar and posting plan scaffolding has been developed.
- Mallory Sribanditmongkol has accepted another opportunity and will be leaving the City on Wed., March 20. She will be joining People in Need, Inc. of Delaware County as Director of Community Engagement.

Year-over-year social media growth

Primary account followers, March 2023-March 2024

- Facebook: 10,637 -> 11,686 (+1,049, or 10%)
- Instagram: 4,665 -> 5,288 (+623, or 13%)
- LinkedIn: 1,100 -> 1,720 (+620, or 56%)
- Nextdoor: 4,233 -> 4,638 (+405, or 10%)

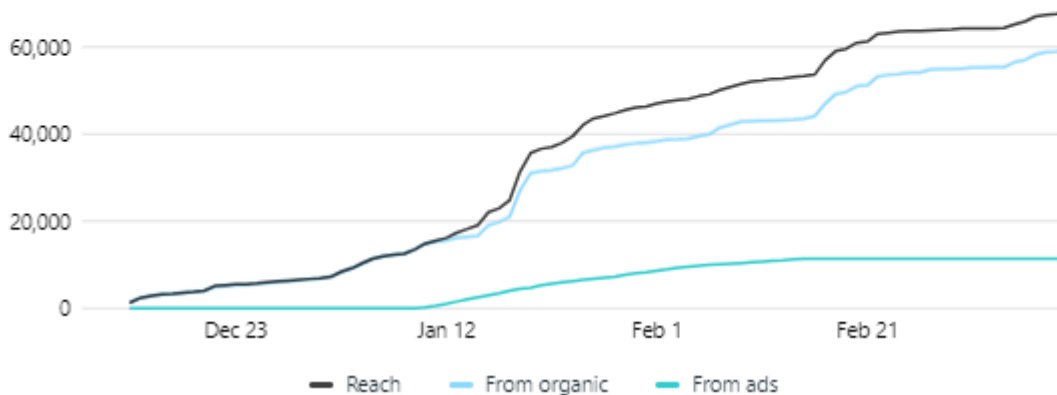
Analytic updates

Social media followers, March 2024

- Facebook:
 - City of Powell – 11,686 (+396)
 - Parks and Recreation – 3,451 (+111)
- Instagram: 5,288 (+165)
- LinkedIn: 1,720 (+395)
- Nextdoor: 4,638 (+190)
- X/Twitter: 4,218 (+25)
- Threads: 747 (+225)

Reach is down due to fewer social media advertisements run this quarter.

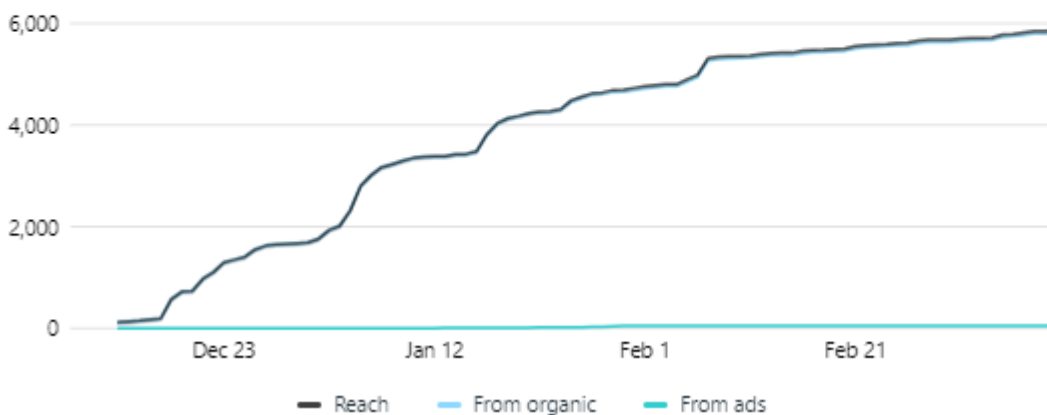
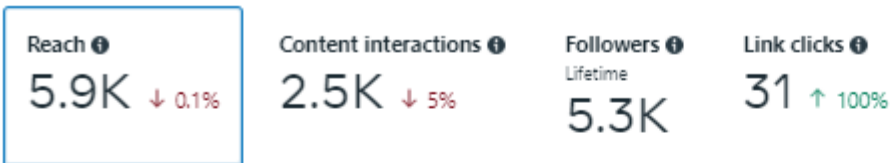
Facebook



Reach breakdown

Total	68,198 ↓ 27%
From organic	59,613 ↓ 30.6%
From ads	11,457 ↓ 30.9%

Instagram



Reach breakdown

Total	5,853 ↓ 0.1%
From organic	5,816 ↑ 2.2%
From ads	45 ↓ 72.7%

LinkedIn

Engagement rate ▾

