2022 COMMUNICATIONS REPORT

COMMUNICATION TOOLS

The Village of Lombard uses various traditional and nontraditional communication tools to reach its stakeholders–residents, business owners, the media, and others. Residents and stakeholders are encouraged to explore and use the various tools available to find the information they need when they need it, such as subscribing to our weekly e-newsletter, visiting our website, and following our social media pages.

WEBSITE

www.villageoflombard.org

SOCIAL MEDIA

Facebook, Instagram, Twitter, LinkedIn and Youtube

ENEWSLETTERS

A recap of the week's news through weekly emails from the Village

PRESS RELEASES

News releases about initiatives, updates and events to share with readership/viewership sent to news media outlets

VILLAGE WEBSITE RECAP

386.5K

SESSIONS
A session is the period time a user is actively engaged with your website
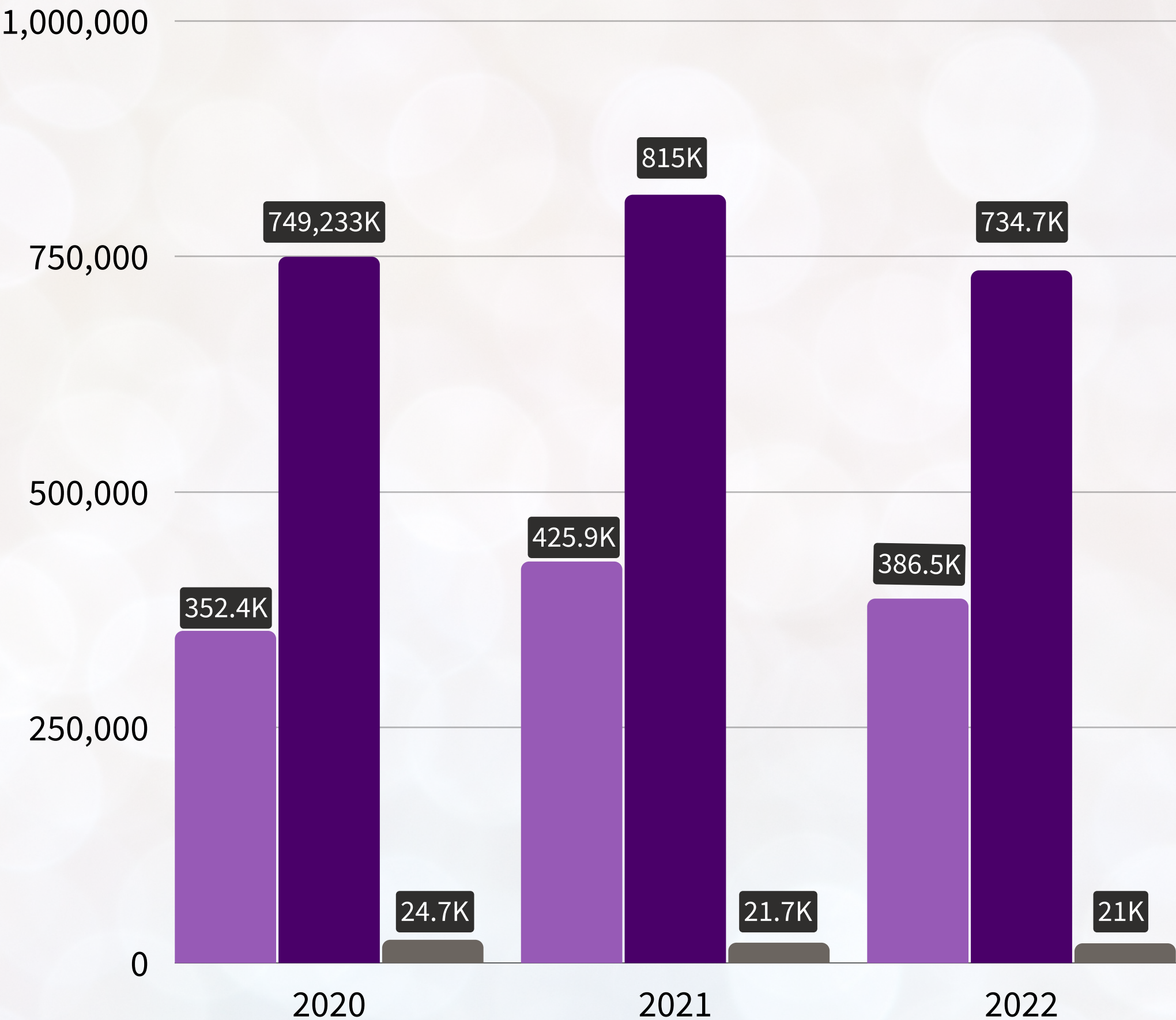
734.7K

PAGE VIEWS
A view of a page on your site that is being tracked by the Analytics tracking code

21K

SEARCHES
The number of times people have searched a term on your page

	2020	2021	2022
Sessions	352.4K	425.9K	386.5K
Page Views	749,233K	815K	734.7K
Searches	24.7K	21.7K	21K

TOP WEBPAGES VISITED

1. **HOME PAGE -** 102,329
2. **ARCHIVE -** 38,487
3. **CRUISE NIGHTS-** 31,128
4. **POLICE LOG -** 30,170
5. **FIREWORKS -** 25,062
6. **SEARCH -** 21,900
7. **WATER BILLING -** 19,571
8. **JOBS -** 18,956
9. **PAY A BILL -** 16,739
10. **BUILDING DIV -** 13,670

Social Media Channels

FACEBOOK

FOLLOWERS - 12,489

↑ 1,326 new

(53.7 %)

REACH - 610.6K

TWITTER

FOLLOWERS - 4,479

↑ 175 new

(4%)

IMPRESSIONS - 268K

INSTAGRAM

FOLLOWERS - 2,657

↑ 387 new

(17%)

REACH - 10.8 K

WEEKLY E-PRIDE NEWSLETTER

97

EMAILS
7% increase from 2021

2,981

SUBSCRIBERS
4% increase from 2021

58%

OPEN RATE
32% increase from 2021
Industry-standard is 15%

NOTABLE PRESS RELEASES

NEW EQUIPMENT ASSISTS LOMBARD FIRE DEPARTMENT IN SAVING LIVES

LOMBARD REDISTRICTING PROCESS UNDERWAY

CRUISE NIGHTS AND SUMMER CONCERT SERIES RETURNS TO DOWNTOWN LOMBARD

LOMBARD POLICE DEPARTMENT RANKS 3RD IN STATE DUI ARRESTS

LOMBARD RECEIVES 2021 WATER SAVER AWARD AND WATER AMBASSADOR GOLD AWARD

LIFE SAVING AWARDS PRESENTED TO THREE LOMBARD RESIDENTS

FIRE DEPARTMENT OFFERS A RESIDENTIAL HOMEBOX PROGRAM FOR RESIDENTS

QUESTIONS?