# May 2026 Communication Report

By Joshua Harris, Communication & Public Information Director

6/3/2026

## CONTENT CREATION

| News Releases | Photos | Videos | Web Updates | Podcast/Radio |
|---|---|---|---|---|
| 4 | 87 | 2 | 296 | |

| Social Posts | Q&A | eSign | Council | Committees |
|---|---|---|---|---|
| 171 | 20 | 1 | | 2 |

## PUBLIC ENGAGEMENT

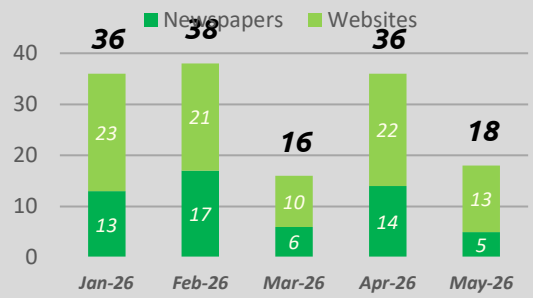
### Website Total Views

| | +/- |
|---|---|
| 47,898 | 21.0% |

### Website Top Pages

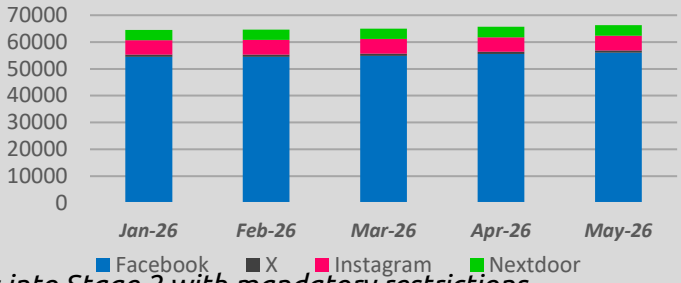
| | |
|---|---|
| 1 | Payment Options |
| 2 | LAFC |
| 3 | Jobs |
| 4 | Water & Sewer Service |
| 5 | State facing extreme drought, Lenoir moves into Stage 2 with mandatory restrictions |
| 6 | Lenoir Fire Department promotions |
| 7 | Search |
| 8 | Property Taxes |
| 9 | Sanitation |

### Media Coverage




### Social Followers

| Total | +/- | New this month |
|---|---|---|
| 67,142 | 0.81% | 537 |




### Social Engagement

| | Total | +/- |
|---|---|---|
| Reach | 655,413 | -3.6% |
| Engagement | 7,075 | -14.9% |
| Posts | 171 | |

### Video Views

205

| | Views |
|---|---|
| Facebook | |
| YouTube | 205 |

### Watch Time Hrs

49.0

| | Hours |
|---|---|
| Facebook | 5.0 |
| YouTube | 44.0 |

## News Releases 4

| | |
|---|---|
| **5/1** | State facing extreme drought, Lenoir moves into Stage 2 with mandatory restrictions |
| **5/7** | Lenoir Fire Department promotions |
| **5/8** | City installs wayfinding signs around Lenoir |
| **5/21** | City Manager proposes FY 2026-2027 budget, no tax rate change, slight increase in water rates |

## Photos 87

| *Date* | *#* | *Subject* | *Date* | *#* | *Subject* |
|---|---|---|---|---|---|
| **5/1** | **1** | NC drought map | | | |
| **5/4** | **33** | City Council proclamations | | | |
| **5/4** | **6** | southwood realty post | | | |
| **5/4** | **7** | wayfinding signs | | | |
| **5/7** | **10** | Fire Promotional Photos May 2026 | | | |
| **5/20** | **2** | hanging flower baskets in downtown | | | |
| **5/29** | **22** | Neon Night Ride | | | |
| **5/29** | **6** | Paint It Forward possum box | | | |




*National Public Works Week*




*Wayfinding signs*




*Hanging baskets in Downtown*



*Paint It Forward murals in Downtown*



*Neon Night Ride*



*Neon Night Ride*

# Social Posts 171

## Top Facebook

### #1 City



**Grading has started on The Palisades of...**

Mon May 4, 3:08pm

58.1K 115
156 36

### #2 Parks

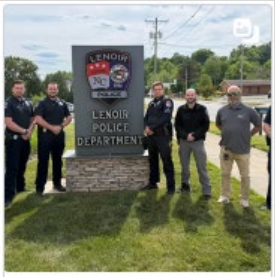



**We know a lot of you have been asking wh...**

Tue May 26, 2:35pm

51.5K 35
26 30

### #3 Police



**Last week, several of our officers...**

Mon May 11, 12:10pm

19.0K 238
41 1

### #4 Downtown

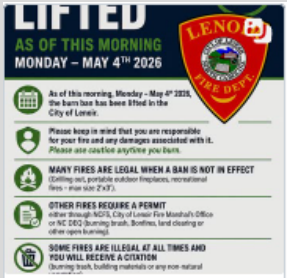



**Join us this Saturday in Downto...**

Mon May 4, 9:42am

12.4K 28
6 26

### #5 Fire




*****STATEMENT FROM THE CITY OF LENOI...**

Mon May 4, 4:55pm

7.6K 13
3 7

## Top X

**City of Lenoir, NC** · May 4, 2026



Grading has started on The Palisades of Lenoir. Southwood Realty is building 220 market-rat...

0 0 1 126

126 Impressions · 1 Likes · 0 Replies · 0 Reposts · 10.3% Engagement rate
0 Profile visits · 0 New follows · 0 Bookmarks · 0 Shares · 12 Media views

**City of Lenoir, NC** · May 21, 2026

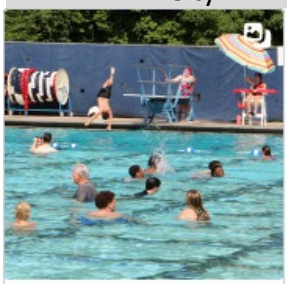
City Manager Scott Hildebran recently presented the proposed Fiscal Year 2026-2027 budget to City Council. The budget focuses on City Council's priorities ...

0 0 2 87

87 Impressions · 2 Likes · 0 Replies · 0 Reposts · 5.7% Engagement rate
0 Profile visits · 0 New follows · 1 Bookmarks · 0 Shares · - Media views

## Top Instagram

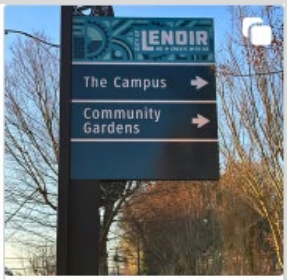
### #1 City



**If you haven't heard, the outdoor pool is...**

Wed May 27, 4:10pm

992 36
0 1




**The City of Lenoir has finished installing 52...**

Fri May 8, 9:56am

955 42
2 0

### #2 Downtown




**Bring your family, invite your friends, a...**

Wed May 13, 1:43pm

304 7
1 0

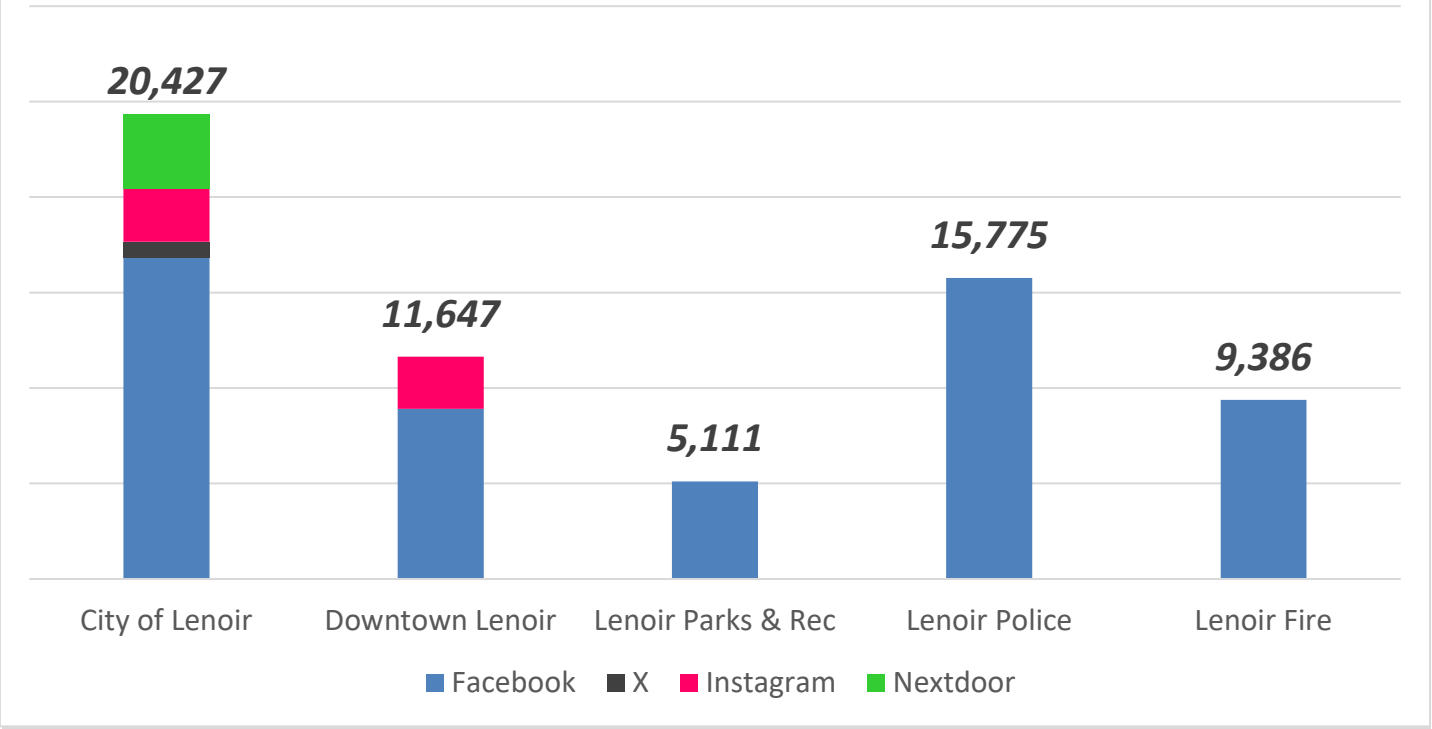


**Calling all bike riders you ready to glow...**

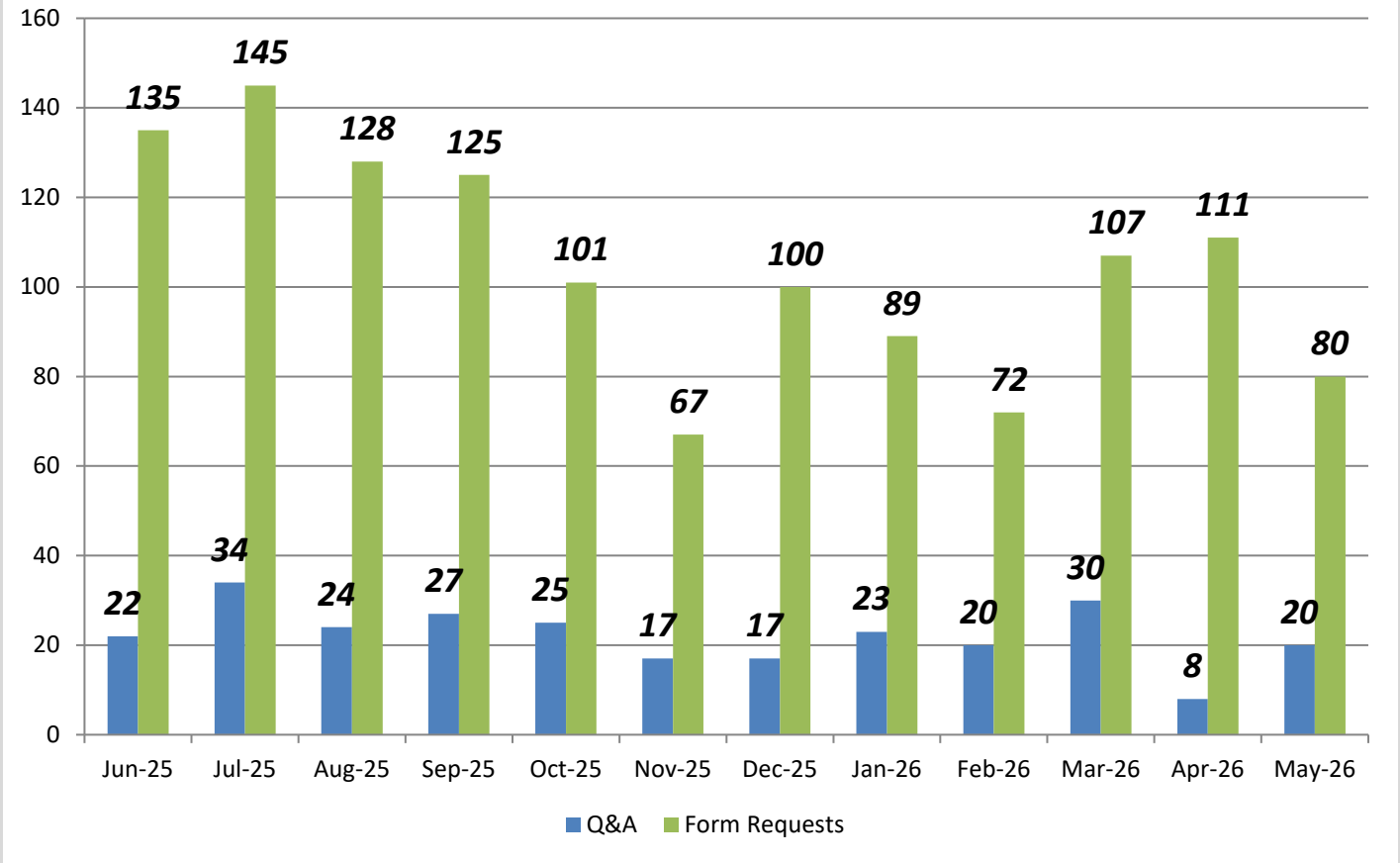
Thu May 28, 8:24am

233 6
0 2

## Social Comparison




## Questions & Form Requests



## Q&A 20

1607 and 1611 Jasper Pl, Severe fire risk, deteriorated, junk filled, moldy houses, animal habitation, hazardous materials, trees in uti
4222 Brookwood Pl Lenoir, NC 28645, Overgrowth of grass, weeds, Outdoor storage/accumulation junk or trash, Trash and debris
4226 Brookwood Pl Lenoir, NC 28645, Roof rotted, Front door wide open. Animals, etc living and defaulting, fighting
It is ILLEGAL to deny paying customers water!! Fines are one thing, shutting off water is another!! WE THE PEOPLE WILL NOT TOLERA
Hi. I was wondering if the city of Lenoir will be hosting outdoor movie night in the town square this year. It was so much fun. Thanks
I have at least two groundhogs under my house and they are very busy digging tunnels under the house and yard. I am very concern
I own a home on Arlington circle and my water pressure has been lowered and the water tastes like dirt or grass. I am boiling my wa
Do you happen to know what happened to the Hospital Ave sidewalk project? It started, but all of a sudden, everything stopped. Als
New Government Jobs Evening Secretary – LAFC for www.cityoflenoir.com
New Government Jobs Mulberry Recreation Center Manager for www.cityoflenoir.com
Resident Notification - Agenda Published
Other: Message from City of Lenoir, NC
New Alert City facilities closed on Memorial Day for www.cityoflenoir.com
New Event Memorial Day Ceremony for www.cityoflenoir.com
I am very interested in getting several of the veteran papers. I have many in my family there. I also have many family members that
every morning traveling on college ave sw crossing mulberry st sw i have to stop and look both ways because traffic coming down m
Will the City of Lenoir be having a fireworks display this year? I am looking to set up a booth. I want to be sure before I spend money
My wife and I are looking to plan a romantic overnight getaway for our wedding anniversary. We are looking for budge friendly thing
607 wentworth circle nw lenoir, Truck is parked blocking half the road. Unable to see if car's are coming from the right hand street. H
Pennel St Greenway dog station has been getting stocked with large garbage can liners instead of the usual dog poop bags. I started