

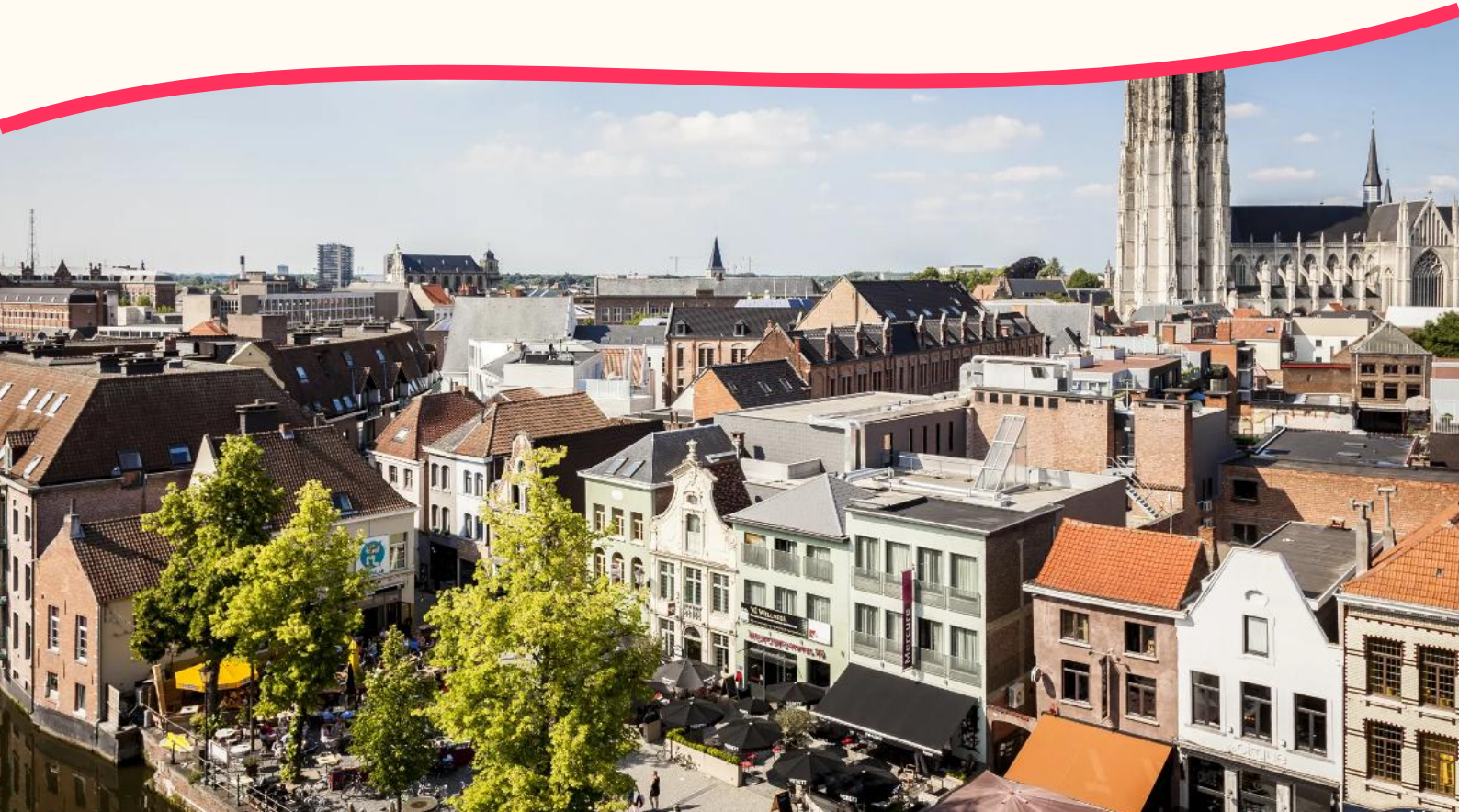
City information that gets through.

Close by, in your neighbourhood.

How Mechelen builds a local audience and gives city information a familiar place in neighbourhood life.

English edition · September 2026

With source figures from 2025



A large local audience. Attention to city information.

An update about your street. An invitation to take part. In Mechelen, city information finds a place among neighbours' everyday questions and plans. Hoplr connects the city with a local audience that also shares information and takes initiatives of its own.

16,000+

households connected

53%

of households on the
network

296,505

views of city posts
in the reported
quarter

Reported by Hoplr in the case study of 27 November 2025 and repeated on 30 January 2026. Views are not unique residents. The exact start and end dates of the quarter are not specified.

What do these figures measure?

The figures above show two aspects of reach: the size of the connected audience and the attention paid to official communication. A registered household and a post view measure different things.

For each message, consider what you want to achieve. Should someone know about a change, attend an activity or take a next step? Alongside the number of views, look at the replies and questions your communication generates. This is an editorial lesson from the case, not an additional measured result for Mechelen.

Source: Hoplr, 27 November 2025; English publication, 30 January 2026.
Source links and notes are on page 6.

Reach starts in your own neighbourhood.

Mechelen began with a pilot project in 2016. The city's Hoplr page identifies 28 digital neighbourhoods, from the centre to the surrounding villages. This local structure makes people's immediate surroundings the starting point for contact.

The city's page for new neighbours explains that residents register with their name and address, placing them in their own neighbourhood. Mechelen also offers introduction cards: residents can collect or print them and deliver them to their neighbours.

This is a useful lesson for a communications team. Introducing a channel belongs alongside the moments when people get to know their surroundings. A new home, a first neighbourhood activity or a practical question can be the reason to join.

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Digital neighbourhoods according to the city website.
People's own surroundings are the starting point.



Vismarkt, Mechelen · © Tourism Mechelen / Aikon Producties

A recognisable sender. A local context.

According to the Hoplr case study, the city shares information about roadworks, events and initiatives at neighbourhood level.

Mechelen stresses that the city can send neighbourhood-specific messages while having no access to residents' conversations with each other. This makes it clear to residents who is sharing information and where their own conversations take place.

That recognisability is what matters for reach. An official message has a clear sender and a place in the local context. For your own communications plan, this means explaining what is changing, who it affects and where residents can go with questions.



“Good communication is the foundation of trust between the city and its residents.”

Bart Somers
Mayor, in the 2025 Hoplr article

A welcome that also begins beyond the screen.

On its ‘New neighbours?’ page, Mechelen presents the digital neighbourhood network alongside printed introduction cards. Residents can join online and make a first contact in their street themselves. This is a concrete example of offering different ways to get acquainted side by side.

The city website places Hoplr alongside other ways to take part in neighbourhood life, such as neighbours' days, benches outside homes and local initiatives. This gives the channel context: digital communication forms part of a broader approach to neighbourhood life.

Bart Somers photo: Hoplr blog. The quotation is translated from a verbatim excerpt.

What will you take back to your communications team?

Three editorial lessons from the approach and the source figures.

1 Start with people's surroundings.

Make it clear which neighbourhood, street or group a message concerns. Explain the practical implications for residents and give a specific next step. This makes information easier to put into context.

2 Keep introducing the channel.

Show new residents how to find their digital neighbourhood. Combine online information with opportunities to meet others or get to know the local area. Remember those who need help to join online.

3 Measure audience and attention.

Track separately how many households join, how often posts are viewed and what replies follow. Use this information to improve topics, timing and explanations. A high total only becomes meaningful when you know exactly what it measures.

Neighbourhood-focused communication becomes more valuable when residents know where to turn and what a message means for them. Mechelen shows how a city can build on an existing local environment to achieve this.

Bring information closer to your residents.

Discuss with your team which neighbourhoods you want to reach, what information they need and how you will track the results.

Book a no-obligation demo



About this edition

English translation of a Dutch case prepared on 15 September 2026 using public sources. Results relate to the dated Hoplr case. The city page gives a lower participation figure with no measurement date; these figures have not been combined. The English update repeats the same results.

Sources

[Hoplr · Mechelen case study · 27 November 2025](#)

[Hoplr · English version · 30 January 2026](#)

[City of Mechelen · Talk to your neighbourhood via Hoplr](#)

[City of Mechelen · New neighbours?](#)

[City of Mechelen · With your neighbours](#)

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[Read the case study online](#)

