

MEMORANDUM

To: City Council

From: Drew Douglas, Director of Communications

Re: Communications Data Report for January-April 2022

Date: May 17, 2022

The spreadsheets attached below show our electronic communications data for 2022 so far.

Some of the notable data insights for the year so far include:

- The January, February, March and April community e-newsletters, were each successfully delivered to at least 9,096 email addresses. The April newsletter reached 9,191 emails.
- Each months' total open rate has been over 50%, with an average open rate of 52.6% according to analytics provided by Constant Contact.
- The average click rate so far this year is 8.1%. Keep in mind, Constant Contact believes the open rate reported by their metrics to be significantly lower than actual opens due to multiple email programs not sending data regarding opens to Constant Contact to be tracked (this is due to enhanced security and privacy measures implemented by Gmail and Apple Mail). April's top clicked links were:
 - 1. Election Information
 - 2. Rain Barrel Rebate Program
 - 3. Letter from the Mayor
- Our monthly "Welcome to Nixa" email blast continues to be a success. It was last sent April 26th to 89 email addresses. The open rate was 73% and click rate was 10%. The most frequently clicked link each month is to pay your Nixa Utilities bill online.
- Facebook continues to limit which data we can access and track from what we used to be able to track on a monthly basis.
- The average number of individuals who see any one of our posts to the City Hall Facebook page is at 2,861. We've posted 91 times from January 1 through the end of April.
- The average number of individuals who see any one of our posts to the Nixa Police Facebook page is at 4,100. We've posted 102 times from January 1 through the end of April.
- Total Nextdoor members at Nixa addresses is at 4,423. We have posted 45 times so far this year. Average impressions per post is 544 from January-April.
- Total followers on Twitter is 1,807. We have posted 32 tweets so far this year.
- Total followers on Instagram is 1,143. We have posted 43 times so far this year.
- Total followers on Linkedln is 289. We have posted 21 times so far this year.

If you have any questions about our communications strategies and tactics, don't hesitate to ask.

- Drew Douglas | Director of Communications

2022 Data	Jan F	eb N	1ar A	pr Ma	ay Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Constant Contact - Newsletters													
Newsletter Send Date	29-Dec	28-Jan	3-Mar	1-Apr									
Successful Deliveries	9,096	9,136	9,150	9,191								36,57	
Resend Deliveries	5,385	5,248	5,017	5,509									
Original Opens	3,888	4,019	4,271	3,899								16,07	
Resend Opens	910	993	785	944									
Total Opens	4,798	5,012	5,056	4,843								19,70	
Total Open Rate	51.4%	53.7%	54.1%	51.0%									
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%									
Total Clicks	614	900	739	722									
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%									
Did Not Open (Original)	5,208	5,117	4,879	5,292									
Unsubscribed (Total)	9	5	13	12								3	
Spam Reports* (Total)	0	1	3	1									
Bounces* (Total)	534	536	547	625								2,24	
Constant Contact - Single Topic Email													
# of Email Campaigns	0	0	0	0									
Average Open Rate													
Average Click Rate													
Average Mobile Device Open Rate													
Total Spam													
Total Unsubscribe													
Welcome to Nixa Email													
Date Sent On	1/26/22	2/22/22	25-Mar	26-Apr									
Total Sent	61	37	97	89								28	
Total Successful Deliveries	54	36	90	81									
Total Open Rate	74%	81%	70%	73%									
Total Click Rate (top click)	9%	17%	10%	10%									
Total Mobile Device Open Rate	10%	14%	16%	18%									
Total Spam	0	0	0	0									
Total Unsubscribe	0	0	1	0									1 0

	lan F	eb M	Mar A	Apr May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
acebook													
ty Hall (City of Nixa - Municipal Government)													
of posts (from content data)	12	24	30	25								9:	1 23
otal Reach (from content data)	45,524	80,107	54,384	62,555								242,57	0 60,643
verage Post Reach (from content data)	3,794	3,337	1,813	2,502								11,44	5 2,861
lighest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656								31,08	
vg Reach of Posts to People Who Like Page (from resul	1,418	2,217	1,538	1,755								6,92	
otal Likes & Reactions (from content data)	1,102	1,378	839	829								4,14	1,037
otal Comments (from content data)	361	497	63	155								1,07	
otal Shares (from content data)	85	163	70	118								43	
olice													
of posts (from content data)	14	8	39	41								103	2 26
otal Reach (from content data)	49,024	52,694	141,991	96,148								339,85	
verage Post Reach (from content data)	3,771	6,587	3,640	2,403								16,40	
lighest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705								46,77	
wg Reach of Posts to People Who Like Page (from resul	3,244	2,299	3,414	2,512								40,770	2,867
	938	2,409	6,002	1,567								10,91	
otal Likes & Reactions (from content data) otal Comments (from content data)	938 47	2,409	680	1,567								1,17	
	231		487	369									
otal Shares (from content data)	231	206	48/	369								1,29	323
witter													
ityofNixa													
otal Followers	1,795	1,801	1,804	1,807									1,807
of Tweets	3	13	10	6								3.	
otal Tweet Impressions (from report)	658	2,147	2,909	1,243								6,95	7 1,739
otal Engagements (from report)	19	46	48	32								14	
rofile Visits	166	282	471	401								1,32	
Mentions	1	2	8	10								2:	
lew Followers	12	10	2	7								3	
nstagram													
of posts	2	10	21	10								4:	3 11
otal likes	62	148	343	161								714	4 179
otal comments	1	3	4	6								14	
otal reach (Accounts reached)	696	531	714	526								2,46	7 617
otal followers (@ last day of month)	1,127	1,143	1,143	1,143								4,550	
inkedIn	_,	_,	_,	_,								,,	
of posts	6	4	7	4								2	1 =
of followers		277	282	289								Δ.	280
	270	211	282	289									280
lextdoor													
of posts	5	24	8	8								4:	
laimed households	3315	3329	3393	3422									3364.75
Members	4,278	4,303	4,375	4,423								442	
lew members	34	33	76	44								18	
otal Post Impressions	3,342	8,836	6,966	4,700								2384	
verage Impressions Per Post	668	552	366	588								217	4 544
lixa.com													
ctive users	10,945	11,173	11,825	14,231								48,17	4 12,044
essions	15,379	15,162	16,655	19,558								66,75	
essions from Organic Search	10,254	10,041	11,098	13,022								44,41	
essions from Direct Navigation	4,048	3,265	4,434	5,179								16,92	
essions from Referral	765	1,414	692	658								3,52	
essions via Social Referral	312	442	431	698								1,88	
essions via Facebook	295	404	422	689								1,81	
esktop Sessions	39%	37%	39%	35%									2 37.6%
Nobile Sessions	60%	61%	60%	63%									60.9%
ablet Sessions	1%	1%	2%	2%									1.4%
verage Length of Session	0:01:10	0:01:03	0:01:18	0:01:05									0:01:09
ages viewed per Session	1.82	1.77	1.96	1.77									1.83
lews Articles Posted*	1.82	6	1.96	5								2:	
-notification active subscribers*	1,003												
-normation active subscribers*	1.003	1,010	1,012	1,012								4,03	7 1,009