



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 month's 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 LinkedIn 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

