## CITY OF MISSOURI

## **MEMORANDUM**

To: City Council

**From:** Drew Douglas, Director of Communications **Re:** Communications Data Report for May 2022

**Date:** June 22, 2022

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

## Some of the notable data insights for May include:

- The May community e-newsletter, sent April 29, was successfully delivered to 9,242 email addresses. Open rate was 52.4% (5,014). Click rate was 7.7% (714).
- May's top clicked links were:
  - 1. Rain Barrel Rebate Program
  - 2. Quick Poll
  - 3. Letter from the Mayor
- May Quick Poll Question: How would you rate the frequency of city communications?
  Results: 151 responses.

Just Enough - 79.5% (120)

Not Enough - 11.9% (18)

Too Much - 8.6% (13)

- On May 27<sup>th</sup> we sent the "Welcome to Nixa" email to 122 email addresses. The open rate was 72% and click rate was 16.9%. Top 3 most clicked links were:
  - 1. Pay Utility Bill Online
  - 2. NixaParks.com
  - 3. Christiancountycollector.com
- In May, we sent 2 single-topic emails to the community. May 16 we sent an email about street resurfacing. May 23 we sent an email about construction beginning on Rt. 14 widening project. These emails averaged 52% open rate.
- The average number of individuals who saw any one of our May posts to the City Hall Facebook page was 3,509. In May, we posted 35 times. Post with the highest reach (8,484) was about the Route 14 Widening Project.
- The average number of individuals who saw any one of our May posts to the Nixa Police Facebook page was 2,836. In May, we posted 41 times. Post with the highest reach (9,635) was about a traffic accident at 160 & Tracker Road.
- Total Nextdoor members at Nixa addresses is at 4,465. We posted 17 times in May, averaging 750 impressions per post.
- Total followers on Twitter is 1,817. We tweeted 11 times in May.
- Total followers on Instagram is 1,152. We posted 20 times in May.
- Total followers on LinkedIn is 294. We posted 2 times in May.

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 Ap	or f	May	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	29-Apr										
Successful Deliveries	9,096	9,136	9,150	9,191	9,242								45,8		
Resend Deliveries	5,385	5,248	5,017	5,509	5,258										
Original Opens	3,888	4,019	4,271	3,899	4,204								20,2		
Resend Opens	910	993	785	944	810	)									
Total Opens	4,798	5,012	5,056	4,843	5,014								24,7		
Total Open Rate	51.4%	53.7%	54.1%	51.0%	52.40%										
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%	12.80%										
Total Clicks	614	900	739	722	714										
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%	7.70%										
Did Not Open (Original)	5,208	5,117	4,879	5,292	5,038										
Unsubscribed (Total)	9	5	13	12	11										
Spam Reports* (Total)	0	1	3	1	0										
Bounces* (Total)	534	536	547	625	633	1							2,8		
Constant Contact - Single Topic Email															
# of Email Campaigns	0	0	0	0	2										
Average Open Rate					52%										
Average Click Rate					4%										
Average Mobile Device Open Rate					8%										
Total Spam					0	1									
Total Unsubscribe					17										
Welcome to Nixa Email															
Date Sent On	1/26/22	2/22/22	25-Mar	26-Apr	27-May-22										
Total Sent	61	37	97	89	122										
Total Successful Deliveries	54	36	90	81	118										
Total Open Rate	74%	81%	70%	73%	70%										
Total Click Rate (top click)	9%	17%	10%	10%	17%										
Total Mobile Device Open Rate	10%	14%	16%	18%	10%										
Total Spam	0	0	0	0	0	)									
Total Unsubscribe	0	0	1	0	0	)									

	an Fe	b N	⁄lar A	pr M	lay Jur	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
acebook													
City Hall (City of Nixa - Municipal Government)													
of posts (from content data)	12	24	30	25	35							12	
otal Reach (from content data)	45,524	80,107	54,384	62,555	119,230							361,80	
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509							14,95	
lighest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484							39,56	
avg Reach of Posts to People Who Like Page (from resul	1,418	2,217	1,538	1,755	3,014							9,94	
otal Likes & Reactions (from content data)	1,102	1,378	839	829	2,248							6,39	
otal Comments (from content data)	361	497	63	155	372							1,44	
otal Shares (from content data)	85	163	70	118	219							65	5 131
Police													
of posts (from content data)	14	8	39	41	41							14	
otal Reach (from content data)	49,024	52,694	141,991	96,148	116,299							456,15	
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836							19,23	
lighest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635							56,40	
Avg Reach of Posts to People Who Like Page (from resul	3,244	2,299	3,414	2,512	2,866								2,867
otal Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570							12,48	
otal Comments (from content data)	47	268	680	183	179							1,35	
otal Shares (from content data)	231	206	487	369	252							1,54	309
witter													
CityofNixa													
otal Followers	1,795	1,801	1,804	1,807	1,817								1,817
of Tweets	3	13	10	6	11							4	
otal Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576							9,53	3 1,907
otal Engagements (from report)	19	46	48	32	69							21	
Profile Visits	166	282	471	401	865							2,18	437
Mentions	1	2	8	10	11							3	
New Followers	12	10	2	7	9							4	) 8
nstagram													
of posts	2	10	21	10	20							6	3 13
otal likes	62	148	343	161	265							97	9 196
otal comments	1	3	4	6	1							1	5 3
otal reach (Accounts reached)	696	531	714	526	483							2,95	590
otal followers (@ last day of month)	1,127	1,143	1,143	1,143	1,152							5,70	3 1,142
inkedIn													
of posts	6	4	7	4	2							2	3 5
of followers	270	277	282	289	294								282
Nextdoor													
of posts	5	24	8	8	17							6	2 12
Claimed households	3315	3329	3393	3422	3443							ь	2 12 3380.4
Members	4,278	4,303	4,375	4,423	4,465							446	
New members	34	33	76	44	35							22	
otal Post Impressions	3,342	8,836	6,966	4,700	9,005							3284	
Average Impressions Per Post	668	552	366	588	750							292	
Vixa.com	008	332	300	366	730							232	+ 303
	40.045	44.470	44.005	44.224	12.510							64.60	
Active users	10,945	11,173	11,825	14,231	13,510							61,68	
essions	15,379	15,162 10,041	16,655 11,098	19,558 13,022	18,500 12,286							85,25	
essions from Organic Search	10,254											56,70	
essions from Direct Navigation	4,048	3,265	4,434	5,179	4,601							21,52	
essions from Referral	765	1,414	692	658	1,080							4,60	
essions via Social Referral	312	442	431	698	532							2,41	
essions via Facebook	295	404	422	689	524							2,33	
Desktop Sessions	39%	37%	39%	35%	36%								2 37.3%
Mobile Sessions	60%	61%	60%	63%	63%								61.4%
ablet Sessions	1%	1%	2%	2%	1%								1.3%
	0:01:10	0:01:03	0:01:18	0:01:05	0:01:05								0:01:08
Average Length of Session													1.83
Pages viewed per Session	1.82	1.77	1.96	1.77	1.84								
	1.82 5 1,003	1.77 6 1,010	1.96 5 1,012	1.// 5 1,012	1.84 4 1,018							2 5,05	