



# 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

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