

RE: COMMUNICATIONS DATA REPORT FOR SEPTEMBER 2022

The spreadsheets attached below show our electronic communications data for 2022 so far. Some of the notable data insights for September include:

E-mail Campaigns:

- This month's community e-newsletter, sent September 1st, was successfully delivered to 10,041 email addresses. Open rate was 54.1% (5,595). Click rate was 10.6% (1,096). This newsletter was the first sent with the new brand look.
- Newsletter top clicked links were:
 1. Quick Poll
 2. New Story (We are not able to see what news story was clicked on because it was linked to our old website, which is no longer in existence.)
 3. Photo Contest
- Quick Poll Question: "Do you plan to vote in the November election?"
Total Responses: 387. Results:
 1. Yes: 96.9% (375)
 2. No: 3.1% (12)
- On Sept. 26th we sent the "Welcome to Nixa" email to 125 email addresses. The open rate was 78% and click rate was 13%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Nixa Building Permits
 3. Christian County Collector Website
- We sent 4 single-topic emails to the community this month. They had an average open rate of 43%. The first was sent on Sept. 7 titled "Nixa Seeks to Fill Two Council Seats". The second was sent Sept. 8 titled "Downtown Nixa Placemaking Kickoff Event". The third was sent Sept. 15 titled "Public Meeting Regarding Rt. CC Intersection". The fourth was sent Sept. 19 titled "3rd Annual Nixa vs Ozark Mayors Challenge Blood Drive".
- Total number of e-mail unsubscribes this month was 98 and total spam reports was 4.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 1,803. We posted 34 times this month. Post with the highest reach (4,635) was about the two new interim council members being appointed.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 3,164. We posted 17 times this

month. Post with the highest reach (9,700) was about the passing of K-9 Jannie.

- Total Nextdoor members at Nixa addresses is at 4,599. We posted 8 times this month, averaging 651 impressions per post.
- Total followers on Twitter is 1,821. We tweeted 22 times this month.
- Total followers on Instagram is 1,201. We posted 19 times this month.
- Total followers on LinkedIn is 307. We posted 1 time this month.

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

MEMO PREPARED BY:

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2022 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Constant Contact - Newsletters														
Newsletter Sent Date	29-Dec	28-Jan	3-Mar	1-Apr	29-Apr	1-Jun	1-Jul	28-Jul	1-Sep					
Successful Deliveries	9,096	9,136	9,150	9,191	9,242	9,300	9,368	9,475	10,041				83,999	9,333
Resend Deliveries	5,385	5,248	5,017	5,509	5,258	5,635	5,069	5,465	5,651				48,237	5,360
Original Opens	3,888	4,019	4,271	3,899	4,204	3,828	4,540	4,223	4,586				37,458	4,162
Resend Opens	910	993	785	944	810	651	883	1,069	1,009				8,054	895
Total Opens	4,798	5,012	5,056	4,843	5,014	4,479	5,423	5,292	5,595				45,512	5,057
Total Open Rate	51.4%	53.7%	54.1%	51.0%	52.4%	46.9%	56.0%	54.1%	54.1%				473.7%	52.6%
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%	12.8%	18.5%	16.9%	16.1%	12.8%					15.6%
Total Clicks	614	900	739	722	714	896	1,098	1,122	1,096				7,901	878
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%	7.7%	9.6%	11.7%	11.7%	10.6%					9.3%
Did Not Open (Original)	5,208	5,117	4,879	5,292	5,038	5,472	4,828	5,252	5,455				46,541	5,171
Unsubscribed (Total)	9	5	13	12	11	14	15	13	60				152	17
Spam Reports* (Total)	0	1	3	1	0	1	3	1	0				10	1
Bounces* (Total)	534	536	547	625	633	602	628	636	647				5,388	599
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	0	0	2	0	2	3	4				11	1.22222222
Average Open Rate					52%		47%	48%	43%					48%
Average Click Rate					4%			4%	2%					3%
Average Mobile Device Open Rate					8%		9%	5%	6%					7%
Total Spam					0		2	2	4				8	2
Total Unsubscribe					17		11	38	38				104	26
Welcome to Nixa Email														
Date Sent On	1/26/22	2/22/22	25-Mar	26-Apr	27-May-22	27-Jun-22	25-Jul-22	29-Aug-22	26-Sep-2022					
Total Sent	61	37	97	89	122	137	183	117	125				968	108
Total Successful Deliveries	54	36	90	81	118	131	179	113	120				922	102
Total Open Rate	74%	81%	70%	73%	70%	79%	86%	87%	78%					77%
Total Click Rate (top click)	9%	17%	10%	10%	17%	15%	13%	18%	13%					14%
Total Mobile Device Open Rate	10%	14%	16%	18%	10%	19%	12%	11%	11%					13%
Total Spam	0	0	0	0	0	0	0	0	0				0	0
Total Unsubscribe	0	0	1	0	0	0	0	0	0				1	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	12	24	30	25	35	30	34	36	34				260	29
Total Reach (from content data)	45,524	80,107	54,384	62,555	119,230	124,290	113,565	85,501	61,303				746,459	82,940
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509	4,143	3,340	2,375	1,803				26,616	2,957
Highest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484	11,947	14,099	6,663	4,635				76,909	8,545
Avg Reach of Posts to People Who Like Page (from result)	1,418	2,217	1,538	1,755	3,014	3,229	3,271	2,125	1,722				20,289	2,254
Total Likes & Reactions (from content data)	1,102	1,378	839	829	2,248	3,816	1,778	1,391	1,012				14,393	1,599
Total Comments (from content data)	361	497	63	155	372	1,757	673	560	498				4,936	548
Total Shares (from content data)	85	163	70	118	219	410	268	204	59				1,596	177
Police														
# of posts (from content data)	14	8	39	41	41	28	32	20	17				240	27
Total Reach (from content data)	49,024	52,694	141,991	96,148	116,299	59,272	139,125	44,215	53,803				752,571	83,619
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836	2,116	4,487	2,210	3,164				31,214	3,468
Highest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635	6,721	25,132	6,169	9,700				104,127	11,570
Avg Reach of Posts to People Who Like Page (from result)	3,244	2,299	3,414	2,512	2,866	1,586	3,623	1,718	1,332					2,510
Total Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570	568	3,301	646	1,164				18,165	2,018
Total Comments (from content data)	47	268	680	183	179	98	1,058	17	204				2,734	304
Total Shares (from content data)	231	206	487	369	252	162	253	97	184				2,241	249

Twitter											
CityofNixa											
Total Followers	1,795	1,801	1,804	1,807	1,817	1,816	1,820	1,822	1,821		1,822
# of Tweets	3	13	10	6	11	12	14	18	22	109	12
Total Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576	1,250	1,308	3,951	2,473	18,515	2,057
Total Engagements (from report)	19	46	48	32	69	120	126	60	57	577	64
Profile Visits	166	282	471	401	865	489	652	941	443	4,710	523
Mentions	1	2	8	10	11	7	0	7	4	50	6
New Followers	12	10	2	7	9	3	2	3	0	48	5
Instagram											
# of posts	2	10	21	10	20	11	10	9	19	112	12
Total likes	62	148	343	161	265	201	132	239	253	1,804	200
Total comments	1	3	4	6	1	3	6	2	5	31	3
Total reach (Accounts reached)	696	531	714	526	483	537	502	811	716	5,516	613
Total followers (@ last day of month)	1,127	1,143	1,143	1,143	1,152	1,157	1,184	1,192	1,201	10,442	1,160
LinkedIn											
# of posts	6	4	7	4	2	5	3	2	1	34	4
# of followers	270	277	282	289	294	297	298	302	307		291
Nextdoor											
# of posts	5	24	8	8	17	8	17	16	8	111	12
Claimed households	3315	3329	3393	3422	3443	3459	3478	3492	3509		3426.666667
Members	4,278	4,303	4,375	4,423	4,465	4,492	4,532	4,564	4,599	4599	4448
New members	34	33	76	44	35	32	41	33	34	362	40
Total Post Impressions	3,342	8,836	6,966	4,700	9,005	8,707	8,685	8,920	11,728	70889	7877
Average Impressions Per Post	668	552	366	588	750	791	668	637	651	5671	630
Nixa.com											
Active users	10,945	11,173	11,825	14,231	13,510	12,522	15,062	13,307	12,166	114,741	12,749
Sessions	15,379	15,162	16,655	19,558	18,500	17,200	20,954	19,563	17,022	159,993	17,777
Sessions from Organic Search	10,254	10,041	11,098	13,022	12,286	10,780	11,797	13,392	11,033	103,703	11,523
Sessions from Direct Navigation	4,048	3,265	4,434	5,179	4,601	4,327	6,007	4,745	4,414	41,020	4,558
Sessions from Referral	765	1,414	692	658	1,080	1,233	1,281	985	882	8,990	999
Sessions via Social Referral	312	442	431	698	532	860	1,869	441	693	6,278	698
Sessions via Facebook	295	404	422	689	524	807	1,827	435	672	6,075	675
Desktop Sessions	39%	37%	39%	35%	36%	35%	36%	38%	37%	3	37.0%
Mobile Sessions	60%	61%	60%	63%	63%	64%	62%	61%	62%		61.6%
Tablet Sessions	1%	1%	2%	2%	1%	1%	1%	1%	1%		1.3%
Average Length of Session	0:01:10	0:01:03	0:01:18	0:01:05	0:01:05	0:01:07	0:01:14	0:00:50	0:01:13		0:01:07
Pages viewed per Session	1.82	1.77	1.96	1.77	1.84	1.88	1.83	1.73	1.92		1.84
News Articles Posted*	5	6	5	5	4	6	9	9		49	6.125
E-notification active subscribers*	1,003	1,010	1,012	1,012	1,018	1,024	1,026	1,030		8,135	1,017
E-notifications sent*	5	6	5	7	4	7	14	14		62	8