



MEMORANDUM

To: City Council
From: Drew Douglas, Director of Communications
Re: Communications Data Report for December 2021
Date: January 19, 2022

The spreadsheets attached below show our electronic communications data for all of 2021.

Some of the notable data insights for November and December include:

- The November newsletter, emailed out to the community on October 28th, was successfully delivered to 9,067 email addresses while the December newsletter was sent Nov. 23rd to 9,106 email addresses. This is the highest amount of subscribed email addresses we have ever had.
- Top clicked links for the November newsletter were:
 1. Information about Nov. 2nd special election coming up
 2. Nixa Dog Park Opens
 3. Letter from the Mayor
- Top clicked links for the December newsletter were:
 1. Cocoa with the Community and Mayor's Tree Lighting Ceremony
 2. Letter from the Mayor
 3. Job Openings
- The November post with the highest reach from the City Hall Facebook was about the employee spotlight on Officer Cody Scott. This post reached 8,688 people.
- The December post with the highest reach from the City Hall Facebook was an invitation to join us for the Mayor's Tree Lighting Ceremony. This post reached 6,556 people.
- The December post with the highest reach from the Nixa Police Facebook page was about two lost boys found wandering on Main Street on Dec. 30th. The post reached 273,546 people. This was actually the second highest reaching post of the year.

Notable data for 2021:

- We launched a "Welcome to Nixa" email campaign in September which was sent each of the last 4 months of the year to anyone who signed up for the email newsletter. In total, we sent it to 234 people with an average open rate of 67%, average click rate of 11%, no spam reports and no unsubscribes. This means this new email campaign is a HUGE success!
- Our monthly newsletters were opened a total of 37,609 times, (average open rate 34.7%) but we believe the actual number should be much higher due to new security features which allow many email apps to block Constant Contact from tracking opens and even clicks.
- This year we posted 382 times to the City Hall Facebook page.
- We posted 321 times to the Nixa Police Facebook page.
- We tweeted 122 times to the @CityofNixa twitter handle.



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- We posted 154 times to the City Hall Instagram account.
- We posted 60 times to the City of Nixa LinkedIn account.
- We posted 180 times to the City of Nixa Nextdoor account.
- We posted 118 news articles to Nixa.com and sent 179 e-notifications through the site.
- In September, Facebook began to limit which data we can access and track, which is reflected in empty data cells for the last few months of the year. This is why we no longer are able to track how many followers/likes our page has.
- We ended the year with 1,784 Twitter followers. An all-time high.
- We ended the year with 1,131 Instagram followers. Another all-time high.
- Nextdoor says 4,256 Nixa residents have Nextdoor accounts who can see our posts.
- We ended the year with 998 e-notification subscribers.
- Nixa.com saw 240,977 sessions in 2021. 134k of those resulted from organic search.
- 54.9% of sessions on Nixa.com were from mobile devices, plus 1.6% from tablets. The remainder were desktop sessions. This underscores the importance of ensuring our redesigned website is mobile-friendly.

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

- Drew Douglas | Director of Communications

2021 Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 TOTALS	2021 AVERAGE
Constant Contact - Newsletters														
Newsletter Send Date	31-Dec	31-Jan	26-Feb	29-Mar	30-Apr	28-May	1-Jul	29-Jul	31-Aug	30-Sep	28-Oct	23-Nov		
Successful Deliveries	8,344	8,295	8,930	8,936	8,980	9,017	8,979	8,958	8,881	8,910	9,067	9,106	106,403	8,867
Resend Deliveries	6,001	6,362	6,706		6,669	6,746	6,661	6,407	6,466	6,558	6,566	6,233	71,375	6,489
Original Opens	2,429	1,985	2,256	2,256	2,462	2,332	2,428	2,672	2,532	2,483	2,620	2,962	29,417	2,451
Resend Opens	867	1,001	615		806	726	696	630	676	754	709	712	8,192	745
Total Opens	3,296	2,986	2,871	2,256	3,268	3,058	3,124	3,302	3,208	3,237	3,329	3,674	37,609	3,134
Total Open Rate	38.8%	35.5%	31.9%	25.2%	35.2%	33.4%	34.1%	36.1%	35.4%	35.2%	35.7%	39.7%	416.2%	34.7%
Mobile Device Rate (opened on mobile vs desktop)	45.0%	44.8%	53.2%	52.4%	50.6%	53.2%	54.1%	45.5%	49.1%	44.0%	39.0%	32.2%		46.9%
Total Clicks	470	652	611	590	837	930	784	622	872	626	927	717	8,638	720
Click Through Rate	14.5%	22.1%	21.5%	26.2%	26.3%	30.9%	25.6%	19.2%	27.8%	19.3%	10.2%	7.9%		21.0%
Did Not Open (Original)	5,915	6,310	6,674	6,680	6,518	6,685	6,551	6,286	6,349	6,427	6,447	6,144	76,986	6,416
Unsubscribed (Total)	5	7	2	3	8	13	8	13	10	14	19	12	114	10
Spam Reports* (Total)	1	0	0	0	2	2	1	2	5	3	1	1	18	2
Bounces* (Total)	304	312	378	380	404	428	433	446	491	484	498	510	5,068	422
Constant Contact - Single Topic Email														
# of Email Campaigns	6	6	6	2	2	1	1	5	2	0	1	3	35	2.916666667
Average Open Rate	37%	28%	27%	40%	31%	45%	37%	34%	39%		33%	41%		36%
Average Click Rate	2%	1%	14%	1%	0%	3%	9%	2%			0%	1%		3%
Average Mobile Device Open Rate	43%	50%	41%	46%	39%	44%	51%	42%	39%		19%	13%		39%
Average Spam	1	1	0	1	0	1	1	3	3		0	2		1
Average Unsubscribe	7	2	3	4	5	17	13	13	21		7	23		10
Welcome to Nixa Email														
Date Sent On									30-Sep-2021	25-Oct	22-Nov	29-Dec		
Total Sent									40	62	73	59	234	59
Total Successful Deliveries									37	56	70	59	222	56
Total Open Rate									78%	63%	47%	80%		67%
Total Click Rate									14%	21%	3%	7%		11%
Total Mobile Device Open Rate									31%	16%	35%	21%		26%
Total Spam									0	0	0	0	0	0
Total Unsubscribe									0	0	0	0	0	0

Facebook

City Hall (City of Nixa - Municipal Government)

# of posts	25	30	50	37	55	21	17	33	25	35	29	25	382	32
Lifetime Total Likes (B)	7,573	7,709	7,758	7,829	7,878	7,908	7,992	8,023					8,023	7,834
Lifetime Total Follows (C)	7,853	7,999	8,063	8,124	8,176	8,209	8,295	8,332					8,332	8,131
New Likes (D)	64	185	70	81	66	47	112	69					694	87
Unlikes (E)	22	41	24	10	20	19	21	35					192	24
New Follows (f)	66	197	73	80	69	49	115	74					723	90
Unfollows (G)	25	39	27	13	23	21	22	35					205	26
Total Reach (F)	68,932	117,895	65,374	65,580	60,203	52,288	46,210	83,633	62,680	102,462	73,753	80,976	879,986	73,332
Average Reach per day: Unique Users (F)	2,224	4,211	2,109	2,186	1,942	1,743	1,491	2,698					18,604	2,326
Highest Single Day Reach* (F)	10,201	31,123	5,653	6,473	4,578	8,957	5,465	14,431					86,881	10,860
Total Impressions* (B)	93,056	168,456	108,088	99,712	106,680	67,711	63,706	113,755					821,164	102,646
Average Post Reach (I)	3,119	4,322	1,759	2,300	1,652	2,826	2,859	3,335	2,612	3,105	2,543	3,114	33,547	2,796
Highest Single Post Reach* (I)	14,868	37,074	10,246	10,013	5,003	10,267	7,723	14,295	14,698	11,180	8,688	6,556	150,611	12,551
Highest Single Post Engaged Users* (O)	1,742	4,203	1,478	1,227	539	1,059	1,115	1,953					13,316	1,665
Average Reach of Posts to People Who Like Page	1,878	2,025	1,246	1,661	1,246	1,975	2,163	2,104	2,097	2,531	1,936	2,197	23,059	1,922
Total Engagements (Total Daily Post Engagements - J)	14,566	18,865	9,753	12,627	7,845	7,081	9,744	10,853					91,334	11,417
Average Daily Engaged Users (I)	256	384	187	240	159	141	171	206					1,744	218
Total Organic Reach	68,826	117,769	65,316	65,513	60,104	52,196	46,033	83,564					559,321	69,915
Total Viral Reach	35,084	78,718	33,786	22,489	20,769	18,117	13,445	34,916					257,324	32,166
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	\$0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Likes & Reactions									62,680	1733	1,384	1,125		
Total Comments									768	1114	582	225		
Total Shares									768	229	137	247		
Police														
# of posts	26	16	32	27	25	32	30	28	10	20	30	45	321	27
Lifetime Total Likes (B)	10,187	10,226	10,259	10,314	10,388	10,482	10,533	10,562					10,562	10,369
Lifetime Total Follows (C)	12,097	12,134	12,173	12,225	12,303	12,397	12,446	12,487					12,487	
New Likes (D)	283	95	66	77	96	117	84	67					885	111
Unlikes (E)	36	46	26	15	17	19	29	35					223	28
New Follows (f)	299	100	65	77	106	122	86	82					937	117
Unfollows (G)	52	49	29	21	26	20	32	38					267	33
Total Reach (F)	418,555	101,305	49,370	56,194	83,075	70,857	54,762	77,824	29,131	85,536	92,323	457,283	1,576,215	131,351
Average Reach per day: Unique Users (F)	13,502	3,618	1,593	1,873	2,680	2,362	1,767	1,345					28,740	3,593
Highest Single Day Reach* (F)	145,902	20,337	4,443	8,059	20,214	13,187	4,785	6,637					223,564	27,946
Total Impressions* (B)	466,004	158,897	81,800	81,064	126,068	108,435	88,503	115,039					1,225,810	153,226
Average Post Reach (I)	16,366	5,301	1,724	2,460	3,420	2,726	2,162	2,620	2,913	4,277	2,798	15,243	62,009	5,167
Highest Single Post Reach* (I)	341,205	30,343	4,674	12,808	33,502	14,008	5,109	9,611	8,855	25,713	7,929	273,546	767,303	63,942
Highest Single Post Engaged Users* (O)	21,202	1,398	262	654	8,157	3,543	571	1,318					37,105	4,638
Average Reach of Posts to People Who Like This Page (U)	1,832	1,858	1,146	1,171	1,584	1,636	1,409	1,780	1,266	3,477	2,271	19,242	3,223	3,223
Total Engagements (Total Daily Post Engagements - J)	45,328	14,174	4,347	4,924	23,672	12,186	6,244	11,890					122,765	15,346
Average Daily Engaged Users (I)	959	296	94	109	406	255	124	251					2,494	312
Total Organic Reach	418,373	101,231	49,316	56,125	82,963	2,359	54,678	77,759					842,804	105,351
Total Viral Reach	380,199	79,376	26,400	18,562	48,684	25,651	24,955	37,654					641,481	80,185
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Likes & Reactions									29,131	1,828	2,293	8,373		
Total Comments									433	271	152	2,593		
Total Shares									433	503	455	6,209		

Twitter														
CityofNixa														
Total Followers			1,758	1,751	1,744	1,755	1,760	1,770	1,766	1,770	1,775	1,784		1,784
# of Tweets	2	12	15	12	27	8	2	6	3	6	9	20	122	10
Total Tweet Impressions (from report)	1,131	5,713	6,009	3,539	6,944	3,572	363	1,789	975	1,724	1,710	4,209	37,678	3,140
Total Engagements (from report)	56	188	66	142	185	73	3	84	55	41	56	115	1,064	89
Profile Visits	246	638	338	198	225	368	510	347	373	247	173	552	4,215	351
Mentions	11	7	5	5	10	2	12	6	16	6	3	4	87	7
New Followers	0	12	0	0	0	3	7	5	6	0	9	2	44	4
Instagram														
# of posts	5	12	26	21	36	9	3	11	5	9	11	6	154	13
Total likes	111	322	566	469	1,185	138	39	360	143	245	217	104	3,899	325
Total comments	1	8	11	16	9	6	0	7	13	13	2	2	88	7
Total reach (Accounts reached)				1,882	803	597	459	779	661	936	660	639	7,416	824
Total followers (@ last day of month)			965	1,061	1,071	1,088	1,102	1,105	1,110	1,119	1,133	1,131	10,885	1,089
LinkedIn														
# of posts	1	3	9	4	23	2	0	6	2	3	3	4	60	5
# of followers			201	214	223	225	238	241	242	246	249	266	2,345	235
Nextdoor														
# of posts	7	18	25	24	18	15	7	15	11	13	19	8	180	15
% of households w/ account*		36%	36%	36%	37%	37%	38%							37%
Total members of potential households*		3,741	3,788	3,827	3,887	3,937	4,002	4,081	4,153	4,190		4,256	4,256	3,986
New members*		50	47	42	53	40	57	68	60	44	41	36	538	49
Total Post Impressions	2,792	8,855	8,415	5,883	5,108	4,258	2,340	4,886	4,303	5,396	4,541	6,799	63,576	5,298
Average Impressions Per Post	399	492	351	420	284	304	334	326	391	415	284	453	4,452	371
Nixa.com														
Active users	11,763	12,358	14,229	13,810	31,334	13,178	26,676	12,029	11,182	13,489	12,702	11,745	184,495	15,375
Sessions	15,827	17,164	19,494	18,433	35,590	17,386	31,439	16,261	15,153	18,244	17,219	18,767	240,977	20,081
Sessions from Organic Search	10,397	10,679	12,554	12,150	10,795	10,718	11,967	11,167	10,284	11,743	11,380	10,920	134,754	11,230
Sessions from Direct Navigation	4,206	4,787	4,697	3,637	22,642	5,360	18,108	4,183	3,898	4,424	4,409	5,852	86,203	7,184
Sessions from Referral	868	1,042	1,035	774	1,125	806	942	638	635	1,374	789	824	10,852	904
Sessions via Social Referral	355	654	1,207	1,863	1,027	502	421	273	326	703	640	1,171	9,142	762
Sessions via Facebook	319	615	1,195	1,856	1,018	491	413	270	319	691	630	1,140	8,957	746
Desktop Sessions	43%	40%	39%	38%	71%	45%	64%	40%	40%	34%	35%	33%		43.5%
Mobile Sessions	55%	59%	59%	60%	28%	53%	35%	59%	58%	64%	63%	66%		54.9%
Tablet Sessions	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%		1.6%
Average Length of Session	0:01:13	0:01:13	0:01:10	0:01:08	0:00:39	0:01:01	0:00:42	0:01:12	0:01:10	0:01:10	0:01:04	0:01:03		0:01:04
Pages viewed per Session	1.94	1.89	1.93	1.84	1.47	1.83	2.00	1.92	1.84	1.80	1.73	1.70		1.82
News Articles Posted*	6	12	7	8	4	6	6	19	8	16	14	12	118	9.83
E-notification active subscribers*		955	956	964	969	973	979	978	980	993	995	998	10,740	976
E-notifications sent*	11	24	14	11	6	14	9	11	13	24	22	20	179	15