

MEMORANDUM

To: City Council

From: Drew Douglas, Director of Communications

Re: Communications Data Report for July 2021

Date: August 19, 2021

The spreadsheets attached below show our electronic communications data for 2021 so far.

Some of the notable data insights for the past month include:

- The July Newsletter, emailed out to the community on July 1, was successfully delivered to 8,979 email addresses. This is slightly less than the previous month due to unsubscribes and the fact that we need to re-establish the practice of adding new email addresses to the distribution list which are collected by Nixa Utilities when new customers sign up.
- The click rate for the July newsletter was (25.6%), with 784 total clicks. Top clicked links were:
 - 1. Mosquito Spray Map
 - 2. Letter from the Mayor
 - 3. Council Approves Keeping of Chickens
- We only sent one single-topic email in July (a message from Republic Services about delayed curbside recycling pickup). 37% of the nearly 9,000 email recipients opened the email.
- On Facebook, we continued our strategy of posting less frequently down to 17 posts during the month, in hopes of seeing average reach per post go higher, but average reach per post dropped. This continues an ongoing trend we are seeing on Facebook, where the algorithm is showing our content to fewer people each month. Macie and I have reviewed a report from Facebook which explains which content gets served up to people's news feeds by their algorithm, and we will be making changes to our Facebook strategy to try to create and (more importantly, distribute) content in ways that the Facebook algorithm will actually share to our target audiences. It is apparent to us that our content needs to be distributed through Groups and People in order for the algorithm to serve the content up to more people. The algorithm controlling what content appears in your news feed only lets about 15% of that content come from pages (like our official city and police pages). Much more of the content in your news feed is posted in groups or by people you follow or your Facebook friends.
- The post which had the highest reach on the City Hall Facebook page in July was about a power outage on July 10th.
- The post which had the highest reach on Police Facebook page in July was about the cancellation of National Night Out. Even this highest reaching post of the month had a much lower reach, by orders of magnitude, than most other months this year. This is further evidence that the algorithm is really pulling back the reach of posts to both our City Hall and Police Department pages.

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 Social referrals to our website are falling. This is most likely due to the fact Facebook is not serving up content which links to websites other than Facebook as frequently as it used to, so we are seeing a corresponding drop in referral rates to Nixa.com from Facebook. We should expect referral sessions from Facebook to continue to drop.

If you have any questions about our communications strategies and tactics, don't hesitate to ask. In the attention economy, it seems like it's always getting harder to be heard, noticed, and understood. We have to adapt more in order to foster positive online engagement which seems like it used to come more easily.

- Drew Douglas | Director of Communications

					May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	ZUZI TUTALS A	2021 AVERAGE
Constant Contact - Newsletters														
lewsletter Send Date	31-D	ec 31-Ja	n 26-Feb	o 29-Ma	r 30-Apr	· 28-May	1-	Jul						
uccessful Deliveries	8,3	44 8,29	5 8,930) 8,93	6 8,980	9,017	8,9	79					61,481	
Resend Deliveries	6,0	01 6,36	2 6,706	5	6,669	6,746	6,6	61						
Driginal Opens	2,4	29 1,98	5 2,256	5 2,25	6 2,462	2,332	2,4	28					16,148	
lesend Opens	8	67 1,00	1 615	5	806	726	6	96						
otal Opens	3,2	96 2,98	6 2,871	L 2,25	6 3,268	3,058	3,1	24					20,859	
otal Open Rate	38.8	35.5%	6 31.9%	5 25.29	6 35.2%	33.4%	34.3	L%						
Nobile Device Rate (opened on mobile vs desktop)	45.0	0% 44.8%	6 53.2%	52.4%	6 50.6%	53.2%	54.3	L%						
otal Clicks	4	70 65	2 611	L 59	0 837	930	7	84						
lick Through Rate	14.5	5% 22.1%	6 21.5%	26.29	6 26.3%	30.9%	25.6	5%						
Did Not Open (Original)	5,9	15 6,31	0 6,674	6,68	0 6,518	6,685	6,5	51						
Insubscribed (Total)		5	7 2	2	3 8	13		8					46	
pam Reports* (Total)		1	0 0)	0 2	2		1						
Bounces* (Total)	3	04 31	2 378	3 38	0 404	428	4	33					2,639	
Constant Contact - Single Topic Email														
of Email Campaigns		6	66	5	2 2	1		1						
werage Open Rate	37	7% 28%	6 27%	5 40%	6 31%	45%	3	7%						
verage Click Rate	2	2% 19	6 14%	5 19	6 0%	3%								
verage Mobile Device Open Rate	43	3% 50%	6 41%	5 46%	6 39%	44%	53	L%						
verage Spam		1	1 ()	1 0	1		1						
verage Unsubscribe		7	2 3	3	4 5	17		13						

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7,853 64 22 66 25	7,999 185 41	8,063 70	8,124		7,908			
7,853 64 22 66 25	7,999 185 41	8,063 70	8,124			7,992	7,992	7,807
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25	197	2-1	10	20	19	21	157	22
		73	80	69	49	115	649	93
69.022	39	27	13	23	21	22	170	24
00,932	117,895	65,374	65,580	60,203	52,288	46,210	476,482	68,069
2,224	4,211	2,109	2,186	1,942	1,743	1,491	15,906	2,272
10,201	31,123	5,653	6,473	4,578	8,957	5,465	72,450	10,350
93,056	168,456	108,088	99,712	106,680	67,711	63,706	707,409	101,058
3,119	4,322	1,759	2,300	1,652	2,826	2,859	18,837	2,691
14,868	37,074	10,246	10,013	5,003	10,267	7,723	95,194	13,599
1,742	4,203	1,478	1,227	539	1,059	1,115	11,363	1,623
1,878	2,025	1,246	1,661	1,246	1,975	2,163	12,194	1,742
14,566	18,865	9,753	12,627	7,845	7,081	9,744	80,481	11,497
256	384	187	240	159	141	171	1,538	220
68,826	117,769	65,316	65,513	60,104	52,196	46,033	475,757	67,965
		33,786		20,769	18,117	13,445	222,408	31,773
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Twitter									
CityofNixa									
Total Followers			1,758	1,751	1,744	1,755	1,760		1,76
# of Tweets	2	12	15	12	27	8	2	78	1
Total Tweet Impressions (from report)	1,131	5,713	6,009	3,539	6.944	3.572	363	27,271	3,89
Total Engagements (from report)	56	188	66	142	185	73	3	713	10
Profile Visits	246	638	338	198	225	368	510	2.523	36
Mentions	11	7	5	5	10	2	12	52	
New Followers	0	12	0	0	0	3	7	22	
Instagram									
# of posts	5	12	26	21	36	9	3	112	1
Total likes	111	322	566	469	1,185	138	39	2,830	40
Total comments	1	8	11	16	9	6	0	51	
Total reach (Accounts reached)				1,882	803	597	459	3,741	93
Total followers (@ last day of month)			965	1,061	1,071	1,088	1,102	5,287	1,05
LinkedIn									
# of posts	1	3	9	4	23	2	0	42	
# of followers			201	214	223	225	238	1,101	22
Nextdoor									
# of posts	7	18	25	24	18	15	7	114	
% of households w/ account*		36%	36%	36%	37%	37%	38%		379
Total members of potential households*		3,741	3,788	3,827	3,887	3,937	4,002	4002	386
New members*		50	47	42	53	40	57	289	
Total Post Impressions	2,792	8,855	8,415	5,883	5,108	4,258	2,340	37651	537
Average Impressions Per Post	399	492	351	420	284	304	334	2583	
Nixa.com									
Active users	11,763	12,358	14,229	13,810	31,334	13,178	26,676	123,348	17,62
Sessions	15,827	17,164	19,494	18,433	35,590	17,386	31,439	155,333	22,19
Sessions from Organic Search	10,397	10,679	12,554	12,150	10,795	10,718	11,967	79,260	11,32
Sessions from Direct Navigation	4,206	4,787	4,697	3,637	22,642	5,360	18,108	63,437	9,06
Sessions from Referral	868	1,042	1,035	774	1,125	806	942	6,592	94
Sessions via Social Referral	355	654	1,207	1,863	1,027	502	421	6,029	
Sessions via Facebook	319	615	1,195	1,856	1,018	491	413	5,907	84
Desktop Sessions	43%	40%	39%	38%	71%	45%	64%		48.6
Mobile Sessions	55%	59%	59%	60%	28%	53%	35%		49.8
Tablet Sessions	2%	2%	2%	2%	1%	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		0:01:0
Pages viewed per Session	1.94	1.89	1.93	1.84	1.47	1.83	2.00		1.8
News Articles Posted*	6	12	7	8	4	6	6	49	
E-notification active subscribers*		955	956	964	969	973	979	5,796	
E-notifications sent*	11	24	14	11	6	14	9	89	