



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

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							
Successful Deliveries	8,344	8,295	8,930	8,936	8,980	9,017	8,979						61,481	8,783
Resend Deliveries	6,001	6,362	6,706		6,669	6,746	6,661						39,145	6,524
Original Opens	2,429	1,985	2,256	2,256	2,462	2,332	2,428						16,148	2,307
Resend Opens	867	1,001	615		806	726	696						4,711	785
Total Opens	3,296	2,986	2,871	2,256	3,268	3,058	3,124						20,859	2,980
Total Open Rate	38.8%	35.5%	31.9%	25.2%	35.2%	33.4%	34.1%						234.1%	33.4%
Mobile Device Rate (opened on mobile vs desktop)	45.0%	44.8%	53.2%	52.4%	50.6%	53.2%	54.1%							50.5%
Total Clicks	470	652	611	590	837	930	784						4,874	696
Click Through Rate	14.5%	22.1%	21.5%	26.2%	26.3%	30.9%	25.6%							23.9%
Did Not Open (Original)	5,915	6,310	6,674	6,680	6,518	6,685	6,551						45,333	6,476
Unsubscribed (Total)	5	7	2	3	8	13	8						46	7
Spam Reports* (Total)	1	0	0	0	2	2	1						6	1
Bounces* (Total)	304	312	378	380	404	428	433						2,639	377
Constant Contact - Single Topic Email														
# of Email Campaigns	6	6	6	2	2	1	1						24	3.428571429
Average Open Rate	37%	28%	27%	40%	31%	45%	37%							35%
Average Click Rate	2%	1%	14%	1%	0%	3%								4%
Average Mobile Device Open Rate	43%	50%	41%	46%	39%	44%	51%							45%
Average Spam	1	1	0	1	0	1	1							1
Average Unsubscribe	7	2	3	4	5	17	13							7

Twitter										
CityofNixa										
Total Followers			1,758	1,751	1,744	1,755	1,760		1,760	
# of Tweets	2	12	15	12	27	8	2	78	11	
Total Tweet Impressions (from report)	1,131	5,713	6,009	3,539	6,944	3,572	363	27,271	3,896	
Total Engagements (from report)	56	188	66	142	185	73	3	713	102	
Profile Visits	246	638	338	198	225	368	510	2,523	360	
Mentions	11	7	5	5	10	2	12	52	7	
New Followers	0	12	0	0	0	3	7	22	3	
Instagram										
# of posts	5	12	26	21	36	9	3	112	16	
Total likes	111	322	566	469	1,185	138	39	2,830	404	
Total comments	1	8	11	16	9	6	0	51	7	
Total reach (Accounts reached)				1,882	803	597	459	3,741	935	
Total followers (@ last day of month)			965	1,061	1,071	1,088	1,102	5,287	1,057	
LinkedIn										
# of posts	1	3	9	4	23	2	0	42	6	
# of followers			201	214	223	225	238	1,101	220	
Nextdoor										
# of posts	7	18	25	24	18	15	7	114	16	
% 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	4,002	3,864	
New members*		50	47	42	53	40	57	289	48	
Total Post Impressions	2,792	8,855	8,415	5,883	5,108	4,258	2,340	37,651	5,379	
Average Impressions Per Post	399	492	351	420	284	304	334	2,583	369	
Nixa.com										
Active users	11,763	12,358	14,229	13,810	31,334	13,178	26,676	123,348	17,621	
Sessions	15,827	17,164	19,494	18,433	35,590	17,386	31,439	155,333	22,190	
Sessions from Organic Search	10,397	10,679	12,554	12,150	10,795	10,718	11,967	79,260	11,323	
Sessions from Direct Navigation	4,206	4,787	4,697	3,637	22,642	5,360	18,108	63,437	9,062	
Sessions from Referral	868	1,042	1,035	774	1,125	806	942	6,592	942	
Sessions via Social Referral	355	654	1,207	1,863	1,027	502	421	6,029	861	
Sessions via Facebook	319	615	1,195	1,856	1,018	491	413	5,907	844	
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		0:01:01	
Pages viewed per Session	1.94	1.89	1.93	1.84	1.47	1.83	2.00		1.84	
News Articles Posted*	6	12	7	8	4	6	6	49	7	
E-notification active subscribers*		955	956	964	969	973	979	5,796	966	
E-notifications sent*	11	24	14	11	6	14	9	89	13	