

RE: COMMUNICATIONS DATA REPORT FOR JULY 2022

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

E-mail Campaigns:

- This month's community e-newsletter, sent July 1, was successfully delivered to 9,368 email addresses. Open rate was 56% (5,423). Click rate was 11.7% (1,098).
- Newsletter top clicked links were:
 1. Fireworks Now Permitted July 3rd & 4th
 2. Job Openings
 3. Mosquito Spray Map
- Quick Poll Question: "Which city department do you want to learn more about?" Total Responses: 122. Results:
 1. Planning & Development: 27.9% (34)
 2. Parks & Recreation: 23.8% (29)
 3. Public Works & Nixa Utilities: 19.7% (24)
 4. Police: 17.2% (21)
 5. Administration: 11.5% (14)
- On July 25th we sent the "Welcome to Nixa" email to 183 email addresses. The open rate was 86% and click rate was 13%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Christian County Clerk's Office
 3. Nixa Recycle Center
- We sent 2 single-topic emails to the community this month. They had an average open rate of 47%. The first was sent on July 6th titled "Nixa Utilities Updates Charges and Procedures". The second was also sent on July 6th and was titled "Please Conserve Water".
- Total number of e-mail unsubscribes this month was 26 and total spam reports was 5.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,340. We posted 34 times this month. Post with the highest reach (14,099) was about a traffic crash on 160.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 4,487. We posted 32 times this month. Post with the highest reach (25,132) was a message from Chief Campbell regarding a traffic crash on 160.

- Total Nextdoor members at Nixa addresses is at 4,532. We posted 17 times this month, averaging 668 impressions per post.
- Total followers on Twitter is 1,820. We tweeted 14 times this month.
- Total followers on Instagram is 1,184. We posted 10 times this month.
- Total followers on LinkedIn is 298. We posted 3 times 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 Send Date	29-Dec	28-Jan	3-Mar	1-Apr	29-Apr	1-Jun	1-Jul							
Successful Deliveries	9,096	9,136	9,150	9,191	9,242	9,300	9,368						64,483	9,212
Resend Deliveries	5,385	5,248	5,017	5,509	5,258	5,635	5,069						37,121	5,303
Original Opens	3,888	4,019	4,271	3,899	4,204	3,828	4,540						28,649	4,093
Resend Opens	910	993	785	944	810	651	883						5,976	854
Total Opens	4,798	5,012	5,056	4,843	5,014	4,479	5,423						34,625	4,946
Total Open Rate	51.4%	53.7%	54.1%	51.0%	52.4%	46.9%	56.0%						365.5%	52.2%
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%	12.8%	18.5%	16.9%							15.9%
Total Clicks	614	900	739	722	714	896	1,098						5,683	812
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%	7.7%	9.6%	11.7%							8.8%
Did Not Open (Original)	5,208	5,117	4,879	5,292	5,038	5,472	4,828						35,834	5,119
Unsubscribed (Total)	9	5	13	12	11	14	15						79	11
Spam Reports* (Total)	0	1	3	1	0	1	3						9	1
Bounces* (Total)	534	536	547	625	633	602	628						4,105	586
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	0	0	2	0	2						4	0.571428571
Average Open Rate					52%		47%							50%
Average Click Rate					4%		4%							4%
Average Mobile Device Open Rate					8%		9%							9%
Total Spam					0		2						2	1
Total Unsubscribe					17		11						28	14
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							
Total Sent	61	37	97	89	122	137	183						726	104
Total Successful Deliveries	54	36	90	81	118	131	179						689	98
Total Open Rate	74%	81%	70%	73%	70%	79%	86%							76%
Total Click Rate (top click)	9%	17%	10%	10%	17%	15%	13%							13%
Total Mobile Device Open Rate	10%	14%	16%	18%	10%	19%	12%							14%
Total Spam	0	0	0	0	0	0	0						0	0
Total Unsubscribe	0	0	1	0	0	0	0						1	0

2022 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)													190	27
Total Reach (from content data)	45,524	80,107	54,384	62,555	119,230	124,290	113,565						599,655	85,665
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509	4,143	3,340						22,438	3,205
Highest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484	11,947	14,099						65,611	9,373
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						16,442	2,349
Total Likes & Reactions (from content data)	1,102	1,378	839	829	2,248	3,816	1,778						11,990	1,713
Total Comments (from content data)	361	497	63	155	372	1,757	673						3,878	554
Total Shares (from content data)	85	163	70	118	219	410	268						1,333	190
Police														
# of posts (from content data)	14	8	39	41	41	28	32						203	29
Total Reach (from content data)	49,024	52,694	141,991	96,148	116,299	59,272	139,125						654,553	93,508
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836	2,116	4,487						25,840	3,691
Highest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635	6,721	25,132						88,258	12,608
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						16,355	2,336
Total Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570	568	3,301						2,513	359
Total Comments (from content data)	47	268	680	183	179	98	1,058						1,960	280
Total Shares (from content data)	231	206	487	369	252	162	253							
Twitter														
CityofNixa														
Total Followers	1,795	1,801	1,804	1,807	1,817	1,816	1,820							1,820
# of Tweets	3	13	10	6	11	12	14						69	10
Total Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576	1,250	1,308						12,091	1,727
Total Engagements (from report)	19	46	48	32	69	120	126						460	66
Profile Visits	166	282	471	401	865	489	652						3,326	475
Mentions	1	2	8	10	11	7	0						39	6
New Followers	12	10	2	7	9	3	2						45	6
Instagram														
# of posts	2	10	21	10	20	11	10						84	12
Total likes	62	148	343	161	265	201	132						1,312	187
Total comments	1	3	4	6	1	3	6						24	3
Total reach (Accounts reached)	696	531	714	526	483	537	502						3,989	570
Total followers (@ last day of month)	1,127	1,143	1,143	1,143	1,152	1,157	1,184						8,049	1,150
LinkedIn														
# of posts	6	4	7	4	2	5	3						31	4
# of followers	270	277	282	289	294	297	298							287
Nextdoor														
# of posts	5	24	8	8	17	8	17						87	12
Claimed households	3315	3329	3393	3422	3443	3459	3478						3405.571429	
Members	4,278	4,303	4,375	4,423	4,465	4,492	4,532						4532	4410
New members	34	33	76	44	35	32	41						295	42
Total Post Impressions	3,342	8,836	6,966	4,700	9,005	8,707	8,685						50241	7177
Average Impressions Per Post	668	552	366	588	750	791	668						4383	626

2022 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Nixa.com														
Active users	10,945	11,173	11,825	14,231	13,510	12,522	15,062						89,268	12,753
Sessions	15,379	15,162	16,655	19,558	18,500	17,200	20,954						123,408	17,630
Sessions from Organic Search	10,254	10,041	11,098	13,022	12,286	10,780	11,797						79,278	11,325
Sessions from Direct Navigation	4,048	3,265	4,434	5,179	4,601	4,327	6,007						31,861	4,552
Sessions from Referral	765	1,414	692	658	1,080	1,233	1,281						7,123	1,018
Sessions via Social Referral	312	442	431	698	532	860	1,869						5,144	735
Sessions via Facebook	295	404	422	689	524	807	1,827						4,968	710
Desktop Sessions	39%	37%	39%	35%	36%	35%	36%						3	36.8%
Mobile Sessions	60%	61%	60%	63%	63%	64%	62%							61.8%
Tablet Sessions	1%	1%	2%	2%	1%	1%	1%							1.4%
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							0:01:09
Pages viewed per Session	1.82	1.77	1.96	1.77	1.84	1.88	1.83							1.84
News Articles Posted*	5	6	5	5	4	6	9						40	5.714285714
E-notification active subscribers*	1,003	1,010	1,012	1,012	1,018	1,024	1,026						7,105	1,015
E-notifications sent*	5	6	5	7	4	7	14						48	7