



MEMORANDUM

To: City Council
From: Drew Douglas, Director of Communications
Re: Communications Data Report for June 2022
Date: July 20, 2022

The spreadsheets attached below show our electronic communications data for 2022 so far.

Some of the notable data insights for June include:

- This month's community e-newsletter, sent June 1, was successfully delivered to 9,300 email addresses. Open rate was 46.9% (4,479). Click rate was 9.6% (896).
- Newsletter top clicked links were:
 1. Mosquito Control Map
 2. Letter from the Mayor
 3. Job Openings
- Quick Poll Question: Which Nixa park do you enjoy visiting most?
Results: (Due to error with Constant Contact, results of this poll are not available. We submitted a request for this data and were assured they are working to fix the issue.)
- On June 27th we sent the "Welcome to Nixa" email to 137 email addresses. The open rate was 79% and click rate was 15%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Christian County Library
 3. Nixa Recycle Center
- We did not send any single-topic emails to the community this month.
- The average number of individuals who saw any one of our June posts to the City Hall Facebook page was 4,143. We posted 30 times this month. Post with the highest reach (11,947) was about Pride Month.
- The average number of individuals who saw any one of our June posts to the Nixa Police Facebook page was 2,116. We posted 28 times this month. Post with the highest reach (6,721) was about Nixa Police now hiring.
- Total Nextdoor members at Nixa addresses is at 4,492. We posted 8 times this month, averaging 791 impressions per post.
- Total followers on Twitter is 1,816. We tweeted 12 times this month.
- Total followers on Instagram is 1,157. We posted 11 times this month.
- Total followers on LinkedIn is 297. We posted 5 times this month.

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

- Drew Douglas | Director of Communications

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)		12	24	30	25	35	30						156	26
Total Reach (from content data)		45,524	80,107	54,384	62,555	119,230	124,290						486,090	81,015
Average Post Reach (from content data)		3,794	3,337	1,813	2,502	3,509	4,143						19,098	3,183
Highest Single Post Reach* (from content data)		8,991	10,283	5,151	6,656	8,484	11,947						51,512	8,585
Avg Reach of Posts to People Who Like Page (from result)		1,418	2,217	1,538	1,755	3,014	3,229						13,171	2,195
Total Likes & Reactions (from content data)		1,102	1,378	839	829	2,248	3,816						10,212	1,702
Total Comments (from content data)		361	497	63	155	372	1,757						3,205	534
Total Shares (from content data)		85	163	70	118	219	410						1,065	178
Police														
# of posts (from content data)		14	8	39	41	41	28						171	29
Total Reach (from content data)		49,024	52,694	141,991	96,148	116,299	59,272						515,428	85,905
Average Post Reach (from content data)		3,771	6,587	3,640	2,403	2,836	2,116						21,353	3,559
Highest Single Post Reach* (from content data)		6,964	15,560	14,541	9,705	9,635	6,721						63,126	10,521
Avg Reach of Posts to People Who Like Page (from result)		3,244	2,299	3,414	2,512	2,866	1,586						13,054	2,653
Total Likes & Reactions (from content data)		938	2,409	6,002	1,567	1,570	568						13,054	2,176
Total Comments (from content data)		47	268	680	183	179	98						1,455	243
Total Shares (from content data)		231	206	487	369	252	162						1,707	285
Twitter														
CityofNixa														
Total Followers		1,795	1,801	1,804	1,807	1,817	1,816							1,817
# of Tweets		3	13	10	6	11	12						55	9
Total Tweet Impressions (from report)		658	2,147	2,909	1,243	2,576	1,250						10,783	1,797
Total Engagements (from report)		19	46	48	32	69	120						334	56
Profile Visits		166	282	471	401	865	489						2,674	446
Mentions		1	2	8	10	11	7						39	7
New Followers		12	10	2	7	9	3						43	7
Instagram														
# of posts		2	10	21	10	20	11						74	12
Total likes		62	148	343	161	265	201						1,180	197
Total comments		1	3	4	6	1	3						18	3
Total reach (Accounts reached)		696	531	714	526	483	537						3,487	581
Total followers (@ last day of month)		1,127	1,143	1,143	1,143	1,152	1,157						6,865	1,144
LinkedIn														
# of posts		6	4	7	4	2	5						28	5
# of followers		270	277	282	289	294	297							285
Nextdoor														
# of posts		5	24	8	8	17	8						70	12
Claimed households		3315	3329	3393	3422	3443	3459							3393.5
Members		4,278	4,303	4,375	4,423	4,465	4,492						4492	4389
New members		34	33	76	44	35	32						254	42
Total Post Impressions		3,342	8,836	6,966	4,700	9,005	8,707						41556	6926
Average Impressions Per Post		668	552	366	588	750	791						3715	619

