CITY OF MISSOURI

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
Constant Contact - Newsletters														
Newsletter Send Date	29-Dec	28-Jan	3-Mar	1-Apr	29-Apr	1-Jur	า							
Successful Deliveries	9,096	9,136	9,150	9,191	9,242	9,300)						55,115	
Resend Deliveries	5,385	5,248	5,017	5,509										
Original Opens	3,888	4,019	4,271	3,899	,	3,828	3						24,109	
Resend Opens	910	993	785	944										
Total Opens	4,798	5,012	5,056	4,843	,	,							29,202	
Total Open Rate	51.4%	53.7%	54.1%	51.0%										
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%										
Total Clicks	614	900	739	722										
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%										
Did Not Open (Original)	5,208	5,117	4,879	5,292									31,006	
Unsubscribed (Total)	9	5	13	12									64	
Spam Reports* (Total)	0	1	3	1									6	
Bounces* (Total)	534	536	547	625	633	602	2						3,477	
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	0	0)							
Average Open Rate					52%									
Average Click Rate					4%									
Average Mobile Device Open Rate					8%									
Total Spam					0									
Total Unsubscribe					17	'							17	
Welcome to Nixa Email														
Date Sent On	1/26/22	2/22/22	25-Mar	26-Apr	27-May-22	27-Jun-22	2							
Total Sent	61	37	97	89	122	137	7						543	
Total Successful Deliveries	54	36	90	81	118	131	1							
Total Open Rate	74%	81%	70%	73%										
Total Click Rate (top click)	9%	17%	10%	10%	17%	15%	6							
Total Mobile Device Open Rate	10%	14%	16%	18%	10%	19%	ó							
Total Spam	0	0	0	0	0) ()							
Total Unsubscribe	0	0	1	0	0) ()						1	

2022 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Facebook				<u>'</u>	- /			- 0						
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								486,090	
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509								19,098	
Highest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484								51,512	·
Avg Reach of Posts to People Who Like Page (from result		2,217	1,538	1,755	3,014								13,171	2,195
Total Likes & Reactions (from content data)	1,102	1,378	839	829	2,248								10,212	
Total Comments (from content data)	361	497	63	155	372								3,205	
Total Shares (from content data)	85	163	70	118	219								1,065	
Police	03	200	, ,	110	223								1,003	270
# 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								515,428	
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836								21,353	
Highest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635								63,126	
Avg Reach of Posts to People Who Like Page (from result		2,299	3,414	2,512	2,866								33,220	2,653
Total Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570								13,054	2,176
Total Comments (from content data)	47	268	680	183	179		3						1,455	
Total Shares (from content data)	231	206	487	369	252	162	<u>.</u>						1,707	285
Twitter														
CityofNixa														
Total Followers	1,795	1,801	1,804	1,807	1,817	1,816	i .							1,817
# of Tweets	3	13	10	6	11								55	
Total Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576)						10,783	
Total Engagements (from report)	19	46	48	32	69	120)						334	56
Profile Visits	166	282	471	401	865	489	j						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		,						28	5
# of followers	270	277	282	289	294	297	,							285
Nextdoor														
# of posts	5	24	8	8	17	8	3						70	12
Claimed households	3315	3329	3393	3422	3443									3393.5
Members	4,278	4,303	4,375	4,423	4,465								4492	
New members	34	33	76	44	35								254	
Total Post Impressions	3,342	8,836	6,966	4,700	9,005								41556	
Total Lost Impressions	3,372			7,700	5,005	0,701							41330	

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	12,52	2						74,206	12,368
Sessions	15,379	15,162	16,655	19,558	18,500	17,20	0						102,454	17,076
Sessions from Organic Search	10,254	10,041	11,098	13,022	12,286	10,78	0						67,481	11,247
Sessions from Direct Navigation	4,048	3,265	4,434	5,179	4,601	4,32	7						25,854	4,309
Sessions from Referral	765	1,414	692	658	1,080	1,23	3						5,842	974
Sessions via Social Referral	312	442	431	698	532	86	0						3,275	546
Sessions via Facebook	295	404	422	689	524	. 80	17						3,141	524
Desktop Sessions	39%	37%	39%	35%	36%	35%	%						2	36.9%
Mobile Sessions	60%	61%	60%	63%	63%	649	%							61.7%
Tablet Sessions	1%	1%	2%	2%	1%	19	%							1.4%
Average Length of Session	0:01:10	0:01:03	0:01:18	0:01:05	0:01:05	0:01:0	7							0:01:08
Pages viewed per Session	1.82	1.77	1.96	1.77	1.84	1.8	8							1.84
News Articles Posted*	5	6	5	5	4		6						31	5.166666667
E-notification active subscribers*	1,003	1,010	1,012	1,012	1,018	1,02	4						6,079	1,013
E-notifications sent*	5	6	5	7	4		7						34	