



MEMORANDUM

To: City Council
From: Drew Douglas, Director of Communications
Re: Communications Data Report for September 2021
Date: October 21, 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 September Newsletter, emailed out to the community on August 31st, was successfully delivered to 8,881 email addresses. This is slightly less than the previous month due to a high rate of bounces.
- The click rate for the September newsletter was (27.8%), with 872 total clicks. Top clicked links were:
 1. News about tax levy reduction
 2. Information about Nov. 2nd special election coming up
 3. Letter from the Mayor
- Our first "Welcome to Nixa" email blast was sent Sept. 9th to 227 email addresses. The open rate was 60.1% and click rate was 8.5%. Top links clicked were to Nixaparks.com and to pay a utility bill online.
- We sent 2 single-topic emails in September. The first was about the LEAD Nixa event. The second was a heads up about construction of the roundabout at Tracker and Old Castle.
- Facebook has drastically cut back which data points we are now able to track. You will see lots of blank rows for this month's data report as a result. We continue to track the data points which Facebook allows us to view and export.
- The post which had the highest reach on the City Hall Facebook page in September was about the construction of a new roundabout at Tracker and Old Castle.
- The post which had the highest reach on Police Facebook page in September was a traffic alert about temporary closure of the intersection at Tracker and Old Castle for construction of the roundabout.

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

- 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	29-Jul						
Successful Deliveries	8,344	8,295	8,930	8,936	8,980	9,017	8,979	8,958					70,439	8,805
Resend Deliveries	6,001	6,362	6,706		6,669	6,746	6,661	6,407					45,552	6,507
Original Opens	2,429	1,985	2,256	2,256	2,462	2,332	2,428	2,672					18,820	2,353
Resend Opens	867	1,001	615		806	726	696	630					5,341	763
Total Opens	3,296	2,986	2,871	2,256	3,268	3,058	3,124	3,302					24,161	3,020
Total Open Rate	38.8%	35.5%	31.9%	25.2%	35.2%	33.4%	34.1%	36.1%					270.2%	33.8%
Mobile Device Rate (opened on mobile vs desktop)	45.0%	44.8%	53.2%	52.4%	50.6%	53.2%	54.1%	45.5%						49.9%
Total Clicks	470	652	611	590	837	930	784	622					5,496	687
Click Through Rate	14.5%	22.1%	21.5%	26.2%	26.3%	30.9%	25.6%	19.2%						23.3%
Did Not Open (Original)	5,915	6,310	6,674	6,680	6,518	6,685	6,551	6,286					51,619	6,452
Unsubscribed (Total)	5	7	2	3	8	13	8	13					59	7
Spam Reports* (Total)	1	0	0	0	2	2	1	2					8	1
Bounces* (Total)	304	312	378	380	404	428	433	446					3,085	386
Constant Contact - Single Topic Email														
# of Email Campaigns	6	6	6	2	2	1	1	5					29	3,625
Average Open Rate	37%	28%	27%	40%	31%	45%	37%	34%						35%
Average Click Rate	2%	1%	14%	1%	0%	3%		9%						4%
Average Mobile Device Open Rate	43%	50%	41%	46%	39%	44%	51%	42%						45%
Average Spam	1	1	0	1	0	1	1	3						1
Average Unsubscribe	7	2	3	4	5	17	13	13						8

Twitter											
CityofNixa											
Total Followers			1,758	1,751	1,744	1,755	1,760	1,770			1,770
# of Tweets	2	12	15	12	27	8	2	6	84		11
Total Tweet Impressions (from report)	1,131	5,713	6,009	3,539	6,944	3,572	363	1,789	29,060		3,633
Total Engagements (from report)	56	188	66	142	185	73	3	84	797		100
Profile Visits	246	638	338	198	225	368	510	347	2,870		359
Mentions	11	7	5	5	10	2	12	6	58		7
New Followers	0	12	0	0	0	3	7	5	27		3
Instagram											
# of posts	5	12	26	21	36	9	3	11	123		15
Total likes	111	322	566	469	1,185	138	39	360	3,190		399
Total comments	1	8	11	16	9	6	0	7	58		7
Total reach (Accounts reached)				1,882	803	597	459	779	4,520		904
Total followers (@ last day of month)			965	1,061	1,071	1,088	1,102	1,105	6,392		1,065
LinkedIn											
# of posts	1	3	9	4	23	2	0	6	48		6
# of followers			201	214	223	225	238	241	1,342		224
Nextdoor											
# of posts	7	18	25	24	18	15	7	15	129		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	4,081	4081		3895
New members*		50	47	42	53	40	57	68	357		51
Total Post Impressions	2,792	8,855	8,415	5,883	5,108	4,258	2,340	4,886	42,537		5,317
Average Impressions Per Post	399	492	351	420	284	304	334	326	2,909		364
Nixa.com											
Active users	11,763	12,358	14,229	13,810	31,334	13,178	26,676	12,029	135,377		16,922
Sessions	15,827	17,164	19,494	18,433	35,590	17,386	31,439	16,261	171,594		21,449
Sessions from Organic Search	10,397	10,679	12,554	12,150	10,795	10,718	11,967	11,167	90,427		11,303
Sessions from Direct Navigation	4,206	4,787	4,697	3,637	22,642	5,360	18,108	4,183	67,620		8,453
Sessions from Referral	868	1,042	1,035	774	1,125	806	942	638	7,230		904
Sessions via Social Referral	355	654	1,207	1,863	1,027	502	421	273	6,302		788
Sessions via Facebook	319	615	1,195	1,856	1,018	491	413	270	6,177		772
Desktop Sessions	43%	40%	39%	38%	71%	45%	64%	40%			47.5%
Mobile Sessions	55%	59%	59%	60%	28%	53%	35%	59%			50.9%
Tablet Sessions	2%	2%	2%	2%	1%	2%	1%	2%			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	0:01:12			0:01:02
Pages viewed per Session	1.94	1.89	1.93	1.84	1.47	1.83	2.00	1.92			1.85
News Articles Posted*	6	12	7	8	4	6	6	19	68		8.5
E-notification active subscribers*		955	956	964	969	973	979	978	6,774		968
E-notifications sent*	11	24	14	11	6	14	9	11	100		13