

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

Constant Contact - Newsletters Newsletter Send Date	31-Dec 8,344 6,001	8,295	26-Feb 8,930	29-Mar	30-Apr	28-May	4.1.1				
	8,344 6,001	8,295			30-Apr	28-May	4 1 1				
	6,001	,	8,930	0.026			1-Jul	29-Jul			
Successful Deliveries		6 262		8,936	8,980	9,017	8,979	8,958		70,439	
Resend Deliveries	2 420	0,302	6,706		6,669	6,746	6,661	6,407			
Original Opens	2,429	1,985	2,256	2,256	2,462	2,332	2,428	2,672		18,820	
Resend Opens	867	1,001	615		806	726	696	630			
Total Opens	3,296	2,986	2,871	2,256	3,268	3,058	3,124	3,302		24,161	
Total Open Rate	38.8%	35.5%	31.9%	25.2%	35.2%	33.4%	34.1%	36.1%			
Mobile Device Rate (opened on mobile vs desktop)	45.0%	44.8%	53.2%	52.4%	50.6%	53.2%	54.1%	45.5%			
Total Clicks	470	652	611	590	837	930	784	622			
Click Through Rate	14.5%	22.1%	21.5%	26.2%	26.3%	30.9%	25.6%	19.2%			
Did Not Open (Original)	5,915	6,310	6,674	6,680	6,518	6,685	6,551	6,286			
Unsubscribed (Total)	5	7	2	3	8	13	8	13		59	
Spam Reports* (Total)	1	0	0	0	2	2	1	2			
Bounces* (Total)	304	312	378	380	404	428	433	446		3,085	
Constant Contact - Single Topic Email											
# of Email Campaigns	6	6	6	2	2	1	1	5			
Average Open Rate	37%	28%	27%	40%	31%	45%	37%	34%			
Average Click Rate	2%	1%	14%	1%	0%	3%		9%			
Average Mobile Device Open Rate	43%	50%	41%	46%	39%	44%	51%	42%			
Average Spam	1	1	0	1	0	1	1	3			
Average Unsubscribe	7	2	3	4	5	17	13	13			

Facebook										
City Hall (City of Nixa - Municipal Government)										
# of posts	25	30	50	37	55	21	17	33	268	
Lifetime Total Likes (B)	7,573	7,709	7,758	7,829	7,878	7,908	7,992	8,023	8,023	7,83
Lifetime Total Follows (C)	7,853	7,999	8,063	8,124	8,176	8,209	8,295	8,332	8,332	8,13
New Likes (D)	64	185	70	81	66	47	112	69	694	
Unlikes (E)	22	41	24	10	20	19	21	35	192	
New Follows (f)	66	197	73	80	69	49	115	74	723	
Unfollows (G)	25	39	27	13	23	21	22	35	205	2
Total Reach (F)	68,932	117,895	65,374	65,580	60,203	52,288	46,210	83,633	560,115	70,01
Average Reach per day: Unique Users (F)	2,224	4,211	2,109	2,186	1,942	1,743	1,491	2,698	18,604	2,32
Highest Single Day Reach* (F)	10,201	31,123	5,653	6,473	4,578	8,957	5,465	14,431	86,881	10,86
Total Impressions* (B)	93,056	168,456	108,088	99,712	106,680	67,711	63,706	113,755	821,164	102,64
Average Post Reach (I)	3,119	4,322	1,759	2,300	1,652	2,826	2,859	3,335	22,172	2,77
Highest Single Post Reach* (I)	14,868	37,074	10,246	10,013	5,003	10,267	7,723	14,295	109,489	13,68
Highest Single Post Engaged Users* (O)	1,742	4,203	1,478	1,227	539	1,059	1,115	1,953	13,316	1,66
Average Reach of Posts to People Who Like This Page (U)	1,878	2,025	1,246	1,661	1,246	1,975	2,163	2,104	14,298	1,78
Total Engagements (Total Daily Post Engagements - J)	14,566	18,865	9,753	12,627	7,845	7,081	9,744	10,853	91,334	11,41
Average Daily Engaged Users (I)	256	384	187	240	159	141	171	206	1,744	21
Total Organic Reach	68,826	117,769	65,316	65,513	60,104	52,196	46,033	83,564	559,321	69,91
Total Viral Reach	35,084	78,718	33,786	22,489	20,769	18,117	13,445	34,916	257,324	32,16
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	
Police										
# of posts	26	16	32	27	25	32	30	28	216	2
Lifetime Total Likes (B)	10,187	10,226	10,259	10,314	10,388	10,482	10,533	10,562	10,562	10,36
Lifetime Total Follows (C)	12,097	12,134	12,173	12,225	12,303	12,397	12,446	12,487	12,487	
New Likes (D)	283	95	66	77	96	117	84	67	885	11
Unlikes (E)	36	46	26	15	17	19	29	35	223	2
New Follows (f)	299	100	65	77	106	122	86	82	937	11
Unfollows (G)	52	49	29	21	26	20	32	38	267	
Total Reach (F)	418,555	101,305	49,370	56,194	83,075	70,857	54,762	77,824	911,942	113,99
Average Reach per day: Unique Users (F)	13,502	3,618	1,593	1,873	2,680	2,362	1,767	1,345	28,740	
Highest Single Day Reach* (F)	145,902	20,337	4,443	8,059	20,214	13,187	4,785	6,637	223,564	27,94
Total Impressions* (B)	466,004	158,897	81,800	81,064	126,068	108,435	88,503	115,039	1,225,810	
Average Post Reach (I)	16,366	5,301	1,724	2,460	3,420	2,726	2,162	2,620	36,779	4,59
Highest Single Post Reach* (I)	341,205	30,343	4,674	12,808	33,502	14,008	5,109	9,611	451,260	56,40
Highest Single Post Engaged Users* (O)	21,202	1,398	262	654	8,157	3,543	571	1,318	37,105	
Average Reach of Posts to People Who Like This Page (U)	1,832	1,858	1,146	1,171	1,584	1,636	1,409	1,780		1,55
Total Engagements (Total Daily Post Engagements - J)	45,328	14,174	4,347	4,924	23,672	12,186	6,244	11,890	122,765	15,34
Average Daily Engaged Users (I)	959	296	94	109	406	255	124	251	2,494	31
									842,804	105,35
Total Organic Reach	418,373	101,231	49,316	56,125	82,963	2,359	54,678	77,759	842,804	103,3.
Total Organic Reach Total Viral Reach	418,373 380,199	101,231 79,376	49,316 26,400	56,125 18,562	82,963 48,684	2,359 25,651	24,955	77,759 37,654	842,804 641,481	
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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		
Profile Visits	246	638	338	198	225	368	510	347	2,870	
Mentions	11	7	5	5	10	2	12	6		
New Followers	0	12	0	0	0	3	7	5		
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		
# of followers			201	214	223	225	238	241	1,342	224
Nextdoor										
# of posts	7	18	25	24	18	15	7	15	129	
% 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		
New members*		50	47	42	53	40	57	68	357	
Total Post Impressions	2,792	8,855	8,415	5,883	5,108	4,258	2,340	4,886	42537	5317
Average Impressions Per Post	399	492	351	420	284	304	334	326	2909	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	
Sessions via Social Referral	355	654	1,207	1,863	1,027	502	421	273	6,302	
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		8.5
E-notification active subscribers*		955	956	964	969	973	979	978	6,774	
E-notifications sent*	11	24	14	11	6	14	9	11	100	13