

## MEMORANDUM

To: City Council

From: Drew Douglas, Director of Communications

Re: Communications Data Report for August 2021

Date: September 24, 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 August Newsletter, emailed out to the community on July 29th, was successfully delivered to 8,958 email addresses. This is slightly less than the previous month due to unsubscribes and the fact that we had not yet re-established the practice of adding new email addresses to the distribution list which are collected by Nixa Utilities when new customers sign up. Bryan Hawk has since helped Macie and I reestablish this practice and new email addresses were added to the distribution list prior to sending the September newsletter. This will occur monthly. We have also initiated a monthly "Welcome to Nixa" email blast which only goes to the new sign-ups over the last month.
- The click rate for the August newsletter was (19.2%), with 622 total clicks. Top clicked links were:
  - 1. Mayor's Letter (guest column by Jarad Giddens this month)
  - 2. MO VIP vaccine lottery
  - 3. Job openings
- We only sent 5 single-topic emails in August. The first was about Tax-Free Weekend. The other 4 were regarding street closures for resurfacing projects.
- On Facebook, engagement metrics see a boost when we post about controversial topics. The number of engaged users interacting with a controversial post is much higher than for posts telling the public about less polarizing topics. This is the struggle we face every day as we try to cut through the noise with important public information. However, I would argue this is an example why "engagement" metrics should never be a goal in of themselves.
- The post which had the highest reach on the City Hall Facebook page in August was about a sink hole which impacted traffic on North St. Unlike "engagement" metrics which are biased toward reactions/comments, the "reach" metric reflects which content gets shared and widely viewed – and we continue to see relevant news which does impact people's lives tends to garner the highest reach each month.
- The post which had the highest reach on Police Facebook page in August was about Josh's first day as a Sergeant.

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

- Drew Douglas | Director of Communications

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2021 Data	Jan	Feb	Mar	Apr	May .	lun J	lul A	Aug Se	p Oct	Nov	Dec	2021 TOTALS 202	1 AVERAGE
Constant Contact - Newsletters													
Newsletter Send Date	31-De	c 31-Jan	26-Feb	29-Mar	30-Apr	28-May	1-Jul	29-Jul					
Successful Deliveries	8,344	4 8,295	8,930	8,936	8,980	9,017	8,979	8,958				70,439	
Resend Deliveries	6,00	L 6,362	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	86	7 1,001	615		806	726	696	630					
Total Opens	3,29	5 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)	5,91	5 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)	:	L 0	0	0	2	2	1	2					
Bounces* (Total)	304	4 312	378	380	404	428	433	446				3,085	
Constant Contact - Single Topic Email													
# of Email Campaigns		5 6	6	2	2	1	1	5					
Average Open Rate	37%	a 28%	27%	40%	31%	45%	37%	34%					
Average Click Rate	29	i 1%	14%	1%	0%	3%		9%					
Average Mobile Device Open Rate	43%	<b>50%</b>	41%	46%	39%	44%	51%	42%					
Average Spam	:	L 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	34
Lifetime Total Likes (B)	7,573	7,709	7,758	7,829	7,878	7,908	7,992	8,023	8,023	7,834
Lifetime Total Follows ( C )	7,853	7,999	8,063	8,124	8,176	8,209	8,295	8,332	8,332	8,131
New Likes (D)	64	185	70	81	66	47	112	69	694	87
Unlikes ( E )	22	41	24	10	20	19	21	35	192	24
New Follows (f)	66	197	73	80	69	49	115	74	723	90
Unfollows (G)	25	39	27	13	23	21	22	35	205	26
Total Reach (F)	68,932	117,895	65,374	65,580	60,203	52,288	46,210	83,633	560,115	70,014
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	2,326
Highest Single Day Reach* (F)	10,201	31,123	5,653	6,473	4,578	8,957	5,465	14,431	86,881	10,860
Total Impressions* (B)	93,056	168,456	108,088	99,712	106,680	67,711	63,706	113,755	821,164	102,646
Average Post Reach (I)	3,119	4,322	1,759	2,300	1,652	2,826	2,859	3,335	22,172	2,772
Highest Single Post Reach* (I)	14,868	37,074	10,246	10,013	5,003	10,267	7,723	14,295	109,489	13,686
Highest Single Post Engaged Users* (O)	1,742	4,203	1,478	1,227	539	1,059	1,115	1,953	13,316	1,665
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	1,787
Fotal Engagements (Total Daily Post Engagements - J)	14,566	18,865	9,753	12,627	7,845	7,081	9,744	10,853	91,334	11,417
Average Daily Engaged Users (I)	256	384	187	240	159	141	171	206	1,744	218
otal Organic Reach	68,826	117,769	65,316	65,513	60,104	52,196	46,033	83,564	559,321	69,915
otal Viral Reach	35,084	78,718	33,786	22,489	20,769	18,117	13,445	34,916	257,324	32,166
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	\$0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	0
Police										
t of posts	26	16	32	27	25	32	30	28	216	27
Lifetime Total Likes (B)	10,187	10,226	10,259	10,314	10,388	10,482	10,533	10,562	10,562	10,369
ifetime 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	111
Jnlikes ( E )	36	46	26	15	17	19	29	35	223	28
New Follows (f)	299	100	65	77	106	122	86	82	937	117
Jnfollows (G)	52	49	29	21	26	20	32	38	267	33
Fotal Reach (F)	418,555	101,305	49,370	56,194	83,075	70,857	54,762	77,824	911,942	113,993
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	3,593
Highest Single Day Reach* (F)	145,902	20,337	4,443	8,059	20,214	13,187	4,785	6,637	223,564	27,946
Fotal Impressions* (B)	466,004	158,897	81,800	81,064	126,068	108,435	88,503	115,039	1,225,810	153,226
Average Post Reach (I)	16,366	5,301	1,724	2,460	3,420	2,726	2,162	2,620	36,779	4,597
Highest Single Post Reach* (I)	341,205	30,343	4,674	12,808	33,502	14,008	5,109	9,611	451,260	56,408
Highest Single Post Engaged Users* (O)	21,202	1,398	262	654	8,157	3,543	571	1,318	37,105	4,638
werage 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		, 1,552
otal Engagements (Total Daily Post Engagements - J)	45,328	14,174	4,347	4,924	23,672	12,186	6,244	11,890	122,765	15,346
werage Daily Engaged Users (I)	959	296	94	109	406	255	124	251	2,494	312
otal Organic Reach	418,373	101,231	49,316	56,125	82,963	2,359	54,678	77,759	842,804	105,351
Fotal Viral Reach	380,199	79,376	26,400	18,562	48,684	25,651	24,955	37,654	641,481	80,185
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	0

Twitter									
CityofNixa									
Total Followers			1,758	1,751	1,744	1,755	1,760	1,770	
# of Tweets	2	12	15	12	27	8	2	6	84
Total Tweet Impressions (from report)	1,131	5,713	6,009	3.539	6.944	3.572	363	1,789	29,060
Total Engagements (from report)	56	188	66	142	185	73	3	84	797
Profile Visits	246	638	338	198	225	368	510	347	2.870
Mentions	11	7	5	5	10	2	12	6	58
New Followers	0	12	0	0	0	3	7	5	27
Instagram			-	-	-	-		-	
# of posts	5	12	26	21	36	9	3	11	123
Total likes	111	322	566	469	1,185	138	39	360	3,190
Total comments	1	8	11	16	9	6	0	7	58
Total reach (Accounts reached)	_			1,882	803	597	459	779	4,520
Total followers (@ last day of month)			965	1,061	1,071	1,088	1,102	1,105	6,392
LinkedIn				,	,. <u>-</u>	,	,		
# of posts	1	3	9	4	23	2	0	6	48
# of followers			201	214	223	225	238	241	1,342
Nextdoor									
# of posts	7	18	25	24	18	15	7	15	129
% of households w/ account*		36%	36%	36%	37%	37%	38%		
Total members of potential households*		3,741	3,788	3,827	3,887	3,937	4,002	4,081	4081
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
Average Impressions Per Post	399	492	351	420	284	304	334	326	2909
Nixa.com									
Active users	11,763	12,358	14,229	13,810	31,334	13,178	26,676	12,029	135,377
Sessions	15,827	17,164	19,494	18,433	35,590	17,386	31,439	16,261	171,594
Sessions from Organic Search	10,397	10,679	12,554	12,150	10,795	10,718	11,967	11,167	90,427
Sessions from Direct Navigation	4,206	4,787	4,697	3,637	22,642	5,360	18,108	4,183	67,620
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
Desktop Sessions	43%	40%	39%	38%	71%	45%	64%	40%	
Mobile Sessions	55%	59%	59%	60%	28%	53%	35%	59%	
Tablet Sessions	2%	2%	2%	2%	1%	2%	1%	2%	
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	
Pages viewed per Session	1.94	1.89	1.93	1.84	1.47	1.83	2.00	1.92	
News Articles Posted*	6	12	7	8	4	6	6	19	68
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