



# MEMORANDUM

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**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	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 TOTALS	2021 AVERAGE
<b>Constant Contact - Newsletters</b>														
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
<b>Constant Contact - Single Topic Email</b>														
# 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											
<b>CityofNixa</b>											
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