

RE: COMMUNICATIONS DATA REPORT FOR AUGUST 2022

The spreadsheets attached below show our electronic communications data for 2022 so far. Some of the notable data insights for August include:

E-mail Campaigns:

- This month's community e-newsletter, sent July 28, was successfully delivered to 9,475 email addresses. Open rate was 54% (5,292). Click rate was 11.7% (1,122). Last e-newsletter sent with the old brand look.
- Newsletter top clicked links were:
 1. Quick Poll
 2. Job Openings
 3. Story about Inclusive Playground
- Quick Poll Question: "Which of these unfunded needs in Nixa would you prioritize first?" Total Responses: 585. Results:
 1. 11 More Police Officers: 35.7% (209)
 2. Walking and Biking Trails: 35.6% (208)
 3. Large Indoor Sports Facility: 17.4% (102)
 4. Police Department Headquarters Expansion: 11.3% (66)
- On Aug. 29th we sent the "Welcome to Nixa" email to 117 email addresses. The open rate was 87% and click rate was 18%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Christian County Clerk's Office
 3. Nixa Recycle Center
- We sent 3 single-topic emails to the community this month. They had an average open rate of 48%. The first was sent on August 2 titled "Nixa's Purple Heart Day Ceremony". The second was sent August 16 titled "Nixa's Multi-Cultural Event". The third was sent August 18 titled "Proposed solutions for police and parks". This third email was a letter from the City Administrator explaining the ballot issue proposed to council and had a 58% open rate (5,710: that's more people who opened this email than the newsletter).
- Total number of e-mail unsubscribes this month was 51 (Drew unsubscribed many of these manually in response to a spam attack) and total spam reports was 3.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 2,375. We posted 36 times this month. Post with the highest reach (6,663) was about resurfacing of Gregg Rd.

- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 2,210. We posted 20 times this month. Post with the highest reach (6,169) was about a dog in the pound.
- Total Nextdoor members at Nixa addresses is at 4,564. We posted 16 times this month, averaging 637 impressions per post.
- Total followers on Twitter is 1,822. We tweeted 18 times this month.
- Total followers on Instagram is 1,192. We posted 9 times this month.
- Total followers on LinkedIn is 302. We posted 2 times this month.

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

MEMO PREPARED BY:

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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-Jun	1-Jul	28-Jul						
Successful Deliveries	9,096	9,136	9,150	9,191	9,242	9,300	9,368	9,475					73,958	9,245
Resend Deliveries	5,385	5,248	5,017	5,509	5,258	5,635	5,069	5,465					42,586	5,323
Original Opens	3,888	4,019	4,271	3,899	4,204	3,828	4,540	4,223					32,872	4,109
Resend Opens	910	993	785	944	810	651	883	1,069					7,045	881
Total Opens	4,798	5,012	5,056	4,843	5,014	4,479	5,423	5,292					39,917	4,990
Total Open Rate	51.4%	53.7%	54.1%	51.0%	52.4%	46.9%	56.0%	54.1%					419.6%	52.5%
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%	12.8%	18.5%	16.9%	16.1%						16.0%
Total Clicks	614	900	739	722	714	896	1,098	1,122					6,805	851
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%	7.7%	9.6%	11.7%	11.7%						9.1%
Did Not Open (Original)	5,208	5,117	4,879	5,292	5,038	5,472	4,828	5,252					41,086	5,136
Unsubscribed (Total)	9	5	13	12	11	14	15	13					92	12
Spam Reports* (Total)	0	1	3	1	0	1	3	1					10	1
Bounces* (Total)	534	536	547	625	633	602	628	636					4,741	593
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	0	0	2	0	2	3					7	0.875
Average Open Rate					52%		47%	48%						49%
Average Click Rate					4%		4%	4%						4%
Average Mobile Device Open Rate					8%		9%	5%						7%
Total Spam					0		2	2					4	1
Total Unsubscribe					17		11	38					66	22
Welcome to Nixa Email														
Date Sent On	1/26/22	2/22/22	25-Mar	26-Apr	27-May-22	27-Jun-22	25-Jul-22	29-Aug-22						
Total Sent	61	37	97	89	122	137	183	117					843	105
Total Successful Deliveries	54	36	90	81	118	131	179	113					802	100
Total Open Rate	74%	81%	70%	73%	70%	79%	86%	87%						77%
Total Click Rate (top click)	9%	17%	10%	10%	17%	15%	13%	18%						14%
Total Mobile Device Open Rate	10%	14%	16%	18%	10%	19%	12%	11%						14%
Total Spam	0	0	0	0	0	0	0	0					0	0
Total Unsubscribe	0	0	1	0	0	0	0	0					1	0

Facebook												
City Hall (City of Nixa - Municipal Government)												
# of posts (from content data)	12	24	30	25	35	30	34	36			226	28
Total Reach (from content data)	45,524	80,107	54,384	62,555	119,230	124,290	113,565	85,501			685,156	85,645
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509	4,143	3,340	2,375			24,813	3,102
Highest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484	11,947	14,099	6,663			72,274	9,034
Avg Reach of Posts to People Who Like Page (from result)	1,418	2,217	1,538	1,755	3,014	3,229	3,271	2,125			18,567	2,321
Total Likes & Reactions (from content data)	1,102	1,378	839	829	2,248	3,816	1,778	1,391			13,381	1,673
Total Comments (from content data)	361	497	63	155	372	1,757	673	560			4,438	555
Total Shares (from content data)	85	163	70	118	219	410	268	204			1,537	192
Police												
# of posts (from content data)	14	8	39	41	41	28	32	20			223	28
Total Reach (from content data)	49,024	52,694	141,991	96,148	116,299	59,272	139,125	44,215			698,768	87,346
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836	2,116	4,487	2,210			28,050	3,506
Highest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635	6,721	25,132	6,169			94,427	11,803
Avg Reach of Posts to People Who Like Page (from result)	3,244	2,299	3,414	2,512	2,866	1,586	3,623	1,718			2,658	2,658
Total Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570	568	3,301	646			17,001	2,125
Total Comments (from content data)	47	268	680	183	179	98	1,058	17			2,530	316
Total Shares (from content data)	231	206	487	369	252	162	253	97			2,057	257
Twitter												
CityofNixa												
Total Followers	1,795	1,801	1,804	1,807	1,817	1,816	1,820	1,822				1,822
# of Tweets	3	13	10	6	11	12	14	18			87	11
Total Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576	1,250	1,308	3,951			16,042	2,005
Total Engagements (from report)	19	46	48	32	69	120	126	60			520	65
Profile Visits	166	282	471	401	865	489	652	941			4,267	533
Mentions	1	2	8	10	11	7	0	7			46	6
New Followers	12	10	2	7	9	3	2	3			48	6
Instagram												
# of posts	2	10	21	10	20	11	10	9			93	12
Total likes	62	148	343	161	265	201	132	239			1,551	194
Total comments	1	3	4	6	1	3	6	2			26	3
Total reach (Accounts reached)	696	531	714	526	483	537	502	811			4,800	600
Total followers (@ last day of month)	1,127	1,143	1,143	1,143	1,152	1,157	1,184	1,192			9,241	1,155
LinkedIn												
# of posts	6	4	7	4	2	5	3	2			33	4
# of followers	270	277	282	289	294	297	298	302				289
Nextdoor												
# of posts	5	24	8	8	17	8	17	16			103	13
Claimed households	3315	3329	3393	3422	3443	3459	3478	3492				3416.375
Members	4,278	4,303	4,375	4,423	4,465	4,492	4,532	4,564			4564	4429
New members	34	33	76	44	35	32	41	33			328	41
Total Post Impressions	3,342	8,836	6,966	4,700	9,005	8,707	8,685	8,920			59161	7395
Average Impressions Per Post	668	552	366	588	750	791	668	637			5020	628

Nixa.com											
Active users	10,945	11,173	11,825	14,231	13,510	12,522	15,062	13,307		102,575	12,822
Sessions	15,379	15,162	16,655	19,558	18,500	17,200	20,954	19,563		142,971	17,871
Sessions from Organic Search	10,254	10,041	11,098	13,022	12,286	10,780	11,797	13,392		92,670	11,584
Sessions from Direct Navigation	4,048	3,265	4,434	5,179	4,601	4,327	6,007	4,745		36,606	4,576
Sessions from Referral	765	1,414	692	658	1,080	1,233	1,281	985		8,108	1,014
Sessions via Social Referral	312	442	431	698	532	860	1,869	441		5,585	698
Sessions via Facebook	295	404	422	689	524	807	1,827	435		5,403	675
Desktop Sessions	39%	37%	39%	35%	36%	35%	36%	38%		3	37.0%
Mobile Sessions	60%	61%	60%	63%	63%	64%	62%	61%			61.6%
Tablet Sessions	1%	1%	2%	2%	1%	1%	1%	1%			1.3%
Average Length of Session	0:01:10	0:01:03	0:01:18	0:01:05	0:01:05	0:01:07	0:01:14	0:00:50			0:01:06
Pages viewed per Session	1.82	1.77	1.96	1.77	1.84	1.88	1.83	1.73			1.83
News Articles Posted*	5	6	5	5	4	6	9	9		49	6,125
E-notification active subscribers*	1,003	1,010	1,012	1,012	1,018	1,024	1,026	1,030		8,135	1,017
E-notifications sent*	5	6	5	7	4	7	14	14		62	8