

## RE: COMMUNICATIONS DATA REPORT FOR APRIL 2023

The spreadsheets attached below show our electronic communications data for 2023. Some of the notable data insights for April include:

### E-mail Campaigns:

- This month's community e-newsletter, sent March 31st, was successfully delivered to 10,342 email addresses. Open rate was 49.1% (5,460). Click rate was 4.9% (510).
- Newsletter top clicked links were:
  1. Letter from the Mayor
  2. Elections
  3. Truman Blvd. Project Page
- Quick Poll Question: "Do you still have questions about the April 4<sup>th</sup> election?" Total Responses: 55. Results:
  1. Yes: 34.5% (19)
  2. No: 65.5% (36)
- We send the Welcome to Nixa email on April 26<sup>th</sup> to 70 emails. The open rate was 73%.
- We sent 1 single-topic email to the community this month. It was sent on April 3rd titled "Don't forget to vote tomorrow." The open rate was 42%.
- Total number of e-mail unsubscribes this month was 11 and total spam reports was 0.

### Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,400. We posted 19 times this month. Post with the highest reach (14,184) was about Tim Hammer's certification.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 9,749. We posted 18 times this month. Post with the highest reach (84,204) was about vandalism to the new inclusive playground.
- Total Nextdoor members at Nixa addresses is at 4,734. We posted 14 times this month, averaging 385 impressions per post.
- Total followers on Twitter is 1,808. We tweeted 9 times this month.
- Total followers on Instagram is 1,258. We posted 6 times this month.
- Total followers on LinkedIn is 345. We posted 3 times this month.

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

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2023 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 TOTALS	2023 AVERAGE
<b>Constant Contact - Newsletters</b>														
Newsletter Send Date	22-Dec	27-Jan	23-Feb	31-Mar										
Successful Deliveries	10,264	10,259	10,352	10,342									41,217	10,304
Resend Deliveries	5,663	5,912	5,938	6,469									23,982	5,996
Original Opens	4,777	4,706	4,722	4,284									18,489	4,622
Resend Opens	984	952	775	1,176									3,887	972
Total Opens	5,761	5,658	5,497	5,460									22,376	5,594
Total Open Rate	54.8%	52.0%	50.4%	49.1%									206.3%	51.6%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%	8.7%										12.5%
Total Clicks	1,021	1,120	819	510									3,470	868
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%										8.4%
Did Not Open (Original)	5,487	5,553	5,630	6,058									22,728	5,682
Unsubscribed (Total)	3	12	9	3									27	7
Spam Reports* (Total)	1	2	0	0									3	1
Bounces* (Total)	872	893	915	930									3,610	903
<b>Constant Contact - Single Topic Email</b>														
# of Email Campaigns	0	0	4	1									5	1.25
Average Open Rate			38%	42%										40%
Average Click Rate			1%	3%										2%
Average Mobile Device Open Rate			5%	6%										5%
Total Spam			3	0									3	2
Total Unsubscribe			26	7									33	17
<b>Welcome to Nixa Email</b>														
Date Sent On	1/30/23	2/27/23		26-Apr										
Total Sent	89	76		70									235	78
Total Successful Deliveries	86	70		70									226	75
Total Open Rate	67%	76%		73%										72%
Total Click Rate (top click)	7%	9%		14%										10%
Total Mobile Device Open Rate	12%	10%		18%										13%
Total Spam	0	0		0									0	0
Total Unsubscribe	0	0		1									1	0
<b>Facebook</b>														
<b>City Hall (City of Nixa - Municipal Government)</b>														
# of posts (from content data)	20	16	25	19									80	20
Total Reach (from content data)	79,712	54,025	41,277	64,610									239,624	59,906
Average Post Reach (from content data)	3,985	3,376	1,813	3,400									12,574	3,144
Highest Single Post Reach* (from content data)	10,171	13,091	4,607	14,184									42,053	10,513
Avg Reach of Posts to People Who Like Page (from result)	2,152	1,930	1,164	1,951									7,197	1,799
Total Likes & Reactions (from content data)	1,711	728	428	921									3,788	947
Total Comments (from content data)	410	107	223	160									900	225
Total Shares (from content data)	155	142	70	118									485	121
<b>Police</b>														
# of posts (from content data)	18	10	38	18									84	21
Total Reach (from content data)	74,849	104,247	124,883	175,489									479,468	119,867
Average Post Reach (from content data)	4,158	10,424	3,286	9,749									27,617	6,904
Highest Single Post Reach* (from content data)	9,122	28,100	9,680	84,204									131,106	32,777
Avg Reach of Posts to People Who Like Page (from result)	2,438	3,740	3,210	5,857										3,811
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454									11,256	2,814
Total Comments (from content data)	361	183	680	1,181									2,405	601
Total Shares (from content data)	390	1,004	258	857									2,509	627

Twitter						
<b>CityofNixa</b>						
Total Followers	1,818	1,819	1,810	1,808		1,819
# of Tweets	2	5	11	9		7
Total Tweet Impressions (from report)	788	773	872	953		847
Total Engagements (from report)	15	6	5	9		9
Profile Visits	71	224	99	101		124
Mentions	2	2	3	0		2
New Followers	3	3	0	0		2
<b>Instagram</b>						
# of posts	3	7	2	6		5
Total likes	97	98	20	93		77
Total comments	2	5	0	1		2
Total reach (Accounts reached)	620	623	372	592		552
Total followers (@ last day of month)	1,239	1,251	1,258	1,258		1,252
<b>LinkedIn</b>						
# of posts	6	2	3	3		4
# of followers	333	334	341	345		338
<b>Nextdoor</b>						
# of posts	11	14	10	14		12
Claimed households	3543	3544	3558	3568		3553.25
Members	4,679	4,684	4,717	4,734		4704
New members	18	13	30	24		21
Total Post Impressions	16,292	8,272	11,685	5,785		10509
Average Impressions Per Post	1,163	1,034	779	385		840
<b>Nixa.com</b>						
Active users	12,070	11,263	12,474	14,019		12,457
Sessions	16,767	14,977	16,753	18,837		16,834
Sessions from Organic Search	10,501	9,578	11,058	12,683		10,955
Sessions from Direct Navigation	4,804	4,176	4,195	4,564		4,435
Sessions from Referral	815	723	554	582		669
Sessions via Social Referral	645	499	946	1,007		774
Sessions via Facebook	607	487	936	992		756
Desktop Sessions	40%	38%	38%	34%		37.8%
Mobile Sessions	58%	60%	60%	65%		60.9%
Tablet Sessions	1%	1%	1%	1%		1.3%
Average Length of Session	0:01:43	0:01:28	0:01:33	0:00:33		0:01:19
Pages viewed per Session	2.23	2.10	2.15	1.43		1.98
News Articles Posted*						0 #DIV/0!
E-notification active subscribers*						0 #DIV/0!
E-notifications sent*						0 #DIV/0!