

RE: COMMUNICATIONS DATA REPORT FOR AUGUST 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent July 26th, was successfully delivered to 10,199 email addresses. Open rate was 53.6% (5,562). Click rate was 10.3% (1,058).
- Newsletter top clicked links were:
 1. Letter from the Mayor
 2. Hwy CC & 160 Improvements
 3. Route CC Improvements MoDOT project page
- Quick Poll Question: "How likely are you to recommend someone move inside Nixa city limits?" Total Responses: 277. Results:
 1. Would highly recommend: 44.4% (123)
 2. Would not recommend: 30% (83)
 3. Might recommend: 25.6% (71)
- We sent the Welcome to Nixa newsletter to 256 emails on August 23rd. These included the emails collected from June through August. There were 235 successful deliveries. The open rate was 73% and the click rate was 10%.
- We sent 4 single-topic emails in August.
 1. Notice to Cycle 1 Utility Customers. Sent on August 11th. Open rate was 82.1%.
 2. Cycle 1: Update regarding reimplementation of due dates. Sent on August 17th. Open rate was 81.3%.
 3. Cycle 2: Update regarding reimplementation of due dates. Sent on August 17th. Open rate was 80%.
 4. Please Conserve Water & Energy. Sent on August 23rd. Open rate was 47.9%.
- Total number of e-mail unsubscribes this month was 25 and total spam reports was 2.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 4,033. We posted 31 times this month. Post with the highest reach (10,151) was about notice regarding a change in trash collection schedules.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 13,281. We posted 20 times this month. Post with the highest reach (210,044) was about a runaway teen.

- Total Nextdoor members at Nixa addresses is at 4,875. We posted 5 times this month, averaging 685 impressions per post.
- Total followers on Twitter is 1,814. A note from Twitter (X) stated the analytics tool was being updated at the time this report was created.
- Total followers on Instagram is 1,308. We posted 2 times this month.
- Total followers on LinkedIn is 361. We posted 2 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
Constant Contact - Newsletters														
Newsletter Send Date	22-Dec	27-Jan	23-Feb	31-Mar	1-May	31-May	28-Jun	26-Jul						
Successful Deliveries	10,264	10,259	10,352	10,342	10,371	10,328	10,296	10,199					82,411	10,301
Resend Deliveries	5,663	5,912	5,938	6,469	6,082	6,523	5,956	5,665					48,208	6,026
Original Opens	4,777	4,706	4,722	4,284	4,620	4,112	4,454	4,670					36,345	4,543
Resend Opens	984	952	775	1,176	904	901	696	892					7,280	910
Total Opens	5,761	5,658	5,497	5,460	5,524	5,013	5,150	5,562					43,625	5,453
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%	46.4%	49.2%	53.6%					406.5%	50.8%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%	8.7%	14.1%	15.7%	16.0%	13.0%						13.6%
Total Clicks	1,021	1,120	819	510	990	1,051	1,131	1,058					7,700	963
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%	9.5%	10.2%	11.0%	10.3%						9.3%
Did Not Open (Original)	5,487	5,553	5,630	6,058	5,751	6,216	5,842	5,529					46,066	5,758
Unsubscribed (Total)	3	12	9	3	13	10	8	6					64	8
Spam Reports* (Total)	1	2	0	0	1	1	1	2					8	1
Bounces* (Total)	872	893	915	930	991	1009	979	989					7,578	947
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4	1	0	9	6	4					24	3
Average Open Rate			38%	42%		37%	51%	73%						48%
Average Click Rate			1%	3%		1%	3%	7%						3%
Average Mobile Device Open Rate			5%	6%		5%	5%	8%						6%
Total Spam			3	0		4	5	0					12	2
Total Unsubscribe			26	7		62	66	19					180	36
Welcome to Nixa Email														
Date Sent On	1/30/23	2/27/23		26-Apr	1-Jun			30-Aug-23						
Total Sent	89	76		70	77			256					568	114
Total Successful Deliveries	86	70		70	73			235					534	107
Total Open Rate	67%	76%		73%	70%			73%						72%
Total Click Rate (top click)	7%	9%		14%	16%			10%						11%
Total Mobile Device Open Rate	12%	10%		18%	20%			11%						14%
Total Spam	0	0		0	0			0					0	0
Total Unsubscribe	0	0		1	0			0					1	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	20	16	25	19	24	30	34	31					199	25
Total Reach (from content data)	79,712	54,025	41,277	64,610	74,674	74,573	125,672	125,023					639,566	79,946
Average Post Reach (from content data)	3,985	3,376	1,813	3,400	3,111	2,485	3,696	4,033					25,899	3,237
Highest Single Post Reach* (from content data)	10,171	13,091	4,607	14,184	6,311	6,310	17,029	10,151					81,854	10,232
Avg Reach of Posts to People Who Like Page (from results)	2,152	1,930	1,164	1,951	2,148	1,906	2,814	3,551					17,616	2,202
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099	891	2,013	2,627					10,418	1,302
Total Comments (from content data)	410	107	223	160	248	293	828	900					3,169	396
Total Shares (from content data)	155	142	70	118	190	144	435	397					1,651	206
Police														
# of posts (from content data)	18	10	38	18	24	25	39	20					192	24
Total Reach (from content data)	74,849	104,247	124,883	175,489	241,216	76,676	89,517	265,625					1,152,502	144,063
Average Post Reach (from content data)	4,158	10,424	3,286	9,749	10,050	3,067	2,295	13,281					56,310	7,039
Highest Single Post Reach* (from content data)	9,122	28,100	9,680	84,204	99,723	10,290	10,863	210,044					462,026	57,753
Avg Reach of Posts to People Who Like Page (from results)	2,438	3,740	3,210	5,857	7,650	2,334	2,206	9,239						4,584
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213	1,733	991	3,651					20,844	2,606
Total Comments (from content data)	361	183	680	1,181	538	343	162	688					4,136	517
Total Shares (from content data)	390	1,004	258	857	1,652	289	297	3,049					7,796	975

Twitter										
CityofNixa										
Total Followers	1,818	1,819	1,810	1,808	1,805	1,800	1,806	1,814		1,819
# of Tweets	2	5	11	9	0	10	9		46	7
Total Tweet Impressions (from report)	788	773	872	953		1,682			5,068	1,014
Total Engagements (from report)	15	6	5	9		20			55	11
Profile Visits	71	224	99	101	0	120	113		728	104
Mentions	2	2	3	0	0	10	9		26	4
New Followers	3	3	0	0	0	0	6		12	2
Instagram										
# of posts	3	7	2	6	3	5	3	2	31	4
Total likes	97	98	20	93	27	25	26	100	486	61
Total comments	2	5	0	1	0	0	1	1	10	1
Total reach (Accounts reached)	620	623	372	592	308	359	355	724	3,953	494
Total followers (@ last day of month)	1,239	1,251	1,258	1,258	1,277	1,286	1,298	1,308	10,175	1,272
LinkedIn										
# of posts	6	2	3	3	3	3	3	1	24	3
# of followers	333	334	341	345	351	354	359	361		347
Nextdoor										
# of posts	11	14	10	14	19	21	28	5	122	15
Claimed households	3543	3544	3558	3568	3593	3615	3624	3642		3585.875
Members	4,679	4,684	4,717	4,734	4,780	4,811	4,838	4,875	4875	4765
New members	18	13	30	24	28	45	28	32	218	27
Total Post Impressions	16,292	8,272	11,685	5,785	4,324	12,126	12,104	6,167	76755	9594
Average Impressions Per Post	1,163	1,034	779	385	432	527	605	685	5610	701
Nixa.com										
Active users	12,070	11,263	12,474	14,019	15,299	16,672	14,676	16,429	112,902	14,113
Sessions	16,767	14,977	16,753	18,837	20,519	23,762	21,029	23,985	156,629	19,579
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110	13,713	12,979	15,221	98,843	12,355
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478	6,972	5,985	7,056	43,230	5,404
Sessions from Referral	815	723	554	582	568	1,826	1,510	920	7,498	937
Sessions via Social Referral	645	499	946	1,007	1,363	1,251	555	598	6,864	858
Sessions via Facebook	607	487	936	992	1,346	1,225	542		6,135	876
Desktop Sessions	40%	38%	38%	34%	32%	33%	36%	35%	3	35.9%
Mobile Sessions	58%	60%	60%	65%	66%	66%	63%	64%		62.8%
Tablet Sessions	1%	1%	1%	1%	1%	1%	1%	1%		1.3%
Average Length of Session	0:01:43	0:01:28	0:01:33	0:00:33	0:00:39	0:01:34	0:01:42	0:02:35		0:01:28
Pages viewed per Session	2.23	2.10	2.15	1.43	1.44	2.24	2.15	2.15		1.99
News Articles Posted*									0	#DIV/0!
E-notification active subscribers*									0	#DIV/0!
E-notifications sent*									0	#DIV/0!