

RE: COMMUNICATIONS DATA REPORT FOR NOVEMBER 2022

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

E-mail Campaigns:

- This month's community e-newsletter, sent October 28th, was successfully delivered to 9,998 email addresses. Open rate was 44.2% (4,488). Click rate was 4.7% (469).
- Newsletter top clicked links were:
 1. Letter from the Mayor
 2. YouTube video of tax proposal ballot issue
 3. Election Information
- Quick Poll Question: "Have you picked up your "Guide to Nixa Finances" from Nixa City Hall yet?" Total Responses: 64. Results:
 1. Yes: 29.7% (19)
 2. No: 70.3% (45)
- On Nov. 30th we sent the "Welcome to Nixa" email to 494 email addresses. The open rate was 67% and click rate was 8%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Christian County Collector Website
 3. Nixa Development Department
- We sent 2 single-topic emails to the community this month. They had an average open rate of 54%. The first was sent on Nov. 7 titled "Why is Nixa proposing a sales tax increase". The second was sent Nov. 15 titled "Open Letter to Nixa from City Administrator Jimmy Liles."
- Total number of e-mail unsubscribes this month was 35 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 3,951. We posted 30 times this month. Post with the highest reach (29,183) was about the open letter to the community concerning the ballot issue results.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 6,604. We posted 16 times this month. Post with the highest reach (17,143) was about a traffic alert near Cheyenne Rd.
- Total Nextdoor members at Nixa addresses is at 4,654. We posted 7 times this month, averaging 712 impressions per post.
- Total followers on Twitter is 1,814. We tweeted 9 times this month.

- Total followers on Instagram is 1,209. We posted 11 times this month.
- Total followers on LinkedIn is 319. We posted 3 time this month.

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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2022 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Constant Contact - Newsletters														
Newsletter Sent Date	29-Dec	28-Jan	3-Mar	1-Apr	29-Apr	1-Jun	1-Jul	28-Jul	1-Sep	3-Oct	28-Oct			
Successful Deliveries	9,096	9,136	9,150	9,191	9,242	9,300	9,368	9,475	10,041	9,975	9,998		103,972	9,452
Resend Deliveries	5,385	5,248	5,017	5,509	5,258	5,635	5,069	5,465	5,651	6,138	6,176		60,551	5,505
Original Opens	3,888	4,019	4,271	3,899	4,204	3,828	4,540	4,223	4,586	4,073	4,066		45,597	4,145
Resend Opens	910	993	785	944	810	651	883	1,069	1,009	785	422		9,261	842
Total Opens	4,798	5,012	5,056	4,843	5,014	4,479	5,423	5,292	5,595	4,858	4,488		54,858	4,987
Total Open Rate	51.4%	53.7%	54.1%	51.0%	52.4%	46.9%	56.0%	54.1%	54.1%	47.0%	44.2%		564.9%	51.4%
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%	12.8%	18.5%	16.9%	16.1%	12.8%	9.9%	10.6%			14.6%
Total Clicks	614	900	739	722	714	896	1,098	1,122	1,096	553	469		8,923	811
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%	7.7%	9.6%	11.7%	11.7%	10.6%	5.6%	4.7%			8.5%
Did Not Open (Original)	5,208	5,117	4,879	5,292	5,038	5,472	4,828	5,252	5,455	5,902	5,932		58,375	5,307
Unsubscribed (Total)	9	5	13	12	11	14	15	13	60	8	11		171	16
Spam Reports* (Total)	0	1	3	1	0	1	3	1	0	0	2		12	1
Bounces* (Total)	534	536	547	625	633	602	628	636	647	775	775		6,938	631
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	0	0	2	0	2	3	4	2	2		15	1.363636364
Average Open Rate					52%		47%	48%	43%	85%	47%			54%
Average Click Rate					4%			4%	2%	20%	2%			6%
Average Mobile Device Open Rate					8%		9%	5%	6%	3%	5%			6%
Total Spam					0		2	2	4	0	0		8	1
Total Unsubscribe					17		11	38	38	0	22		126	21
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	26-Sep-2022	25-Oct	30-Nov			
Total Sent	61	37	97	89	122	137	183	117	125	115	494		1,577	143
Total Successful Deliveries	54	36	90	81	118	131	179	113	120	106	426		1,454	132
Total Open Rate	74%	81%	70%	73%	70%	79%	86%	87%	78%	86%	67%			77%
Total Click Rate (top click)	9%	17%	10%	10%	17%	15%	13%	18%	13%	13%	8%			13%
Total Mobile Device Open Rate	10%	14%	16%	18%	10%	19%	12%	11%	11%	12%	9%			13%
Total Spam	0	0	0	0	0	0	0	0	0	0	0		0	0
Total Unsubscribe	0	0	1	0	0	0	0	0	0	0	2		3	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	12	24	30	25	35	30	34	36	34	35	30		325	30
Total Reach (from content data)	45,524	80,107	54,384	62,555	119,230	124,290	113,565	85,501	61,303	75,523	142,266		964,248	87,659
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509	4,143	3,340	2,375	1,803	2,158	3,951		32,724	2,975
Highest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484	11,947	14,099	6,663	4,635	5,896	29,183		111,988	10,181
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	1,722	1,718	3,468		25,475	2,316
Total Likes & Reactions (from content data)	1,102	1,378	839	829	2,248	3,816	1,778	1,391	1,012	1,503	2,922		18,818	1,711
Total Comments (from content data)	361	497	63	155	372	1,757	673	560	498	266	1,718		6,920	629
Total Shares (from content data)	85	163	70	118	219	410	268	204	59	85	203		1,884	171
Police														
# of posts (from content data)	14	8	39	41	41	28	32	20	17	21	18		279	25
Total Reach (from content data)	49,024	52,694	141,991	96,148	116,299	59,272	139,125	44,215	53,803	91,894	118,877		963,342	87,577
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836	2,116	4,487	2,210	3,164	4,375	6,604		42,193	3,836
Highest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635	6,721	25,132	6,169	9,700	22,386	17,143		143,656	13,060
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	1,332	2,662	3,556			2,619
Total Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570	568	3,301	646	1,164	1,165	1,785		21,115	1,920
Total Comments (from content data)	47	268	680	183	179	98	1,058	17	204	203	320		3,257	296
Total Shares (from content data)	231	206	487	369	252	162	253	97	184	490	557		3,288	299

Twitter												
CityofNixa												
Total Followers	1,795	1,801	1,804	1,807	1,817	1,816	1,820	1,822	1,821	1,819	1,814	1,822
# of Tweets	3	13	10	6	11	12	14	18	22	9	9	12
Total Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576	1,250	1,308	3,951	2,473	1,147	976	1,876
Total Engagements (from report)	19	46	48	32	69	120	126	60	57	22	41	58
Profile Visits	166	282	471	401	865	489	652	941	443	224	282	474
Mentions	1	2	8	10	11	7	0	7	4	5	2	5
New Followers	12	10	2	7	9	3	2	3	0	1	0	4
Instagram												
# of posts	2	10	21	10	20	11	10	9	19	17	11	13
Total likes	62	148	343	161	265	201	132	239	253	247	150	200
Total comments	1	3	4	6	1	3	6	2	5	4	5	4
Total reach (Accounts reached)	696	531	714	526	483	537	502	811	716	727	601	622
Total followers (@ last day of month)	1,127	1,143	1,143	1,143	1,152	1,157	1,184	1,192	1,201	1,208	1,209	1,169
LinkedIn												
# of posts	6	4	7	4	2	5	3	2	1	4	3	4
# of followers	270	277	282	289	294	297	298	302	307	313	319	295
Nextdoor												
# of posts	5	24	8	8	17	8	17	16	8	11	7	12
Claimed households	3315	3329	3393	3422	3443	3459	3478	3492	3509	3525	3535	3445.454545
Members	4,278	4,303	4,375	4,423	4,465	4,492	4,532	4,564	4,599	4,628	4,654	4483
New members	34	33	76	44	35	32	41	33	34	30	27	38
Total Post Impressions	3,342	8,836	6,966	4,700	9,005	8,707	8,685	8,920	11,728	6,010	4,984	7444
Average Impressions Per Post	668	552	366	588	750	791	668	637	651	667	712	641
Nixa.com												
Active users	2,457	2,891	3,149	3,397	4,355	6,156	4,869	3,797	2,301	2,023	2,286	3,426
Sessions	4,515	5,595	5,643	6,533	7,773	12,033	9,331	7,327	4,097	3,508	4,265	6,420
Sessions from Organic Search	401	508	592	832	2,427	4,095	3,234	2,399	1,229	1,116	870	1,609
Sessions from Direct Navigation	2,067	2,383	2,591	2,756	1,775	1,732	1,424	1,123	731	697	659	1,631
Sessions from Referral	21	16	37	26	87	166	127	164	99	152	247	104
Sessions via Social Referral	22	49	14	10	206	331	229	212	282	106	87	141
Sessions via Facebook	22	49	14	10	206	331	229	212	282	106	87	141
Desktop Sessions	24.5%	27.3%	27.5%	25.2%	20.5%	14.9%	16.4%	18.5%	19.1%	21.0%	20.3%	21.4%
Mobile Sessions	74.3%	71.7%	71.9%	73.9%	79.2%	84.5%	82.9%	80.7%	80.1%	77.9%	78.8%	77.8%
Tablet Sessions	1.2%	0.9%	0.6%	0.9%	0.7%	0.6%	0.7%	0.9%	0.8%	1.2%	0.1%	0.8%
Average Length of Session	0:12:18	0:10:58	0:11:12	0:11:38	0:09:46	0:08:05	0:06:31	0:11:59	0:08:20	0:08:45	0:08:53	0:09:51
Pages viewed per Session	3.75	4.65	4.15	3.94	4.18	3.75	3.47	3.87	3.37	3.55	3.73	3.86
News Articles Posted*	5	6	5	5	4	6	9	9				6.125
E-notification active subscribers*	1,003	1,010	1,012	1,012	1,018	1,024	1,026	1,030				1,017
E-notifications sent*	5	6	5	7	4	7	14	14				8

RE: COMMUNICATIONS DATA REPORT FOR DECEMBER 2022

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

E-mail Campaigns:

- This month's community e-newsletter, sent December 5th, was successfully delivered to 10,296 email addresses. Open rate was 54% (5,702). Click rate was 11.1% (1,145).
- Newsletter top clicked links were:
 1. Letter from the Mayor
 2. Poll Question
 3. Curbside Trash & Recycling page on Nixa.com
- Quick Poll Question: "Which city department do you use services from most?" Total Responses: 459. Results:
 1. Parks & Recreation: 15.7% (72)
 2. Public Works: 5.9% (27)
 3. Planning & Development: 3.3% (15)
 4. Recycle: 12.6% (58)
 5. Nixa Utilities: 57.7% (265)
 6. Police: 3.9% (18)
 7. Administration: 0.9% (4)
- On Dec. 28th, we sent the "Welcome to Nixa" email to 90 email addresses. The open rate was 83% and click rate was 19%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Parks Sports page on Nixa.com
 3. Christian County Collector Website
- We didn't send any single-topic emails to the community this month.
- Total number of e-mail unsubscribes this month was 7 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 2,766. We posted 31 times this month. Post with the highest reach (7,859) was about the cancelation of reindeer at the Mayor's Tree Lighting event.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 17,298 (more than double any other month). We posted 29 times this month. Post with the highest reach (434,826) was about the safe exchange zone.

- Total Nextdoor members at Nixa addresses is at 4,662. We posted 8 times this month, averaging 875 impressions per post.
- Total followers on Twitter is 1,815. We tweeted 10 times this month.
- Total followers on Instagram is 1,220. We posted 7 times this month.
- Total followers on LinkedIn is 327. We posted 5 times this month.

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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2022 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 TOTALS	2022 AVERAGE
Constant Contact - Newsletters														
Newsletter Sent Date	29-Dec	28-Jan	3-Mar	1-Apr	29-Apr	1-Jun	1-Jul	28-Jul	1-Sep	3-Oct	28-Oct	5-Dec		
Successful Deliveries	9,096	9,136	9,150	9,191	9,242	9,300	9,368	9,475	10,041	9,975	9,998	10,296	114,268	9,522
Resend Deliveries	5,385	5,248	5,017	5,509	5,258	5,635	5,069	5,465	5,651	6,138	6,176	5,643	66,194	5,516
Original Opens	3,888	4,019	4,271	3,899	4,204	3,828	4,540	4,223	4,586	4,073	4,066	4,834	50,431	4,203
Resend Opens	910	993	785	944	810	651	883	1,069	1,009	785	422	868	10,129	844
Total Opens	4,798	5,012	5,056	4,843	5,014	4,479	5,423	5,292	5,595	4,858	4,488	5,702	60,560	5,047
Total Open Rate	51.4%	53.7%	54.1%	51.0%	52.4%	46.9%	56.0%	54.1%	54.1%	47.0%	44.2%	54.0%	618.9%	51.6%
Mobile Device Rate (opened on mobile vs desktop)	16.9%	16.8%	14.5%	15.1%	12.8%	18.5%	16.9%	16.1%	12.8%	9.9%	10.6%	13.7%		14.6%
Total Clicks	614	900	739	722	714	896	1,098	1,122	1,096	553	469	1,145	10,068	839
Click Through Rate (top 3 clicks)	6.7%	9.8%	8.1%	7.8%	7.7%	9.6%	11.7%	11.7%	10.6%	5.6%	4.7%	11.1%		8.8%
Did Not Open (Original)	5,208	5,117	4,879	5,292	5,038	5,472	4,828	5,252	5,455	5,902	5,932	5,462	63,837	5,320
Unsubscribed (Total)	9	5	13	12	11	14	15	13	60	8	11	6	177	15
Spam Reports* (Total)	0	1	3	1	0	1	3	1	0	0	2	0	12	1
Bounces* (Total)	534	536	547	625	633	602	628	636	647	775	775	908	7,846	654
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	0	0	2	0	2	3	4	2	2	0	15	1.25
Average Open Rate					52%		47%	48%	43%	85%	47%			54%
Average Click Rate					4%			4%	2%	20%	2%			6%
Average Mobile Device Open Rate					8%		9%	5%	6%	3%	5%			6%
Total Spam					0		2	2	4	0	0		8	1
Total Unsubscribe					17		11	38	38	0	22		126	21
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	26-Sep-2022	25-Oct	30-Nov	28-Dec-22		
Total Sent	61	37	97	89	122	137	183	117	125	115	494	90	1,667	139
Total Successful Deliveries	54	36	90	81	118	131	179	113	120	106	426	88	1,542	129
Total Open Rate	74%	81%	70%	73%	70%	79%	86%	87%	78%	86%	67%	83%		78%
Total Click Rate (top click)	9%	17%	10%	10%	17%	15%	13%	18%	13%	13%	8%	19%		14%
Total Mobile Device Open Rate	10%	14%	16%	18%	10%	19%	12%	11%	11%	12%	9%	14%		13%
Total Spam	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Unsubscribe	0	0	1	0	0	0	0	0	0	0	2	1	4	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	12	24	30	25	35	30	34	36	34	35	30	31	356	30
Total Reach (from content data)	45,524	80,107	54,384	62,555	119,230	124,290	113,565	85,501	61,303	75,523	142,266	85,771	1,050,019	87,502
Average Post Reach (from content data)	3,794	3,337	1,813	2,502	3,509	4,143	3,340	2,375	1,803	2,158	3,951	2,766	35,490	2,958
Highest Single Post Reach* (from content data)	8,991	10,283	5,151	6,656	8,484	11,947	14,099	6,663	4,635	5,896	29,183	7,859	119,847	9,987
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	1,722	1,718	3,468	2,241	27,716	2,310
Total Likes & Reactions (from content data)	1,102	1,378	839	829	2,248	3,816	1,778	1,391	1,012	1,503	2,922	871	19,689	1,641
Total Comments (from content data)	361	497	63	155	372	1,757	673	560	498	266	1,718	125	7,045	587
Total Shares (from content data)	85	163	70	118	219	410	268	204	59	85	203	152	2,036	170
Police														
# of posts (from content data)	14	8	39	41	41	28	32	20	17	21	18	29	308	26
Total Reach (from content data)	49,024	52,694	141,991	96,148	116,299	59,272	139,125	44,215	53,803	91,894	118,877	501,661	1,465,003	122,084
Average Post Reach (from content data)	3,771	6,587	3,640	2,403	2,836	2,116	4,487	2,210	3,164	4,375	6,604	17,298	59,491	4,958
Highest Single Post Reach* (from content data)	6,964	15,560	14,541	9,705	9,635	6,721	25,132	6,169	9,700	22,386	17,143	434,826	578,482	48,207
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	1,332	2,662	3,556	16,133		3,745
Total Likes & Reactions (from content data)	938	2,409	6,002	1,567	1,570	568	3,301	646	1,164	1,165	1,785	11,344	32,459	2,705
Total Comments (from content data)	47	268	680	183	179	98	1,058	17	204	203	320	962	4,219	352
Total Shares (from content data)	231	206	487	369	252	162	253	97	184	490	557	1,642	4,930	411

Twitter													
CityofNixa													
Total Followers	1,795	1,801	1,804	1,807	1,817	1,816	1,820	1,822	1,821	1,819	1,814	1,815	1,822
# of Tweets	3	13	10	6	11	12	14	18	22	9	9	10	11
Total Tweet Impressions (from report)	658	2,147	2,909	1,243	2,576	1,250	1,308	3,951	2,473	1,147	976	915	1,796
Total Engagements (from report)	19	46	48	32	69	120	126	60	57	22	41	25	55
Profile Visits	166	282	471	401	865	489	652	941	443	224	282	78	441
Mentions	1	2	8	10	11	7	0	7	4	5	2	4	5
New Followers	12	10	2	7	9	3	2	3	0	1	0	0	4
Instagram													
# of posts	2	10	21	10	20	11	10	9	19	17	11	7	12
Total likes	62	148	343	161	265	201	132	239	253	247	150	80	190
Total comments	1	3	4	6	1	3	6	2	5	4	5	1	3
Total reach (Accounts reached)	696	531	714	526	483	537	502	811	716	727	601	1,031	656
Total followers (@ last day of month)	1,127	1,143	1,143	1,143	1,152	1,157	1,184	1,192	1,201	1,208	1,209	1,220	1,173
LinkedIn													
# of posts	6	4	7	4	2	5	3	2	1	4	3	5	4
# of followers	270	277	282	289	294	297	298	302	307	313	319	327	298
Nextdoor													
# of posts	5	24	8	8	17	8	17	16	8	11	7	8	11
Claimed households	3315	3329	3393	3422	3443	3459	3478	3492	3509	3525	3535	3533	3452.75
Members	4,278	4,303	4,375	4,423	4,465	4,492	4,532	4,564	4,599	4,628	4,654	4,662	4498
New members	34	33	76	44	35	32	41	33	34	30	27	21	37
Total Post Impressions	3,342	8,836	6,966	4,700	9,005	8,707	8,685	8,920	11,728	6,010	4,984	5,247	7261
Average Impressions Per Post	668	552	366	588	750	791	668	637	651	667	712	875	660
Nixa.com													
Active users	2,457	2,891	3,149	3,397	4,355	6,156	4,869	3,797	2,301	2,023	2,286	13,038	4,227
Sessions	4,515	5,595	5,643	6,533	7,773	12,033	9,331	7,327	4,097	3,508	4,265	17,243	7,322
Sessions from Organic Search	401	508	592	832	2,427	4,095	3,234	2,399	1,229	1,116	870	9,637	2,278
Sessions from Direct Navigation	2,067	2,383	2,591	2,756	1,775	1,732	1,424	1,123	731	697	659	5,918	1,988
Sessions from Referral	21	16	37	26	87	166	127	164	99	152	247	725	156
Sessions via Social Referral	22	49	14	10	206	331	229	212	282	106	87	959	209
Sessions via Facebook	22	49	14	10	206	331	229	212	282	106	87	908	205
Desktop Sessions	24.5%	27.3%	27.5%	25.2%	20.5%	14.9%	16.4%	18.5%	19.1%	21.0%	20.3%	40%	22.9%
Mobile Sessions	74.3%	71.7%	71.9%	73.9%	79.2%	84.5%	82.9%	80.7%	80.1%	77.9%	78.8%	59%	76.2%
Tablet Sessions	1.2%	0.9%	0.6%	0.9%	0.7%	0.6%	0.7%	0.9%	0.8%	1.2%	0.1%	1%	0.8%
Average Length of Session	0:12:18	0:10:58	0:11:12	0:11:38	0:09:46	0:08:05	0:06:31	0:11:59	0:08:20	0:08:45	0:08:53	0:01:31	0:09:10
Pages viewed per Session	3.75	4.65	4.15	3.94	4.18	3.75	3.47	3.87	3.37	3.55	3.73	1.31	3.64
News Articles Posted*	5	6	5	5	4	6	9	9					6.125
E-notification active subscribers*	1,003	1,010	1,012	1,012	1,018	1,024	1,026	1,030					1,017
E-notifications sent*	5	6	5	7	4	7	14	14					8