RE: COMMUNICATIONS DATA REPORT FOR FEBRUARY 2023

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

E-mail Campaigns:
- This month's community e-newsletter, sent January 27th, was successfully delivered to 10,259 email addresses. Open rate was 52% (5,658). Click rate was 10.9% (1,120).
- Newsletter top clicked links were:
    1. Letter from the Mayor
    2. Poll Question
    3. Nixa Police Ask Voters For Funding News Article
- Quick Poll Question: "Which current Capital Improvement Project (CIP) are you most excited to be completed?" Total Responses: 558. Results:
    1. Truman Blvd. Extension: 13.8% (77)
    2. Widening of Hwy 14 (east of 160): 50.5% (282)
    3. Northview Road Extension: 10.6% (59)
    4. Inclusive Playground: 11.5% (64)
    5. Stormwater Improvements on Cherry St.: 1.8% (10)
    6. Eoff Family Century Park: 11.8% (66)
- On Fe. 27th, we sent the "Welcome to Nixa" email to 76 email addresses. The open rate was 76% and click rate was 9%. Top 3 most clicked links were:
    1. Pay Utility Bill Online
    2. Recycle Center
    3. Nixa Parks
- We didn't send any single-topic emails to the community this month.
- Total number of e-mail unsubscribes this month was 12 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 3,376. We posted 16 times this month. Post with the highest reach (13,091) was about Liberty Electric fixing a downed electric pole.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 10,424. We posted 10 times this month. Post with the highest reach (28,100) was about a missing person.
- Total Nextdoor members at Nixa addresses is at 4,684. We posted 14 times this month, averaging 1,034 impressions per post.
- Total followers on Twitter is 1,819. We tweeted 5 times this month.

- Total followers on Instagram is 1,251. We posted 7 times this month.
- Total followers on LinkedIn is 334. We posted 2 times this month.

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

Drew Douglas | Director of Communications

ddouglas@nixa.com | 417-725-3785

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												
Successful Deliveries	10,264	10,259											20,523	10,262
Resend Deliveries	5,663	5,912											11,575	5,788
Original Opens	4,777	4,706											9,483	4,742
Resend Opens	984	952											1,936	968
Total Opens	5,761	5,658											11,419	5,710
Total Open Rate	54.8%	52.0%											106.8%	53.4%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%												14.1%
Total Clicks	1,021	1,120											2,141	1,071
Click Through Rate (top 3 clicks)	9.9%	10.9%												10.4%
Did Not Open (Original)	5,487	5,553											11,040	5,520
Unsubscribed (Total)	3	12											15	8
Spam Reports* (Total)	1	2											3	2
Bounces* (Total)	872	893											1,765	883
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0											0	0
Average Open Rate														#DIV/0!
Average Click Rate														#DIV/0!
Average Mobile Device Open Rate														#DIV/0!
Total Spam													0	#DIV/0!
Total Unsubscribe													0	#DIV/0!
Welcome to Nixa Email														
Date Sent On	1/30/23	2/27/23												
Total Sent	89	76											165	83
Total Successful Deliveries	86	70											156	78
Total Open Rate	67%	76%												71%
Total Click Rate (top click)	7%	9%												8%
Total Mobile Device Open Rate	12%	10%												11%
Total Spam	0	0											0	0
Total Unsubscribe	0	0											0	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	20	16											36	18
Total Reach (from content data)	79,712	54,025											133,737	66,869
Average Post Reach (from content data)	3,985	3,376											7,361	3,681
Highest Single Post Reach* (from content data)	10,171	13,091											23,262	11,631
Avg Reach of Posts to People Who Like Page (from result	2,152	1,930											4,082	2,041
Total Likes & Reactions (from content data)	1,711	728											2,439	1,220
Total Comments (from content data)	410	107											517	259
Total Shares (from content data)	155	142											297	149
Police														
# of posts (from content data)	18	10											28	14
Total Reach (from content data)	74,849	104,247											179,096	89,548
Average Post Reach (from content data)	4,158	10,424											14,582	7,291
Highest Single Post Reach* (from content data)	9,122	28,100											37,222	18,611
Avg Reach of Posts to People Who Like Page (from result	2,438	3,740												3,089
Total Likes & Reactions (from content data)	1,539	1,167											2,706	1,353
Total Comments (from content data)	361	183											544	272
Total Shares (from content data)	390	1,004											1,394	697

Twitter

CityofNixa

Total Followers	1,818	1,819			1,819
# of Tweets	2	5		7	4
Total Tweet Impressions (from report)	788	773		1,561	781
Total Engagements (from report)	15	6		21	11
Profile Visits	71	224		295	148
Mentions	2	2		4	2
New Followers	3	3		6	3

Instagram

# of posts	3	7		10	5
Total likes	97	98		195	98
Total comments	2	5		7	4
Total reach (Accounts reached)	620	623		1,243	622
Total followers (@ last day of month)	1,239	1,251		2,490	1,245

LinkedIn

# of posts	6	2		8	4
# of followers	333	334			334

Nextdoor

# of posts	11	14		25	13
Claimed households	3543	3544			3543.5
Members	4,679	4,684		4684	4682
New members	18	13		31	16
Total Post Impressions	16,292	8,272		24564	12282
Average Impressions Per Post	1,163	1,034		2197	1099

Nixa.com

Active users	12,070	11,263		23,333	11,667
Sessions	16,767	14,977		31,744	15,872
Sessions from Organic Search	10,501	9,578		20,079	10,040
Sessions from Direct Navigation	4,804	4,176		8,980	4,490
Sessions from Referral	815	723		1,538	769
Sessions via Social Referral	645	499		1,144	572
Sessions via Facebook	607	487		1,094	547
Desktop Sessions	40%	38%		1	39.3%
Mobile Sessions	58%	60%			59.3%
Tablet Sessions	1%	1%			1.4%
Average Length of Session	0:01:43	0:01:28			0:01:35
Pages viewed per Session	2.23	2.10			2.17
News Articles Posted*				0	#DIV/0!
E-notification active subscribers*				0	#DIV/0!
E-notifications sent*				0	#DIV/0!