

RE: COMMUNICATIONS DATA REPORT FOR JANUARY 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent December 22nd, was successfully delivered to 10,264 email addresses. Open rate was 54.8% (5,761). Click rate was 9.9% (1,021).
- 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 kinds of projects would you prefer we prioritize if the city were to ask for a tax raise?" Total Responses: 483. Results:
 1. Police Dept. Headquarters Expansion & More Police Officers: 43.3% (209)
 2. Parks Maintenance & Operations (more staff for programming and facility upkeep): 5% (24)
 3. Water Quality Projects, Maintenance, & Operations (stormwater): 12.2% (59)
 4. Trails & Sidewalks: 18.4% (89)
 5. Capital Improvements for Parks Facilities (skate park, indoor pool, Rotary Park upkeep, ect): 21.1% (102)
- On Jan. 30th, we sent the "Welcome to Nixa" email to 89 email addresses. The open rate was 67% and click rate was 7%. Top 3 most clicked links were:
 1. Pay Utility Bill Online
 2. Recycle Center*There was no 3rd click
- We didn't send any single-topic emails to the community this month.
- Total number of e-mail unsubscribes this month was 3 and total spam reports was 1.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,985. We posted 20 times this month. Post with the highest reach (10,171) was about Republic Service schedule update.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 4,158. We posted 23 times this

month. Post with the highest reach (9,122) was about a lost dog in our pound.

- Total Nextdoor members at Nixa addresses is at 4,679. We posted 11 times this month, averaging 1,163 impressions per post.
- Total followers on Twitter is 1,818. We tweeted 2 times this month.
- Total followers on Instagram is 1,239. We posted 3 times this month.
- Total followers on LinkedIn is 333. We posted 6 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													
Successful Deliveries	10,264												10,264	10,264
Resend Deliveries	5,663												5,663	5,663
Original Opens	4,777												4,777	4,777
Resend Opens	984												984	984
Total Opens	5,761												5,761	5,761
Total Open Rate	54.8%												54.8%	54.8%
Mobile Device Rate (opened on mobile vs desktop)	12.8%													12.8%
Total Clicks	1,021												1,021	1,021
Click Through Rate (top 3 clicks)	9.9%													9.9%
Did Not Open (Original)	5,487												5,487	5,487
Unsubscribed (Total)	3												3	3
Spam Reports* (Total)	1												1	1
Bounces* (Total)	872												872	872
Constant Contact - Single Topic Email														
# of Email Campaigns	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													
Total Sent	89												89	89
Total Successful Deliveries	86												86	86
Total Open Rate	67%													67%
Total Click Rate (top click)	7%													7%
Total Mobile Device Open Rate	12%													12%
Total Spam	0												0	0
Total Unsubscribe	0												0	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	20												20	20
Total Reach (from content data)	79,712												79,712	79,712
Average Post Reach (from content data)	3,985												3,985	3,985
Highest Single Post Reach* (from content data)	10,171												10,171	10,171
Avg Reach of Posts to People Who Like Page (from result)	2,152												2,152	2,152
Total Likes & Reactions (from content data)	1,711												1,711	1,711
Total Comments (from content data)	410												410	410
Total Shares (from content data)	155												155	155
Police														
# of posts (from content data)	18												18	18
Total Reach (from content data)	74,849												74,849	74,849
Average Post Reach (from content data)	4,158												4,158	4,158
Highest Single Post Reach* (from content data)	9,122												9,122	9,122
Avg Reach of Posts to People Who Like Page (from result)	2,438												2,438	2,438
Total Likes & Reactions (from content data)	1,539												1,539	1,539
Total Comments (from content data)	361												361	361
Total Shares (from content data)	390												390	390

Twitter			
CityofNixa			
Total Followers	1,818		1,818
# of Tweets	2	2	2
Total Tweet Impressions (from report)	788	788	788
Total Engagements (from report)	15	15	15
Profile Visits	71	71	71
Mentions	2	2	2
New Followers	3	3	3
Instagram			
# of posts	3	3	3
Total likes	97	97	97
Total comments	2	2	2
Total reach (Accounts reached)	620	620	620
Total followers (@ last day of month)	1,239	1,239	1,239
LinkedIn			
# of posts	6	6	6
# of followers	333		333
Nextdoor			
# of posts	11	11	11
Claimed households	3543		3543
Members	4,679	4679	4679
New members	18	18	18
Total Post Impressions	16,292	16292	16292
Average Impressions Per Post	1,163	1163	1163
Nixa.com			
Active users	12,070	12,070	12,070
Sessions	16,767	16,767	16,767
Sessions from Organic Search	10,501	10,501	10,501
Sessions from Direct Navigation	4,804	4,804	4,804
Sessions from Referral	815	815	815
Sessions via Social Referral	645	645	645
Sessions via Facebook	607	607	607
Desktop Sessions	40%	0	40.3%
Mobile Sessions	58%		58.3%
Tablet Sessions	1%		1.4%
Average Length of Session	0:01:43		0:01:43
Pages viewed per Session	2.23		2.23
News Articles Posted*		0	#DIV/0!
E-notification active subscribers*		0	#DIV/0!
E-notifications sent*		0	#DIV/0!