

RE: COMMUNICATIONS DATA REPORT FOR JULY 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent June 28th, was successfully delivered to 10,296 email addresses. Open rate was 49.2% (5,150). Click rate was 11% (1,131).
- Newsletter top clicked links were:
 1. Pool Opening Delayed
 2. Letter from the Mayor
 3. Fireworks allowed July 3rd & 4th
- Quick Poll Question: "How likely are you to recommend someone visit Nixa?" Total Responses: 187. Results:
 1. Would highly recommend: 47.6% (89)
 2. Would not recommend: 30.5% (57)
 3. Might recommend: 21.9% (41)
- We did not send the Welcome to Nixa newsletter in July. Due to the attention needed from Utility Billing on the new payment systems, the communications department did not received a list of new utility customers emails. July's list will be combined with June and August's list of emails.
- We sent 6 single-topic emails in July.
 1. Please Conserve Water Through July. Sent on July 5th. Open rate was 51%.
 2. How to access your Nixa Utilities Account. Sent on July 6th. Open rate was 53%.
 3. When will I get my Nixa Utilities bill for July?. Sent on July 7th. Open rate was 55%.
 4. You're invited Public meetings for road projects. Sent on July 13th. Open rate was 51%.
 5. Please Conserve Water Through the End of July. Sent on July 13th. Open rate was 49%.
 6. Please join us for Wonder the movie! Sent on July 24th. Open rate was 44%.
- Total number of e-mail unsubscribes this month was 74 and total spam reports was 6.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,696. We posted 34 times this month. Post with the highest reach (17,029) was about open cooling centers.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 2,295. We posted 39 times this month. Post with the highest reach (10,863) was about testing storm sirens.
- Total Nextdoor members at Nixa addresses is at 4,838. We posted 28 times this month, averaging 605 impressions per post.
- Total followers on Twitter is 1,806. We tweeted 9 times this month.
- Total followers on Instagram is 1,298. We posted 3 times this month.
- Total followers on LinkedIn is 359. 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
Constant Contact - Newsletters														
Newsletter Send Date	22-Dec	27-Jan	23-Feb	31-Mar	1-May	31-May	28-Jun							
Successful Deliveries	10,264	10,259	10,352	10,342	10,371	10,328	10,296						72,212	10,316
Resend Deliveries	5,663	5,912	5,938	6,469	6,082	6,523	5,956						42,543	6,078
Original Opens	4,777	4,706	4,722	4,284	4,620	4,112	4,454						31,675	4,525
Resend Opens	984	952	775	1,176	904	901	696						6,388	913
Total Opens	5,761	5,658	5,497	5,460	5,524	5,013	5,150						38,063	5,438
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%	46.4%	49.2%						352.9%	50.4%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%	8.7%	14.1%	15.7%	16.0%							13.7%
Total Clicks	1,021	1,120	819	510	990	1,051	1,131						6,642	949
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%	9.5%	10.2%	11.0%							9.2%
Did Not Open (Original)	5,487	5,553	5,630	6,058	5,751	6,216	5,842						40,537	5,791
Unsubscribed (Total)	3	12	9	3	13	10	8						58	8
Spam Reports* (Total)	1	2	0	0	1	1	1						6	1
Bounces* (Total)	872	893	915	930	991	1009	979						6,589	941
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4	1	0	9	6						20	2.857142857
Average Open Rate			38%	42%		37%	51%							42%
Average Click Rate			1%	3%		1%	3%							2%
Average Mobile Device Open Rate			5%	6%		5%	5%							5%
Total Spam			3	0		4	5						12	3
Total Unsubscribe			26	7		62	66						161	40
Welcome to Nixa Email														
Date Sent On	1/30/23	2/27/23		26-Apr	1-Jun									
Total Sent	89	76		70	77								312	78
Total Successful Deliveries	86	70		70	73								299	75
Total Open Rate	67%	76%		73%	70%									71%
Total Click Rate (top click)	7%	9%		14%	16%									12%
Total Mobile Device Open Rate	12%	10%		18%	20%									15%
Total Spam	0	0		0	0								0	0
Total Unsubscribe	0	0		1	0								1	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	20	16	25	19	24	30	34						168	24
Total Reach (from content data)	79,712	54,025	41,277	64,610	74,674	74,573	125,672						514,543	73,506
Average Post Reach (from content data)	3,985	3,376	1,813	3,400	3,111	2,485	3,696						21,866	3,124
Highest Single Post Reach* (from content data)	10,171	13,091	4,607	14,184	6,311	6,310	17,029						71,703	10,243
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						14,065	2,009
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099	891	2,013						7,791	1,113
Total Comments (from content data)	410	107	223	160	248	293	828						2,269	324
Total Shares (from content data)	155	142	70	118	190	144	435						1,254	179
Police														
# of posts (from content data)	18	10	38	18	24	25	39						172	25
Total Reach (from content data)	74,849	104,247	124,883	175,489	241,216	76,676	89,517						886,877	126,697
Average Post Reach (from content data)	4,158	10,424	3,286	9,749	10,050	3,067	2,295						43,029	6,147
Highest Single Post Reach* (from content data)	9,122	28,100	9,680	84,204	99,723	10,290	10,863						251,982	35,997
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							3,919
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213	1,733	991						17,193	2,456
Total Comments (from content data)	361	183	680	1,181	538	343	162						3,448	493
Total Shares (from content data)	390	1,004	258	857	1,652	289	297						4,747	678

Twitter									
CityofNixa									
Total Followers	1,818	1,819	1,810	1,808	1,805	1,800	1,806		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	29	4
Total likes	97	98	20	93	27	25	26	386	55
Total comments	2	5	0	1	0	0	1	9	1
Total reach (Accounts reached)	620	623	372	592	308	359	355	3,229	461
Total followers (@ last day of month)	1,239	1,251	1,258	1,258	1,277	1,286	1,298	8,867	1,267
LinkedIn									
# of posts	6	2	3	3	3	3	3	23	3
# of followers	333	334	341	345	351	354	359		345
Nextdoor									
# of posts	11	14	10	14	19	21	28	117	17
Claimed households	3543	3544	3558	3568	3593	3615	3624		3577.857143
Members	4,679	4,684	4,717	4,734	4,780	4,811	4,838	4838	4749
New members	18	13	30	24	28	45	28	186	27
Total Post Impressions	16,292	8,272	11,685	5,785	4,324	12,126	12,104	70588	10084
Average Impressions Per Post	1,163	1,034	779	385	432	527	605	4925	704
Nixa.com									
Active users	12,070	11,263	12,474	14,019	15,299	16,672	14,676	96,473	13,782
Sessions	16,767	14,977	16,753	18,837	20,519	23,762	21,029	132,644	18,949
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110	13,713	12,979	83,622	11,946
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478	6,972	5,985	36,174	5,168
Sessions from Referral	815	723	554	582	568	1,826	1,510	6,578	940
Sessions via Social Referral	645	499	946	1,007	1,363	1,251	555	6,266	895
Sessions via Facebook	607	487	936	992	1,346	1,225	542	6,135	876
Desktop Sessions	40%	38%	38%	34%	32%	33%	36%	3	36.0%
Mobile Sessions	58%	60%	60%	65%	66%	66%	63%		62.7%
Tablet Sessions	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		0:01:19
Pages viewed per Session	2.23	2.10	2.15	1.43	1.44	2.24	2.15		1.96
News Articles Posted*								0	#DIV/0!
E-notification active subscribers*								0	#DIV/0!
E-notifications sent*								0	#DIV/0!