

RE: COMMUNICATIONS DATA REPORT FOR JUNE 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent May 31st, was successfully delivered to 10,328 email addresses. Open rate was 46.4% (5,013). Click rate was 10.2% (1,051).
- Newsletter top clicked links were:
 1. Mosquito Fogging
 2. Pool Repairs
 3. Letter from the Mayor
- Quick Poll Question: "How likely are you to recommend someone start/move/expand their business in Nixa?" Total Responses: 200. Results:
 1. Would highly recommend: 54.5% (109)
 2. Would not recommend: 24% (48)
 3. Might recommend: 21.5% (43)
- We did not send the Welcome to Nixa newsletter in June. 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. June's list will be combined with July's list of emails.
- We sent 9 single-topic emails in June.
 1. Street Resurfacing Begins in Nixa. Sent on June 1st. Open rate was 46.3%.
 2. City of Nixa & Nixa Utilities Upgrading Payment Systems. Sent on June 6th. Open rate was 51.2%.
 3. Updated Time Window When City Won't Accept Payments. Sent on June 7th. Open rate was 55.1%.
 4. Route 160 Intersection Improvements Public Meetings. Sent on June 14th. Open rate was 50.4%.
 5. Reminder: City of Nixa Upgrading Payment Systems. Sent on June 20th. Open rate was 46.9%.
 6. City of Nixa Unveils New Payment Systems. Sent on June 27th. Open rate was 57.2%.
 7. Truman Blvd. Extension Project Ribbon Cutting. Sent on June 29th. Open rate was 40%.
 8. Planning & Development Software Transition. Sent on June 20th just to the Planning & Development email list. Open rate was 61.3%.
 9. Nixa Landlords: Important Update Regarding Rental Inspections. Sent on June 20th just to the landlord email list. Open rate was 53.7%.

- Total number of e-mail unsubscribes this month was 72 and total spam reports was 5.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 2,485. We posted 30 times this month. Post with the highest reach (6,310) was about conserving water.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 3,067. We posted 25 times this month. Post with the highest reach (10,290) was about flock cameras.
- Total Nextdoor members at Nixa addresses is at 4,811. We posted 21 times this month, averaging 527 impressions per post.
- Total followers on Twitter is 1,800. We tweeted 10 times this month.
- Total followers on Instagram is 1,286. We posted 5 times this month.
- Total followers on LinkedIn is 354. 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								
Successful Deliveries	10,264	10,259	10,352	10,342	10,371	10,328							61,916	10,319
Resend Deliveries	5,663	5,912	5,938	6,469	6,082	6,523							36,587	6,098
Original Opens	4,777	4,706	4,722	4,284	4,620	4,112							27,221	4,537
Resend Opens	984	952	775	1,176	904	901							5,692	949
Total Opens	5,761	5,658	5,497	5,460	5,524	5,013							32,913	5,486
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%	46.4%							303.7%	50.6%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%	8.7%	14.1%	15.7%								13.3%
Total Clicks	1,021	1,120	819	510	990	1,051							5,511	919
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%	9.5%	10.2%								8.9%
Did Not Open (Original)	5,487	5,553	5,630	6,058	5,751	6,216							34,695	5,783
Unsubscribed (Total)	3	12	9	3	13	10							50	8
Spam Reports* (Total)	1	2	0	0	1	1							5	1
Bounces* (Total)	872	893	915	930	991	1009							5,610	935
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4	1	0	9							14	2.333333333
Average Open Rate			38%	42%		37%								39%
Average Click Rate			1%	3%		1%								2%
Average Mobile Device Open Rate			5%	6%		5%								5%
Total Spam			3	0		4							7	2
Total Unsubscribe			26	7		62							95	32
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							134	22
Total Reach (from content data)	79,712	54,025	41,277	64,610	74,674	74,573							388,871	64,812
Average Post Reach (from content data)	3,985	3,376	1,813	3,400	3,111	2,485							18,170	3,028
Highest Single Post Reach* (from content data)	10,171	13,091	4,607	14,184	6,311	6,310							54,674	9,112
Avg Reach of Posts to People Who Like Page (from results)	2,152	1,930	1,164	1,951	2,148	1,906							11,251	1,875
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099	891							5,778	963
Total Comments (from content data)	410	107	223	160	248	293							1,441	240
Total Shares (from content data)	155	142	70	118	190	144							819	137
Police														
# of posts (from content data)	18	10	38	18	24	25							133	22
Total Reach (from content data)	74,849	104,247	124,883	175,489	241,216	76,676							797,360	132,893
Average Post Reach (from content data)	4,158	10,424	3,286	9,749	10,050	3,067							40,734	6,789
Highest Single Post Reach* (from content data)	9,122	28,100	9,680	84,204	99,723	10,290							241,119	40,187
Avg Reach of Posts to People Who Like Page (from results)	2,438	3,740	3,210	5,857	7,650	2,334								4,205
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213	1,733							16,202	2,700
Total Comments (from content data)	361	183	680	1,181	538	343							3,286	548
Total Shares (from content data)	390	1,004	258	857	1,652	289							4,450	742

Twitter								
CityofNixa								
Total Followers	1,818	1,819	1,810	1,808	1,805	1,800		1,819
# of Tweets	2	5	11	9	0	10	37	6
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	615	103
Mentions	2	2	3	0	0	10	17	3
New Followers	3	3	0	0	0	0	6	1
Instagram								
# of posts	3	7	2	6	3	5	26	4
Total likes	97	98	20	93	27	25	360	60
Total comments	2	5	0	1	0	0	8	1
Total reach (Accounts reached)	620	623	372	592	308	359	2,874	479
Total followers (@ last day of month)	1,239	1,251	1,258	1,258	1,277	1,286	7,569	1,262
LinkedIn								
# of posts	6	2	3	3	3	3	20	3
# of followers	333	334	341	345	351	354		343
Nextdoor								
# of posts	11	14	10	14	19	21	89	15
Claimed households	3543	3544	3558	3568	3593	3615		3570.166667
Members	4,679	4,684	4,717	4,734	4,780	4,811	4811	4734
New members	18	13	30	24	28	45	158	26
Total Post Impressions	16,292	8,272	11,685	5,785	4,324	12,126	58484	9747
Average Impressions Per Post	1,163	1,034	779	385	432	527	4320	720
Nixa.com								
Active users	12,070	11,263	12,474	14,019	15,299	16,672	81,797	13,633
Sessions	16,767	14,977	16,753	18,837	20,519	23,762	111,615	18,603
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110	13,713	70,643	11,774
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478	6,972	30,189	5,032
Sessions from Referral	815	723	554	582	568	1,826	5,068	845
Sessions via Social Referral	645	499	946	1,007	1,363	1,251	5,711	952
Sessions via Facebook	607	487	936	992	1,346	1,225	5,593	932
Desktop Sessions	40%	38%	38%	34%	32%	33%	2	36.0%
Mobile Sessions	58%	60%	60%	65%	66%	66%		62.7%
Tablet Sessions	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		0:01:15
Pages viewed per Session	2.23	2.10	2.15	1.43	1.44	2.24		1.93
News Articles Posted*							0	#DIV/0!
E-notification active subscribers*							0	#DIV/0!
E-notifications sent*							0	#DIV/0!