

RE: COMMUNICATIONS DATA REPORT FOR MARCH 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent February 23rd, was successfully delivered to 10,352 email addresses. Open rate was 50.4% (5,497). Click rate was 7.9% (819).
- Newsletter top clicked links were:
 1. Proposed Updates to the Home Rule Charter
 2. Letter from the Mayor
 3. Poll Question
- Quick Poll Question: "How well do you understand the proposed updates to the Home Rule Charter?" Total Responses: 253. Results:
 1. I understand, and I know how I'm going to vote: 22.5% (57)
 2. What is the Home Rule Charter and what are the updates? 66.8% (169)
 3. Seems complicated, and I don't really understand: 10.7% (27)
- We didn't send a Welcome to Nixa email this month. March's new subscribers will be added to April's Welcome to Nixa email list.
- We sent 4 single-topic emails to the community this month. The first was sent on March 16th titled "Nixa Police Ask for More Funding." The second was sent on March 22nd titled "Want to be an informed voter?". The third was sent on March 24th titled "Join us for a live Q&A!". The fourth was sent on March 29th titled "Have Questions About the Proposed Updates to the Home Rule Charter?". The average open rate was 38%.
- Total number of e-mail unsubscribes this month was 35 and total spam reports was 3.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 1,813. We posted 25 times this month. Post with the highest reach (4,607) was about Nixa police asking voters for more funding.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 3,286. We posted 38 times this month. Post with the highest reach (9,680) was about animal control needing help identifying the owners of three runaway dogs.
- Total Nextdoor members at Nixa addresses is at 4,717. We posted 10 times this month, averaging 779 impressions per post.
- Total followers on Twitter is 1,810. We tweeted 11 times this month.

- Total followers on Instagram is 1,258. We posted 2 times this month.
- Total followers on LinkedIn is 341. 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											
Successful Deliveries	10,264	10,259	10,352										30,875	10,292
Resend Deliveries	5,663	5,912	5,938										17,513	5,838
Original Opens	4,777	4,706	4,722										14,205	4,735
Resend Opens	984	952	775										2,711	904
Total Opens	5,761	5,658	5,497										16,916	5,639
Total Open Rate	54.8%	52.0%	50.4%										157.2%	52.4%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%											13.7%
Total Clicks	1,021	1,120	819										2,960	987
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%											9.6%
Did Not Open (Original)	5,487	5,553	5,630										16,670	5,557
Unsubscribed (Total)	3	12	9										24	8
Spam Reports* (Total)	1	2	0										3	1
Bounces* (Total)	872	893	915										2,680	893
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4										4	1.333333333
Average Open Rate			38%											38%
Average Click Rate			1%											1%
Average Mobile Device Open Rate			5%											5%
Total Spam			3										3	3
Total Unsubscribe			26										26	26
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	25										61	20
Total Reach (from content data)	79,712	54,025	41,277										175,014	58,338
Average Post Reach (from content data)	3,985	3,376	1,813										9,174	3,058
Highest Single Post Reach* (from content data)	10,171	13,091	4,607										27,869	9,290
Avg Reach of Posts to People Who Like Page (from result)	2,152	1,930	1,164										5,246	1,749
Total Likes & Reactions (from content data)	1,711	728	428										2,867	956
Total Comments (from content data)	410	107	223										740	247
Total Shares (from content data)	155	142	70										367	122
Police														
# of posts (from content data)	18	10	38										66	22
Total Reach (from content data)	74,849	104,247	124,883										303,979	101,326
Average Post Reach (from content data)	4,158	10,424	3,286										17,868	5,956
Highest Single Post Reach* (from content data)	9,122	28,100	9,680										46,902	15,634
Avg Reach of Posts to People Who Like Page (from result)	2,438	3,740	3,210										6,802	3,129
Total Likes & Reactions (from content data)	1,539	1,167	4,096										6,802	2,267
Total Comments (from content data)	361	183	680										1,224	408
Total Shares (from content data)	390	1,004	258										1,652	551

Twitter					
CityofNixa					
Total Followers	1,818	1,819	1,810		1,819
# of Tweets	2	5	11	18	6
Total Tweet Impressions (from report)	788	773	872	2,433	811
Total Engagements (from report)	15	6	5	26	9
Profile Visits	71	224	99	394	131
Mentions	2	2	3	7	2
New Followers	3	3	0	6	2
Instagram					
# of posts	3	7	2	12	4
Total likes	97	98	20	215	72
Total comments	2	5	0	7	2
Total reach (Accounts reached)	620	623	372	1,615	538
Total followers (@ last day of month)	1,239	1,251	1,258	3,748	1,249
LinkedIn					
# of posts	6	2	3	11	4
# of followers	333	334	341		336
Nextdoor					
# of posts	11	14	10	35	12
Claimed households	3543	3544	3558		3548.333333
Members	4,679	4,684	4,717	4717	4693
New members	18	13	30	61	20
Total Post Impressions	16,292	8,272	11,685	36249	12083
Average Impressions Per Post	1,163	1,034	779	2976	992
Nixa.com					
Active users	12,070	11,263	12,474	35,807	11,936
Sessions	16,767	14,977	16,753	48,497	16,166
Sessions from Organic Search	10,501	9,578	11,058	31,137	10,379
Sessions from Direct Navigation	4,804	4,176	4,195	13,175	4,392
Sessions from Referral	815	723	554	2,092	697
Sessions via Social Referral	645	499	946	2,090	697
Sessions via Facebook	607	487	936	2,030	677
Desktop Sessions	40%	38%	38%	1	39.0%
Mobile Sessions	58%	60%	60%		59.7%
Tablet Sessions	1%	1%	1%		1.3%
Average Length of Session	0:01:43	0:01:28	0:01:33		0:01:35
Pages viewed per Session	2.23	2.10	2.15		2.16
News Articles Posted*				0	#DIV/0!
E-notification active subscribers*				0	#DIV/0!
E-notifications sent*				0	#DIV/0!