

RE: COMMUNICATIONS DATA REPORT FOR MAY 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent May 1st, was successfully delivered to 10,371 email addresses. Open rate was 51% (5,524). Click rate was 9.5% (990).
- Newsletter top clicked links were:
 1. Letter from the Mayor
 2. Election results
 3. One Nixa One Read
- Quick Poll Question: "How do you perceive Nixa's reputation for doing business?" Total Responses: 189. Results:
 1. Community is extremely business-friendly: 21.7% (41)
 2. Community is neutral (not supportive but not unsupportive): 25.9% (49)
 3. Community is not at all business-friendly: 10.6% (20)
 4. Community mostly supports businesses: 25.9% (49)
 5. Community mostly does not support businesses: 15.9% (30)
- We send the Welcome to Nixa email on June 1st to 77 emails. The open rate was 70%.
- We didn't send any single-topic emails in May.
- Total number of e-mail unsubscribes this month was 13 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 3,111. We posted 24 times this month. Post with the highest reach (6,311) was about mosquito fogging beginning.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 10,050. We posted 24 times this month. Post with the highest reach (99,723) was about the pool's delayed opening due to repairs.
- Total Nextdoor members at Nixa addresses is at 4,780. We posted 19 times this month, averaging 432 impressions per post.
- Total followers on Twitter is 1,805. We tweeted 0 times this month.
- Total followers on Instagram is 1,277. We posted 3 times this month.
- Total followers on LinkedIn is 351. 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									
Successful Deliveries	10,264	10,259	10,352	10,342	10,371								51,588	10,318
Resend Deliveries	5,663	5,912	5,938	6,469	6,082								30,064	6,013
Original Opens	4,777	4,706	4,722	4,284	4,620								23,109	4,622
Resend Opens	984	952	775	1,176	904								4,791	958
Total Opens	5,761	5,658	5,497	5,460	5,524								27,900	5,580
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%								257.3%	51.5%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%	8.7%	14.1%									12.8%
Total Clicks	1,021	1,120	819	510	990								4,460	892
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%	9.5%									8.6%
Did Not Open (Original)	5,487	5,553	5,630	6,058	5,751								28,479	5,696
Unsubscribed (Total)	3	12	9	3	13								40	8
Spam Reports* (Total)	1	2	0	0	1								4	1
Bounces* (Total)	872	893	915	930	991								4,601	920
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4	1	0								5	1
Average Open Rate			38%	42%										40%
Average Click Rate			1%	3%										2%
Average Mobile Device Open Rate			5%	6%										5%
Total Spam			3	0									3	2
Total Unsubscribe			26	7									33	17
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								104	21
Total Reach (from content data)	79,712	54,025	41,277	64,610	74,674								314,298	62,860
Average Post Reach (from content data)	3,985	3,376	1,813	3,400	3,111								15,685	3,137
Highest Single Post Reach* (from content data)	10,171	13,091	4,607	14,184	6,311								48,364	9,673
Avg Reach of Posts to People Who Like Page (from results)	2,152	1,930	1,164	1,951	2,148								9,345	1,869
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099								4,887	977
Total Comments (from content data)	410	107	223	160	248								1,148	230
Total Shares (from content data)	155	142	70	118	190								675	135
Police														
# of posts (from content data)	18	10	38	18	24								108	22
Total Reach (from content data)	74,849	104,247	124,883	175,489	241,216								720,684	144,137
Average Post Reach (from content data)	4,158	10,424	3,286	9,749	10,050								37,667	7,533
Highest Single Post Reach* (from content data)	9,122	28,100	9,680	84,204	99,723								230,829	46,166
Avg Reach of Posts to People Who Like Page (from results)	2,438	3,740	3,210	5,857	7,650									4,579
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213								14,469	2,894
Total Comments (from content data)	361	183	680	1,181	538								2,943	589
Total Shares (from content data)	390	1,004	258	857	1,652								4,161	832

Twitter								
CityofNixa								
Total Followers	1,818	1,819	1,810	1,808	1,805		1,819	
# of Tweets	2	5	11	9	0		27	5
Total Tweet Impressions (from report)	788	773	872	953			3,386	847
Total Engagements (from report)	15	6	5	9			35	9
Profile Visits	71	224	99	101	0		495	99
Mentions	2	2	3	0	0		7	1
New Followers	3	3	0	0	0		6	1
Instagram								
# of posts	3	7	2	6	3		21	4
Total likes	97	98	20	93	27		335	67
Total comments	2	5	0	1	0		8	2
Total reach (Accounts reached)	620	623	372	592	308		2,515	503
Total followers (@ last day of month)	1,239	1,251	1,258	1,258	1,277		6,283	1,257
LinkedIn								
# of posts	6	2	3	3	3		17	3
# of followers	333	334	341	345	351			341
Nextdoor								
# of posts	11	14	10	14	19		68	14
Claimed households	3543	3544	3558	3568	3593			3561.2
Members	4,679	4,684	4,717	4,734	4,780		4780	4719
New members	18	13	30	24	28		113	23
Total Post Impressions	16,292	8,272	11,685	5,785	4,324		46358	9272
Average Impressions Per Post	1,163	1,034	779	385	432		3793	759
Nixa.com								
Active users	12,070	11,263	12,474	14,019	15,299		65,125	13,025
Sessions	16,767	14,977	16,753	18,837	20,519		87,853	17,571
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110		56,930	11,386
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478		23,217	4,643
Sessions from Referral	815	723	554	582	568		3,242	648
Sessions via Social Referral	645	499	946	1,007	1,363		4,460	892
Sessions via Facebook	607	487	936	992	1,346		4,368	874
Desktop Sessions	40%	38%	38%	34%	32%		2	36.7%
Mobile Sessions	58%	60%	60%	65%	66%			62.0%
Tablet Sessions	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			0:01:11
Pages viewed per Session	2.23	2.10	2.15	1.43	1.44			1.87
News Articles Posted*							0	#DIV/0!
E-notification active subscribers*							0	#DIV/0!
E-notifications sent*							0	#DIV/0!