

## **RE: COMMUNICATIONS DATA REPORT FOR OCTOBER 2023**

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

### **E-mail Campaigns:**

- This month's community e-newsletter, sent September 28th, was successfully delivered to 10,333 email addresses. Open rate was 51.1% (5,378). Click rate was 6.6% (679).
- Newsletter top clicked links were:
  1. Letter from the Mayor
  2. Hwy CC MoDOT Project
  3. Multicultural Festival Event
- Quick Poll Question: "How would you rate the municipal government's official communications?" Total Responses: 127. Results:
  1. Good communications on most topics: 48.8% (62)
  2. Consistently great communications: 26.8% (34)
  3. Communications in insufficient: 10.2% (13)
  4. This newsletter is the first communication I've ever got from the city: 8.7% (11)
  5. The city is doing its part, but I never read the information you provide: 5.5% (7)
- We sent the Welcome to Nixa newsletter to 118 emails on November 1st. There were 112 successful deliveries. The open rate was 71% and the click rate was 16%.
- We sent 1 single-topic email in October.
  1. MoDOT Closing Route CC. Sent on October 12th. Open rate was 50.6%.
- Total number of e-mail unsubscribes this month was 11 and total spam reports was 0.

### **Social Media:**

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 2,573. We posted 21 times this month. Post with the highest reach (5,691) was about Down Syndrome Awareness Month.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 3,241. We posted 21 times this month. Post with the highest reach (19,772) was about a suspect in an armed robbery.
- Total Nextdoor members at Nixa addresses is at 4,994. We posted 9 times this month, averaging 829 impressions per post.

- Total followers on Twitter is 1,817. We posted 10 times this month.
- Total followers on Instagram is 1,324. We posted 2 times this month.
- Total followers on LinkedIn is 365. We posted 1 time this month.

If you have any questions about our communications strategies and tactics, don't hesitate to ask.

**Drew Douglas** | Director of Communications  
ddouglas@nixa.com | 417-725-3785

2023 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 TOTALS	2023 AVERAGE
<b>Constant Contact - Newsletters</b>														
Newsletter Send Date	22-Dec	27-Jan	23-Feb	31-Mar	1-May	31-May	28-Jun	26-Jul	30-Aug	28-Sep				
Successful Deliveries	10,264	10,259	10,352	10,342	10,371	10,328	10,296	10,199	10,335	10,333			103,079	10,308
Resend Deliveries	5,663	5,912	5,938	6,469	6,082	6,523	5,956	5,665	5,898	6,041			60,147	6,015
Original Opens	4,777	4,706	4,722	4,284	4,620	4,112	4,454	4,670	4,578	4,432			45,355	4,536
Resend Opens	984	952	775	1,176	904	901	696	892	785	946			9,011	901
Total Opens	5,761	5,658	5,497	5,460	5,524	5,013	5,150	5,562	5,363	5,378			54,366	5,437
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%	46.4%	49.2%	53.6%	50.8%	51.1%			508.4%	50.8%
Mobile Device Rate (opened on mobile vs desktop)	12.8%	15.3%	13.1%	8.7%	14.1%	15.7%	16.0%	13.0%	16.1%	10.0%				13.5%
Total Clicks	1,021	1,120	819	510	990	1,051	1,131	1,058	1,085	679			9,464	946
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%	9.5%	10.2%	11.0%	10.3%	10.5%	6.6%				9.2%
Did Not Open (Original)	5,487	5,553	5,630	6,058	5,751	6,216	5,842	5,529	5,757	5,901			57,724	5,772
Unsubscribed (Total)	3	12	9	3	13	10	8	6	8	6			78	8
Spam Reports* (Total)	1	2	0	0	1	1	1	2	1	0			9	1
Bounces* (Total)	872	893	915	930	991	1009	979	989	1057	1079			9,714	971
<b>Constant Contact - Single Topic Email</b>														
# of Email Campaigns	0	0	4	1	0	9	6	4	1	1			26	2.6
Average Open Rate			38%	42%		37%	51%	73%	45%	51%				48%
Average Click Rate			1%	3%		1%	3%	7%	0%	2%				2%
Average Mobile Device Open Rate			5%	6%		5%	5%	8%	3%	5%				5%
Total Spam			3	0		4	5	0	0	0			12	2
Total Unsubscribe			26	7		62	66	19	12	5			197	28
<b>Welcome to Nixa Email</b>														
Date Sent On	1/30/23	2/27/23		26-Apr	1-Jun			30-Aug-23	26-Sep-2023	1-Nov				
Total Sent	89	76		70	77			256	89	118			775	111
Total Successful Deliveries	86	70		70	73			235	80	112			726	104
Total Open Rate	67%	76%		73%	70%			73%	74%	71%				72%
Total Click Rate (top click)	7%	9%		14%	16%			10%	11%	16%				12%
Total Mobile Device Open Rate	12%	10%		18%	20%			11%	8%	20%				14%
Total Spam	0	0		0	0			0	0	0			0	0
Total Unsubscribe	0	0		1	0			0	0	0			1	0
<b>Facebook</b>														
<b>City Hall (City of Nixa - Municipal Government)</b>														
# of posts (from content data)	20	16	25	19	24	30	34	31	26	21			246	25
Total Reach (from content data)	79,712	54,025	41,277	64,610	74,674	74,573	125,672	125,023	80,309	54,045			773,920	77,392
Average Post Reach (from content data)	3,985	3,376	1,813	3,400	3,111	2,485	3,696	4,033	3,088	2,573			31,560	3,156
Highest Single Post Reach* (from content data)	10,171	13,091	4,607	14,184	6,311	6,310	17,029	10,151	9,853	5,691			97,398	9,740
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	3,551	2,246	1,527			21,390	2,139
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099	891	2,013	2,627	1,483	1,530			13,431	1,343
Total Comments (from content data)	410	107	223	160	248	293	828	900	192	135			3,496	350
Total Shares (from content data)	155	142	70	118	190	144	435	397	150	126			1,927	193
<b>Police</b>														

# of posts (from content data)	18	10	38	18	24	25	39	20	14	21	227	23
Total Reach (from content data)	74,849	104,247	124,883	175,489	241,216	76,676	89,517	265,625	87,195	68,069	1,307,766	130,777
Average Post Reach (from content data)	4,158	10,424	3,286	9,749	10,050	3,067	2,295	13,281	6,228	3,241	65,779	6,578
Highest Single Post Reach* (from content data)	9,122	28,100	9,680	84,204	99,723	10,290	10,863	210,044	27,000	19,772	508,798	50,880
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	9,239	3,022	2,032	4,173	4,173
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213	1,733	991	3,651	1,671	967	23,482	2,348
Total Comments (from content data)	361	183	680	1,181	538	343	162	688	259	188	4,583	458
Total Shares (from content data)	390	1,004	258	857	1,652	289	297	3,049	493	254	8,543	854
<b>Twitter</b>												
<b>CityofNixa</b>												
Total Followers	1,818	1,819	1,810	1,808	1,805	1,800	1,806	1,814	1,816	1,817		1,819
# of Tweets	2	5	11	9	0	10	9			10	56	7
Total Tweet Impressions (from report)	788	773	872	953		1,682				2,210	7,278	1,213
Total Engagements (from report)	15	6	5	9		20				64	119	20
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			1	13	2
<b>Instagram</b>												
# of posts	3	7	2	6	3	5	3	2	1	2	34	3
Total likes	97	98	20	93	27	25	26	100	12	38	536	54
Total comments	2	5	0	1	0	0	1	1	0	0	10	1
Total reach (Accounts reached)	620	623	372	592	308	359	355	724	225	473	4,651	465
Total followers (@ last day of month)	1,239	1,251	1,258	1,258	1,277	1,286	1,298	1,308	1,318	1,324	12,817	1,282
<b>LinkedIn</b>												
# of posts	6	2	3	3	3	3	3	1	1	1	26	3
# of followers	333	334	341	345	351	354	359	361	366	365		351
<b>Nextdoor</b>												
# of posts	11	14	10	14	19	21	28	5	6	9	137	14
Claimed households	3543	3544	3558	3568	3593	3615	3624	3642	3676	3734		3609.7
Members	4,679	4,684	4,717	4,734	4,780	4,811	4,838	4,875	4,917	4,994	4994	4803
New members	18	13	30	24	28	45	28	32	52	81	351	35
Total Post Impressions	16,292	8,272	11,685	5,785	4,324	12,126	12,104	6,167	1,031	8,286	86072	8607
Average Impressions Per Post	1,163	1,034	779	385	432	527	605	685	343	829	6782	678
<b>Nixa.com</b>												
Active users	12,070	11,263	12,474	14,019	15,299	16,672	14,676	16,429	13,382	12,467	138,751	13,875
Sessions	16,767	14,977	16,753	18,837	20,519	23,762	21,029	23,985	18,826	17,072	192,527	19,253
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110	13,713	12,979	15,221	7,386	6,516	112,745	11,275
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478	6,972	5,985	7,056	2,986	2,672	48,888	4,889
Sessions from Referral	815	723	554	582	568	1,826	1,510	920	316	282	8,096	810
Sessions via Social Referral	645	499	946	1,007	1,363	1,251	555	598	206	175	7,245	725
Sessions via Facebook	607	487	936	992	1,346	1,225	542				6,135	876
Desktop Sessions	40%	38%	38%	34%	32%	33%	36%	35%	35%	36%	4	35.7%
Mobile Sessions	58%	60%	60%	65%	66%	66%	63%	64%	64%	63%		63.0%
Tablet Sessions	1%	1%	1%	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	0:02:35	0:01:05	0:01:08		0:01:24
Pages viewed per Session	2.23	2.10	2.15	1.43	1.44	2.24	2.15	2.15	2.67	2.85		2.14
News Articles Posted*											0	#DIV/0!
E-notification active subscribers*											0	#DIV/0!
E-notifications sent*											0	#DIV/0!