RE: COMMUNICATIONS DATA REPORT FOR SEPTEMBER 2023

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

E-mail Campaigns:

- This month's community e-newsletter, sent August 30th, was successfully delivered to 10,335 email addresses. Open rate was 50.8% (5,363). Click rate was 10.5% (1,085).
- Newsletter top clicked links were:
    1. New City Flag
    2. Trash & Recycling
    3. Letter from the Mayor
- Quick Poll Question: "How would you rate the customer service at Nixa City Hall?" Total Responses: 187. Results:
    1. I've never been to City Hall: 44.4% (83)
    2. Great customer service every time: 34.8% (65)
    3. Good customer service sometimes: 12.8% (24)
    4. Customer service is not good: 8% (15)
- We sent the Welcome to Nixa newsletter to 89 emails on September 26th. There were 80 successful deliveries. The open rate was 74% and the click rate was 11%.
- We sent 1 single-topic email in September.
    1. 2nd Annual Multicultural Festival. Sent on September 19th. Open rate was 44.6%.
- Total number of e-mail unsubscribes this month was 20 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 3,088. We posted 26 times this month. Post with the highest reach (9,853) was about remembering 9-11.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 6,228. We posted 14 times this month. Post with the highest reach (27,000) was about a missing person.
- Total Nextdoor members at Nixa addresses is at 4,917. We posted 6 times this month, averaging 343 impressions per post.
- Total followers on Twitter is 1,816. A note from Twitter (X) stated the analytics tool was being updated at the time this report was created.
- Total followers on Instagram is 1,318. We posted 1 time this month.
- Total followers on LinkedIn is 366. 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

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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	26-Jul	30-Aug					
Successful Deliveries	10,264	10,259	10,352	10,342	10,371	10,328	10,296	10,199	10,335				92,746	10,305
Resend Deliveries	5,663	5,912	5,938	6,469	6,082	6,523	5,956	5,665	5,898				54,106	6,012
Original Opens	4,777	4,706	4,722	4,284	4,620	4,112	4,454	4,670	4,578				40,923	4,547
Resend Opens	984	952	775	1,176	904	901	696	892	785				8,065	896
Total Opens	5,761	5,658	5,497	5,460	5,524	5,013	5,150	5,562	5,363				48,988	5,443
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%	46.4%	49.2%	53.6%	50.8%				457.3%	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%					13.9%
Total Clicks	1,021	1,120	819	510	990	1,051	1,131	1,058	1,085				8,785	976
Click Through Rate (top 3 clicks)	9.9%	10.9%	7.9%	4.9%	9.5%	10.2%	11.0%	10.3%	10.5%					9.5%
Did Not Open (Original)	5,487	5,553	5,630	6,058	5,751	6,216	5,842	5,529	5,757				51,823	5,758
Unsubscribed (Total)	3	12	9	3	13	10	8	6	8				72	8
Spam Reports* (Total)	1	2	0	0	1	1	1	2	1				9	1
Bounces* (Total)	872	893	915	930	991	1009	979	989	1057				8,635	959
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4	1	0	9	6	4	1				25	2.777777778
Average Open Rate			38%	42%		37%	51%	73%	45%					48%
Average Click Rate			1%	3%		1%	3%	7%	0%					2%
Average Mobile Device Open Rate			5%	6%		5%	5%	8%	3%					5%
Total Spam			3	0		4	5	0	0				12	2
Total Unsubscribe			26	7		62	66	19	12				192	32
Welcome to Nixa Email														
Date Sent On	1/30/23	2/27/23		26-Apr	1-Jun			30-Aug-23	26-Sep-2023					
Total Sent	89	76		70	77			256	89				657	110
Total Successful Deliveries	86	70		70	73			235	80				614	102
Total Open Rate	67%	76%		73%	70%			73%	74%					72%
Total Click Rate (top click)	7%	9%		14%	16%			10%	11%					11%
Total Mobile Device Open Rate	12%	10%		18%	20%			11%	8%					13%
Total Spam	0	0		0	0			0	0				0	0
Total Unsubscribe	0	0		1	0			0	0				1	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	20	16	25	19	24	30	34	31	26				225	25
Total Reach (from content data)	79,712	54,025	41,277	64,610	74,674	74,573	125,672	125,023	80,309				719,875	79,986
Average Post Reach (from content data)	3,985	3,376	1,813	3,400	3,111	2,485	3,696	4,033	3,088				28,987	3,221
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				91,707	10,190
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				19,862	2,207
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099	891	2,013	2,627	1,483				11,901	1,322
Total Comments (from content data)	410	107	223	160	248	293	828	900	192				3,361	373
Total Shares (from content data)	155	142	70	118	190	144	435	397	150				1,801	200
Police														

# of posts (from content data)	18	10	38	18	24	25	39	20	14		206	23
Total Reach (from content data)	74,849	104,247	124,883	175,489	241,216	76,676	89,517	265,625	87,195		1,239,697	137,744
Average Post Reach (from content data)	4,158	10,424	3,286	9,749	10,050	3,067	2,295	13,281	6,228		62,538	6,949
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		489,026	54,336
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			4,411
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213	1,733	991	3,651	1,671		22,515	2,502
Total Comments (from content data)	361	183	680	1,181	538	343	162	688	259		4,395	488
Total Shares (from content data)	390	1,004	258	857	1,652	289	297	3,049	493		8,289	921

Twitter

CityofNixa

Total Followers	1,818	1,819	1,810	1,808	1,805	1,800	1,806	1,814	1,816			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	2	1		32	4
Total likes	97	98	20	93	27	25	26	100	12		498	55
Total comments	2	5	0	1	0	0	1	1	0		10	1
Total reach (Accounts reached)	620	623	372	592	308	359	355	724	225		4,178	464
Total followers (@ last day of month)	1,239	1,251	1,258	1,258	1,277	1,286	1,298	1,308	1,318		11,493	1,277

LinkedIn

# of posts	6	2	3	3	3	3	3	1	1		25	3
# of followers	333	334	341	345	351	354	359	361	366			349

Nextdoor

# of posts	11	14	10	14	19	21	28	5	6		128	14
Claimed households	3543	3544	3558	3568	3593	3615	3624	3642	3676			3595.888889
Members	4,679	4,684	4,717	4,734	4,780	4,811	4,838	4,875	4,917		4917	4782
New members	18	13	30	24	28	45	28	32	52		270	30
Total Post Impressions	16,292	8,272	11,685	5,785	4,324	12,126	12,104	6,167	1,031		77786	8643
Average Impressions Per Post	1,163	1,034	779	385	432	527	605	685	343		5953	661

Nixa.com

Active users	12,070	11,263	12,474	14,019	15,299	16,672	14,676	16,429	13,382		126,284	14,032
Sessions	16,767	14,977	16,753	18,837	20,519	23,762	21,029	23,985	18,826		175,455	19,495
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110	13,713	12,979	15,221	7,386		106,229	11,803
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478	6,972	5,985	7,056	2,986		46,216	5,135
Sessions from Referral	815	723	554	582	568	1,826	1,510	920	316		7,814	868
Sessions via Social Referral	645	499	946	1,007	1,363	1,251	555	598	206		7,070	786
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%		3	35.7%
Mobile Sessions	58%	60%	60%	65%	66%	66%	63%	64%	64%			63.0%
Tablet Sessions	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			0:01:26
Pages viewed per Session	2.23	2.10	2.15	1.43	1.44	2.24	2.15	2.15	2.67			2.06
News Articles Posted*											0	#DIV/0!
E-notification active subscribers*											0	#DIV/0!
E-notifications sent*											0	#DIV/0!