

RE: COMMUNICATIONS DATA REPORT FOR JANUARY & FEBRUARY 2024

The spreadsheets attached below show our electronic communications data for 2024. Some of the notable data insights for January & February include:

E-mail Campaigns:

- January's community e-newsletter, sent January 5th, was successfully delivered to 10,354 email addresses. Open rate was 55% (5,877). Click rate was 8.3% (857).
- February's community e-newsletter, sent February 2nd, was successfully delivered to 10,384 email addresses. Open rate was 54.8% (5,860). Click rate was 9.6% (998).
- January Newsletter top clicked links were:
 1. Letter from the Mayor
 2. Snow Removal Routes
 3. Nixa 2045
- February Newsletter top clicked links were:
 1. April Election Poll Question
 2. 160 & CC Project
 3. Letter From the Mayor
- January Quick Poll Question: "Have you taken the Nixa 2045 Community Survey to help shape Nixa's future?" Total Responses: 122. Results:
 1. Yes, I took the survey: 59.8% (73)
 2. What is Nixa 2045: 24.6% (30)
 3. Not yet, but I will be the Feb. 2nd deadline: 15.6% (19)
- February Quick Poll Question: "Should Nixa levy a 3% sales tax on all (non-medical) marijuana sales?" Total Responses: 512. Results:
 1. Yes: 76.4% (391)
 2. No: 18.8% (96)
 3. Undecided: 4.9% (25)
- We sent the January Welcome to Nixa newsletter to 65 emails on February 2nd. There were 63 successful deliveries. The open rate was 68% and the click rate was 10%.
- We sent the February Welcome to Nixa newsletter to 74 emails on February 26th. There were 71 successful deliveries. The open rate was 69% and the click rate was 6%.
- We sent 0 single-topic emails in January.
- We sent 2 single-topic emails in February.
 1. Last Day to Take Nixa 2045 Survey. Sent on February 2nd. Open rate was 54.6%.
 2. OTO Road Safety Survey. Sent on February 8th. Open rate was 42%.

- Total number of e-mail unsubscribes in January was 14 and total spam reports was 1.
- Total number of e-mail unsubscribes in February was 20 and total spam reports was 4.

Social Media:

- January's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,869. We posted 30 times this month. Post with the highest reach (15,956) was about Republic Services running routes one day behind normal schedule.
- February's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,125. We posted 22 times this month. Post with the highest reach (25,385) was about accepting applications for photographer, videographers, and graphic designers.
- January's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 18,307. We posted 11 times this month. Post with the highest reach (160,321) was about runaway teen Myles Jackson.
- February's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 15,007. We posted 9 times this month. Post with the highest reach (77,945) was about slide-offs on Hwy 14 due to ice.
- In January, total Nextdoor members at Nixa addresses is at 5,194. We posted 9 times this month, averaging 839 impressions per post.
- In February, total Nextdoor members at Nixa addresses is at 5,274. We posted 9 times this month, averaging 741 impressions per post.
- Total followers on Instagram in January is 1,323. We posted 2 times this month.
- Total followers on Instagram in February is 1,332. We posted 4 times this month.
- In January, total followers on LinkedIn is 384. We posted 8 times this month.
- In February, total followers on LinkedIn is 396. We posted 4 times this month.

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

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2024 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024 TOTALS	2024 AVERAGE
Constant Contact - Newsletters														
Newsletter Send Date	5-Jan	2-Feb												
Successful Deliveries	10,354	10,384											20,738	10,369
Resend Deliveries	5,632	5,737											11,369	5,685
Original Opens	4,959	4,880											9,839	4,920
Resend Opens	918	980											1,898	949
Total Opens	5,877	5,860											11,737	5,869
Total Open Rate	55.0%	54.8%											109.8%	54.9%
Mobile Device Rate (opened on mobile vs desktop)	10.3%	12.3%												11.3%
Total Clicks	857	998											1,855	928
Click Through Rate (top 3 clicks)	8.3%	9.6%												9.0%
Did Not Open (Original)	10,109	10,261											20,370	10,185
Unsubscribed (Total)	14	12											26	13
Spam Reports* (Total)	1	3											4	2
Bounces* (Total)	1191	1201											2,392	1,196
Constant Contact - Single Topic Email														
# of Email Campaigns	0	2											2	1
Average Open Rate		48%												48%
Average Click Rate		6%												6%
Average Mobile Device Open Rate		8%												8%
Total Spam		1											1	1
Total Unsubscribe		8											8	8
Welcome to Nixa Email														
Date Sent On	2-Feb	26-Feb												
Total Sent	65	74											139	70
Total Successful Deliveries	63	71											134	67
Total Open Rate	68%	69%												69%
Total Click Rate (top click)	10%	6%												8%
Total Mobile Device Open Rate	15%	3%												9%
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)	30	22											52	26
Total Reach (from content data)	116,089	68,768											184,857	92,429
Average Post Reach (from content data)	3,869	3,125											6,994	3,497
Highest Single Post Reach* (from content data)	15,956	25,385											41,341	20,671
Avg Reach of Posts to People Who Like Page (from results)	3,059	2,352											5,411	2,706
Total Likes & Reactions (from content data)	2,779	589											3,368	1,684
Total Comments (from content data)	562	323											885	443
Total Shares (from content data)	329	128											457	229
Police														

# of posts (from content data)	11	9	20	10
Total Reach (from content data)	201,387	135,067	336,454	168,227
Average Post Reach (from content data)	18,307	15,007	33,314	16,657
Highest Single Post Reach* (from content data)	160,321	77,945	238,266	119,133
Avg Reach of Posts to People Who Like Page (from results)	7,493	4,688		6,091
Total Likes & Reactions (from content data)	1,823	1,153	2,976	1,488
Total Comments (from content data)	543	212	755	378
Total Shares (from content data)	1,734	438	2,172	1,086
Instagram				
# of posts	2	4	6	3
Total likes	12	49	61	31
Total comments	4	2	6	3
Total reach (Accounts reached)	211	434	645	323
Total followers (@ last day of month)	1,323	1,332	2,655	1,328
LinkedIn				
# of posts	8	4	12	6
# of followers	384	396		390
Nextdoor				
# of posts	9	9	18	9
Claimed households	3894	3929		3911.5
Members	5,194	5,274	5274	5234
New members	91	88	179	90
Total Post Impressions	5,879	5,929	11808	5904
Average Impressions Per Post	839	741	1580	790
Nixa.com				
Active users	12,950	16,569	29,519	14,760
Sessions	17,815	22,277	40,092	20,046
Sessions from Organic Search	11,258	11,752	23,010	11,505
Sessions from Direct Navigation	5,388	5,765	11,153	5,577
Sessions from Referral	405	4,117	4,522	2,261
Sessions via Social Referral	862	528	1,390	695
Sessions via Facebook		83	83	83
Desktop Sessions	36%	49%	1	42.7%
Mobile Sessions	63%	50%		56.4%
Tablet Sessions	1%	1%		1.0%
Average Length of Session	0:00:55	0:00:50		0:00:53
Pages viewed per Session	2.16	2.36		2.26
News Articles Posted	4	11	15	7.5