

RE: COMMUNICATIONS DATA REPORT FOR JUNE 2024

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

E-mail Campaigns:

- This month's community e-newsletter, sent May 30th, was successfully delivered to 10,457 email addresses. Open rate was 55.9% (5,967). Click rate was 11.2% (1,168).
- Newsletter top clicked links were:
 1. Mosquito Fogging
 2. Pool Renovation Project
 3. Letter from the Mayor
- We sent the Welcome to Nixa newsletter to 139 emails on July 1st. There were 136 successful deliveries. The open rate was 77% and the click rate was 11%.
- We sent 0 single-topic emails in June.
- Total number of e-mails unsubscribed this month was 4 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 3,558. We posted 14 times this month. Post with the highest reach (7,977) was about golf cart permits.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 13,406. We posted 18 times this month. Post with the highest reach (130,341) was about a missing person.
- Total Nextdoor members at Nixa addresses is at 5,578. We posted 11 times this month, averaging 528 impressions per post.
- Total followers on Instagram is 1,350. We posted 0 times this month.
- Total followers on LinkedIn is 423. We posted 2 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	29-Feb	4-Apr	25-Apr	30-May								
Successful Deliveries	10,354	10,384	10,406	10,462	10,387	10,457							62,450	10,408
Resend Deliveries	5,632	5,737	5,624	5,474	5,398	5,601							33,466	5,578
Original Opens	4,959	4,880	4,949	5,155	5,090	5,013							30,046	5,008
Resend Opens	918	980	834	884	815	954							5,385	898
Total Opens	5,877	5,860	5,783	6,039	5,905	5,967							35,431	5,905
Total Open Rate	55.0%	54.8%	54.4%	56.4%	56.3%	55.9%							332.8%	55.5%
Mobile Device Rate (opened on mobile vs desktop)	10.3%	12.3%	10.2%	13.4%	9.5%	12.3%								11.3%
Total Clicks	857	998	783	1,138	713	1,168							5,657	943
Click Through Rate (top 3 clicks)	8.3%	9.6%	7.5%	10.8%	6.9%	11.2%								9.1%
Did Not Open (Original)	10,109	10,261	10,247	9,897	9,880	10,091							60,485	10,081
Unsubscribed (Total)	14	12	6	13	4	4							53	9
Spam Reports* (Total)	1	3	2	2	1	0							9	2
Bounces* (Total)	1191	1201	1163	1220	1227	1261							7,263	1,211
Constant Contact - Single Topic Email														
# of Email Campaigns	0	2	4	4	1	0							11	1.833333333
Average Open Rate		48%	60%	57%	48%									53%
Average Click Rate		6%	4%	6%	4%									5%
Average Mobile Device Open Rate		8%	5%	5%	7%									6%
Total Spam		1	0	4	0								5	1
Total Unsubscribe		8	15	19	6								48	12
Welcome to Nixa Email														
Date Sent On	2-Feb	26-Feb	26-Mar	30-Apr	31-May	1-Jul-24								
Total Sent	65	74	225	164	160	139							827	138
Total Successful Deliveries	63	71	219	159	153	136							801	134
Total Open Rate	68%	69%	68%	70%	79%	77%								72%
Total Click Rate (top click)	10%	6%	9%	15%	16%	11%								11%
Total Mobile Device Open Rate	15%	3%	9%	11%	12%	11%								10%
Total Spam	0	0	0	0	0	0							0	0
Total Unsubscribe	0	0	0	0	0	0							0	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts	30	22	25	30	27	14							148	25
Total Reach	116,089	68,768	56,365	67,149	81,041	49,812							439,224	73,204
Average Post Reach	3,869	3,125	2,254	2,238	3,001	3,558							18,045	3,008
Highest Single Post Reach	15,956	25,385	4,505	6,888	13,775	7,977							74,486	12,414
Total Likes & Reactions	2,779	589	493	607	755	397							5,620	937
Total Comments	562	323	146	196	219	186							1,632	272
Total Shares	329	128	93	159	212	149							1,070	178
Police														

# of posts	11	9	22	14	19	18	93	16
Total Reach	201,387	135,067	125,642	39,026	82,495	227,914	811,531	135,255
Average Post Reach	18,307	15,007	5,711	2,787	4,341	13,406	59,559	9,927
Highest Single Post Reach	160,321	77,945	13,009	8,955	19,601	130,341	410,172	68,362
Total Likes & Reactions	1,823	1,153	6,611	336	1,278	8,039	19,240	3,207
Total Comments	543	212	968	34	245	1,654	3,656	609
Total Shares	1,734	438	395	156	399	2,880	6,002	1,000
Instagram								
# of posts	2	4	3	4	6	0	19	3
Total likes	12	49	16	35	74	4	190	32
Total comments	4	2	0	0	0	1	7	1
Total reach (Accounts reached)	211	434	288	285	1,420	117	2,755	459
Total followers (@ last day of month)	1,323	1,332	1,333	1,339	1,343	1,350	8,020	1,337
LinkedIn								
# of posts	8	4	2	5	3	2	24	4
# of followers	384	396	401	416	422	423		407
Nextdoor								
# of posts	9	9	10	16	11	11	66	11
Claimed households	3894	3929	3982	4024	4046	4087		3993.666667
Members	5,194	5,274	5,381	5,478	5,521	5,578	5578	5404
New members	91	88	101	71	53	56	460	77
Total Post Impressions	5,879	5,929	5,347	12,697	11,224	2,115	43191	7199
Average Impressions Per Post	839	741	594	906	701	528	4309	718
Nixa.com								
Active users	12,950	16,569	13,936	13,983	16,041	16,606	90,085	15,014
Sessions	17,815	22,277	19,022	18,944	22,611	23,554	124,223	20,704
Sessions from Organic Search	11,258	11,752	19,022	12,623	14,505	15,552	84,712	14,119
Sessions from Direct Navigation	5,388	5,765	5,514	5,627	6,395	5,261	33,950	5,658
Sessions from Referral	405	4,117	809	444	568	767	7,110	1,185
Sessions via Social Referral	862	528	832	582	1,046	1,839	5,689	948
Sessions via Facebook		83	91	110	167	118	569	114
Desktop Sessions	36%	49%	38%	33%	32%	29%	2	36.2%
Mobile Sessions	63%	50%	61%	66%	67%	69%		62.7%
Tablet Sessions	1%	1%	1%	1%	1%	1%		1.1%
Average Length of Session	0:00:55	0:00:50	0:00:47	0:00:46	0:01:01	0:01:09		0:00:55
Pages viewed per Session	2.16	2.36	2.85	2.73	2.70	2.93		2.62
News Articles Posted	4	11	3	10	7	1	36	6