RE: COMMUNICATIONS DATA REPORT FOR NOVEMBER & DECEMBER 2023

NOTE REGARDING CHANGE OF SOCIAL MEDIA STRATEGY ON X (f.k.a. Twitter).
The social media platform formerly known as Twitter (X.com) has made changes which now prevent us from accessing data regarding our account including engagement stats. Our number of followers and level of engagement per post was already low before this change, and I do not feel that the cost of membership is worth the benefits. We do not want to lose our account name or allow someone else to start up a spoof account using what has been our account name, so we will not close the Twitter account completely. However, I have instructed Macie to adopt a new strategy of even fewer postings to the platform since we cannot track the engagement data and I do not want to pay for the city's continued use of the platform. I want you to be aware that we have arrived at this decision strategically neither to pay for use of the platform, nor to close our account. We will continue to direct social media audiences to our more heavily trafficked platforms including Facebook and Nextdoor. X seems to be a platform under turmoil with frequent changes of direction. I will continue to monitor the situation and we may reverse course at some point in the future if/when the city is able to access our account data without costing tax payers money.

November & December Data Report
The spreadsheets attached below show our electronic communications data for 2023. Some of the notable data insights for November & December include:

E-mail Campaigns:
- November's community e-newsletter, sent October 26th, was successfully delivered to 10,295 email addresses. Open rate was 55.1% (5,764). Click rate was 8.9% (918).
- December's community e-newsletter, sent November 30th, was successfully delivered to 10,330 email addresses. Open rate was 50.7% (5,377). Click rate was 9.8% (1,012).
- November Newsletter top clicked links were:
    1. Letter from the Mayor
    2. Route 160 & CC Project
    3. Crime Prevention
- December Newsletter top clicked links were:
    4. Letter from the Mayor
    5. Republic Services Holiday Schedule
    6. Snow Removal Routes

- November Quick Poll Question: "How would you rate the quality of Nixa streets?" Total Responses: 312. Results:
    1. Most city streets are in good condition: 35.6% (111)
    2. Some streets are good, some need a lot of work: 34.6% (108)
    3. Our city streets are in great condition: 11.9% (37)
    4. I only have concerns about a particular street which needs improvements: 9.3% (29)
    5. Most city streets are in poor condition: 8.7% (27)
- December Quick Poll Question: "How likely are you to recommend friends do their Christmas shopping in Nixa?" Total Responses: 196. Results:
    1. Would not recommend: 48% (94)
    2. Might recommend: 27% (53)
    3. Would highly recommend: 25% (49)
- We sent the November Welcome to Nixa newsletter to 129 emails on December 11th. There were 120 successful deliveries. The open rate was 73% and the click rate was 7%.
- We sent the December Welcome to Nixa newsletter to 92 emails on December 26th. There were 87 successful deliveries. The open rate was 68% and the click rate was 9%.
- We sent 3 single-topic emails in November.
    1. Flag Your Yard, Thank A Veteran. Sent on November 7th. Open rate was 43.2%.
    2. Northview Rd. Closure. Sent on November 9th. Open rate was 44.5%.
    3. Error impacting sewer portion of utility bills. Sent on November 13th. Open rate was 77.1%.
- We sent 4 single-topic emails in December.
    1. Nixa 2045 Kickoff. Sent on December 6th. Open rate was 51.2%.
    2. Act fast! 3 ways you can shape Nixa's future in 2024. Sent on December18th. Open rate was 51.4%.
    3. Nixa 2045: Planning Our Growth. Sent on December 21st. Open rate was 87%.
    4. Attention: software error impacting Nixa Utility bills. Sent on December 27th. Open rate was 66.5%.
- Total number of e-mail unsubscribes in November was 21 and total spam reports was 0.
- Total number of e-mail unsubscribes in December was 46 and total spam reports was 2.

Social Media:

- November's average number of individuals who saw any one of our posts to the City Hall Facebook page was 4,927. We posted 17 times this month. Post with the highest reach (35,152) was about the expansion of Hwy. 14.
- December's average number of individuals who saw any one of our posts to the City Hall Facebook page was 2,207. We posted 17 times this month. Post with the highest reach (7,599) was about the new kiosk to pay utility bills.
- November's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 8,424. We posted 18 times this month. Post with the highest reach (63,697) was about a missing person.
- December's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 4,752. We posted 13 times this month. Post with the highest reach (14,370) was about a missing person.
- In November, total Nextdoor members at Nixa addresses is at 5,047. We posted 11 times this month, averaging 875 impressions per post.
- In December, total Nextdoor members at Nixa addresses is at 5,112. We posted 8 times this month, averaging 399 impressions per post.
- In November, total followers on Twitter is 1,822. We tweeted 7 times this month, totaling 1,720 impressions per post.
- No Twitter data for December due to changes in the platform.
- Total followers on Instagram in November is 1,327. We posted 3 times this month.
- Total followers on Instagram in December is 1,320. We posted 3 times this month.
- In November, total followers on LinkedIn is 367. We posted 1 time this month.
- In December, total followers on LinkedIn is 375. We posted 4 times 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	28-Sep	26-Oct	30-Nov		
Successful Deliveries	10,264	10,259	10,352	10,342	10,371	10,328	10,296	10,199	10,335	10,333	10,295	10,330	123,704	10,309
Resend Deliveries	5,663	5,912	5,938	6,469	6,082	6,523	5,956	5,665	5,898	6,041	5,543	5,890	71,580	5,965
Original Opens	4,777	4,706	4,722	4,284	4,620	4,112	4,454	4,670	4,578	4,432	4,875	4,611	54,841	4,570
Resend Opens	984	952	775	1,176	904	901	696	892	785	946	889	766	10,666	889
Total Opens	5,761	5,658	5,497	5,460	5,524	5,013	5,150	5,562	5,363	5,378	5,764	5,377	65,507	5,459
Total Open Rate	54.8%	52.0%	50.4%	49.1%	51.0%	46.4%	49.2%	53.6%	50.8%	51.1%	55.1%	50.7%	614.2%	51.2%
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%	11.4%	15.2%		13.5%
Total Clicks	1,021	1,120	819	510	990	1,051	1,131	1,058	1,085	679	918	1,012	11,394	950
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%	8.9%	9.8%		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	5,420	5,719	68,863	5,739
Unsubscribed (Total)	3	12	9	3	13	10	8	6	8	6	5	4	87	7
Spam Reports* (Total)	1	2	0	0	1	1	1	2	1	0	0	0	9	1
Bounces* (Total)	872	893	915	930	991	1009	979	989	1057	1079	1107	1129	11,950	996
Constant Contact - Single Topic Email														
# of Email Campaigns	0	0	4	1	0	9	6	4	1	1	3	4	33	2.75
Average Open Rate			38%	42%		37%	51%	73%	45%	51%	55%	64%		51%
Average Click Rate			1%	3%		1%	3%	7%	0%	2%	0%	15%		4%
Average Mobile Device Open Rate			5%	6%		5%	5%	8%	3%	5%	3%	9%		5%
Total Spam			3	0		4	5	0	0	0	0	2	14	2
Total Unsubscribe			26	7		62	66	19	12	5	16	42	255	28
Welcome to Nixa Email														
Date Sent On	1/30/23	2/27/23		26-Apr	1-Jun			30-Aug-23	26-Sep-2023	1-Nov	11-Dec	########		
Total Sent	89	76		70	77			256	89	118	129	92	996	111
Total Successful Deliveries	86	70		70	73			235	80	112	120	87	933	104
Total Open Rate	67%	76%		73%	70%			73%	74%	71%	73%	68%		72%
Total Click Rate (top click)	7%	9%		14%	16%			10%	11%	16%	7%	9%		11%
Total Mobile Device Open Rate	12%	10%		18%	20%			11%	8%	20%	8%	12%		13%
Total Spam	0	0		0	0			0	0	0	0	0	0	0
Total Unsubscribe	0	0		1	0			0	0	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	21	17	17	280	23
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	83,764	37,528	895,212	74,601
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	4,927	2,207	38,694	3,225
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	35,152	7,599	140,149	11,679
Avg Reach of Posts to People Who Like Page (from results data)	2,152	1,930	1,164	1,951	2,148	1,906	2,814	3,551	2,246	1,527	2,848	1,178	25,416	2,118
Total Likes & Reactions (from content data)	1,711	728	428	921	1,099	891	2,013	2,627	1,483	1530	1,134	782	15,347	1,279
Total Comments (from content data)	410	107	223	160	248	293	828	900	192	135	222	172	3,890	324
Total Shares (from content data)	155	142	70	118	190	144	435	397	150	126	107	73	2,107	176
Police														

# of posts (from content data)	18	10	38	18	24	25	39	20	14	21	18	13	258	22
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	151,638	61,786	1,521,190	126,766
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	8,424	4,752	78,955	6,580
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	63,697	14,370	586,865	48,905
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	5,111	1,861		4,058
Total Likes & Reactions (from content data)	1,539	1,167	4,096	4,454	3,213	1,733	991	3,651	1,671	967	1,785	1,425	26,692	2,224
Total Comments (from content data)	361	183	680	1,181	538	343	162	688	259	188	543	169	5,295	441
Total Shares (from content data)	390	1,004	258	857	1,652	289	297	3,049	493	254	798	226	9,567	797

Twitter

CityofNixa

Total Followers	1,818	1,819	1,810	1,808	1,805	1,800	1,806	1,814	1,816	1,817	1,822			1,822
# of Tweets	2	5	11	9	0	10	9			10	7		63	7
Total Tweet Impressions (from report)	788	773	872	953		1,682				2,210	1,720		8,998	1,285
Total Engagements (from report)	15	6	5	9		20				64	103		222	32
Profile Visits	71	224	99	101	0	120	113			n/a			728	104
Mentions	2	2	3	0	0	10	9			n/a			26	4
New Followers	3	3	0	0	0	0	6			1	5		18	2

Instagram

# of posts	3	7	2	6	3	5	3	2	1	2	3	3	40	3
Total likes	97	98	20	93	27	25	26	100	12	38	21	44	601	50
Total comments	2	5	0	1	0	0	1	1	0	0	0	0	10	1
Total reach (Accounts reached)	620	623	372	592	308	359	355	724	225	473	302	440	5,393	449
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	1,327	1,320	15,464	1,289

LinkedIn

# of posts	6	2	3	3	3	3	3	1	1	1	1	4	31	3
# of followers	333	334	341	345	351	354	359	361	366	365	367	375		354

Nextdoor

# of posts	11	14	10	14	19	21	28	5	6	9	11	8	156	13
Claimed households	3543	3544	3558	3568	3593	3615	3624	3642	3676	3734	3776	3833		3642.166667
Members	4,679	4,684	4,717	4,734	4,780	4,811	4,838	4,875	4,917	4,994	5,047	5,112	5112	4849
New members	18	13	30	24	28	45	28	32	52	81	63	73	487	41
Total Post Impressions	16,292	8,272	11,685	5,785	4,324	12,126	12,104	6,167	1,031	8,286	6,130	4,795	96997	8083
Average Impressions Per Post	1,163	1,034	779	385	432	527	605	685	343	829	875	399	8056	671

Nixa.com

Active users	12,070	11,263	12,474	14,019	15,299	16,672	14,676	16,429	13,382	12,467	12,516	12,348	163,615	13,635
Sessions	16,767	14,977	16,753	18,837	20,519	23,762	21,029	23,985	18,826	17,072	17,949	17,155	227,631	18,969
Sessions from Organic Search	10,501	9,578	11,058	12,683	13,110	13,713	12,979	15,221	7,386	6,516	7,482	10,460	130,687	10,891
Sessions from Direct Navigation	4,804	4,176	4,195	4,564	5,478	6,972	5,985	7,056	2,986	2,672	5,376	5,879	60,143	5,012
Sessions from Referral	815	723	554	582	568	1,826	1,510	920	316	282	377	414	8,887	741
Sessions via Social Referral	645	499	946	1,007	1,363	1,251	555	598	206	175	293	340	7,878	657
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%	35%	36%	4	35.7%
Mobile Sessions	58%	60%	60%	65%	66%	66%	63%	64%	64%	63%	64%	63%		63.0%
Tablet Sessions	1%	1%	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	0:00:44	0:00:46		0:01:18
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!