

# January 2025 City Facebook Data

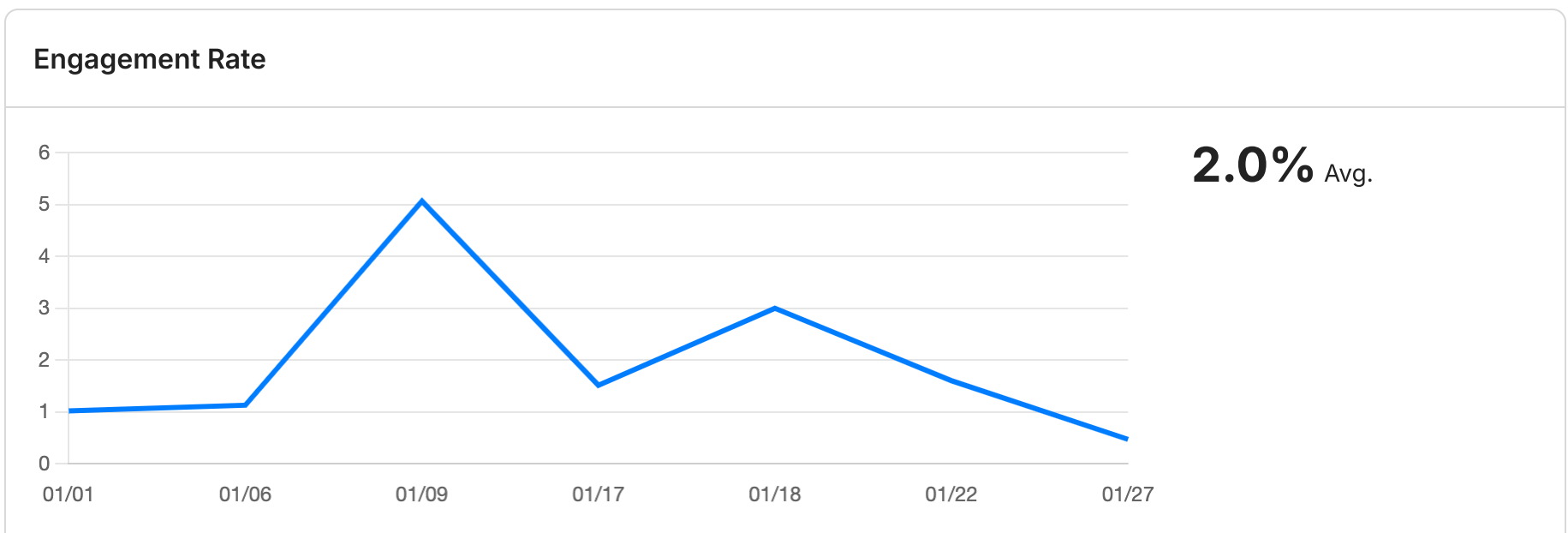
## Top metrics in all accounts

The number of posts, impressions and interactions during the report period, along with the conversion rate from impressions to interactions.

<b>Posts</b>
<b>16</b> ↓ 38.5%

<b>Impressions</b>
<b>20,047</b> ↓ 62.5%

<b>Interactions</b>
<b>365</b> ↓ 52%



## Take a closer look

The number of likes, comments, shares, video posts & views during the report period.

Interactions breakdown			Videos	
<b>214</b> ↓ 46.1%	<b>22</b> ↓ 63.3%	<b>66</b> ↓ 43.6%	<b>0</b> ↓ 100%	<b>0</b> ↓ 100%
Likes	Comments	Shares	Views	Videos

## Growth




How many people are following all accounts today, along with the net new followers added during the report period.

Followers	
<b>10,569</b> Followers	<b>28</b> Net New Followers


## Leading posts





The top performing posts during the report period.

Impressions: 668 | Interactions: 68 99% 0%

 **City of Nixa - Municipal Government** ✓ Post  
Jan 9, 2025 ·  Police 

THANK YOU to the men and women who sacrifice themselves to keep our nation safe! We have a special place in our hearts for our Nixa heroes. Happy Law Enforcement Appreciation Day!

Nixa Police Department 

  56  5  5

Impressions: 727 | Interactions: 58

12% 5%



City of Nixa - Municipal Government

Jan 20, 2025 · Heritage and Com...



Post

Remembering the life and legacy of Dr. Martin Luther King Jr. today. As a reminder, our offices are closed.

50 3 2

Impressions: 2,266 | Interactions: 45

13% 0%



City of Nixa - Municipal Government

Jan 22, 2025 · Public Services



Post

You can now pay your utility bill at the Nixa Community Branch Library.

This is the second kiosk we have installed. The other one is at the Nixa X Center.

34 10



# January 2025 Police Facebook Data

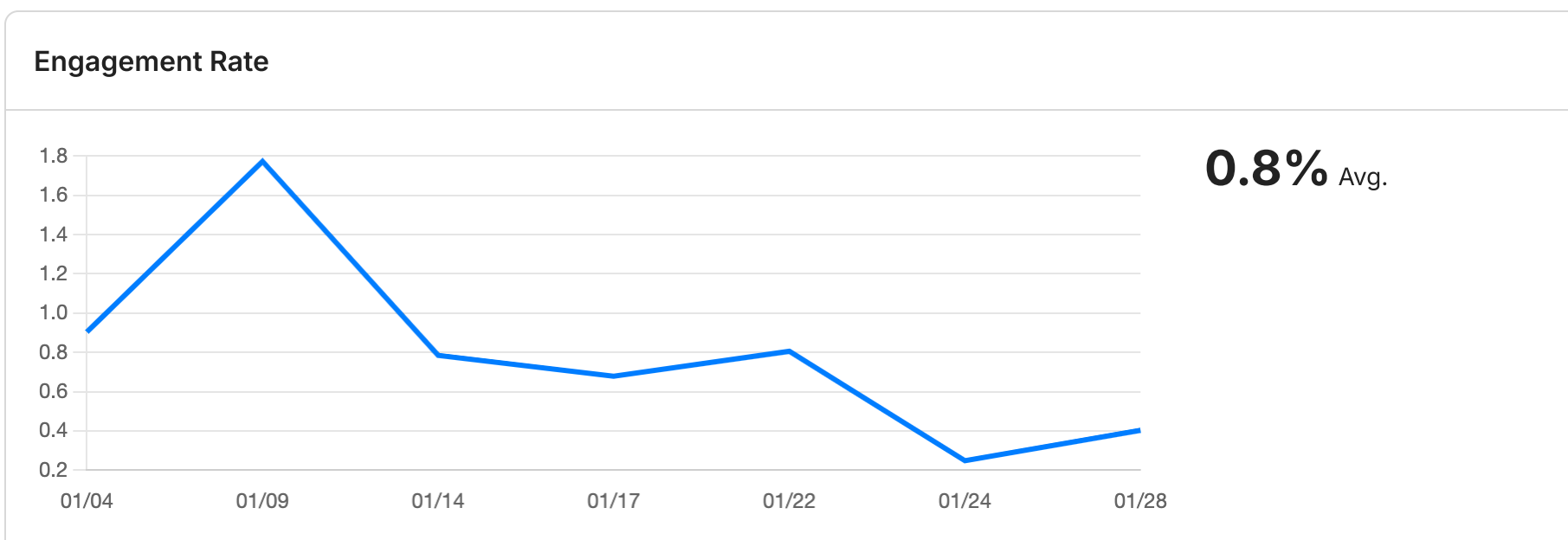
## Top metrics in all accounts

The number of posts, impressions and interactions during the report period, along with the conversion rate from impressions to interactions.

<b>Posts</b>
<b>17</b> <small>↑ 0%</small>

<b>Impressions</b>
<b>10,222</b> <small>↓ 88.7%</small>

<b>Interactions</b>
<b>108</b> <small>↓ 68%</small>



# Take a closer look

The number of likes, comments, shares, video posts & views during the report period.

Interactions breakdown			Videos	
<b>60</b> ↓ 58.6%	<b>6</b> ↓ 89.1%	<b>18</b> ↓ 61.7%	<b>0</b> ↓ 100%	<b>0</b> ↓ 100%
Likes	Comments	Shares	Views	Videos

## Growth

How many people are following all accounts today, along with the net new followers added during the report period.

Followers	
<b>11,296</b>	<b>53</b>
Followers	Net New Followers

Date: 12/31/2024 - 1/30/2025,

## Leading posts

The top performing posts during the report period.

Impressions: 5,430 | Interactions: 156 78% 1%

**Nixa Police Department** ✓ Post  
Jan 15, 2025 · Police ✓

Our consultant, Navigate Building Solutions, presented the design for our new Police headquarters at last night's City Council meeting.

We hope to break ground on the new facility on our property off of Leann Drive and HWY 14 this August. The project is expect...

👍❤️ 99   🔄 8   💬 27

Impressions: 6,137 | Interactions: 71

14% 0%



**Nixa Police Department**

Jan 29, 2025 · Other



Post



43



26



1

Impressions: 1,742 | Interactions: 30

7% 3%



**Nixa Police Department**

Jan 2, 2025 · Animal Care



Post

FOUND! Male Corgi with red collar - near Butterfield & Chinquapin

<https://www.nixa.com/animal-control/>

To claim or pick up your dog, call 417-725-2510....



15



14

# January 2025 Parks Facebook Data



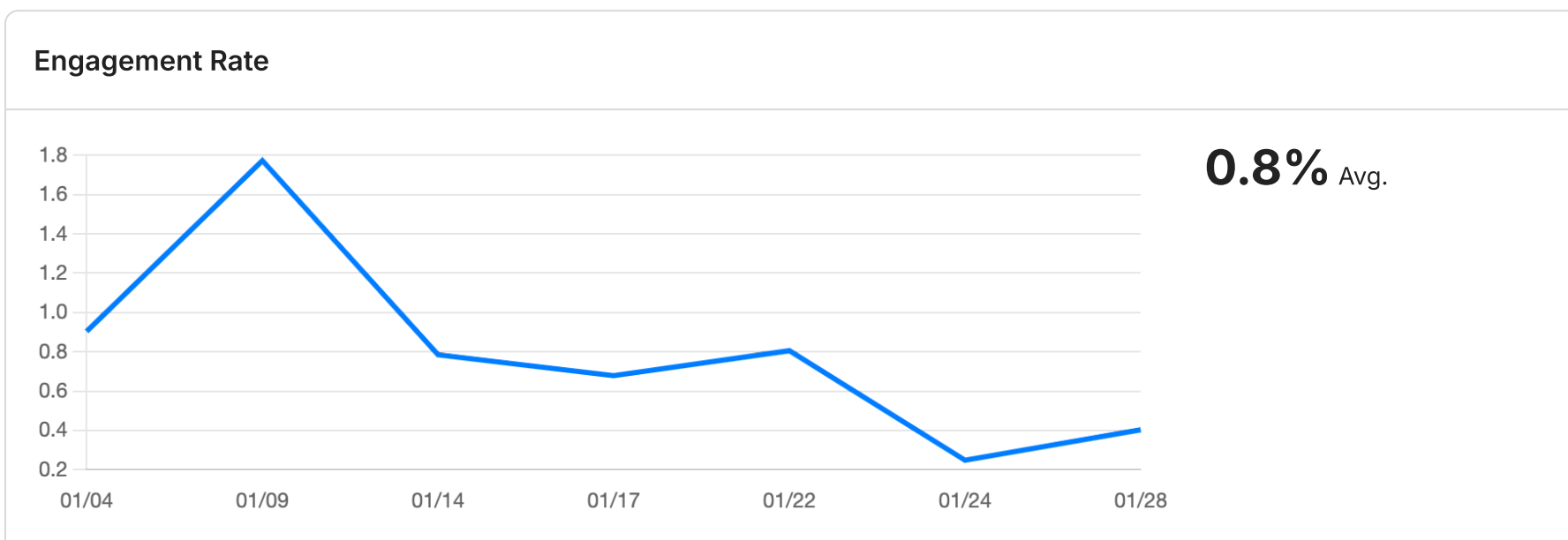
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<b>Posts</b>
<b>0</b>

<b>Impressions</b>
<b>10,222</b> <small>↓ 88.7%</small>

<b>Interactions</b>
<b>108</b> <small>↓ 68%</small>



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Followers	Net New Followers

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## Leading posts

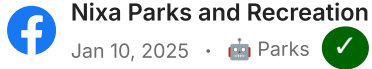
The top performing posts during the report period.

Impressions: 1,708	Interactions: 32	22%	0%
 <b>Nixa Parks and Recreation</b>			Post
Jan 10, 2025 · 📺 Recreational Activit...			
Due to road conditions all basketball games and pictures for Saturday January 11th are canceled and will be made up at a later date. Thank you!			
 15	 6	 4	



Impressions: 480 | Interactions: 21

0% 0%



Jan 10, 2025 · Parks

Post

Due to heavy snow and continued winter weather The X Center will be CLOSED today Friday (1/10/2025). All programs scheduled for today are also canceled. Please stay warm and safe. Thank you!

18 2

Impressions: 626 | Interactions: 10

0% 0%



Jan 9, 2025 · Recreational Activit...

Post

Due to snow The X Center will not open until 8:30 a.m. on Friday (1/10). All Group Exercise Classes will be canceled and Tot Drop Closed on Friday. Thank you

7 1 1