

# March 2025 City Facebook Data

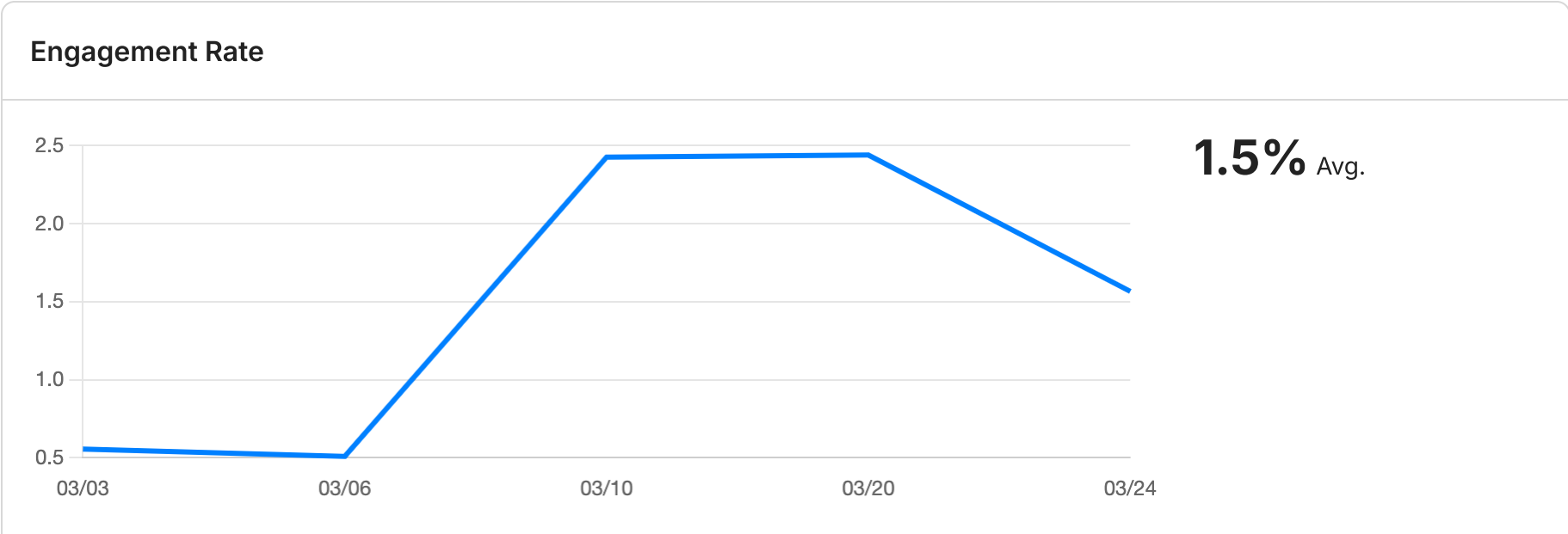


## Top metrics in all accounts

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

| Posts                                                                                      | Impressions                                                                                      |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| 19  13.6% | 37,390  19.7% |

| Interactions                                                                                  |
|-----------------------------------------------------------------------------------------------|
| 613  28.9% |



# Take a closer look

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

| Interactions breakdown |          |         | Videos  |        |
|------------------------|----------|---------|---------|--------|
| 421                    | 36       | 57      | 19,710  | 5      |
| ↓ 8.1%                 | ↓ 67%    | ↓ 48.6% | ↑ 40.6% | ↑ 25%  |
| 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 |                   |
|-----------|-------------------|
| 13,870    | 56                |
| Followers | Net New Followers |

## Leading posts

The top performing posts during the report period.

Impressions: 8,185

Interactions: 242

13%

0%

f

City of Nixa - Municipal Government

Mar 18, 2025 · Other

207

17

Reel

Impressions: 1,821

Interactions: 46

100%

0%

f

City of Nixa - Municipal Government

Mar 18, 2025 · Electricity and Gas

39

4

1

Post

Check out some of our linemen helping to restore power in Popular Bluff after last week's storms.

They were deployed this weekend and are happy to help!

100% 0%



  29  1

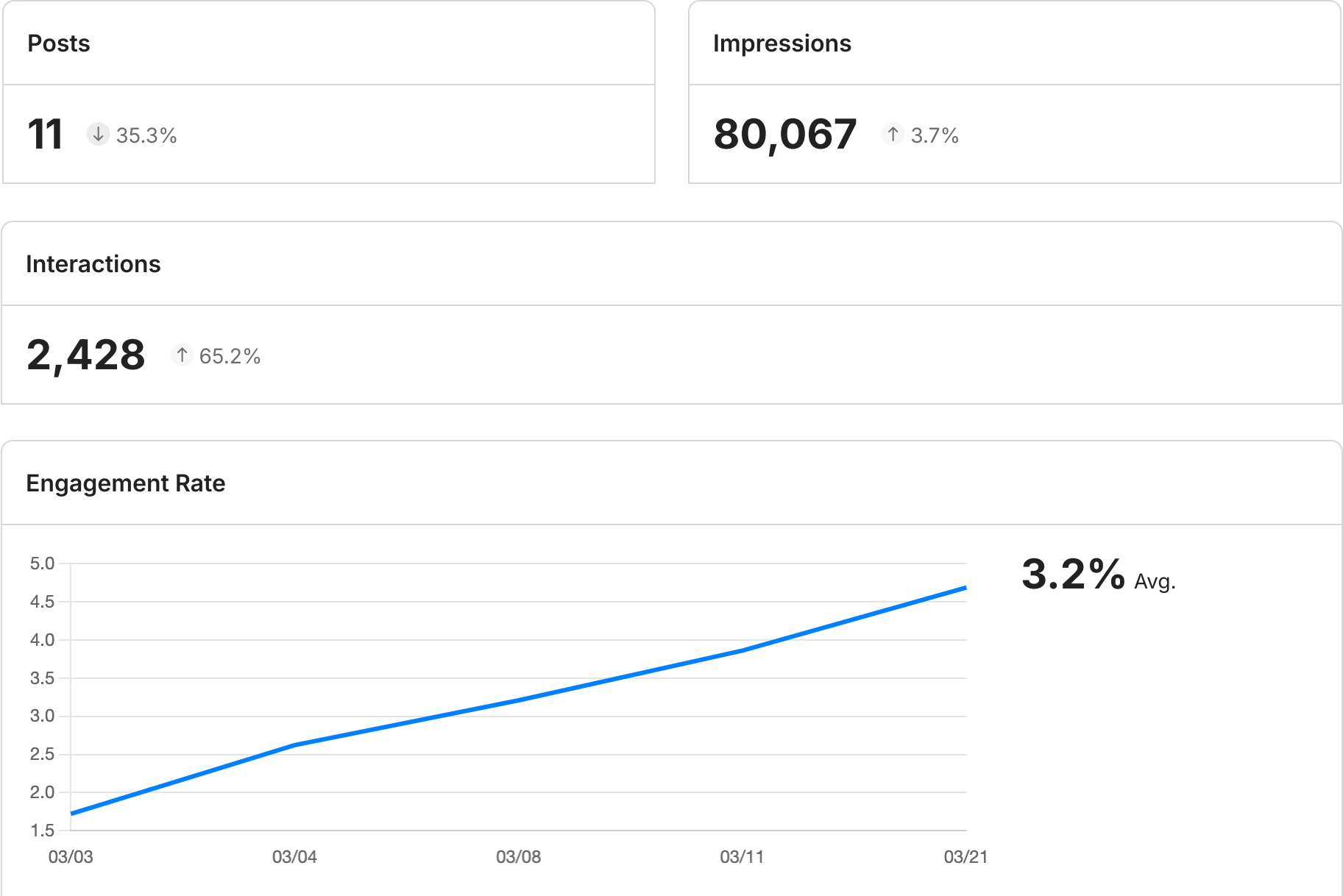
Date: 2/28/2025 - 3/30/2025,

# March 2025 Nixa Police Facebook



## 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.



# Take a closer look

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

| Interactions breakdown |         |          |        |        |         |
|------------------------|---------|----------|--------|--------|---------|
| 1,105                  | ↑ 31.5% | 236      | ↑ 247% | 376    | ↑ 59.3% |
| Likes                  |         | Comments |        | Shares |         |

| Videos |         |        |        |
|--------|---------|--------|--------|
| 11,637 | ↓ 10.9% | 5      | ↑ 150% |
| Views  |         | Videos |        |

## Growth

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

| Followers |                   |
|-----------|-------------------|
| 16,877    | 60                |
| Followers | Net New Followers |

## Leading posts

The top performing posts during the report period.

Impressions: 20,524

Interactions: 524

19%

2%

f

Nixa Police Department

Mar 7, 2025

·

Animal Care

✓

Post

📢

UPDATE: Dog has been returned to owner. Thank you!

This adult female dog was picked up this morning, 3/7.

...

👍

❤️

😬

296

➦

70

💬

63

Impressions: 4,901

Interactions: 256

96%

0%

f

Nixa Police Department

Mar 7, 2025

·

Police

✓

Post

Meet Officer Gamble in this week's Wrap-Up. 🙌👮

👍

❤️

203

➦

10

💬

22

Impressions: 4,308 | Interactions: 202

98% 0%



**Nixa Police Department**

Mar 21, 2025 ·  Police



Post

Here it is, your Weekly Wrap-Up! 🚓👮

172 13 15

## Followers

**16,877**

Followers

60

Net New Followers

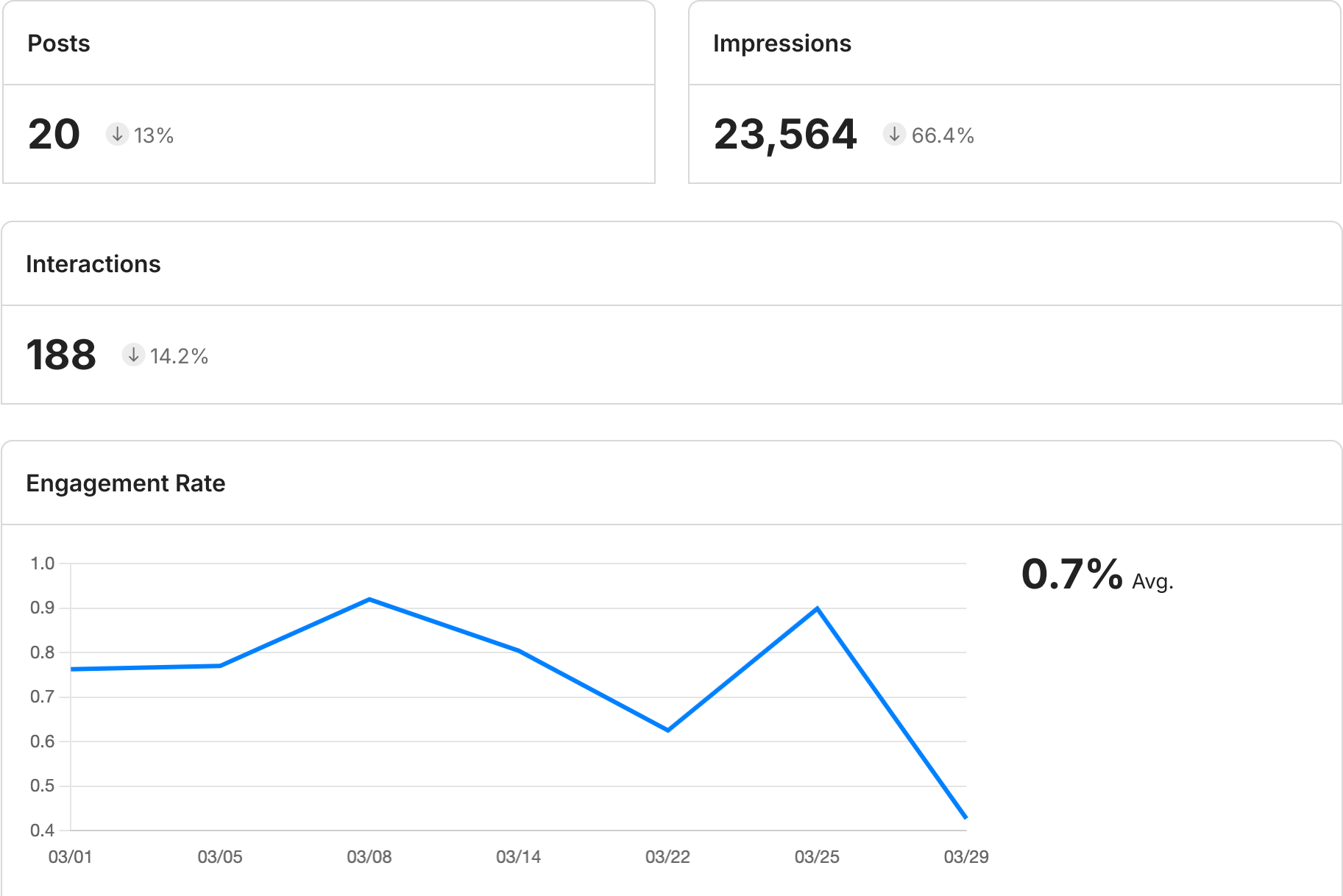
Date: 2/28/2025 - 3/30/2025,

# March 2025 Parks 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.



# Take a closer look

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

| Interactions breakdown |         |          | Videos  |        |       |
|------------------------|---------|----------|---------|--------|-------|
| 102                    | ↓ 21.5% | 20       | ↑ 66.7% | 20     | ↓ 20% |
| Likes                  |         | Comments |         | Shares |       |
|                        |         |          | 0       | 0      |       |
|                        |         |          | Views   | Videos |       |

## Growth

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

| Followers |                   |
|-----------|-------------------|
| 11,344    | 32                |
| Followers | Net New Followers |

## Leading posts

The top performing posts during the report period.

Impressions: 2,683

Interactions: 30

100%

0%



Nixa Parks and Recreation

Mar 7, 2025 · 📺 Community Servic...



Post

 Community Partnership in Action! 

A huge THANK YOU to Walmart Nixa for donating supplies to help make our Easter Egg Hunt a success! Your generosity helps bring joy to our community and makes this community tradition even more special. 💙...



26

 3

7% 0%



...



12



1



1

14% 0%



11



2

11,344

32

Date: 2/28/2025 - 3/30/2025,