

May 2025 City Facebook Data

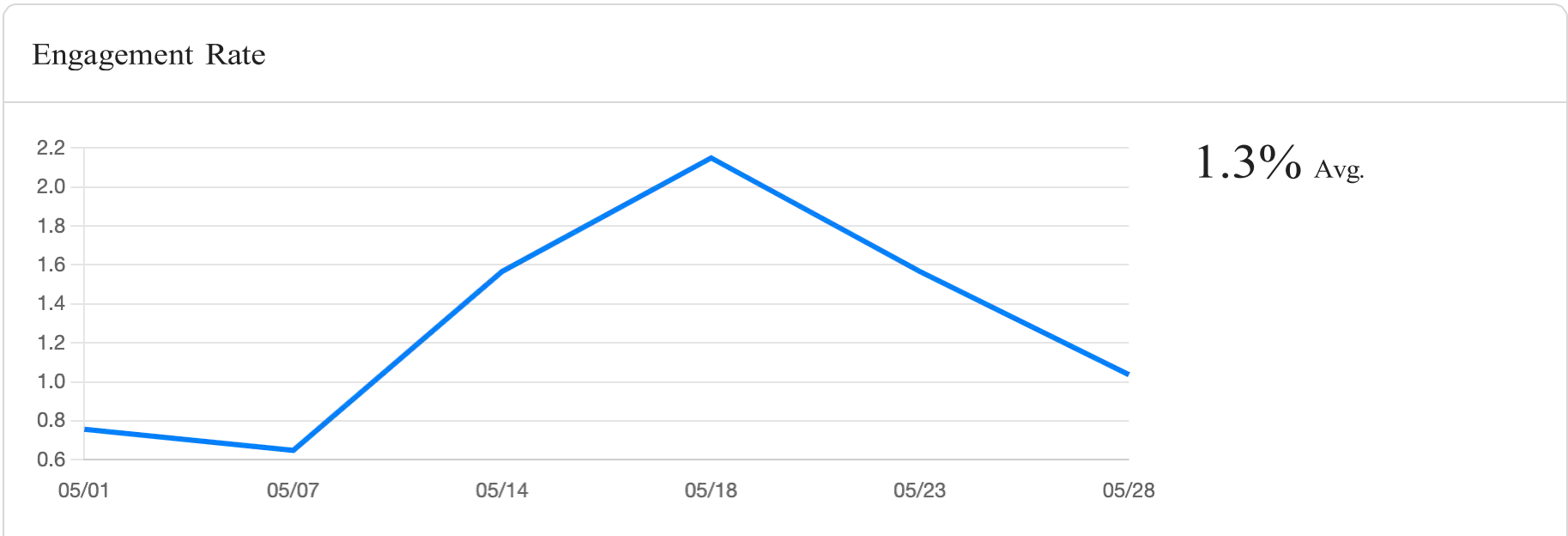


Top metrics in all accounts

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

Posts	Impressions
25  0%	68,015  36.2%

Interactions
1,037  76.4%



Take a closer look

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

Interactions breakdown			Videos					
676	↑ 82.2%	57	↑ 67.6%	115	↑ 30.7%	33,694	8	↑ 60%
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	
10,758	93
Followers	Net New Followers

Leading posts

The top performing posts during the report period.

Impressions: 9,788

Interactions: 214

55%

0%

<

Impressions: 16,040

Interactions: 129

44%

2%



City of Nixa - Municipal Government

Jun 4, 2025



Post

UPDATE: We have reached out to Republic Services with some clarifying questions, as many of you have asked. Yes, recycling is also moving, as it is collected on the same day and will continue to be.

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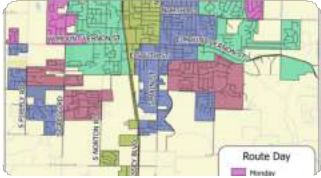
54



26



32



Impressions: 6,116

Interactions: 96

14%

0%



City of Nixa - Municipal Government

May 17, 2025



Post

What an amazing first day to the 67th Annual Suckerdays Festival! We enjoyed seeing so much of the community gather to watch the parade and participate in the festivities.

We can't wait to see you all out here today! Stop by our booth for some City of Nixa swag!



84



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