

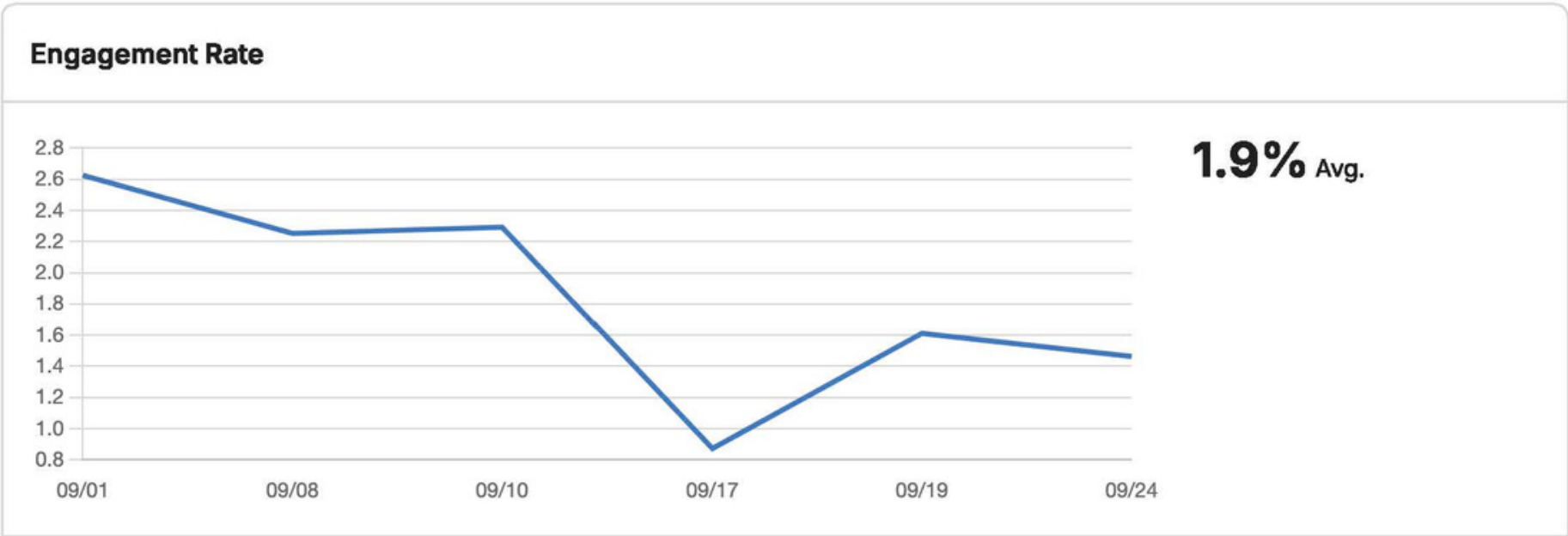


Top metrics in the selected accounts

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

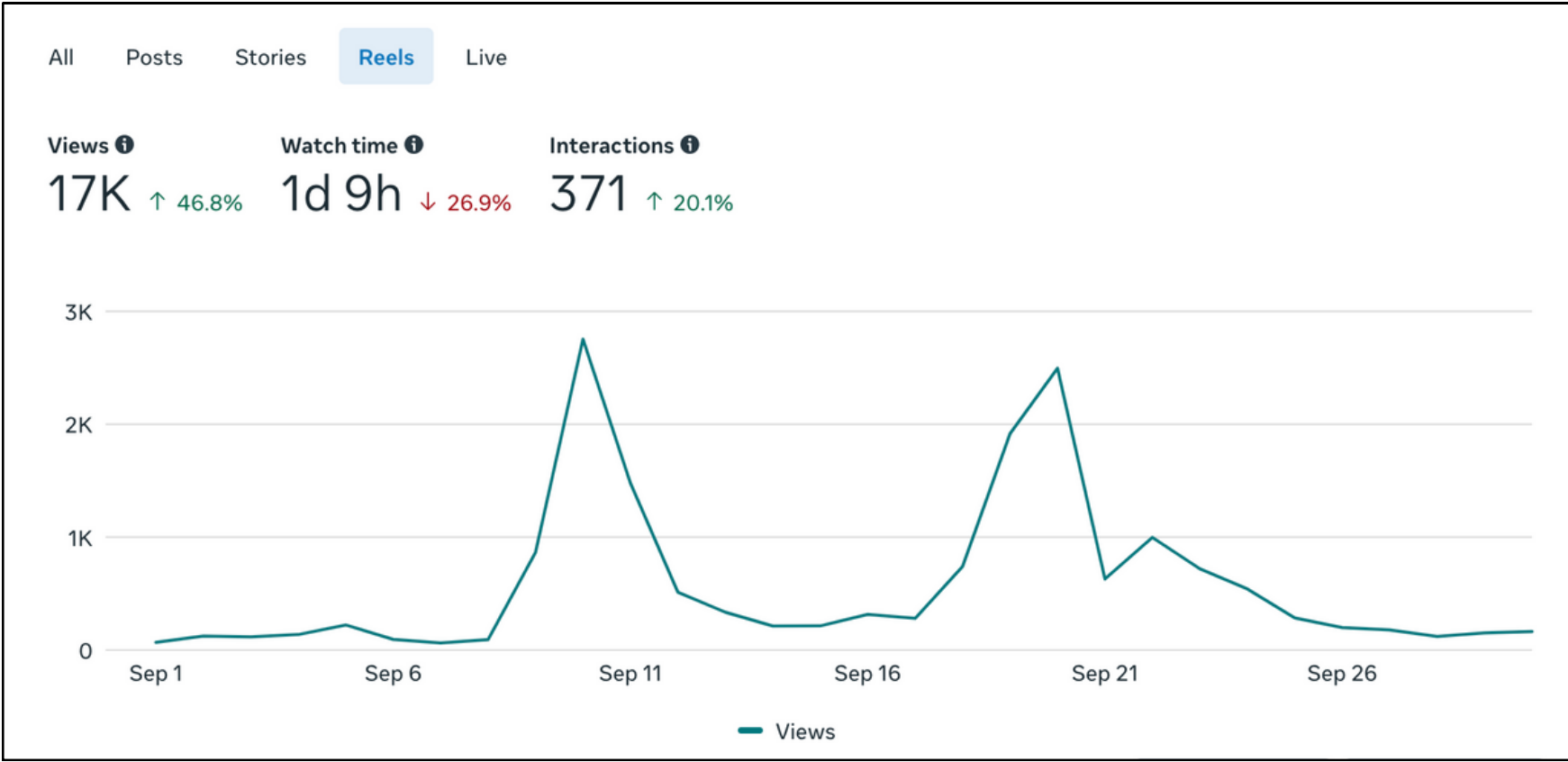
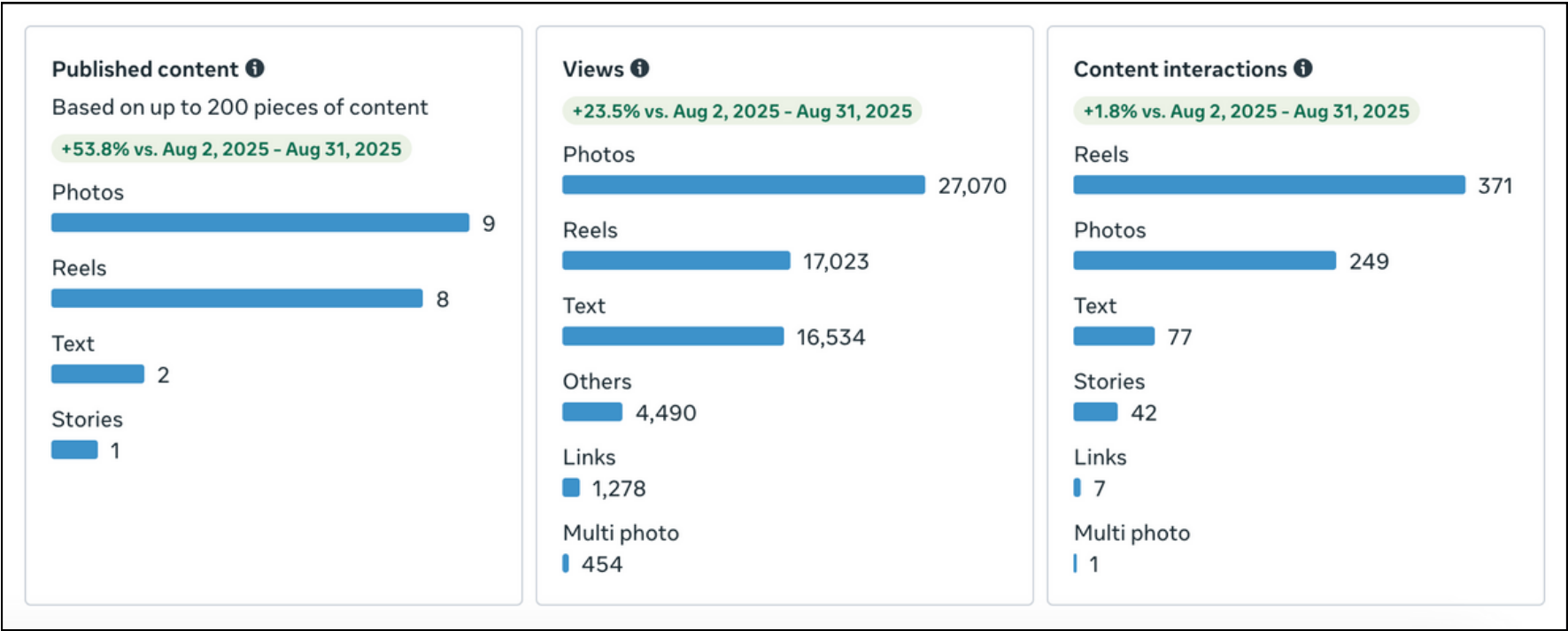
Posts	analytics.impressions
18  50%	34,177  22.4%

Interactions
520  23.8%



Take a closer look

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



Growth

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

Followers	
11,014	38
Followers	Net New Followers

Leading posts

The top performing posts during the report period.

Impressions: 206,457

Interactions: 1,516

69%

7%

f

Nixa Police Department

Sep 18, 2025

Post

Earlier today, we responded to a call at Casey's Gas Station at 1015 N. Main for a truck that hit the building.

Luckily, there were no injuries....

1019

135

154



Impressions: 90,274

Interactions: 1,974

0%

5%

f

Nixa Police Department

Sep 11, 2025

Post

 **Nixa Police Investigating Threats Directed at Local Business**

On September 11, 2025, the Nixa Police Department was dispatched to *Gentle Care Animal Hospital*, located at 125 W. Aldersgate Drive, regarding an active threat investigation....

630

216

372