

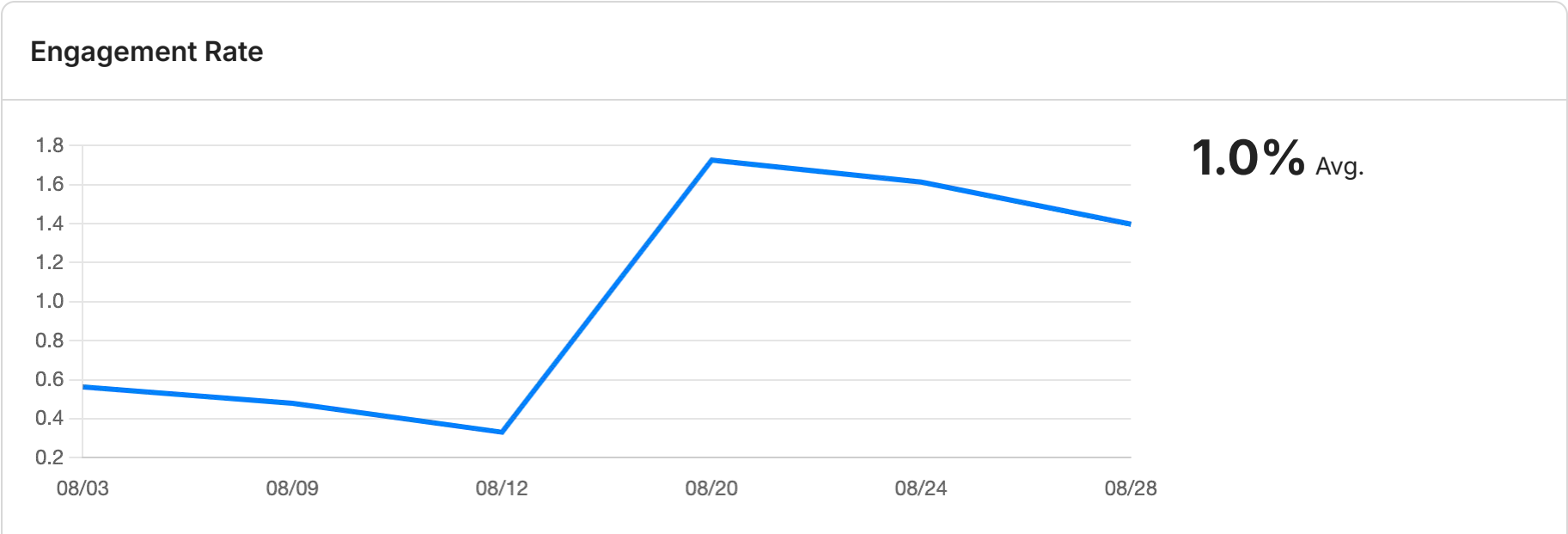
August 2026 City Facebook Data

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
12  14.3%	59,344  28%

Interactions
543  31.5%



Take a closer look

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

Interactions breakdown					
291	↓ 27.1%	92	↓ 12.4%	13	↓ 66.7%
Likes		Comments		Shares	

Videos			
26,809	↓ 44.3%	4	↓ 20%
Views		Videos	

Growth

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

Followers	
11,691	53
Followers	Net New Followers

Leading posts

The top performing posts during the report period.

Impressions: 19,865
Interactions: 176

8%
6%


City of Nixa - Municipal Government

✓
Post

Aug 31, 2026


Temperatures are up, and we understand customers are noticing the difference on their Nixa Utility bill.

It takes more energy to cool your home during these hot days of summer.

...



44


2


42

Impressions: 7,499

Interactions: 17

41%

12%



City of Nixa - Municipal Government

Aug 18, 2026



Post

8/19 - We are without phone and internet service again today. We are sorry for the inconvenience and will post an update when the issue is resolved.

-----...



8



2



5

Impressions: 6,085
Interactions: 85

95%
1%


City of Nixa - Municipal Government


Reel

Aug 28, 2026


Our new City Attorney is here!

Please join us in welcoming Kara Wacker to our leadership team. 🙌👏

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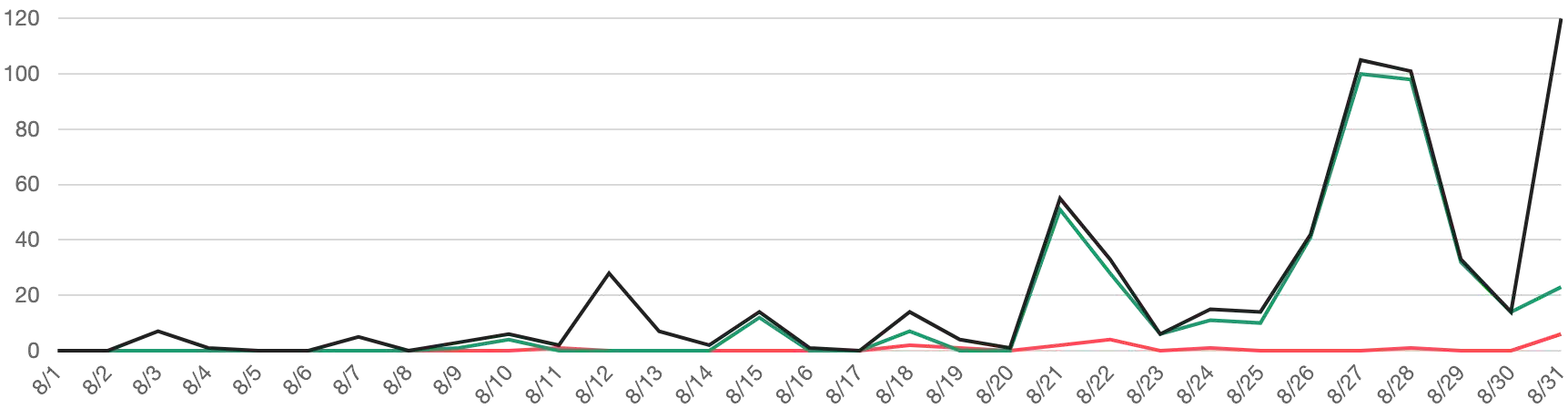

70

8

Conversation snapshot

The volume and sentiment of the organic resident feedback, as measured by totaling the interactions across local channels and classifying each as positive, negative, or neutral using Zencity AI.

Volume of interactions



Date: 7/31/2026 - 8/30/2026, Channels: Official, Source: Facebook, Topics: City of Nixa pages