



# MEMORANDUM

**To:** City Council  
**From:** Drew Douglas, Director of Communications  
**Re:** Communications Data Report for October 2021  
**Date:** November 17, 2021

The spreadsheets attached below show our electronic communications data for 2021 so far.

**Some of the notable data insights for the past month include:**

- The October Newsletter, emailed out to the community on September 30th, was successfully delivered to 8,910 email addresses.
- The click rate for this month's newsletter was (19.3%), with 626 total clicks from 3,237 opens. However, Constant Contact now recommends calculating click rate as a percentage of successful deliveries rather than opens because they believe multiple email applications are not properly reporting opens. They believe the open rate reported by their metrics to be significantly lower than actual opens due to those email programs not sending data regarding opens to Constant Contact to be tracked (this is due to enhanced security and privacy measures implemented by Gmail and Apple Mail). Top clicked links were:
  1. Nixa redistricting information
  2. Information about Nov. 2<sup>nd</sup> special election coming up
  3. Letter from the Mayor
  4. Christian County survey link
- Our second "Welcome to Nixa" email blast was sent Oct. 25th to 62 email addresses. The open rate was 63% and click rate was 21%. Top links clicked were to pay a Nixa Utilities bill online, the Christian County Collector's website, and the Nixa Recycle Center page.
- Facebook continues to limit which data we can access and track, which is reflected in empty data cells.
- Facebook saw a significant rise in reach for the month, we believe this was largely due to posts informing the public about the recall election which garnered significant engagement.

If you have any questions about our communications strategies and tactics, don't hesitate to ask.

- Drew Douglas | Director of Communications

## 2021 Data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 TOTALS	2021 AVERAGE
<b>Constant Contact - Newsletters</b>														
Newsletter Send Date	31-Dec	31-Jan	26-Feb	29-Mar	30-Apr	28-May	1-Jul	29-Jul	31-Aug	30-Sep				
Successful Deliveries	8,344	8,295	8,930	8,936	8,980	9,017	8,979	8,958	8,881	8,910			88,230	8,823
Resend Deliveries	6,001	6,362	6,706		6,669	6,746	6,661	6,407	6,466	6,558			58,576	6,508
Original Opens	2,429	1,985	2,256	2,256	2,462	2,332	2,428	2,672	2,532	2,483			23,835	2,384
Resend Opens	867	1,001	615		806	726	696	630	676	754			6,771	752
Total Opens	3,296	2,986	2,871	2,256	3,268	3,058	3,124	3,302	3,208	3,237			30,606	3,061
Total Open Rate	38.8%	35.5%	31.9%	25.2%	35.2%	33.4%	34.1%	36.1%	35.4%	35.2%			340.8%	34.1%
Mobile Device Rate (opened on mobile vs desktop)	45.0%	44.8%	53.2%	52.4%	50.6%	53.2%	54.1%	45.5%	49.1%	44.0%				49.2%
Total Clicks	470	652	611	590	837	930	784	622	872	626			6,994	699
Click Through Rate	14.5%	22.1%	21.5%	26.2%	26.3%	30.9%	25.6%	19.2%	27.8%	19.3%			64,395	23.3%
Did Not Open (Original)	5,915	6,310	6,674	6,680	6,518	6,685	6,551	6,286	6,349	6,427			64,395	6,440
Unsubscribed (Total)	5	7	2	3	8	13	8	13	10	14			83	8
Spam Reports* (Total)	1	0	0	0	2	2	1	2	5	3			16	2
Bounces* (Total)	304	312	378	380	404	428	433	446	491	484			4,060	406
<b>Constant Contact - Single Topic Email</b>														
# of Email Campaigns	6	6	6	2	2	1	1	5	2	0			31	3.1
Average Open Rate	37%	28%	27%	40%	31%	45%	37%	34%	39%					35%
Average Click Rate	2%	1%	14%	1%	0%	3%	9%	9%	2%					4%
Average Mobile Device Open Rate	43%	50%	41%	46%	39%	44%	51%	42%	39%					44%
Average Spam	1	1	0	1	0	1	1	3	3					1
Average Unsubscribe	7	2	3	4	5	17	13	13	21					9
<b>Welcome to Nixa Email</b>														
Date Sent On									30-Sep-2021	25-Oct				
Total Sent									40	62			102	51
Total Successful Deliveries									37	56			93	47
Total Open Rate									78%	63%				70%
Total Click Rate									14%	21%				17%
Total Mobile Device Open Rate									31%	16%				24%
Total Spam									0	0			0	0
Total Unsubscribe									0	0			0	0

**Facebook**

**City Hall (City of Nixa - Municipal Government)**

# of posts	25	30	50	37	55	21	17	33	25	35	328	33
Lifetime Total Likes (B)	7,573	7,709	7,758	7,829	7,878	7,908	7,992	8,023			8,023	7,834
Lifetime Total Follows ( C )	7,853	7,999	8,063	8,124	8,176	8,209	8,295	8,332			8,332	8,131
New Likes (D)	64	185	70	81	66	47	112	69			694	87
Unlikes ( E )	22	41	24	10	20	19	21	35			192	24
New Follows (f)	66	197	73	80	69	49	115	74			723	90
Unfollows (G)	25	39	27	13	23	21	22	35			205	26
Total Reach (F)	68,932	117,895	65,374	65,580	60,203	52,288	46,210	83,633	62,680	102,462	725,257	72,526
Average Reach per day: Unique Users (F)	2,224	4,211	2,109	2,186	1,942	1,743	1,491	2,698			18,604	2,326
Highest Single Day Reach* (F)	10,201	31,123	5,653	6,473	4,578	8,957	5,465	14,431			86,881	10,860
Total Impressions* (B)	93,056	168,456	108,088	99,712	106,680	67,711	63,706	113,755			821,164	102,646
Average Post Reach (I)	3,119	4,322	1,759	2,300	1,652	2,826	2,859	3,335	2,612	3,105	27,889	2,789
Highest Single Post Reach* (I)	14,868	37,074	10,246	10,013	5,003	10,267	7,723	14,295	14,698	11,180	135,367	13,537
Highest Single Post Engaged Users* (O)	1,742	4,203	1,478	1,227	539	1,059	1,115	1,953			13,316	1,665
Average Reach of Posts to People Who Like Page	1,878	2,025	1,246	1,661	1,246	1,975	2,163	2,104	2,097	2,531	18,926	1,893
Total Engagements (Total Daily Post Engagements - J)	14,566	18,865	9,753	12,627	7,845	7,081	9,744	10,853			91,334	11,417
Average Daily Engaged Users (I)	256	384	187	240	159	141	171	206			1,744	218
Total Organic Reach	68,826	117,769	65,316	65,513	60,104	52,196	46,033	83,564			559,321	69,915
Total Viral Reach	35,084	78,718	33,786	22,489	20,769	18,117	13,445	34,916			257,324	32,166
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	\$0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	0	0	0
Total Likes & Reactions									62,680	1733		
Total Comments									768	1114		
Total Shares									768	229		
<b>Police</b>												
# of posts	26	16	32	27	25	32	30	28	10	20	246	25
Lifetime Total Likes (B)	10,187	10,226	10,259	10,314	10,388	10,482	10,533	10,562			10,562	10,369
Lifetime Total Follows ( C )	12,097	12,134	12,173	12,225	12,303	12,397	12,446	12,487			12,487	
New Likes (D)	283	95	66	77	96	117	84	67			885	111
Unlikes ( E )	36	46	26	15	17	19	29	35			223	28
New Follows (f)	299	100	65	77	106	122	86	82			937	117
Unfollows (G)	52	49	29	21	26	20	32	38			267	33
Total Reach (F)	418,555	101,305	49,370	56,194	83,075	70,857	54,762	77,824	29,131	85,536	1,026,609	102,661
Average Reach per day: Unique Users (F)	13,502	3,618	1,593	1,873	2,680	2,362	1,767	1,345			28,740	3,593
Highest Single Day Reach* (F)	145,902	20,337	4,443	8,059	20,214	13,187	4,785	6,637			223,564	27,946
Total Impressions* (B)	466,004	158,897	81,800	81,064	126,068	108,435	88,503	115,039			1,225,810	153,226
Average Post Reach (I)	16,366	5,301	1,724	2,460	3,420	2,726	2,162	2,620	2,913	4,277	43,969	4,397
Highest Single Post Reach* (I)	341,205	30,343	4,674	12,808	33,502	14,008	5,109	9,611	8,855	25,713	485,828	48,583
Highest Single Post Engaged Users* (O)	21,202	1,398	262	654	8,157	3,543	571	1,318			37,105	4,638
Average Reach of Posts to People Who Like This Page (U)	1,832	1,858	1,146	1,171	1,584	1,636	1,409	1,780	1,266	3,477	122,765	15,346
Total Engagements (Total Daily Post Engagements - J)	45,328	14,174	4,347	4,924	23,672	12,186	6,244	11,890			122,765	15,346
Average Daily Engaged Users (I)	959	296	94	109	406	255	124	251			2,494	312
Total Organic Reach	418,373	101,231	49,316	56,125	82,963	2,359	54,678	77,759			842,804	105,351
Total Viral Reach	380,199	79,376	26,400	18,562	48,684	25,651	24,955	37,654			641,481	80,185
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0	0	0	0
Total Likes & Reactions									29,131	1,828		
Total Comments									433	271		
Total Shares									433	503		

Twitter												
<b>CityofNixa</b>												
Total Followers			1,758	1,751	1,744	1,755	1,760	1,770	1,766	1,770		1,770
# of Tweets	2	12	15	12	27	8	2	6	3	6	93	9
Total Tweet Impressions (from report)	1,131	5,713	6,009	3,539	6,944	3,572	363	1,789	975	1,724	31,759	3,176
Total Engagements (from report)	56	188	66	142	185	73	3	84	55	41	893	89
Profile Visits	246	638	338	198	225	368	510	347	373	247	3,490	349
Mentions	11	7	5	5	10	2	12	6	16	6	80	8
New Followers	0	12	0	0	0	3	7	5	6	0	33	3
Instagram												
# of posts	5	12	26	21	36	9	3	11	5	9	137	14
Total likes	111	322	566	469	1,185	138	39	360	143	245	3,578	358
Total comments	1	8	11	16	9	6	0	7	13	13	84	8
Total reach (Accounts reached)				1,882	803	597	459	779	661	936	6,117	874
Total followers (@ last day of month)			965	1,061	1,071	1,088	1,102	1,105	1,110	1,119	8,621	1,078
LinkedIn												
# of posts	1	3	9	4	23	2	0	6	2	3	53	5
# of followers			201	214	223	225	238	241	242	246	1,830	229
Nextdoor												
# of posts	7	18	25	24	18	15	7	15	11	13	153	15
% of households w/ account*		36%	36%	36%	37%	37%	38%					37%
Total members of potential households*		3,741	3,788	3,827	3,887	3,937	4,002	4,081	4,153	4,190	4,190	3,956
New members*		50	47	42	53	40	57	68	60	44	461	51
Total Post Impressions	2,792	8,855	8,415	5,883	5,108	4,258	2,340	4,886	4,303	5,396	52,236	5,224
Average Impressions Per Post	399	492	351	420	284	304	334	326	391	415	3,715	372
Nixa.com												
Active users	11,763	12,358	14,229	13,810	31,334	13,178	26,676	12,029	11,182	13,489	160,048	16,005
Sessions	15,827	17,164	19,494	18,433	35,590	17,386	31,439	16,261	15,153	18,244	204,991	20,499
Sessions from Organic Search	10,397	10,679	12,554	12,150	10,795	10,718	11,967	11,167	10,284	11,743	112,454	11,743
Sessions from Direct Navigation	4,206	4,787	4,697	3,637	22,642	5,360	18,108	4,183	3,898	4,424	75,942	7,594
Sessions from Referral	868	1,042	1,035	774	1,125	806	942	638	635	1,374	9,239	924
Sessions via Social Referral	355	654	1,207	1,863	1,027	502	421	273	326	703	7,331	733
Sessions via Facebook	319	615	1,195	1,856	1,018	491	413	270	319	691	7,187	719
Desktop Sessions	43%	40%	39%	38%	71%	45%	64%	40%	40%	34%		45.4%
Mobile Sessions	55%	59%	59%	60%	28%	53%	35%	59%	58%	64%		52.9%
Tablet Sessions	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%		1.6%
Average Length of Session	0:01:13	0:01:13	0:01:10	0:01:08	0:00:39	0:01:01	0:00:42	0:01:12	0:01:10	0:01:10		0:01:04
Pages viewed per Session	1.94	1.89	1.93	1.84	1.47	1.83	2.00	1.92	1.84	1.80		1.85
News Articles Posted*	6	12	7	8	4	6	6	19	8	16	92	9.2
E-notification active subscribers*		955	956	964	969	973	979	978	980	993	8,747	972
E-notifications sent*	11	24	14	11	6	14	9	11	13	24	137	14