

2020 REGION 9 WEBSITE/COMMUNICATIONS REPORT

Submitted by Nicole Miller

Region 9 continues to reach out to members and followers via a variety of electronic methods. We offer our website, a Facebook page, and a monthly e-newsletter distributed via MailChimp.

Statistics of each will give an overall picture of the reach of our communications.

WEBSITE

For the period July 2019 through June 2020 (when this report was compiled) our website saw a total of 24,674 site visitors, served 35,381 pages of information, and averaged about 60 unique visitors per day. This is up from a few years ago, which is good. It's not in the fantastic realm, however. Why? It's an overall trend away from websites as the main point of contact to social media for quick news and information. Our busiest month was January 2020 with 2,409 unique visitors for the month. The slowest was August 2019 with 1,661 unique visitors for the month. January, February, March and May of 2020 were our three busiest months on the website.

What are people looking at?

The top viewed pages are:

Home

Calendar

Omnibus

Regional Championships

Judges/TDs

L Grads

Teaching Excellence Award

Youth/Young Riders Resources

The majority of people tend to visit our site between 7AM-12PM, 5PM-6PM, 10PM-12AM.

So, what does this all mean?

Basically, our communications traffic reflects the trends. Most people are engaging via social media, websites are used mostly for research and 'additional information'. However, more people are visiting our site, so they are finding valuable information there.

What can we do differently?

I'm always open to suggestions what to do to make things better or more efficient/useful for our members. Everyone should be sending in their calendar items so they can be added to the calendar. This year has been crazy with all the cancellations! Any reports or stories people would like to share are good to post on the website and link to in the monthly newsletters. Have special events or fund raisers coming up? Let me know so I can help you get the word out. If I don't respond quickly, please feel free to follow up with me and nag: I get loads of emails and sometimes I just lose track. It's not personal!

MONTHLY EMAIL NEWSLETTERS

We have 638 people who receive our e-newsletter every month. That's up from last year, so that's good news!

About 40% of those people actually open and read the email. This is actually pretty good and slightly more than years past.

On average 7% of those who open it, actually click on something. This isn't bad considering most of our newsletters don't have a lot of clickable information. The most clicked on item was the World Cup ticket drawing.

FACEBOOK

The Region 9 Facebook page has 1521 followers, which is an increase of about 100 over last year. Our Facebook page distributes information about what is going on in the Region, with USDF/USEF, informative articles on riding and training, general interest articles about horses and horsemanship, as well as humor. Most posts at least have some engagement (an average of 41 people), and are often shared with other people. Our average post reach for the past year was 244.

Announcements from GMOs are welcome, and several have been shared to help get the word out about events within the region.

Overall, we need to do a better job of utilizing social media to spread the word about anything because this is where our audience is now, more than visiting our website. Please post to our Facebook page or send me information you would like to get distributed for your GMO. We want to help you let people know what is going on with the individual GMOs, as well as all over Region 9!