

# **2017 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.

## **Facebook**

Currently, the Region 9 Facebook page has about 1120 followers (an increase of about 200 since June 2016). 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, and are often shared with other people. Announcements from GMOs are welcome, and several have been shared to help get the word out about events within the region.

## **E-Newsletter**

Our monthly e-newsletter is up to 522 subscribers, an increase of about 20 since June 2016. The average open rate of the e-newsletter is around 35%, which is near or above industry averages. It also averages about 7.6% click rate, which is good considering most of our e-newsletters don't contain a lot of clickable information.

## **Website**

Analytics on the site are available for the time period November 2016-July 2017. During this time, we average 75 visitors per day. The highest months were January, February, and March of 2017 where we averaged over 100 visitors per day, most months were less. Visitors are looking at about 2 pages per visit.

Total visitors: 644

Total pages visited: 1011

Most popular pages: Judges/Technical Delegates, Calendar, Home

## **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'.

## **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. 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!