

2021 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 2020 through June 2021 (when this report was compiled) our website saw a total of 25,076 site visitors, served 43,444 pages of information, and averaged about 60 unique visitors per day. This is up from last year, 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 September 2020. The slowest was March 2021.

What are people looking at?

The top viewed pages are:

Home

Regional Championships

Calendar

Omnibus

Young Riders

Judges/TDs

Teaching Excellence Award

The majority of people tend to visit our site between noon and 8PM.

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. I'll be redesigning the site soon, so please share a wish list and I'll see what I can make happen. 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 674 people who receive our e-newsletter every month. That's up from last year, so that's good news!

About 35% of those people actually open and read the email. This is actually pretty good, but slightly less than last year.

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.

FACEBOOK

The Region 9 Facebook page has 1641 followers, which is an increase of about 100 over last year.

Our audience is 92% women, mostly between the ages of 35 and 55. Not surprisingly, the majority are from Texas.

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. Our average post reach for the past year was 315.

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!