

# **2022 USDF REGION 9 WEBSITE/COMMUNICATIONS REPORT**

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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 2021 through June 2022, our website saw a total of 15,604 unique visitors, served 29,948 pages, and saw an average of 50 visitors per day. This is down significantly from previous years. The busiest month was October 2021, the slowest month was June 2022. Why the decrease? Partly it was due to the website not functioning properly for awhile until I could fix it. The site has been redesigned and updated so it works better now. Hopefully, we can capitalize on the redesign to get more traffic. However, the majority of interaction still comes from social media.

What are the most visited pages?

- Home
- Championships
- Omnibus
- Calendar
- Young Riders
- Adult Education
- Officials
- Contact Us

The majority of visitors come to our site 6AM-1PM and then another surge 5PM-9PM.

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, people seem to stick around when they visit our site, so that's good to know.

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!

## **MONTHLY E-NEWSLETTERS**

We have 703 people who receive our newsletter. That's an increase of about 30 from last year, so that's good news!

The open rate has been steadily increasing, and now hovers around 50%. This is a fantastic rate! On average, 7% of recipients actually click on something in the newsletter. This isn't bad considering most of our newsletters don't have a lot of clickable information.

As always, I'm open to suggestions on what to include in our e-newsletters. If there is something you think we need, please let me know!

## **FACEBOOK**

92% of our followers are women (most aged 35-54), the majority of our audience is from Texas. 1791 people follow our page, which is an increase of about 100 from 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, and are often shared with other people. Our average post reach for the past year was slightly down, but new page likes was up.

Overall, we need to do a better job of utilizing social media to spread the word about everything 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!