

2023 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

I do not have accurate website stats for the past 12 months! Why? The server location changed and the way the site is hosted with elements in 'the cloud' have affected the stat reporting. I have installed some software to more accurately manage the site statistics, but it takes a period of time to build that data. We can presume site traffic is similar to what was reported last year – around 50 visitors per day – and the most viewed pages being:

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

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!

MONTHLY EMAIL NEWSLETTERS

We have 692 people who receive our e-newsletter every month. That's slightly down from last year. This decline is likely not due to content so much as to people moving, dying, etc.

Over 50% of the recipients actually open the emails, which is great!

On average 7%-12% 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 1997 followers. We reached and engaged with over 4,000 people in the past seven months. Our audience hails primarily from Texas (no surprise!) with the vast majority being women (again, no surprise). Because we mostly share content and don't generate our own, these are not bad statistics. I'm always looking for information to share with

our audience, so please pass it on. Announcements from GMOs are always welcome so we can share 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!