

## **2026 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**

We averaged 641 visitors per month / 959 page views per month over the past twelve months. The majority of our site visitors are using desktop computers or smartphones. iPhones are the most popular mobile devices accessing the site. The most popular browsers are Chrome, Safari, and Firefox.

The majority of our visitors are from the United States, although we do have site visitors from other places, like the UK. For some reason, Germany and China want to break our site.

People are coming to our site referred from Google, Bing, or Facebook, or directly typing it in.

The top visited pages are:

- Home
- Calendar
- Regional Championships
- Omnibus
- Region 9 Meetings
- Century Club
- Competitions-General Information
- Judges/TDs
- Region 9 Jr/YR
- GMO List
- L Grads
- 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 582 people who receive our e-newsletter every month. That's slightly down from last year. Why? Email addresses change and the program pulls out any emails that bounce after a

couple of tries. People unsubscribe because they move out of the Region or other personal reasons.

On average, our e-newsletters have a 15% open rate, which is not fabulous. Why is that? Because people receive so many emails (thank you spammers) that it probably just gets lost in the inbox or ends up in the spam folder. Unfortunately, I have no control over either of these.

On average 5%-10% 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.

Encourage your members to sign up and be informed. We only send out once per month, so it's not like we inundate the inbox with junk!

## **FACEBOOK**

The Region 9 Facebook page has over 2,300 followers. Our content had 90,260 views. Our audience hails primarily from Texas (no surprise!) with the vast majority being women age 35-64 (again, no surprise). The busiest time of day are 9AM, 12PM, 3PM, and 6PM. 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 let me know or tag us.

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!