



REGION NINE



DEVELOPMENT COMMISSION

*Promoting the development of the region through
intergovernmental cooperation, community and human
development, long-range planning and technical assistance.*

Website & Social Media Metrics

- **Website Metrics**

- Page Views
- Demographics
- Behavior Flow

- **Social Media Pillar List**

- **Social Media Metrics**

- Facebook
- LinkedIn
- Twitter

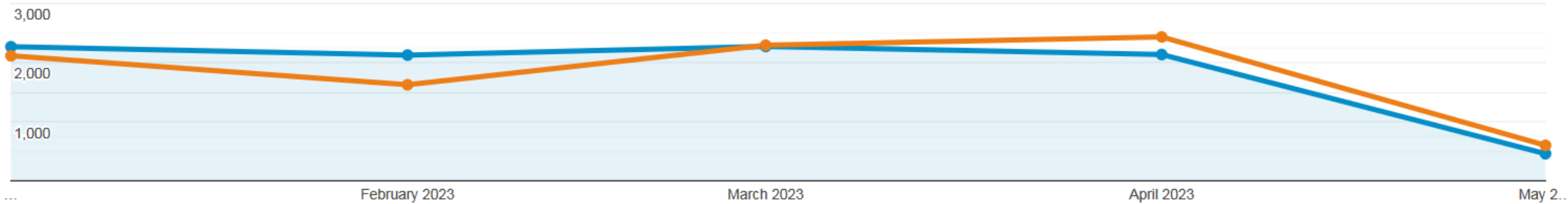
- **Newsletter**

- Open/Click Through Rates
- Monthly Open Rates
- Comparison to Industry

- **Goals for the Future**

Website Metrics – Page Views

Jan 1, 2023 - May 7, 2023: ● Pageviews
Jan 1, 2022 - May 7, 2022: ● Pageviews



Pageviews

2.14%

9,256 vs 9,062



Unique Pageviews

-3.22%

7,183 vs 7,422



Avg. Time on Page

-16.87%

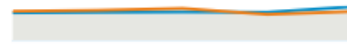
00:01:11 vs 00:01:25



Bounce Rate

-2.87%

54.25% vs 55.86%



% Exit

-15.33%

38.44% vs 45.40%



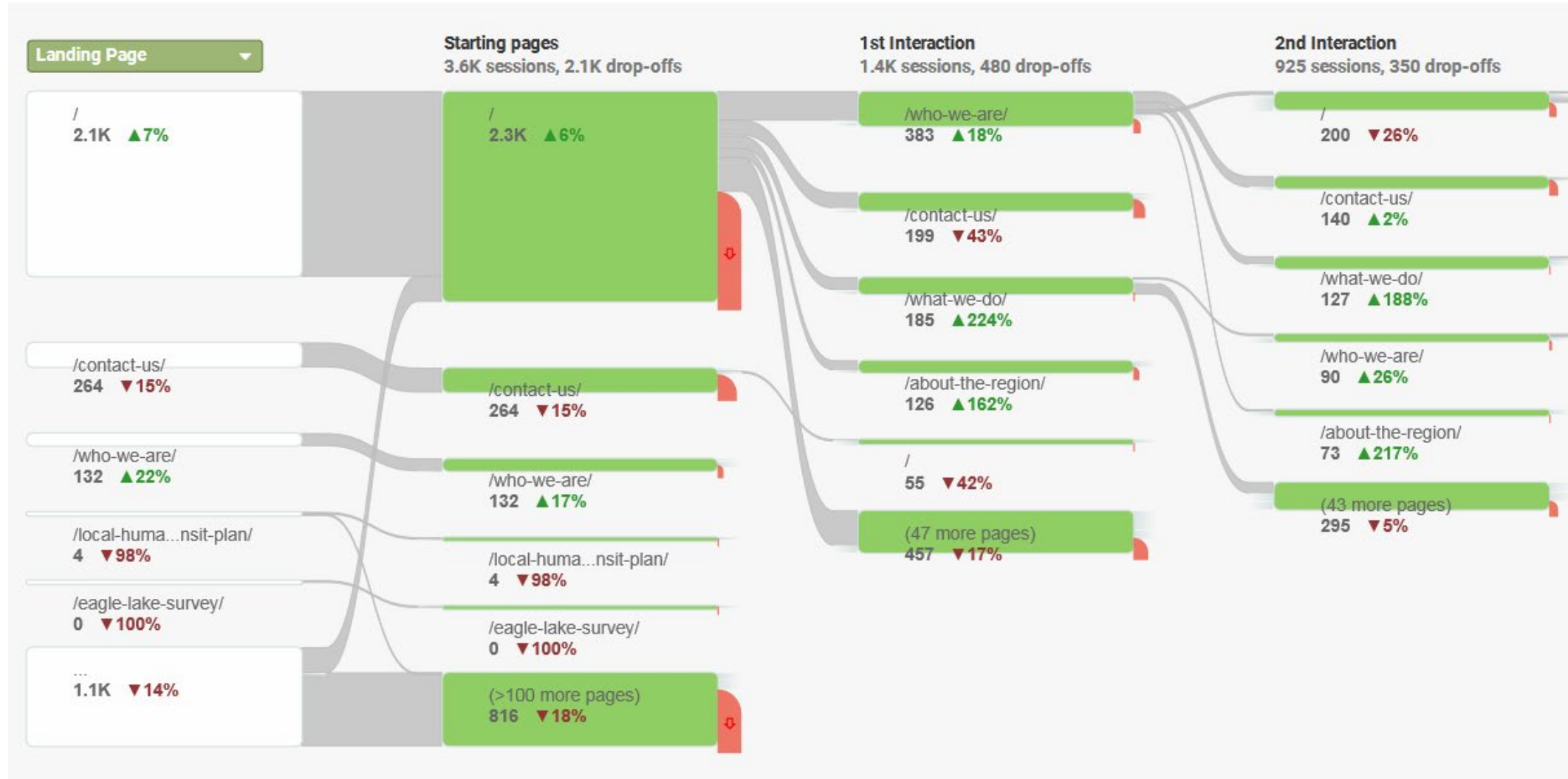
Website Metrics – Most Visited Pages

Page	Pageviews	% Pageviews
1. /		
Jan 1, 2023 - May 7, 2023	2,754	29.75%
Jan 1, 2022 - May 7, 2022	2,486	27.43%
% Change	10.78%	8.46%
2. /who-we-are/		
Jan 1, 2023 - May 7, 2023	923	9.97%
Jan 1, 2022 - May 7, 2022	760	8.39%
% Change	21.45%	18.90%
3. /contact-us/		
Jan 1, 2023 - May 7, 2023	845	9.13%
Jan 1, 2022 - May 7, 2022	1,143	12.61%
% Change	-26.07%	-27.62%
4. /what-we-do/		
Jan 1, 2023 - May 7, 2023	674	7.28%
Jan 1, 2022 - May 7, 2022	178	1.96%
% Change	278.65%	270.72%
5. /about-the-region/		
Jan 1, 2023 - May 7, 2023	536	5.79%
Jan 1, 2022 - May 7, 2022	168	1.85%

Website Metrics – Most Visited Pages

% Change		219.05%	212.36%
6.	/resources/		
Jan 1, 2023 - May 7, 2023		371	4.01%
Jan 1, 2022 - May 7, 2022		53	0.58%
% Change		600.00%	585.33%
7.	/what-we-do/community-development-2/		
Jan 1, 2023 - May 7, 2023		199	2.15%
Jan 1, 2022 - May 7, 2022		70	0.77%
% Change		184.29%	178.33%
8.	/what-we-do/revolving-loan-fund/		
Jan 1, 2023 - May 7, 2023		172	1.86%
Jan 1, 2022 - May 7, 2022		265	2.92%
% Change		-35.09%	-36.45%
9.	/get-involved/		
Jan 1, 2023 - May 7, 2023		162	1.75%
Jan 1, 2022 - May 7, 2022		31	0.34%
% Change		422.58%	411.63%
10.	/what-we-do/economic-development/		
Jan 1, 2023 - May 7, 2023		155	1.67%
Jan 1, 2022 - May 7, 2022		87	0.96%
% Change		78.16%	74.43%

Website Metrics

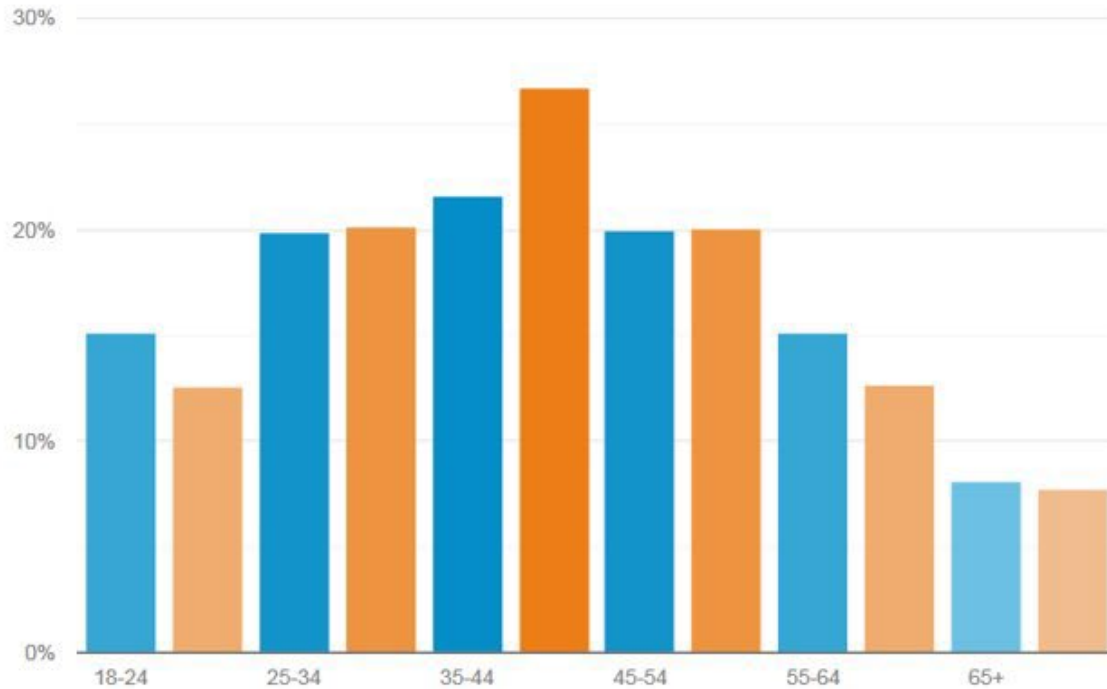


Website Demographics

Key Metric:

Age

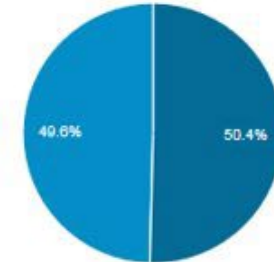
32.46% of total users



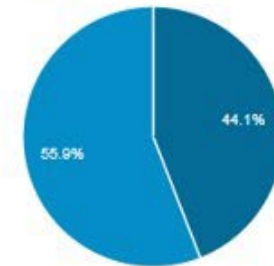
Gender

33.03% of total users

■ male ■ female
Jan 1, 2023 - May 7, 2023



Jan 1, 2022 - May 7, 2022



Social Media Pillar List

- **Grant Funding Opportunities**
- **Revolving Loan Fund**
- **Updates on Programs (Educational)**
- **Regional Community Highlights**

Social Media Metrics - Facebook

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Government Agencies category

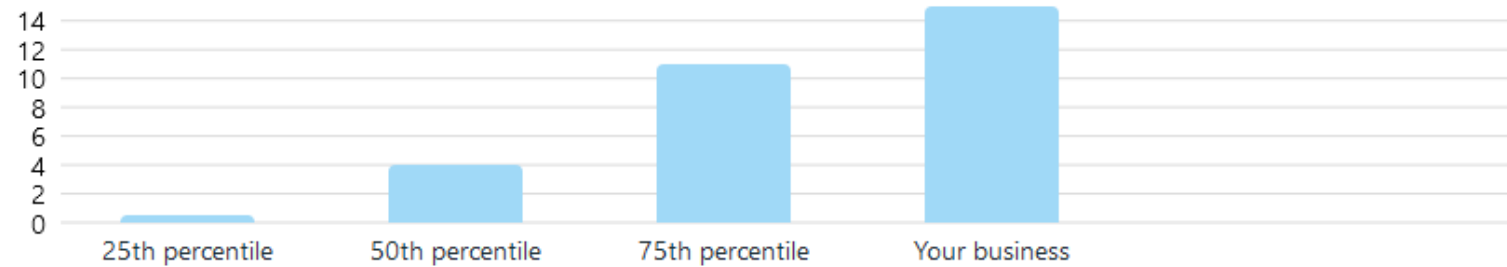
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

15

Higher than others

How often your business published versus others in this category



Facebook Page followers ⓘ

1.2K

Similar to others

Typically: 1.1K

New Facebook Page followers ⓘ

7

Similar to others

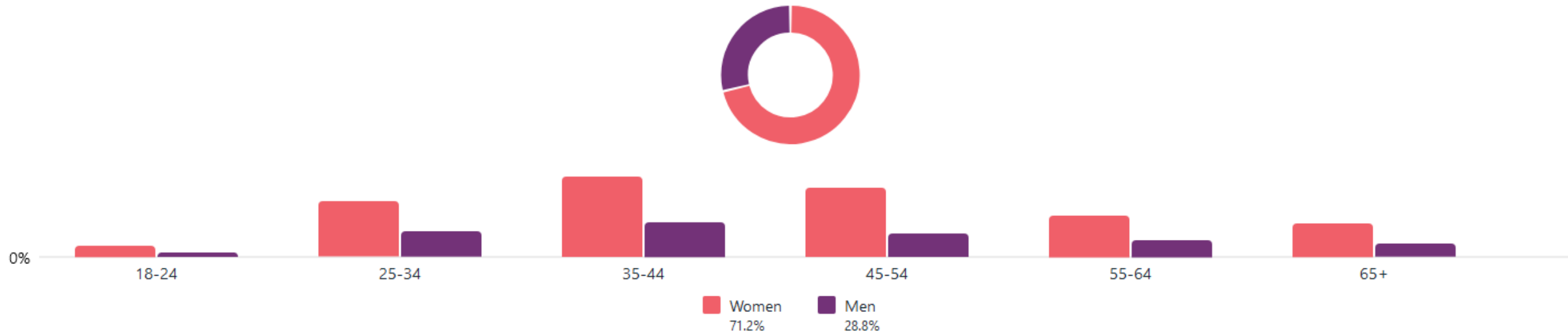
Typically: 10

Social Media Metrics – Facebook Demographics

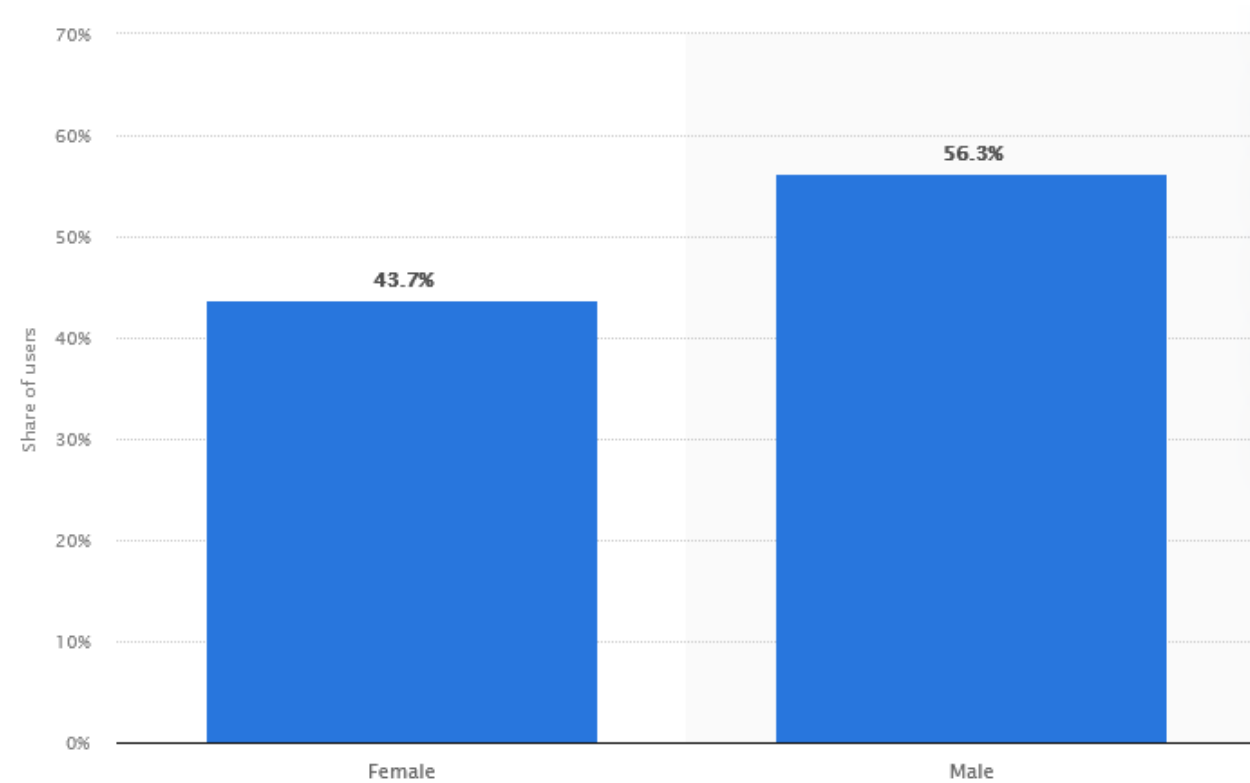
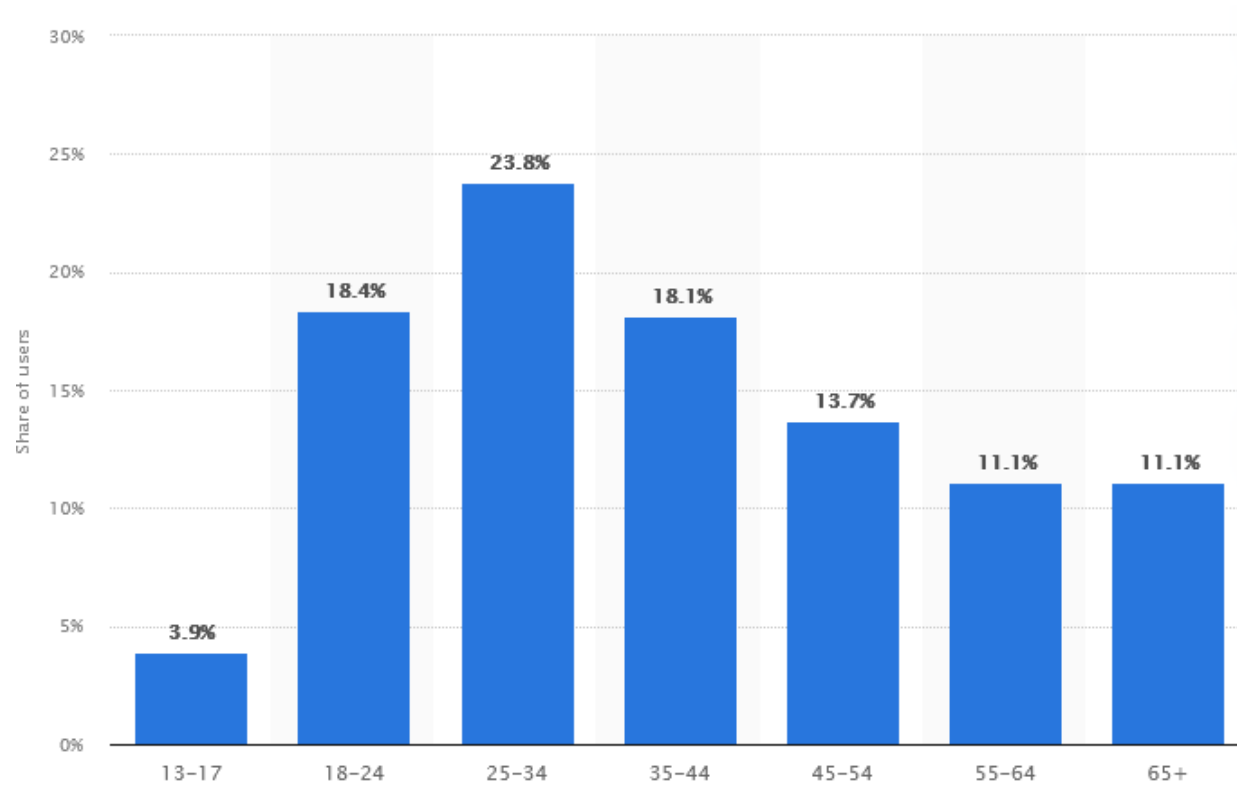
Facebook Page followers ⓘ

1,210

Age & gender ⓘ



Social Media Metrics – Facebook Averages



Social Media Demographics – LinkedIn

Follower demographics ?

Location ▼

Greater Minneapolis-St. Paul Area · 91 (21.6%)



New York City Metropolitan Area · 8 (1.9%)



Greater Munster Area, Germany · 8 (1.9%)



Greater Chicago Area · 7 (1.7%)



Rochester-Austin, Minnesota Area · 6 (1.4%)



Washington DC-Baltimore Area · 6 (1.4%)



San Francisco Bay Area · 5 (1.2%)



Detroit Metropolitan Area · 4 (< 1%)



Los Angeles Metropolitan Area · 3 (< 1%)



Denver Metropolitan Area · 3 (< 1%)



Job function ▼

Community and Social Services · 16 (10.4%)



Business Development · 13 (8.4%)



Sales · 10 (6.5%)



Operations · 8 (5.2%)



Program and Project Management · 8 (5.2%)



Entrepreneurship · 7 (4.5%)



Healthcare Services · 7 (4.5%)



Marketing · 7 (4.5%)



Customer Success and Support · 7 (4.5%)



Consulting · 4 (2.6%)



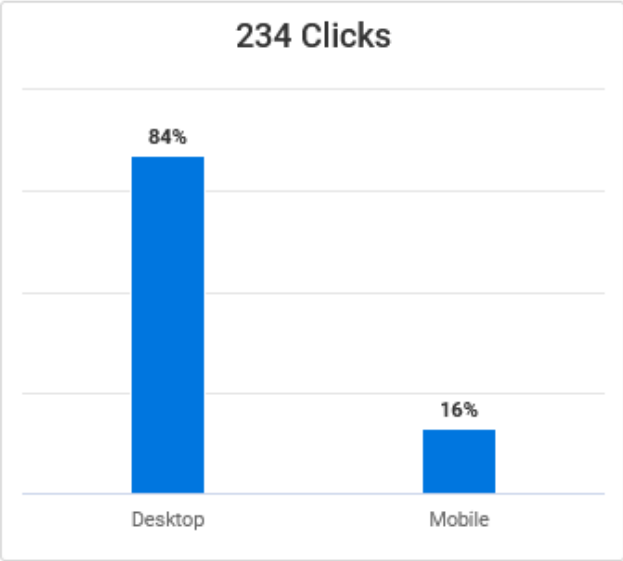
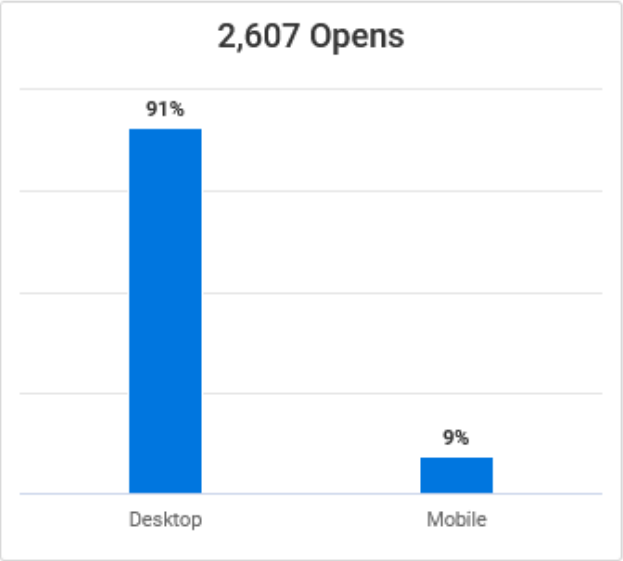
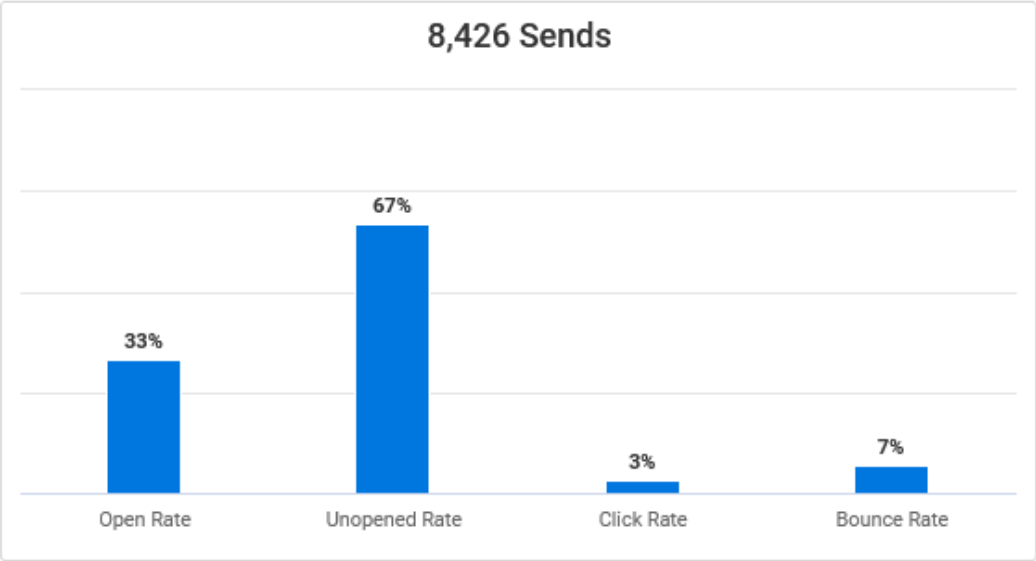
- **LinkedIn Worldwide Demographics**

- 60% of Users are 25-34 years old
- 57.2% Male / 42.8% Female

Social Media Demographics – Twitter

- **Twitter is the 15th Most Used Social Media Site**
- **82% Use the Platform for Entertainment**
- **78% Use it to Stay Informed**
- **77% Use it to Express Opinions**
- **Most Users are 25-34 years old – 38.5%**
- **56.4% Male / 43.6% Female**

E-Newsletter - Metrics



Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:	33%
vs. previous 12 months	+6% ↗
vs. industry average	-4% ↘

Your click rate:	3%
vs. previous 12 months	+0% —
vs. industry average	+1% ↗

E-Newsletter - Metrics

☐	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
☐	Thu, May 4, 2023, 9:55 AM	May 2023 Newsletter	760	239 35%	30 4%	81 11%	2 1%
☐	Fri, Apr 7, 2023, 10:06 AM	April 2023 Newsletter	770	256 37%	16 2%	75 10%	1 1%
☐	Thu, Mar 9, 2023, 9:59 AM	March 2023 Newsletter	773	238 34%	24 3%	71 9%	4 1%
☐	Thu, Feb 2, 2023, 10:03 AM	Feb 2023 Newsletter	772	239 34%	10 1%	65 8%	0 0%
☐	Thu, Jan 5, 2023, 10:02 AM	Jan 2023 Newsletter	771	248 35%	37 5%	57 7%	2 1%
☐	Thu, Nov 3, 2022, 2:30 PM	Nov 2022 Newsletter	767	225 31%	8 1%	51 7%	1 1%
☐	Thu, Oct 6, 2022, 11:08 AM	Oct 2022 Newsletter	764	228 32%	28 4%	54 7%	0 0%
☐	Thu, Sep 8, 2022, 11:41 AM	Sept 2022 Newsletter	766	247 34%	18 2%	31 4%	1 1%
☐	Thu, Aug 4, 2022, 11:08 AM	August 2022 Newsletter	765	258 35%	31 4%	33 4%	1 1%
☐	Thu, Jun 30, 2022, 1:58 PM	June 2022 Newsletter	760	229 31%	15 2%	33 4%	0 0%

E-Newsletter – Industry Averages

Business Type	Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
All Industries – Overall Average	34.46%	1.33%	10.09%
Administrative & Business Support Services (billing, phone answering, hiring, etc.)	28.44%	1.81%	11.16%
Child Care Services	43.87%	1.84%	8.46%
Consulting Services (management, marketing, advertising, blogging)	27.48%	1.18%	9.83%
Dining and Food Services	36.50%	0.66%	9.26%
Education	37.66%	1.57%	9.37%
Faith-Based Organizations	44.11%	2.43%	9.59%
Family and Social Services (government, adoption, pet care, elderly care, etc.)	37.14%	1.52%	9.47%

E-Newsletter – Industry Averages

Legal Services	32.84%	1.28%	15.69%
Manufacturing and Distribution	26.54%	1.24%	14.83%
Nonprofit Membership Organizations	39.41%	1.96%	12.17%
Nonprofit Services	39.13%	1.62%	10.78%
Personal Care Services (nail, hair, skin, nutrition, fitness, etc)	35.03%	0.70%	11.38%
Real Estate	32.79%	0.84%	13.00%
Recreation, Sports & Entertainment (Yoga studio, bowling alley, etc)	39.13%	1.09%	9.66%
Repair and Maintenance	29.34%	0.86%	6.23%
Retail (Brick and Mortar & Online, wholesale and direct selling)	31.83%	0.93%	7.61%

Goals for the Future

- **Telling the Story of the Region**
 - County and Community Profiles
 - Community Events
 - Tourism Initiatives
- **Showing What RNDC Does**
 - RLF Marketing
 - Commissioner/Staff Spotlights
- **Content**
 - Video
 - Podcast

Stay Connected

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