



WEBSITE & SOCIAL MEDIA REPORT

Reporting Period: October 1-February 29, 2024

Prepared by: Brent Haugen, Office Administrator

WMCInc.org Webstats

2,646 Visitors

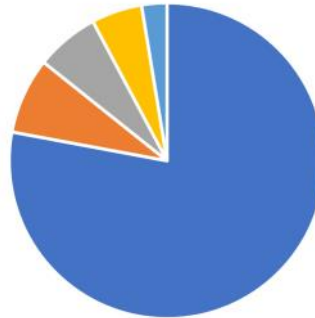
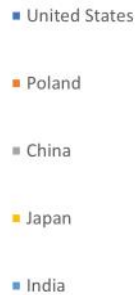
18,292 Pageviews

33,671 Total Activity

6.91 Views per Visit

2:23 Time on Site

Top 5 Countries



United States	60%
Japan	6%
South Korea	5%
China	4%
Philippines	2%

Top Visited Pages	#Visits
WMC Staff	296 visits
Check Sample Landing Page	272 visits
Bon Lee Dedication Page	234 visits
Board Meeting Landing Page	223 visits
SWW Quality Report	165 visits

Facebook Stats

Top Posts > 1,000 Engagements



October 11, 2023

3,036 engagements | 86 clicks

Montana Farm Bureau Federation member Ed Bandel and his son, Jess, were thrilled to welcome representatives from the Japanese Milling Association to their small grains farm in Floweree, Mont.

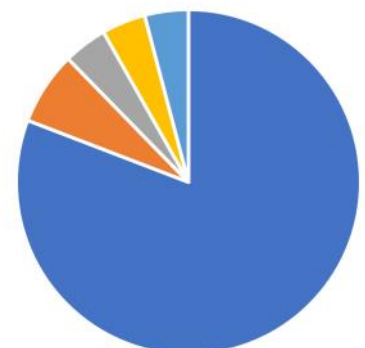
Success: Reshare & added addtl followers.

Facebook | 1,762 followers

1,719, September > 1,762, February +43

United States	59%
Egypt	5%
India	3%
Philippines	3%
Pakistan	3%

Top 5 Countries



LinkedIn Stats

Top Posts > 1,000 Engagements



October 19, 2023
4,340 impressions | 175 clicks
The new director of USDA's Western Wheat Quality Laboratory has one goal in mind: To keep a good thing going.
Success: [Linking to Sean Finnie](#)



October 24, 2023
1,428 engagements | 509 clicks
Yesterday U.S. Wheat Associates brought a group of delegates from COFCO to Wheat Marketing Center (WMC).
Success: [Linking to USW/attendees](#)



October 31, 2023
1,190 engagements | 399 clicks
Yesterday we had the distinct pleasure in hosting part of the management team from Columbia Grain International for a tour.
Success: [Linking to Columbia Grain](#)

LinkedIn | 1,958 followers

1,810, September > 1,958, February +148

Portland, Oregon	4%
Manhattan, KS	1%
Minneapolis, MN	1%
Washington, DC	1%
Istanbul, Turkey	1%

Top 5 Cities

- Portland, OR
- Manhattan, KS
- Minneapolis, MN
- Washington, DC
- Istanbul, Turkey



Instagram Stats

Top Posts > 80 Engagements



January 18, 2024
106 engagements | 6 likes
wheatmarketingcenter
[@nebraskawheat](#) field trip day!



January 17, 2024
97 engagements | 5 likes
wheatmarketingcenter
[@idahowheat](#) grower group speakers. January 2024.



February 21, 2024
94 engagements | 8 likes
wheatmarketingcenter Cracker sensory testing with the North Dakota Wheat Commission

Instagram | 567 followers

548, September > 567, February +19

United States	60%
Iran	5%
India	4%
Turkey	4%
Canada	2%

Top 5 Countries

- United States
- Iran
- India
- Turkey
- Canada

