

<i>SUBJECT:</i>	Media and Promotion Working Group Annual Report	<i>AGENDA #:</i>	6.4
<i>AUTHOR:</i>	Elisabet Mikaelsson, Chair Media & Promotion Working Group		
<i>DATE:</i>	November 29, 2021	<i>PAGES:</i>	5

Media and Promotion Working Group Annual Report – 2021

ISC have had the opportunity to work another year with the EdgE Agency, which consists of people known to the sport and have skills in Social Media. The following report are made by them.

PREPARED BY
THE EDGE AGENCY

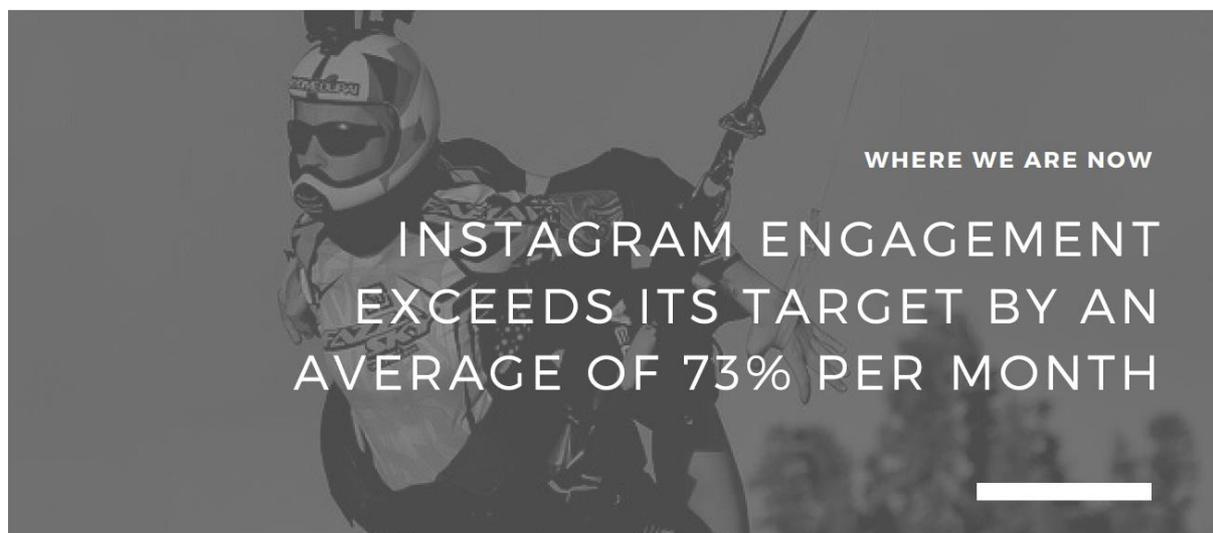
PRESENTED ON
NOVEMBER 2021

ISC SOCIAL MEDIA ANNUAL REPORT

JANUARY - NOVEMBER 2021



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EXECUTIVE SUMMARY

Despite the continuous challenges in 2021 due to the Covid-19 pandemic, International Skydiving Commission's social media channels have kept a strong base with a slower, but steady growth throughout the year.

When the goals for 2021 were set, we accounted for an advertising budget to help spike ISC's growth and engagement. With no advertising budget, we modified our targets.

Facebook has shown a satisfying average engagement of 20%, but fell slightly short of the 11k followers target. We're looking to close out the year with 10,700 followers. Facebook has continued to be a great platform for the ISC to keep athletes and the community updated on news, events and results.

Instagram engagement exceeds its target by an impressive average of 73% per month. In November we have reached 1,7k followers on Instagram, and we are aiming to reach 1,750 followers by the end of 2021.

Both platforms continue to be a fantastic place to inspire, share stories, hero our athletes and share ISC events & news.

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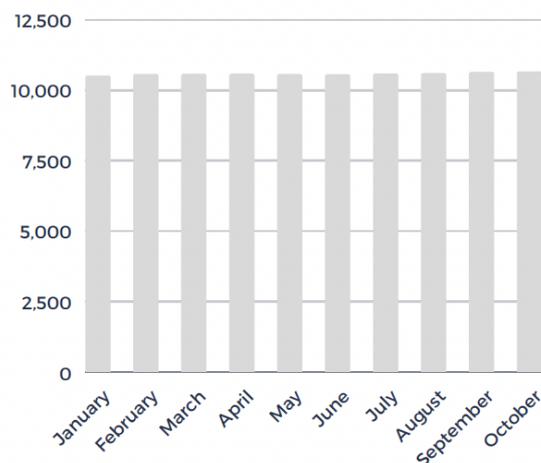
THE NUMBERS



OUR STATISTICS

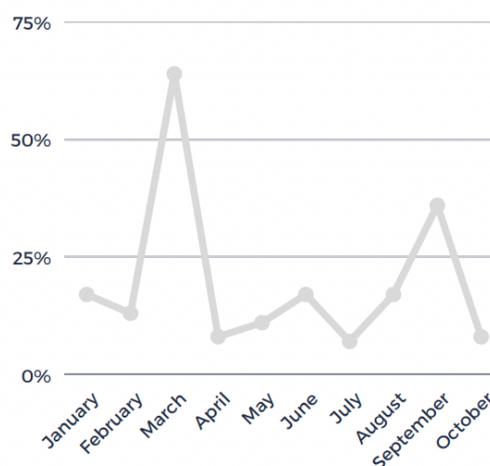
FACEBOOK GROWTH:

On Facebook, with no spend on advertising and a decrease in posting frequency, we have unfortunately not met our set targets. Still, our growth has shown a stable increase during the whole year. Our audience shows a strong appreciation for our varied content as well as the way we portray the sports, its people and deliver information to the community.



FACEBOOK ENGAGEMENT:

Facebook engagement peaked in the months of March and September this year. Impressive video content, informative updates about events and a big focus on applauding our athletes performances engaged well with our audience. In 6 out of 10 months we stayed over our engagement target. With an overall average engagement of 20%, we can be satisfied with Facebook's performance in 2021.



FACEBOOK INSIGHTS:

Though Facebook did not hit all the targets in 2021, it performed exceptionally well both in growth and engagements with no spend on advertising. During the pandemic the ISC has shown a strong social media presence to the community which has been more important than ever. We suggest investing in an advertising campaign in 2022, to secure ISC's growth, reach and engagement with the correct audience.

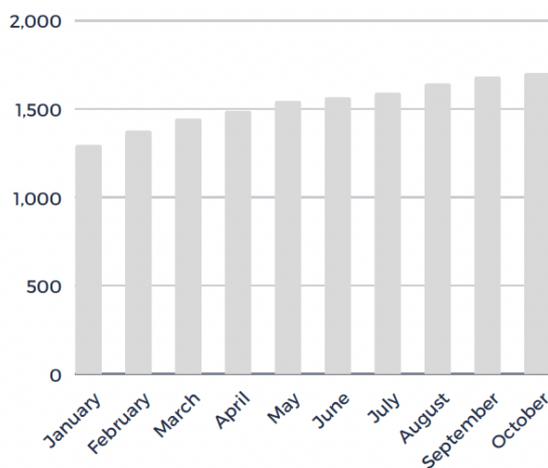
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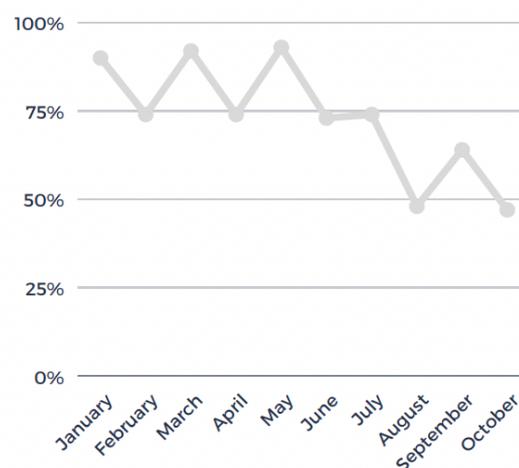
INSTAGRAM GROWTH:

On Instagram we've been steadily growing through the year, adding an average of 42 followers each month. Our aim is to close out 2021 with 1,750 followers. With no advertising budget we have focused on encouraging athletes to tag us in their posts and stories, staying with a robust hashtag strategy and using impressive content to catch our audience interest. With more events planned for next year, we should see a spike in growth.



INSTAGRAM ENGAGEMENT:

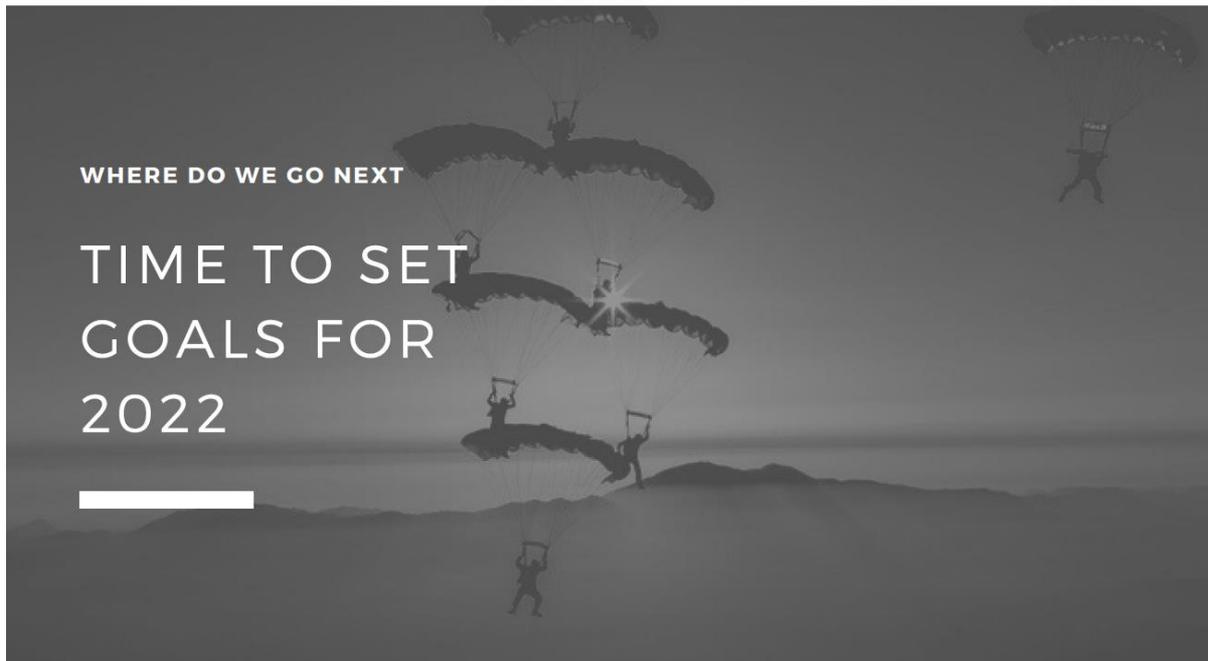
The Instagram engagement has outperformed our target of 50% in 8 out of 10 months. We saw a drop in engagement during August and October as informative posts and updates tend to not engage well with the audience on this channel, but are equally as important to share. Instagram stories has been a great way to drive engagement and show presence at events, which we will keep our focus on in 2022.



INSTAGRAM INSIGHTS:

In 2021, Instagram has been our best performing platform, driving impressive high engagement. Even though it fell short of its growth target, this was expected without an advertising budget and fewer events throughout the year. We suggest an advertising budget for this channel to help its growth in 2022. Instagram has proven to be an excellent platform for the ISC to show the history of air sports and tell the story of its athletes and disciplines.

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As we move ahead to 2022 it's important that we set new goals to ensure that the ISC social media stays on track, grows, continues to engage and reaches the correct audience. Based on our performance in 2021, the Edge Agency has set the following goals for 2022. Note that these goals does not count in an advertising budget. With an advertising budget, numbers are expected to be higher.



From the whole team at the Edge Agency, thank you for another great year. Your passion and clear communication makes this account a true joy to work with. We look forward to being by your side, helping you realize your goals in 2022.