Elena Filonova

Activity 2024

The core functions of CIVL Communication Officer were to report Commission and Events news on the website and social media and manage subscription mass mailing to Delegates list.

In 2024 the work was done on the website, CIVLcomps and CIVL social media.

Social media

In 2024 there were 688 posts on social media (359 Facebook and 329 Instagram) providing the following audience reach.

CIVL SMM in figures

CIVL Facebook @fai.civl in figures:

- 36, K subscribes, 9K likes. Audience growth in 2024 - about 26K users.
- 401 posts in 2024.
- Total Audience Reach for posts of 2024: 6,9 mln users .
- Top post by reach: 3,5 mln users / 38.1K likes & 1,3K shares.
- 704 people unfollowed the page during a year. Compared to the big number of newcomers it shows high loyalty.

CIVL Instagram @fai.civl in figures:

- 9899 followers. Audience growth in 2024 - 2336 users.
- 404 posts and 96 stories in 2024
- Total Audience Reach for posts of 2024: 283,758 users .
- Top post by reach: 45 K users / 443K likes 3 shares.

Views ⓘ
1.4M

Reach ⓘ
6.9M ↑ 1.1K%

3-sec
4M ↑ 985.2%

ⓘ
115.7K ↑ 299.9%

Content interactions ⓘ
220K ↑ 286.3%

Watch time ⓘ
1277d
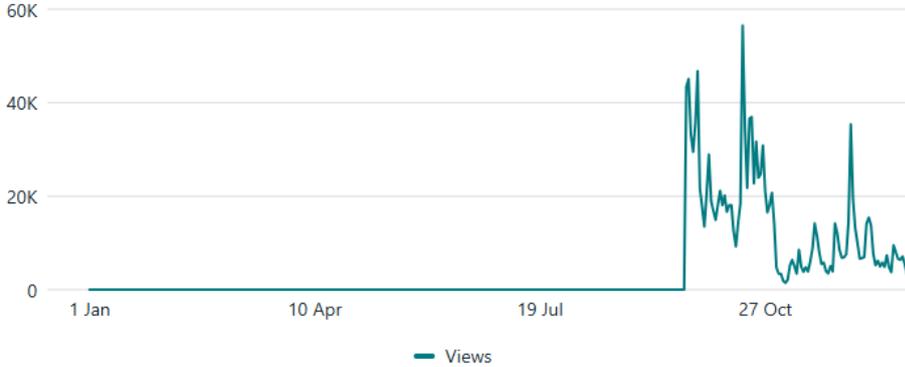
Views breakdown
1 Jan 2024 - 31 Dec 2024

Total
1,442,005

From organic
100%

From ads
0%

— Views

🅕 Top posts by views

[Boost content] [See all content]

Test event of HG Class 5 World Championsh…
23 July 05:16
👁 3.5M ♥ 38.1K
💬 707 ➦ 1.3K

Test event of HG Class 5 World Championsh…
25 July 04:54
👁 2.7M ♥ 73.3K
💬 403 ➦ 1K

Test event of HG Class 5 World Championsh…
26 July 05:53
👁 599.7K ♥ 14.1K
💬 100 ➦ 370

Jochen Zeyher GER HG Class 5 arriving…
26 July 10:47
👁 355.8K ♥ 7.8K
💬 67 ➦ 252

Christopher Friedl AU HG Class 5 landing o…
27 July 10:31
👁 160K ♥ 4.8K
💬 56 ➦ 130

🅕 Top content formats

[⬇ Export ▼]

Published content ⓘ
Based on up to 200 pieces of content
+11.4% vs 31 Dec 2022 – 31 Dec 2023

Photos
124

Videos
60

Reels
16
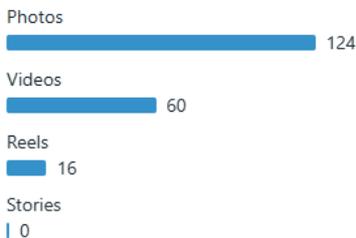
Stories
0

Facebook reach ⓘ
+1.1K% vs 31 Dec 2022 – 31 Dec 2023

Reels
5,520,258

Videos
1,082,031

Multi-photo
407,301

Photos
277,295

Others
46,336

Links
13,526

Text
6

Multi media
3
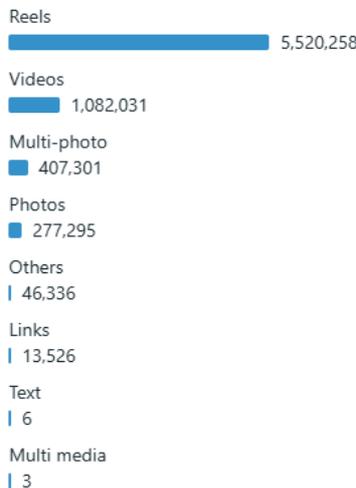
Content interactions ⓘ
+286.3% vs 31 Dec 2022 – 31 Dec 2023

Reels
134,325

Videos
50,705

Multi-photo
21,778

Photos
11,282

Stories
1,137

Others
539

Links
250

Content overview

All   Posts   Stories

Views ⓘ
801.1K

Reach ⓘ
283.8K ↑ 114.1%

Content interactions ⓘ
24.7K ↑ 100%
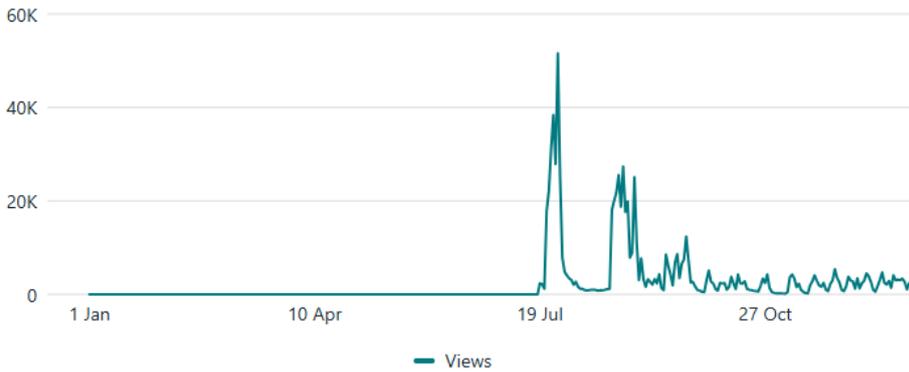
Views breakdown
1 Jan 2024 - 31 Dec 2024

Total
801,100

From organic
100%

From ads
0%

━ Views

Top content by views

Boost content   See all content

Test event of HG Class 5 World Championsh...
26 July 05:48
👁 45.8K   ♥ 443
💬 0   ➤ 3

DESFILE DE ABERTURA do...
6 September 13:56
👁 24.6K   ♥ 192
💬 8   ➤ 24

Jochen Zeyher GER HG Class 5 arriving...
26 July 10:45
👁 24.6K   ♥ 465
💬 4   ➤ 8

Paragliding Acro Worlds 2024 are...
13 September 08:44
👁 23.2K   ♥ 394
💬 0   ➤ 20

Test event of HG Class 5 World Championsh...
23 July 05:14
👁 19.9K   ♥ 347
💬 0   ➤ 5

Top content formats

⬇ Export ▾

Published content ⓘ
Based on up to 200 pieces of content

+26.6% vs 31 Dec 2022 – 31 Dec 2023

Posts
404

Stories
96

CIVL Social media Audience demographics

Facebook

Audience

Demographics Trends Potential audience

Followers ⓘ
Lifetime
36,319

Age & gender ⓘ

■ Men
90.1% ■ Women
9.9%

Top towns/cities		Top countries	
Bangkok, Thailand	1.1%	India	6.5%
Kathmandu, Nepal	1%	Brazil	5.9%
Dhaka, Dhaka Division, Bangladesh	0.9%	Philippines	5.7%
Nairobi, Kenya	0.8%	Indonesia	4%
Nonthaburi, Thailand	0.8%	United States	3.9%
Bogotá, Distrito Especial, Colombia	0.6%	Pakistan	3.1%
Faisalabad, Punjab, Pakistan	0.6%	Thailand	3.1%
Jakarta, Indonesia	0.6%	Mexico	2.9%
Rio de Janeiro, RJ, Brazil	0.6%	Colombia	2.8%
Algiers, Algeria	0.5%	France	2.7%
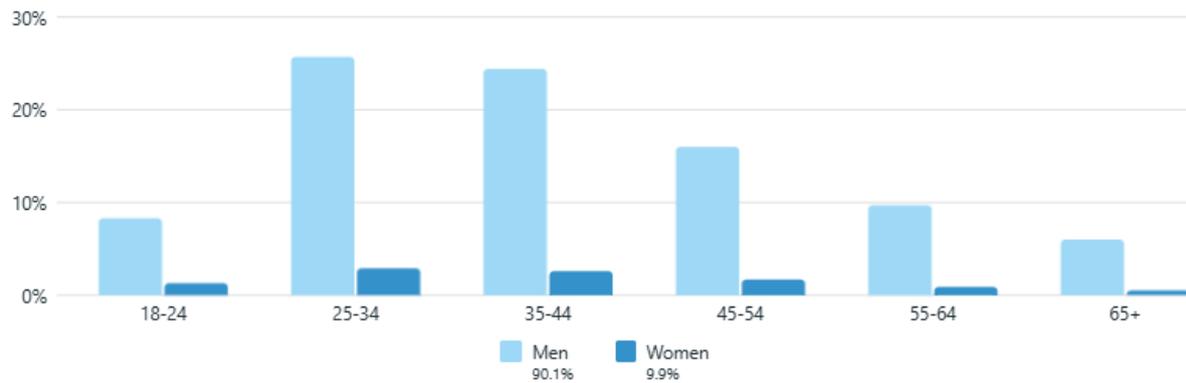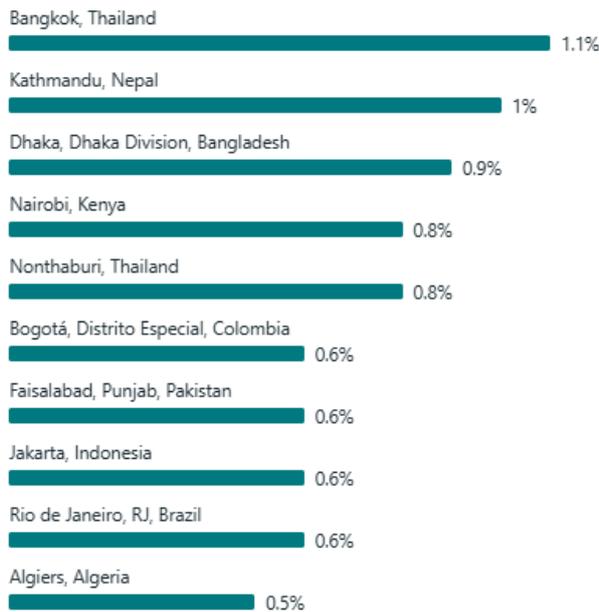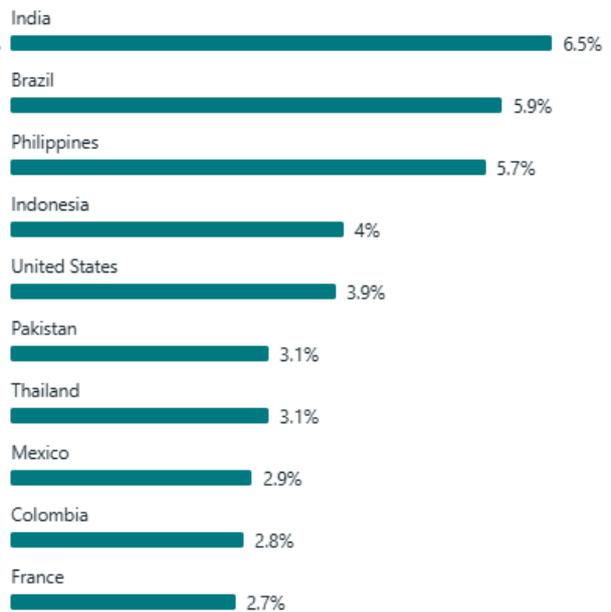
Instagram

Audience

Demographics   Trends   Potential audience

Followers ⓘ

Lifetime

9,899

Age & gender ⓘ

Men 89%   Women 11%

Top towns/cities		Top countries	
Tehran, Tehran Province, Iran	2.8%	Brazil	17.4%
Rio de Janeiro, RJ, Brazil	1.5%	Iran	6%
Istanbul, Istanbul Province, Turkey	1.1%	France	5.1%
São Paulo, SP, Brazil	1%	Italy	4.5%
Santiago, Chile	0.7%	Spain	4.5%
Bogotá, Distrito Especial, Colombia	0.6%	Indonesia	4.2%
Madrid, Spain	0.6%	Turkey	4.1%
Curitiba, PR, Brazil	0.6%	United States	3.9%
Munich, Germany	0.5%	Germany	3.8%
Valle de Bravo, State of Mexico, Mexico	0.5%	India	3.4%
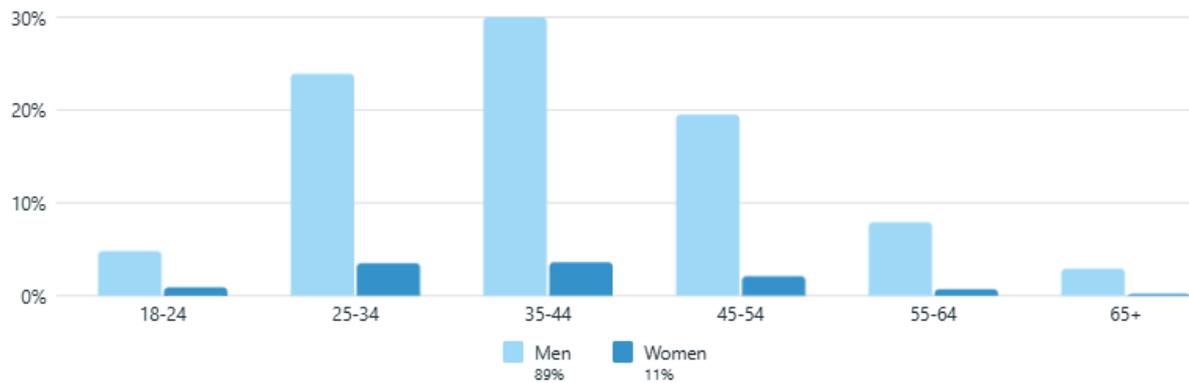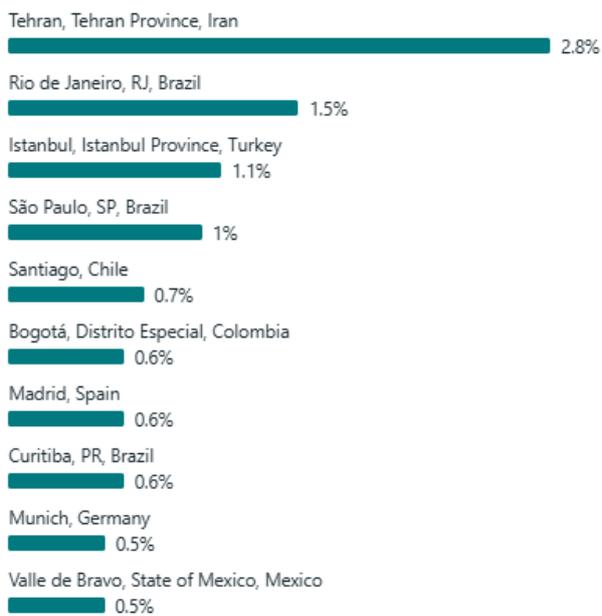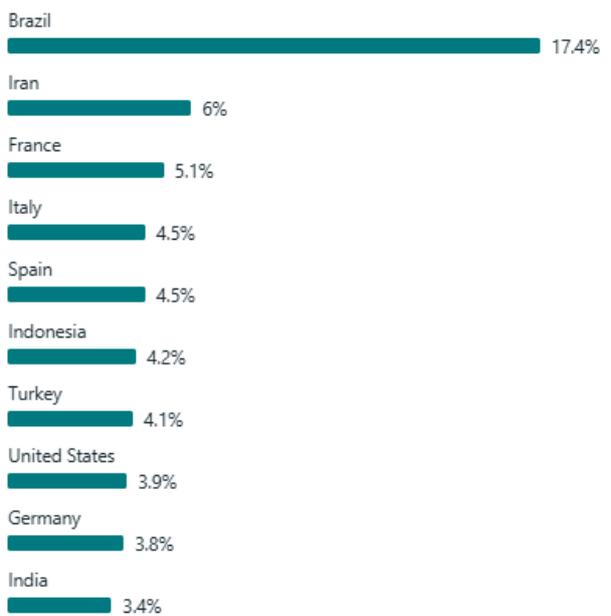
Website News

In 2024 there were 48 news articles posted in CIVL section https://fai.org/page/civl-news
Of which 7 were Commissions news, 1 record and 37 event news

Newsletter

We keep informing our community via direct mailing. Most important CIVL news is also distributed via email to the delegates. In 2024 there were 39 info issues communicated via emails to subscribers.
.

CIVLCOMPS.org

CIVL Event Management system http://civlcomps.org/ plays an important role in sports communications. It comprises
- The biggest FAI 1, FAI 2 and Non-FAI event calendar for paragliding and hang gliding https://civlcomps.org/events
- Event hosting and registration platform https://civlcomps.org/info/create-event-quick-start-guide Free for the community.
- National Sport professional traning seminars platform https://civlcomps.org/seminars
- World ranking https://civlcomps.org/rankings
- Presentation of sport professionals The best placed to check your staff experience. E.g. https://civlcomps.org/pilot/11926/work
- Presentation of sportsmen. The place they inform about their social channels. E.g. https://civlcomps.org/pilot/12673

FAI 1
All FAI 1 events are provisionally published on CIVLcomps once the dates are confirmed. These events appear on fai.org only after signing of the Organizer agreement which due to some bureaucracy may take a lof of time. CIVL understands the necessity of timely informing of the pilots and NACs of the coming FAI 1 events so we put the information of CIVL official website at soon as possible.

FAI 2
CIVL reminds that only on FAI.org and CIVLcomps.org the pilots can get a proff that event is FAI sanctioned. Some organizers are still in the bad practice of annoucing their event as FAI 2 long before they really get it sanctioned.
There is always a risk that some day some event that said it is FAI 2 will not become such. CIVL warns the community that there are only 2 places where you can get 100% confirmation if this event has really got FAI 2 status:
- https://www.fai.org/page/civl-events
- https://civlcomps.org/events

CIVLcomps has 2 additional unique advantages:

- For events hosted on the platform it is possible to apply directly for FAI 2 from civlcomps and then "Cat 2 pending status" will appear in the event header prooving that the sanctioning is in progress.
- Also events that are held in Non-FAI member countries or ranked as exemption are marked as such in the event header. This will serve for the pilots as a proof that such event will be ranked.

As you understand no other public website can provide verified information in these two cases.

CIVLcomps includes all necessary function for running of the event:
- Registration
- Partcipants management and notifications
- Allocation
- FAI Licencse check
- Trackers assignment
- Event blog
- Results publication and sending to the ranking
- Payment and invoicing management
- Participants notifications
- Badges and Certificates

It is necessary for all CIVL events to upload result, iGC tracklogs and Incident report to CIVLcomps to have the event processed into the ranking.

Education
CIVLcomps provides unique opportunity of registering sport professional work experience and traning. Many NACs hosl their seminars on CIVLcomps, thus it is visible in participants profile, and any organizer can chek the experienc of his staff.

Plans for 2025

- Continue feeding CIVL Socials Facebook and Instagram pages with CIVL sanctioned events information.
- Provide better support for Category 2 competition organisers via CIVL Socials and Event management system.
- Provide better support to CIVL organizers and pilots via civlcomps.org service.