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FÉDÉRATION AÉRONAUTIQUE INTERNATIONALE

*INTERNATIONAL PARACHUTING COMMISSION
MEDIA and PROMOTION WORKING GROUP*

OPEN MEETING 2020, Moscow, Russia

ANNUAL REPORT – 2019

A Media and Promotion Working Group was created at the IPC meeting 2019 in France. Their tasks were taken from the action plan set by the workshop prior to the meeting.

Web site

The new competition blog, worldskydiving.org was launched at the competition in Argentina. Initial problems with uploading images due to internet problems. Even so there was a lot of visitors to the site.

The internet problems can be solved by set requirements to the organiser of an FCE regarding dedicated internet for IPC Media. The aim is that worldskydiving.org should be the first choice for information from competitions.

The FAI web site will be used for more stationary information such as event calendar, bulletins, records, meetings and rules.

Social media

We have developed our presence on Social Media (Facebook and Instagram). A first step was a new approach to posts on social media with the help of Mari Roznatovskaya, who reported from the WISC in Lille.

During the year IPC made an agreement with The Edge, who helped us to improve visits and the engagement rate.

All FAI Parachuting international championships, competitions and record activities are conducted under the direction of the IPC.

There was a disconnect in the IPC's social media marketing to help educate the athletes and participants on the role of the IPC and its value. IPC also needs to do more to push and support the athletes and showcase the sports within its commission.

The Strategy is to educate on the IPC Commission, the athletes and showcase the joy, excitement plus adrenaline of IPC sports. This strategy will enable us to focus on what's truly essential; sharing information on the importance of the IPC, putting the focus back on to the athletes and their incredible accomplishments and championing the amazing sports that sits under the IPC's sanction.

The next step would be to improve communication with the competitors and other interested persons. One way to go would be to create groups to the IPC page on Facebook.

One example is the AE Corner and the recent created Speed Skydiving Corner. This requires, though, more involvement from the Competition Committees.

Why do we need more interaction on social media?

It is crucial for the traffic to our web site(s). With more traffic to the web site we might get companies to be sponsor partners and eventually gain some income.

Another way to promote IPC and get more information to media and others is to develop the result pages with more information. This would also give us a way of saving the history of our FCEs, by moving into the digital era.

All this requires a budget, and you get what you pay for. If you do not pay anything – you will get nothing.

Why is Social Media important?

Social media is an essential piece of our marketing strategy. Social platforms help us connect with our competitors and interested people and to increase awareness about our brand.

With more than three billion people around the world using social media every month, it's no passing trend.

- Brand awareness – Compelling and relevant content will grab the attention and increase brand visibility. Social media boosts our visibility, letting us reach a wide audience. Let your brand's personality shine through in everything we share on social media. What does our brand voice sound like? How does it represent who we are?
- Brand reputation – We can be seen as 'leader' or expert in your field. This can improve how IPC is seen by our audience.
- Cost effective – It can be much cheaper than traditional advertising and promotional activities. The costs of maintaining a social media presence are minimal.
- Website traffic – Social content can boost traffic to our website.
- Evaluation – It is easy to measure how much website traffic we receive from social media.
- Competitor interaction – You can deliver improved competitor service and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential competitors. Negative feedback; highlights areas where you can improve.
- Target audience – Competitors can find us through the social media platforms they use most. We can choose to maintain a presence on particular platforms that are in line with our target audience.
- Brand loyalty – We can build relationships with our competitors through social media. This can help increase loyalty and advocacy.

Wiki page

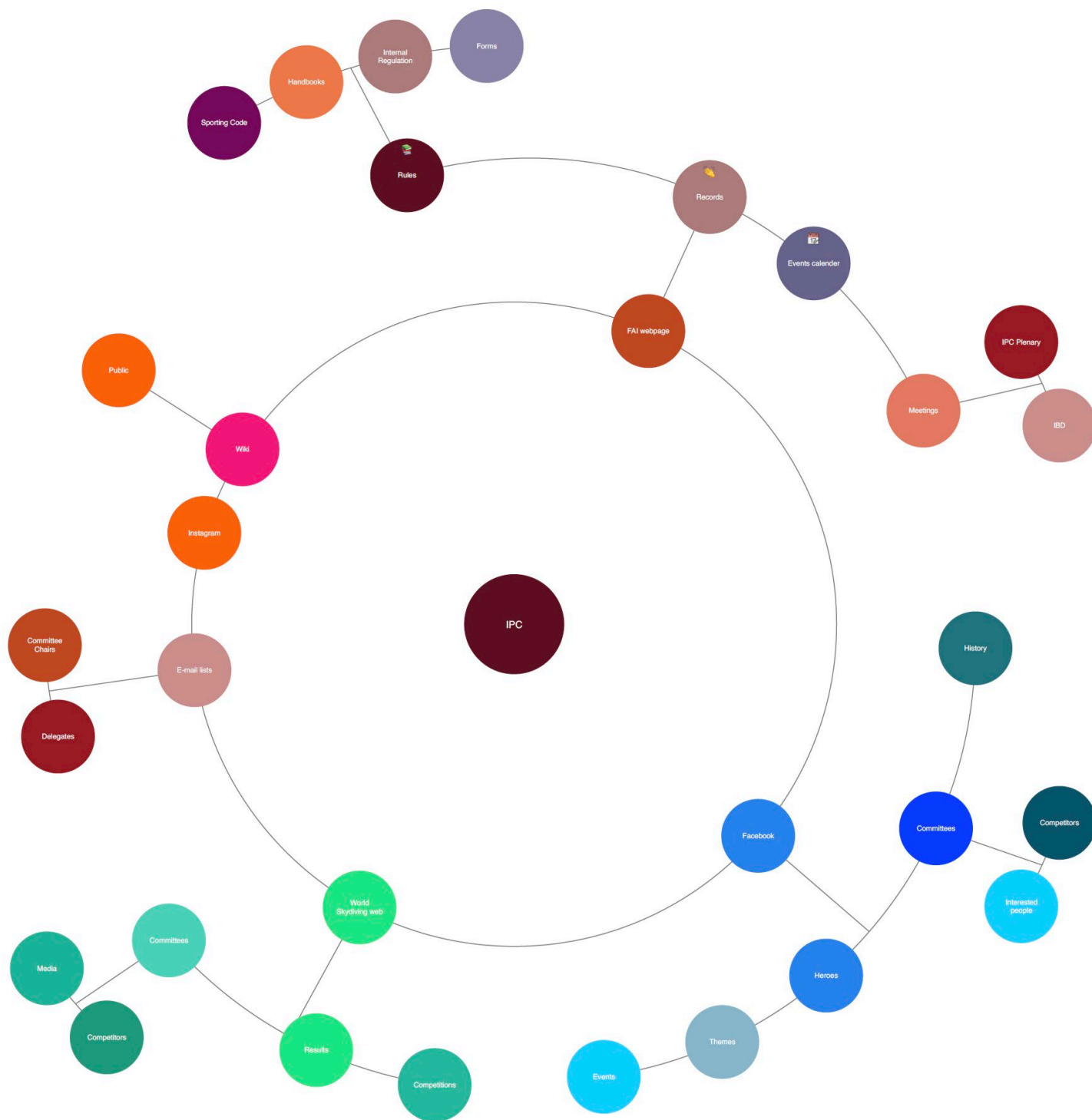
During the year the Media group started a Wiki page for IPC, with the help of Natasha Higman. It will be launched after the name change has been formally approved.

Future

We would like to continue cooperation with the EdgE, and to increase the possibility of reaching specific target groups within the skydiving community.

With the name change of the commission (International Skydiving Commission) and new logo we also would like to create a short promotional video, that shows all our disciplines. To be used on Social media and other promotional media.

What needs to be discussed is how to report from competitions, during 2019 we used Mari Roznatovskaya or Bureau members on site to write the competition blog. This has not always been the best choice.



Mind map of media and communication strategy

I would like to thank the members of the Media Group; Susan Dixon, Domitille Kiger, Natasha Higman, Jeannie Bartholomew and Mari Roznatovskaya.

I would also like to send a big thank you to all photographers who has allowed us to use their images, and a special thank you to Carsten Thiel who is always very supportive.

Sweden 9 November 2019

Elisabet Mikaelsson
Chair Media and Promotion Working Group

Social + Content Report

July - October 2019



2,785 people Like the IPC Facebook page



IPC Facebook Likes Increased by **37%** in the last 4 months

IPC had an average Engagement Rate of **91%** over the last 4 months



The IPC content is on average reaching **51,000 people every month**, This is a 900% increase from June,

There were **20,214 video plays** on Facebook from July - October



547 people follow the IPC Instagram account

IPC Instagram grew by **160%** in the last 4 months



IPC Instagram had an average engagement rate of **101%** over the last 4 months

On average **3,201** people see IPC Instagram content each month.

The IPC posts **9x** times each month



Most Popular Post



Reach: 24.2K
Engagements: 1,608
Pillar: IPC Athlete

Most Popular Post



Reach: 816
Engagements: 105
Pillar: IPC Athlete





Insights

- Both Facebook and Instagram are improving each month across almost all metrics. Facebook sometimes has small drops in engagement which is normally due to a month where there's no IPC event coverage. However, these are minimal drops and even on months with no IPC events there's been high engagement rates and continued growth.
 - IPC Athletes has been the most popular pillar across Facebook and Instagram. However, we've seen IPC Education and Sport Support also perform well. Based on that we'd suggest no change to the current set pillars.
 - The top performing post on Facebook was a video from Swoop Freestyle of Jeannie Bartholomew made by Air Sport Group. The video helped feature an IPC discipline and athlete. This sort of content appeals to skydivers and people outside the community who might be interested in picking up the sport. Where possible we would suggest working with content creators to be able to share more of this style of content moving forward.
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- To start driving more growth on the IPC social media accounts, the Edge Agency would suggest an advertising budget to target the skydiving community, press and people interested in the IPC disciplines. This will help to drive more awareness of the IPC sports and what the IPC does for our sports.