

<b>SUBJECT:</b>	ISC Media Working Group Annual Report - 2022	<b>AGENDA #</b>	6
<b>AUTHOR:</b>	Mrs. Elisabet Mikaelsson, Chair, Media Working Group		
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## **MEDIA WORKING GROUP ANNUAL REPORT – 2022**

### **FAI/ISC Web site**

During the end of 2021 to August 2022 we had 79 000 visits on our web site, with the top page being Speed Skydiving with 15 000 visits. The average time visitors are spending on our site is 2 minutes.

### **Social Media – Facebook and Instagram**

We have 14K followers on our Facebook page and 2,35K on Instagram. This means that we are reaching a lot of people to inform about ISC and promote skydiving.

Most of our followers are 18-34 years of age, we are reaching the new generation of potential skydivers.

The average of visits on Facebook is 1,5K per month. For one of the posts in November we reached 26,88 k people.

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.

We can be seen as 'leader' or expert in your field. This can improve how ISC is seen by our 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.

We can build relationships with our competitors through social media. This can help increase loyalty and advocacy.

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

The annual report from our partner the EdgE is attached.

### *Also to remember*

2018 the total budget for media was € 23 000 plus € 5 450 € for Website Maintenance (outcome of € 21 174)

2019 the total budget was € 7 725 (outcome of € 6 243)

2020 the total budget was € 8 200 (with an outcome of € 8 274)

The proposed budget for 2023 would be around € 8 000 which includes the work done by theEdgE, the domain name "worldskydiving.org" and the web site for results and competition videos.

We have cut the cost substantially since 2018 and even so manage to achieve more.

### **Elisabet Mikaelsson**

Media Working Group Chair

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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 2022

# ISC SOCIAL MEDIA ANNUAL REPORT

JANUARY - NOVEMBER 2022



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## EXECUTIVE SUMMARY

After two challenging years due to the the Covid-19 pandemic, 2022 has been an exciting year for the ISC full of events and competitions, record attempts and great achievements from the ISC athletes.

When the goals for 2022 were set, we set it out from 2021's performance data, not including an advertising budget.

Facebook has shown a pleasing average engagement rate of 18%, and has exceeded its followers target of 14k. Our growth target was surpassed only 8 months into 2022, which is a great achievement for the platform.

Instagram engagement has fallen short of its engagement target with an average of 36% per month. In October we passed our growth target of 2,2k followers. For the first time the ISC Instagram had its first viral post, a Reels video currently viewed nearly 43,000 times and still increasing.

Over the past few years the ISC has built a strong social media presence which shows clearly within the performance results. Both of the platforms are a fantastic place for the ISC to inspire, share about events and news, tell stories, hero achievements and connect with the athletes of the sport.

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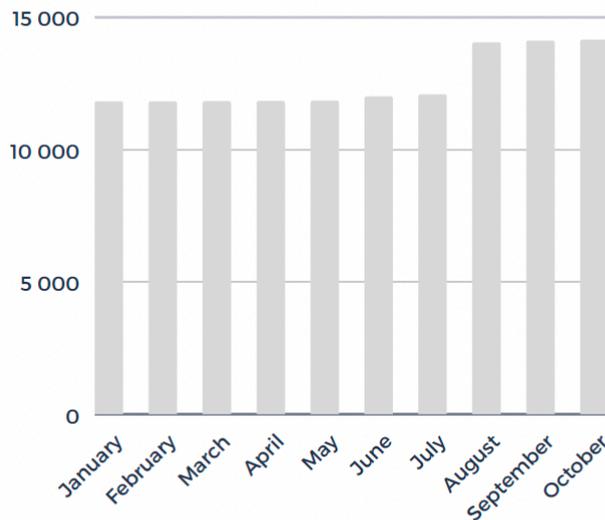
## THE NUMBERS



## OUR STATISTICS

### FACEBOOK GROWTH:

On Facebook, we passed the set growth target of 14k followers in August, only 8 months into the year. Our growth has steadily increased over the year, with an average growth of 233 followers per month. This is an average of 137 followers more per month than in 2021. We have had two posts this year reaching viral statuses. This has boosted our growth and increased our reach. With no spend on advertising, this is impressive results for the account.



### FACEBOOK ENGAGEMENT:

Facebook engagement has shown a satisfying average of 18% engagement and in 7 out of 10 months the account has performed over its set engagement target of 15%. Our audience has proven to be genuine, diverse and appreciative of our varied content which shows that our social media strategy is correct for the platform. Facebook is great place to inform, share news and deliver information which is an important part of ISC's role.



### FACEBOOK INSIGHTS:

This year, Facebook has been our best performing platform both in growth, reach and engagements. With the current data we can be very satisfied with this channels performance in 2022. We still suggest investing in an advertising budget for this platform in 2023, to secure that the ISC continue to grow, reach and engage with the correct audience in order to reach the targets for the next year.

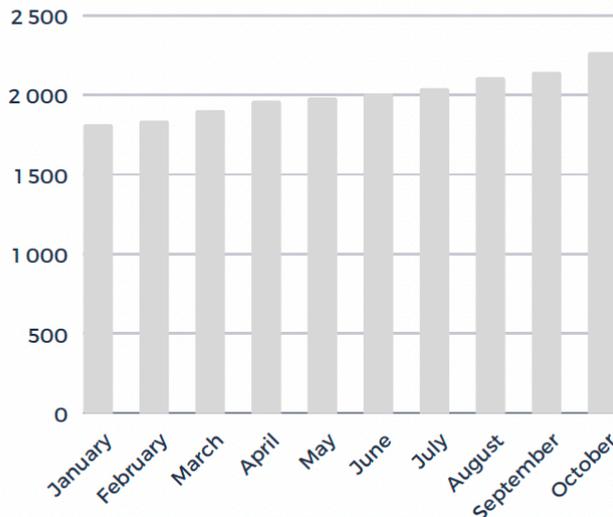
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# OUR STATISTICS

### INSTAGRAM GROWTH:

In October we passed our set growth target on Instagram. The platform has grown with an average of 45 followers per month. This is a higher average than in 2021, which we expected due to more events. Our encouragement towards athletes to tag us in their content has shown results, as well as continuing with our robust hashtag strategy and the use of stories and Reels. We have focused on mixing impressive and informative content both in photo and video to have a diverse range in posts to engage with our audience.



### INSTAGRAM ENGAGEMENT:

The Instagram engagement has unfortunately only reached its target in 3 out of 8 months this year. This could be due to Instagram's new algorithms, favouring paid advertisement and videos. After introducing and using Reels regularly on the platform we have kept an impressive reach, engaging with a more non-flying audience which is very positive for the ISC. Instagram stories has continued to be a great tool to drive engagement and show presence at ISC events.



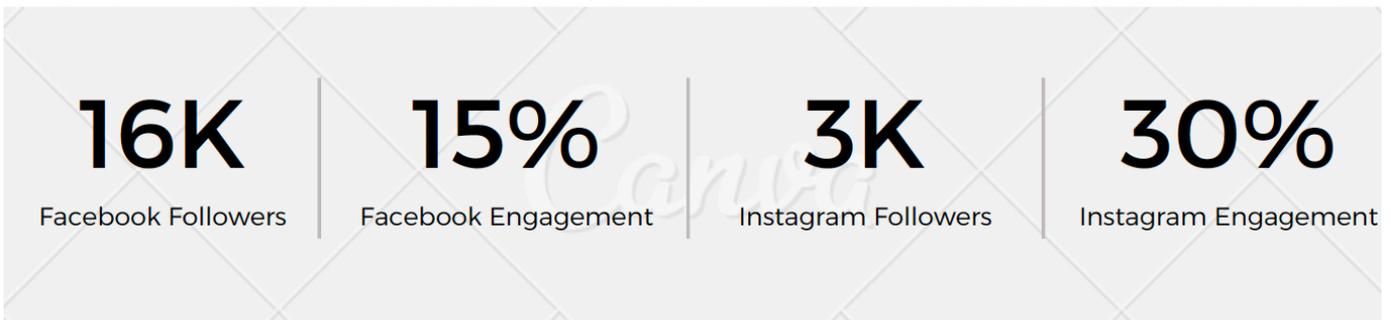
### INSTAGRAM INSIGHTS:

Although we did not meet our engagement target in 2022, we have excelled in our growth and seen an impressive reach throughout the year. We suggest utilizing collaborator Reels with athletes more in 2023 to help us increase reach and engagement. Instagram is an excellent platform for the ISC to show the incredible aspects of air sports through high quality photos and videos whilst connecting more personally with the athletes and educating at the same time.

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Moving forwards to the upcoming year, it is important that we set new goals for 2023 to ensure that the ISC social media stays on the right track, grows, engages and reaches the preferred audience. Based on our performance in 2022, the EdgE Agency has set the following goals for 2023. These goals does not count in an advertising budget. With an advertising budget included, numbers are expected to be higher.



From the whole team at the Edge Agency, we thank you for a great year. Your passion, excitement and clear communication makes this account a true joy for us to work with. We are looking forward to being on your team in 2023, helping you realize your goals for the year.