

Subject:	ISC Media Working Group Annual Report, 2023	Agenda #	6
Author:	Mrs. Elisabet Mikaelsson, Media Working Group Chair		
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## **MEDIA WORKING GROUP ANNUAL REPORT – 2023**

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

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.

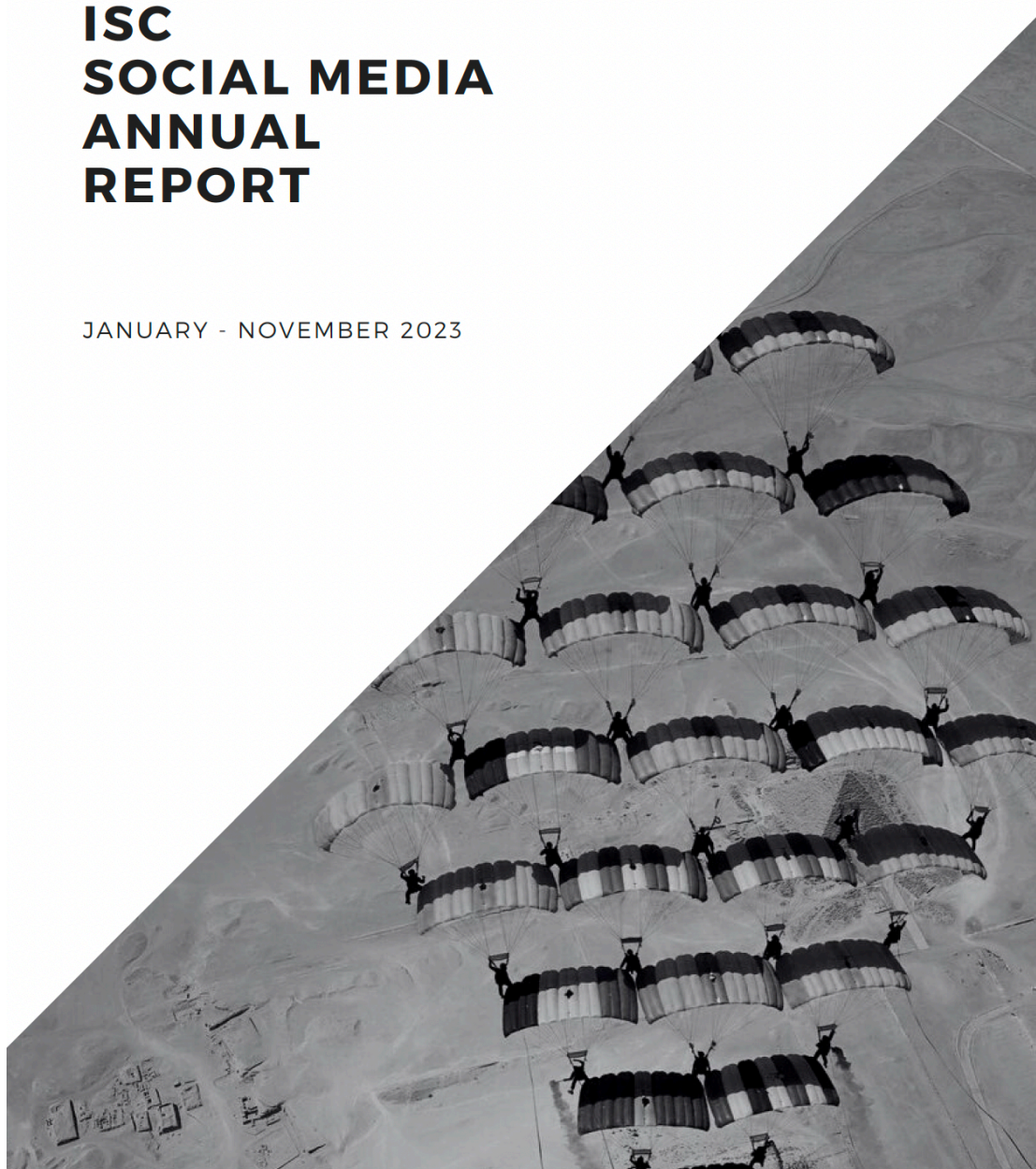
The following report are made by them.

**PREPARED BY**  
THE EDGE AGENCY

**PRESENTED ON**  
NOVEMBER 2023

# **ISC SOCIAL MEDIA ANNUAL REPORT**

JANUARY - NOVEMBER 2023





## **EXECUTIVE SUMMARY**

When setting goals for 2023 We based them on 2022's performance data, without considering an advertising budget.

Facebook has shown a pleasing average engagement rate of 107% and has exceeded the original growth target of 16k, reaching 18.2K at the end of October. Our growth target was surpassed 7 months into 2023, which is a great achievement for the platform.

Instagram has received excellent reach and surpassed its yearly growth target of 3K followers within 7 months as well, ending October with 4,334 followers and an impressive average engagement rate of 75% throughout the year.

Over the past few years, the ISC has successfully developed a strong social media presence, achieving multiple growth targets and receiving impressive engagement rates. With a growing online presence, both ISC platforms have become fantastic places to inspire, share events, narrate stories, highlight achievements, and engage with athletes.

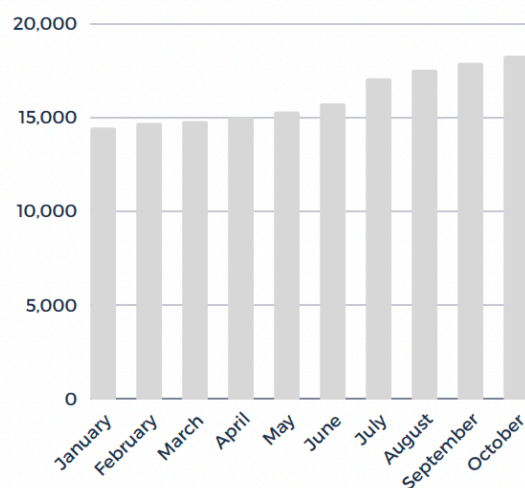


## THE NUMBERS

# OUR STATISTICS

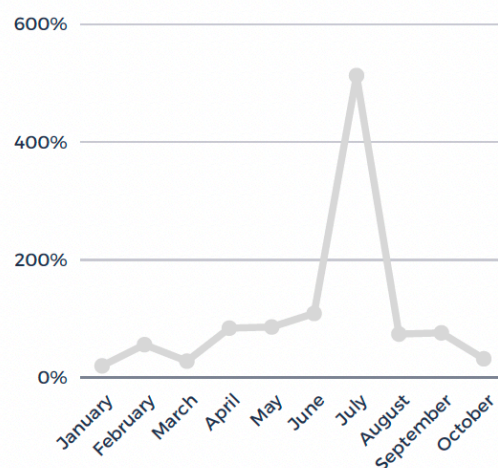
### FACEBOOK GROWTH:

On Facebook, we surpassed our 16k growth target in August, achieving it within 7 months. Our growth has consistently improved this year, averaging 488 new followers per month. This is 255 more followers per month compared to last year. Additionally, two of our posts reached over 2 million accounts. With no advertising spend, this is impressive results for the account.



### FACEBOOK ENGAGEMENT:

Facebook engagement has shown a satisfying average of 107% engagement in 2023 and the account consistently performed above the engagement target of 15%, so much so that we increased the target to 30% midway through the year. We have focused on mixing visually impressive and informative content both as photos and videos to diversify and keep the audience engaged.



### FACEBOOK INSIGHTS:

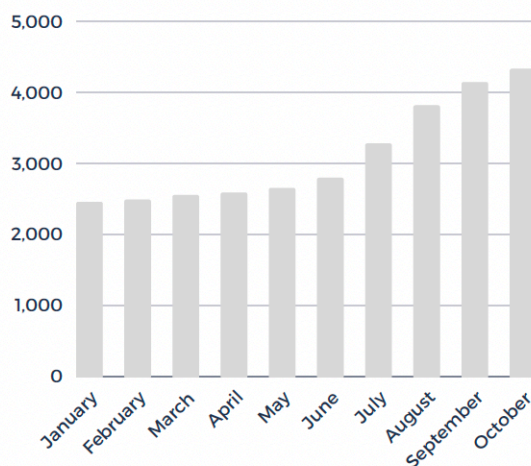
Facebook has been our top-performing platform in terms of growth, reach and engagement in 2023. It is a great place for informing, sharing news, and delivering information to the ISC audience. As the account has been performing well above strategic targets, we suggest continuing with the current strategy and post volume in 2024.

## THE NUMBERS

# OUR STATISTICS

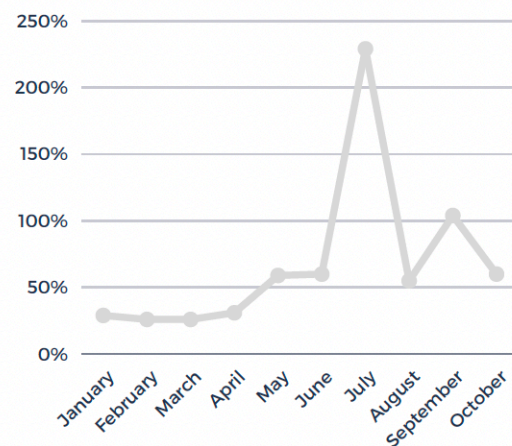
### INSTAGRAM GROWTH:

On Instagram, we passed the set growth target of 3k followers in July, only 7 months into the year. Our growth has been consistent, averaging 208 new followers per month, which is on average 163 more than last year. A few posts in 2023 went viral, helping to boost ISC placement within the algorithm. These resulted in significant growth and reach. Considering, that this was achieved without spending any money on advertising is impressive.



### INSTAGRAM ENGAGEMENT:

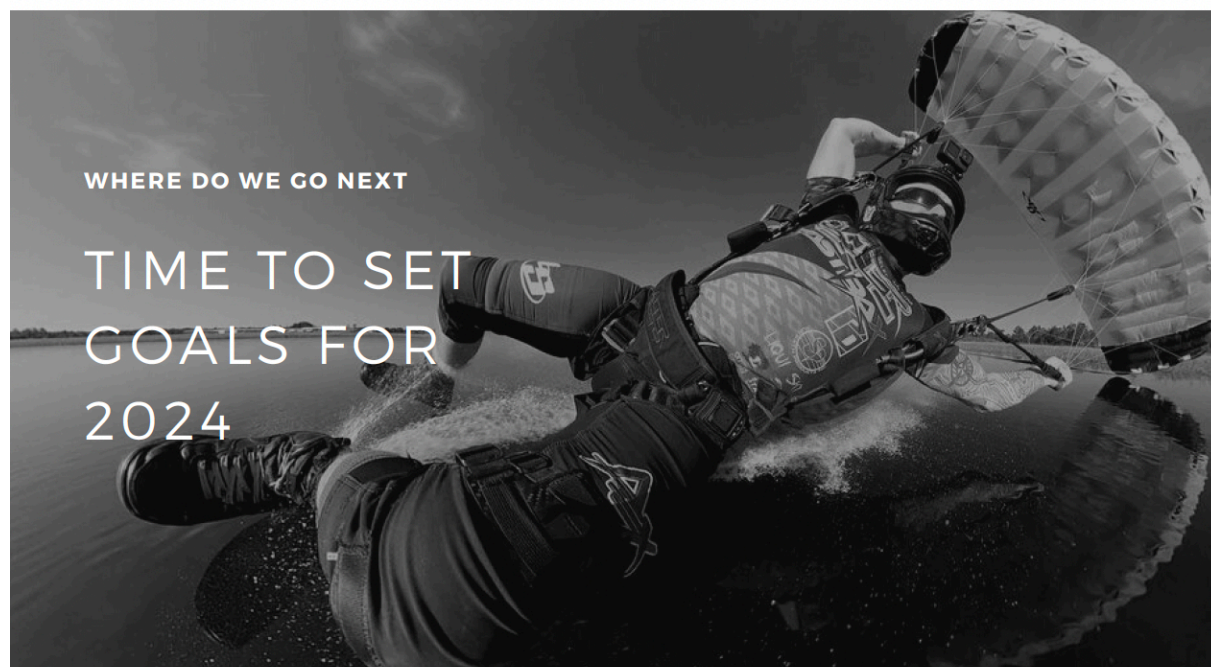
Instagram engagement has had an average of 75% in 2023 and the account performed above target consistently, even with a change from 30% to 40% during the year. High-quality videos combined with collaborations and trending audio have been performing very well on Instagram. Our audience has proven to be genuine, diverse, and appreciative of our varied content which shows that the current social media strategy is working.



### INSTAGRAM INSIGHTS:

In 2023 the ISC account excelled in growth throughout the year. Moving forward to 2024, we recommend maintaining our collaboration with Reels and athletes to further enhance our reach and engagement. Instagram serves as an ideal platform for the ISC to showcase the captivating aspects of air sports. Additionally, it allows us to establish a more personal connection with athletes and educate our audience.





Moving forward to the upcoming year, we need to establish new goals for ISC social media to maintain growth and engagement with our target audience. The Edge Agency has outlined the following goals based on performance in 2023. With such great results, we aim to continue with the current strategy.

**22K**

Facebook Followers

**30%**

Facebook Engagement

**6K**

Instagram Followers

**40%**

Instagram Engagement

From the whole team at the Edge Agency, we thank you for a great year. We have been very impressed with the results in 2023 and look forward to supporting your in achieving these goals in 2024.