

75th FAI/ISC PLENARY MEETING, 1-2 FEBRUARY 2025, ROME. ITALY

<i>SUBJECT:</i>	ISC Media Working Group Annual Report	<i>AGENDA #</i>	6
<i>AUTHOR:</i>	Mrs. Elisabet Mikaelsson, Media Working Group Chair		
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MEDIA WORKING GROUP ANNUAL REPORT – 2024

Webpage at fai.org

This year we have had a lot of activity on our pages at the FAI web page.

There have been articles about some of our competitors, coaches and delegates.

All this has led to an increase in visits to our web page.

FAI also sent staff to the World Championships in USA and we have had daily reports from all our First Category Events in 2024.

We hope to continue this work together with FAI Communication staff for upcoming years.

Result page

We continue to work with Namespace Technologies to develop our Result Page at results.worldskydiving.org.

This year our designated space on the server, where we have our result page, was used up. Instead of buying more space we manage to work together with FAI and have now some of our competition videos stored there.

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.

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ISC SOCIAL MEDIA ANNUAL REPORT

JANUARY - OCTOBER 2024



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EXECUTIVE SUMMARY

2024 has been a remarkable year for the International Skydiving Commission on social media, with significant growth and strong engagement across both Facebook and Instagram.

Facebook has doubled its follower growth target, climbing from 22,660 to 55,954 followers. This increase in followers reflects the platform's expanding role in connecting our community. Additionally, we've reached a milestone of over 4 million video views, signaling an engaged audience that actively consumes ISC content.

On Instagram, total views reached 682,000, followers grew by 27%, and engagement averaged 44.4%. This robust engagement underscores how well our content resonates, making Instagram a powerful platform for inspiring stories, showcasing athletes, and celebrating ISC news.

Both platforms continue to play a crucial role in building community, amplifying athlete achievements, and broadcasting ISC updates.

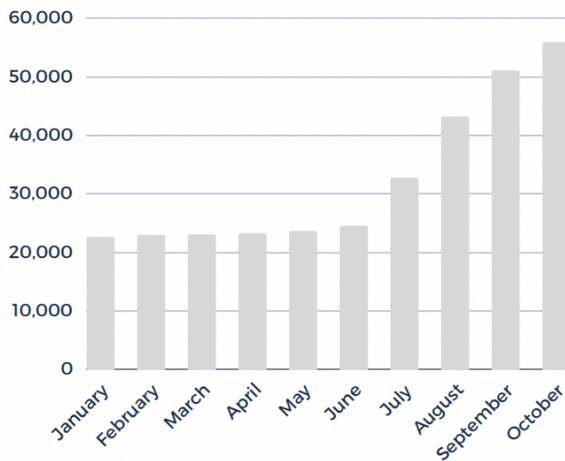
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THE NUMBERS



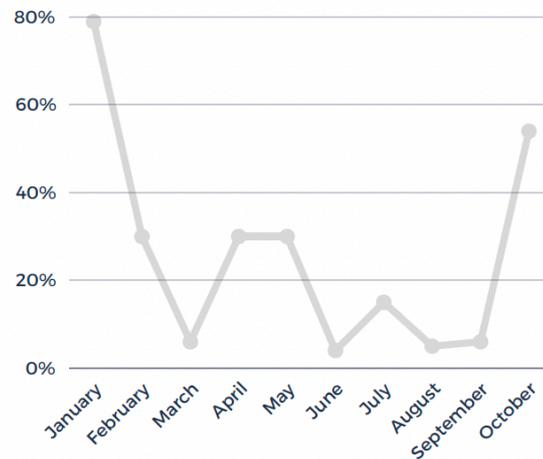
FACEBOOK GROWTH:

Facebook's growth this year has been remarkable, fueled by a wave of non-skydiving followers starting in July. This uptick began with a series of viral videos that continued through August and September, drawing in a new audience captivated by the impact of our content. Their enthusiastic response has boosted awareness of the ISC's work and introduced competitive skydiving to a wider public.



FACEBOOK ENGAGEMENT:

Facebook engagement was strong early in the year, averaging 35% from January to May, with a summer dip that rebounded sharply in October to 54%. This surge was likely driven by key competitions and boosted by viral videos, which helped capture audience attention. Engagement patterns show that followers are especially responsive around major events, underscoring their enthusiasm for ISC highlights and achievements. .



FACEBOOK INSIGHTS:

In 2024, Facebook saw impressive growth for the ISC, with followers more than doubling and engagement peaking at 54% in October. This surge was driven by viral videos that attracted a broader audience, increasing visibility and awareness of skydiving and ISC events. The platform proved essential for connecting with both the skydiving community and new followers, showcasing key moments and inspiring interest in the sport.

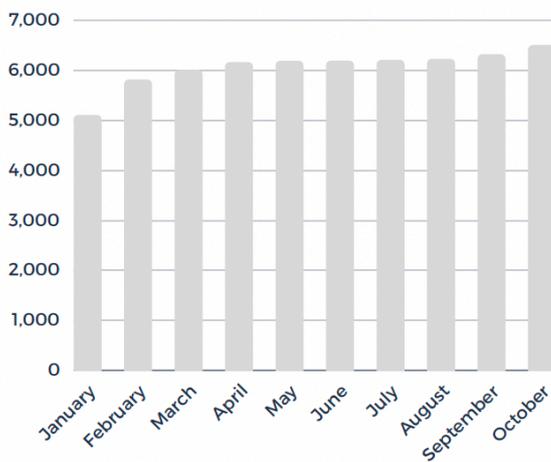
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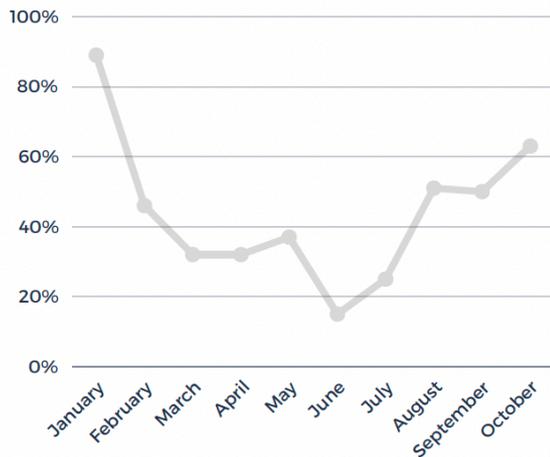
INSTAGRAM GROWTH:

In 2024, the International Skydiving Committee's Instagram audience grew by 27% from 5,112 to 6,510 followers, though we fell slightly short of our target of 6,901. Despite this, the growth has been steady throughout the year. We observed a notable surge in followers when sharing content related to competitions or posts that provoked strong reactions, driven by the extreme nature of the visuals or their inherent beauty. This type of content clearly resonates with our audience, helping to drive both engagement and awareness of the sport.



INSTAGRAM ENGAGEMENT:

The overall average engagement rate for the year is 44.4%, indicating strong audience involvement with our content. After experiencing a quieter summer, engagement rates saw a significant boost in August, September, and October, averaging 56% for these months. This increase can be attributed to heightened interest in competitions, engaging content shared by ISC, and successful collaborations with well-followed skydiving accounts. Together, these strategies have effectively captivated our audience and driven engagement during this period.



INSTAGRAM INSIGHTS:

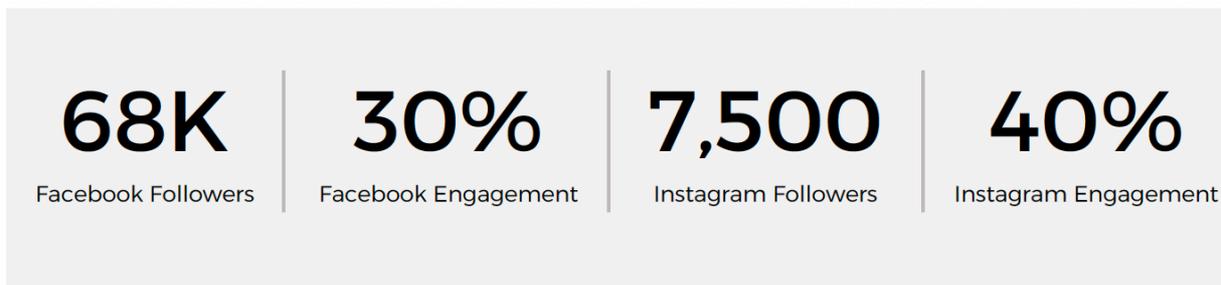
Overall, 2024 was a successful year for our Instagram presence, demonstrating effective strategies that resonated with our audience. Continued focus on engaging content and strategic partnerships will be key in driving further growth and engagement in the coming year.

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As we move ahead to 2025 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 2024, the Edge Agency has set the following goals for 2025.



From your entire team at the Edge Agency, thank you for an excellent year. Your enthusiasm and clear communication makes this account a joy to work on. We look forward to helping you accomplish your goals in 2025.