



CIVL 2020 PLENARY – ANNEXE 22

COMMUNICATION OFFICER REPORT

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Activity 2019

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 General list and Delegates list.

Website News

In 2019 there were 67 news articles posted in CIVL section <https://fai.org/page/civil-news>

Commission news

In this feed we informed about any decisions, activities, training, deadlines or meeting held in the CIVL. Totally there were 15 Commission news articles in 2019

Records News

Totally during 2019 we published 7 articles dedicated to record setting and record-breaking attempts on the website and made 10 posts on CIVL Facebook page where they gathered a summed audience of 34 800 users..

Event News

In 2019 we published 37 event news articles on the website. In Event news we cover the whole course of Category 1 event from local regulations publication to prize giving. Here i would like to express great thanks to CIVL Stewards and Jury members who helped greatly with informational support.

CIVL also provided support to FAI Category 2 events via social media. Any organiser can send a couple of photos and a brief text about any important issue related to his event (usually opening of registration or prize giving). In 2019 CIVL posted 12 news from Cat 2 events that reached over 30K of users. We keep reminding the organisers about this free promotion opportunity for their events.

Newsletter

We keep informing our community via mass mailing. Most important CIVL website news is also distributed via email. In 2019 there were 48 info issues communicated via emails to subscribers.

Facebook

CIVL Facebook @fai.civil in figures:

- 4931 subscribes, 4666 likes. Audience growth +19% compared to 2018.
- 110 posts in 2019.
- Total Audience Reach for posts of 2019:
397,039 users / 41.426 post click / 22,363 likes& shares.
- Top post: 34,500 users / 4,600 likes & shares.
- Average post: 3600+ users/200 likes & shares.

During 2019 we noticed stabilization with moderate audience growth.

Plans for 2020

- Continue developing CIVL Facebook page.
- Engage Category 2 competition organisers CIVL free media support.