



## CIVL 2021 PLENARY – ANNEXE 22

### COMMUNICATION OFFICER REPORT

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## **Activity 2020**

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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.

COVID-19 Pandemic seriously affected competition activity and provoked a great decrease in the necessity of communication.

### **Website News**

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In 2020 there were 52 news articles posted in CIVL section <https://fai.org/page/civil-news>

### **Commission news**

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In this feed we informed about any decisions, activities, training, deadlines or meeting held in the CIVL. Totally there were 12 Commission news articles in 2020

### **Records News**

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Totally during 2020 we published 7 articles dedicated to record setting and record-breaking attempts on the website and made 8 posts on CIVL Facebook page where they gathered a summed audience of 11 000 users..

### **Event News**

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In 2020 we published 24 event news articles on the website. We have held only one Category 1 event - Pan-American in Brazil. The rest of the event news were dedicated to event cancellations and postponement.

CIVL support to FAI Category 2 events via social media was not required this year as the events were announced on short notice and were mostly run with local and neighbouring countries' pilots.

### **Newsletter**

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We keep informing our community via mass mailing. Most important CIVL website news is also distributed via email. In 2020 there were 52 info issues communicated via emails to subscribers.

## Facebook

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CIVL Facebook @fai.civil in figures:

- 5697 subscribes, 4923 likes. Audience stabilized.
- 59 posts in 2020.
- Total Audience Reach for posts of 2020:  
85900 users / 9.990 post click, likes& shares.
- Top post: 7819 users / 479 likes & shares.
- Average post: 1480+ users/172 likes & shares.

## Plans for 2021

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- Continue developing CIVL Facebook page.
- Start Instagram as CIVL news feed for younger audience
- Engage Category 2 competition organisers CIVL free media support.