Website and Social Media Guide

Coupe Aéronautique Gordon Bennett

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Introduction

This document describes the web- and social media presence for the Coupe Aéronautique Gordon Bennett.

It is in the interest of all parties (Event Organizers, FAI/CIA, and Pilots) to have a good, professional and up-to date presence in the Internet and in social media. By using the same website addresses and social media accounts with a common concept every year, the brand can be improved, and the fan base can be increased.

Organizers are obliged to follow this guide unless an exemption is given by the FAI/CIA AA working group.

1 Website concept

1.1 Domain Name

The domain name www.gordonbennett.aero shall be the primary entry point for information about the Coupe Aéronautique Gordon Bennett.

The domain name is owned and controlled by FAI. The FAI IT manager is the point of contact for any changes.

By default, www.gordonbennett.aero points to the event website (see 1.2). About one month after / 11 month prior to an event, the domain is switched to the next year's event website.

1.2 Event Website

The objective of the event website is to promote a specific occurrence of the Coupe Aéronautique Gordon Bennett. The event website shall be setup by the event organizer usually no later than 2 weeks before the previous year's event, to have a minimal overlap.

As a minimum the event website shall include.

- Date and place of the event
- Short description of the race
- Practical information for visitors
- Event program
- List of the competitors (when registration is finished)

Some of this information is only know months or weeks before the event. The website shall be updated regularly and kept up-to-date. The basic information should be available both in English and in the local language.

The event organizer is responsible to setup and host the website. He can use a custom domain name or ask for a sub-domain of gordonbennett.aero (e.g. 2015.gordonbennett.aero) until www.gordonbenett.aero points to the site. Once the event is active and www.gordonbennett.aero points to it, this shall be the primary domain and the only address communicated to the public.

The event organizer shall provide sufficient hosting performance preferably on a scalable solution that can support the access of the visitors during the event. During the event the website can get simultaneous access of about 5'000 to 10'000 visitors (numbers from 2016/2017).

1.3 Legend & History

FAI/CIA AA working group (later potentially the PR subcommittee) is responsible of keeping an up-to-date legend & history website. This website is hosted by FAI and should keep the history of the Coupe Aéronautique Gordon Bennett.

As a minimum this site must contain the results from all previous events. FAI/CIA AA working group should start to add more content about the Legends of Gordon Bennett highlighting the serial champions and their background.

After each event the FAI/CIA AA working group transfers the following information to the history site:

- Final Results
- Picture of the live tracking

In addition, the following information shall be transferred if deemed interesting:

- Pictures & Videos
- Articles
- Background information of pilots

1.4 Race Portal

The race portal is only active during the event of the race. It is provided under the domain live.gordonbennett.aero and is hosted in a scalable container by FAI.

The race portal includes

- The live tracking (see chapter 3)
- A social wall (see 2.6)
- TV feed (if available)

The event organizer is responsible of signing the contract with the live tracking provider and the social wall feed provider.

The live portal site by itself is just a static website that "iframe"s the above-mentioned elements.

1.5 Statistics and Data protection

All parties should create minimal statistics (# of visitors, unique visitors, pageviews, etc.) with a daily resolution. The statistics should be gathered by the FAI/CIA AA working group. Ideally the statistics also covers the country of origin of the visitors.

All parties must ensure that the websites comply with the European data protection laws.

1.6 Navigation Banner

To give the visitors a simple option to navigate between the sites and to show them that those sites are connected, all sites must include the same navigation banner.

The navigation banner has 50px height and is kept in a simple, dark grey, design which is compatible with most website designs. The width of the banner can be adjusted to match the website width.

The banner is integrated using a JavaScript which makes it easy for the event websites to include the banner and the banner links can be centrally managed. The banner is hosted by FAI (live.gordonbennett.aero) and managed by the FAI/CIA AA expert.

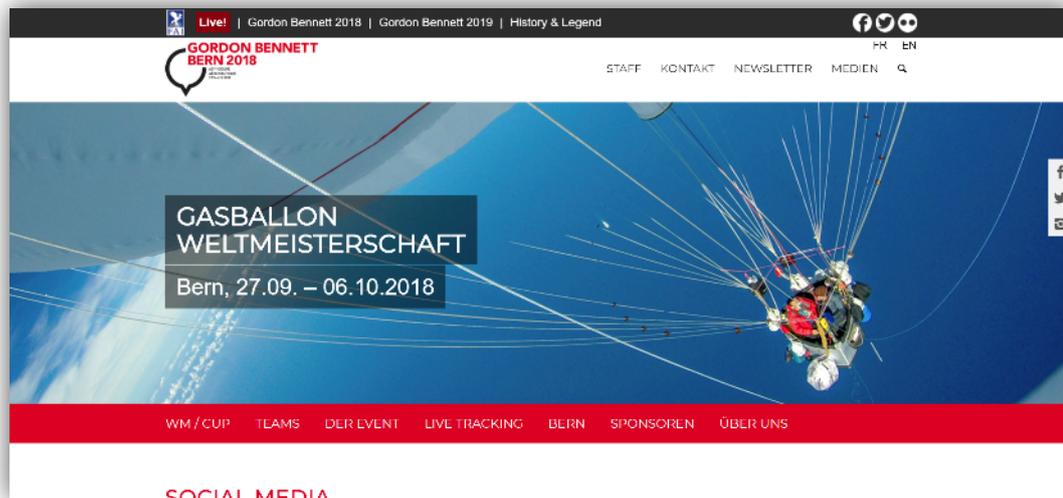See Annex C for an implementation guide.

The banner during the year looks like this:

When the race is on, the live button is added.

Example implementation:

2   Social Media

2.1   Netiquette

Be professional. Always communicate positively. Follow common sense and ethical behaviour. Be polite and fair. As official communicator (organizer / event direction /…) treat all teams and nations equally.

In case of any incidents: Have a single person that decides on the communication strategy. Communicate facts, but no assumptions or speculations. Don't publish pictures or videos that incriminate our sport.

The publisher of each article, message, photo or video published on one of the social media channels must have the right of the author, producer or photographer of the relevant material for publication on those channels.

2.2   Facebook

The official Facebook site for the Coupe Aéronautique Gordon Bennett is
https://www.facebook.com/Course.Gordon.Bennett/

The site is owned by FAI and managed by the FAI communications manager. The content control of the site is moved to every year's organizer. The intent is to build a yearly growing community instead of building a new community every year. In case the organizer has setup a Facebook site earlier, this site shall be merged with the official Facebook site, keeping the official site as the remaining site.

The content control for the site is given to the organizer about 10 months prior to the event. The event organizer may do the following adjustments

•   Rebrand the site to match the event's logo and CD/CI

•   Adjust the organizer address in the site information

•   Post any content related to the Coupe Aéronautique Gordon Bennett or competition gas ballooning in general.

Previous content must be kept. The control is given to the organize in good faith expecting that he follows the intend to maintain and build the community. In case of questions ask the FAI communications manager or the FAI/CIA AA expert.

The organizer can post any content on the Facebook site that relates to the Coupe Aéronautique Gordon Bennett and competition gas ballooning in general. He may present his sponsors, but the

focus of the site must be to the sport and not to commercial aspects. Because the community is very international, a good part (around 2/3rd) of the posts must be in English and/or multi-lingual.

During the race the Facebook page should be used to frequently updated the community about the race.

At any time, FAI, FAI/CIA or any of its sub-commissions may also post on this Facebook site.

2.3   Twitter

The official twitter account for the event director is @gb_fai and is owned by FAI (FAI communication manager). The account is intended to be used for official communication related to the race. Thus, this account is used more formally than the Facebook account. Examples of communications on this channel are landing messages or results.

The account is given to every year's event director.

2.4   Flickr

A selection of good pictures from every year is posted on Flickr by FAI. The flickr site is managed by the FAI communications manager.

https://www.flickr.com/photos/airsports_fai/collections/72157691453069042/

Unless a FAI appointed photographer is on site, the organizer is asked to send a selection of good pictures at maximum resolution, without any watermark, to FAI for publication. The copyright remains with the photographer, but free license for editorial use must be given. Those pictures may be used by public and media for editorial use and to promote the event.

2.5   Youtube

FAI owns the Youtube channel Coupe Aéronautique Gordon Bennett which can be used for live-streaming of the event or uploading of post-produced videos.

https://www.youtube.com/channel/UC4UymJhgIpENjcbrFQ_UvTA

All videos must be closely related to the Gordon Bennett race and the organizer or FAI must have the permission to publish the video.

The account is managed by the FAI/CIA AA expert.

2.6   Social wall

YB tracking (see 3.2) integrates a minimal social wall that can only list twitter messages.

Because many teams and fans communicated primarily with Facebook, it is recommended to add a separate social wall which integrates in the race portal (see 1.4).

In 2018 the solution from www.walls.io was used. The cost of this solution is 250$ for one month. Normally it is enough to have the wall online for one month. The echo was very positive, and it is strongly recommended to continue using this system.

It is the responsibility of the event organizer to sign the contract with a social wall provider and to configure it. Contact the FAI/CIA AA expert in case of questions.
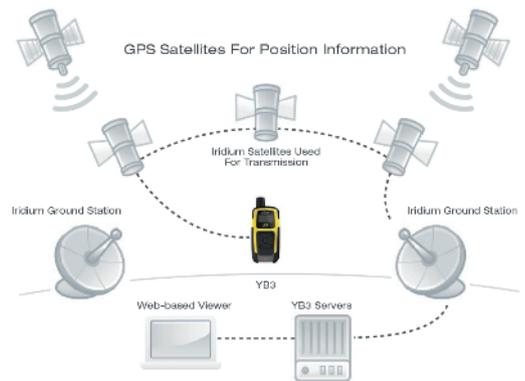
3   Live Tracking

3.1   Requirement

Live tracking and live scoring is crucial for the communication of the Coupe Aéronautique Gordon Bennett. The live tracking must be presented such that it is easy to use and understandable for the general public.

The live tracking must work for the whole duration of the race independent of the position or altitude of the balloon and report the balloon position at least every 10 minutes (higher interval is preferred).

3.2 Solution by YB Tracking

Since 2017 YB tracking (www.ybtracking.com) has been selected as the provider for the live tracking.

YB tracking has modified their solution to match the need of the Coupe Aéronautique Gordon Bennett. They provide the solution as a full service which includes providing the tracker devices and the presentation website. YB tracking provides service for many sports events with a large focus on sailing. They have more than 1'500 rental devices.

YB tracking's solution provides a lot of unique features:

- Small, water proof tracker with sufficient battery capacity.

- Good presentation website including live scoring for Gordon Bennett

- App for Android and iOS

- Twitter integration

- Windy.com integration

- Backoffice for status monitoring and logger management

- Text messaging

- Remote adjustment of tracking interval

- Support via email and phone

The event organizer must use the solution from YB tracking except he can demonstrate to the AA working group that his alternative solution provides the same quality of the tracking and usability of the user interface.

The service contract with YB tracking must be signed by the event organizer. It is recommended to do this as soon as the pilot registration is finished to book the tracking devices. The estimate cost (at 20 balloons) is 200-210 GBP per balloon which is the total cost. It includes the rental of the devices, shipment of the devices, the data communication at 5s interval, the app integration and the presentation website. For an additional cost of 200 GBP / day plus expenses a support person can be on-site. This is not needed if the event organizer can appoint a technically talented volunteer.

The advertisement logos on the tracking presentation website and in the app can be used by the event organizer for his sponsors.

Please contact YB tracking to get a quote for the number of trackers and to sign the contract. In case you need any help, please contact FAI/CIA AA WG expert.
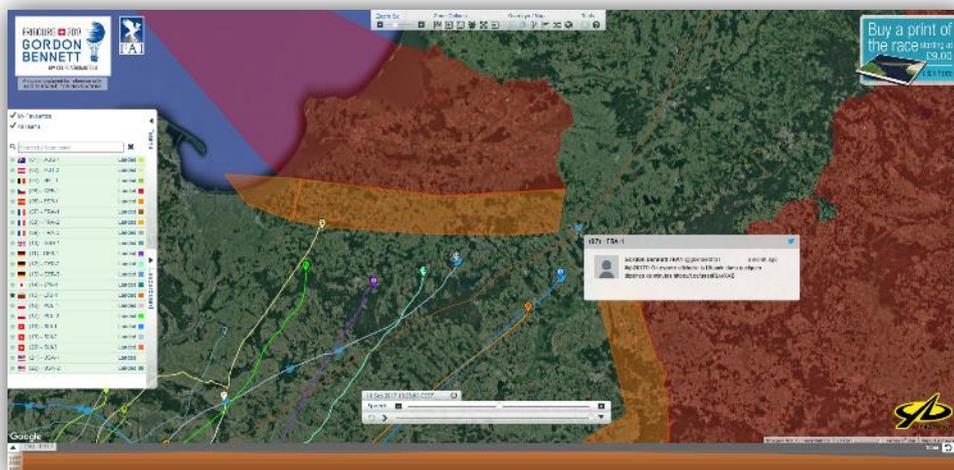
A. Timeline and action list

The table below lists the actions by the different parties before, during, and after the event. The units are in **m**onth and **w**eeks.

When	Who	What
Previous Event - 1m	Event Organizer	Setup event website. (Keep up-to-date until end of event)
Previous Event - 1m	FAI/CIA AA Expert	Activate the website on the navigation banner
Previous Event + 2m	FAI IT manager	Point www.gordonbennett.aero to the event website
Previous Event + 2m	FAI Communications Manager	Give access to Facebook to the new organizer.
Previous Event + 2m	Event Organizer	Adjust official Facebook page to CI/CD. Start feeding Facebook.
Event - 5m	Event Organizer	Sign contract with YB tracking. (The earlier the better. Often wait until entry dead-line.)
Event - 1w	Event Organizer	Setup live tracking & social wall
Event - 1w	FAI/CIA AA expert	Activate live button on navigation banner
Event	Event Organizer	Frequent update about the race on social media. Publish the final results immediately on the website and social media.
Event + 2w	FAI/CIA AA WG	Extract relevant information from event website and update History & Legend website
Event + 1m	Event Organizer	Send summary of statistics (website, Facebook, press, TV, etc.) to the FAI/CIA PR SC and FAI/CIA AA WG.
Event + 1m	FAI IT manager	Archive event website
Event + 2m	FAI/CIA AA WG	Create visitor report combining all statistical information.

B.   Contact Addresses

FAI IT Manager	Visa-Matti Leinikki it@fai.org +41 21 345 10 70
FAI communications Manager	Faustine Carrera communication@fai.org +41 21 345 10 70
FAI/CIA AA WG expert	Marc André marc.andre@netline.ch
AA working group chairman	Mark Sullivan marksullivansr@gmail.com
FAI/CIA PR subcommittee chairman	Debbie Spaeth dasdeb@sbcglobal.net
YB Tracking	Alex Burgis and Nick Farrell sales@ybtracking.com

C.   Implementation Guide for the Navigation Banner

The navigation banner is prepared for easy integration in most websites.

The integration is done using JavaScript. The function insertGBBanner(width, target) integrates the banner after the target object. The banner is built of a <div> block. The content of the banner is controlled by FAI/CIA.

The first optional parameter to the function defines the width of the banner (distance between FAI logo and social media logos). If this parameter is 0, the maximum browser width is used.

The second optional parameter can be used to insert the banner <div> at a specific location in the DOM of the website. In simple designs this parameter can be omitted in which case the <div> is inserted at the beginning of the <body>. In case the banner should be integrated after a specific element, use the following 2nd parameter: document.getElementById(id))

1. In the <header>, add a reference to the banner.js:
    ```
    <script src="https://live.gordonbennett.aero/banner/banner.js"></script>
    ```

2. Call the insertGBBanner() functions inside the HTML <body> after the reference tag is present. In case the banner should be integrated directly at the beginning, insert after the <body> tag:
    ```
    <body>
    <script>insertGBBanner(1010);</script>
    ```

    In case the banner should be placed inside another element, use:
    ```
    <div id="header_main">
    <script>insertGBBanner(1010, document.getElementById("header_main"));</script>
    ```
    In this case ensure that the insertGBBanner() is only called after the reference element.

Please contact the FAI/CIA AA expert if you are having any issues integrating the banner or need additional functionality.