



CIVL 2022 PLENARY – ANNEXE 22
COMMUNICATION OFFICER REPORT

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Activity 2021

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.

With the rise of competitions activities increased the volume of communications. Several important steps were taken. This year we launched the Instagram social media, reorganized our Newsletter and launched CIVL Event management system that will allow every Category 1 and 2 competition to have free event blog and registration (see plans for 2022).

Website News

In 2021 there were 76 news articles posted in CIVL section <https://fai.org/page/civl-news>

Social media

In 2021 there were 373 posts on social media (201 on Facebook and 172 on Instagram) providing the following audience reach.



Commission news

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 2021.

19 news dedicated to Commission's activity were posted on Facebook with summed audience of 52.5K. 12 on Instagram with 4.5 K.

Records News

Totally during 2021 we published 6 articles dedicated to record setting and record-breaking attempts on the website and made 6 posts on CIVL Facebook page with a summed audience of over 25 000 users. And 6 post on Instagram with 3,8K audience.

Event News

In 2021 there were 3 Category 1 events held and 2 were cancelled. We have published 55 event news articles on the website. Category 1 events were also supported by CIVL Social media resulting in 72 posts on Facebook with summed audience of 309 000 (best post reached 23K users) and 54 posts on Instagram with 38K audience (best post 2.4K).

CIVL support to FAI Category 2 events via social media run regularly this year dedicated mostly to the congratulations of the winners of the events. It was well required by the organisers. In total 201 social media publications were made - 102 on Facebook with 236K audience and 99 on Instagram with 50K of audience

Newsletter

We keep informing our community via mass mailing. Most important CIVL website news is also distributed via email. In 2021 there were 77 info issues communicated via emails to subscribers.

In 2021 CIVL newsletter has changed design and style. Now it goes out regularly once in 2 weeks. It is more a digest of what happened recently. Category 2 events registrations and awards, Commission news, important updates and announcements. During category 1 events the newsletter goes out every flying day with the event updates.

We invite all pilots to subscribe to our newsletter

<https://www.fai.org/page/civil-newsletter>

CIVL SMM in figures

CIVL Facebook @fai.civil in figures:

- 6916 subscribes, 5734 likes. Audience growth in 2021 - about 1K users.
- 201 posts in 2021.
- Total Audience Reach for posts of 2021:
634217 users / 21K likes, 43K posts' reactions (clicks, comments & shares).
- Top post by reach: 24000 users / 498 likes & 37 shares.
- Top post by likes: 15000 users / 605 likes & 40 shares
- Average post: 1800+ users/ 105 likes & 213 reactions.

CIVL Instagram @fai.civil in figures:

- 1561 followers. Audience growth in 2021 - 1651 users.
- 172 posts in 2021.
- Total Audience Reach for posts of 2021:
98 000 users / 9K likes, 158 comments & 100 shares).
- Top post by reach: 2457 users / 44 likes.
- Top post by likes: 1543 user / 153 likes
- Average post: 570 users/ 52 likes.

CIVL Social media Audience demographics

Audience

Current audience Potential audience

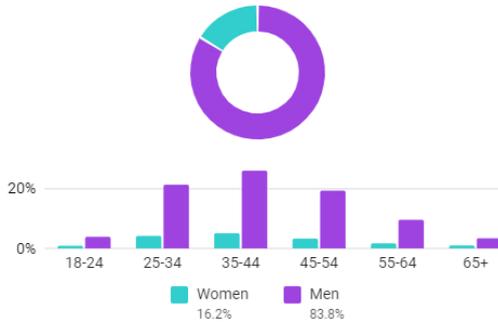
Facebook Page likes ⓘ

5.7K

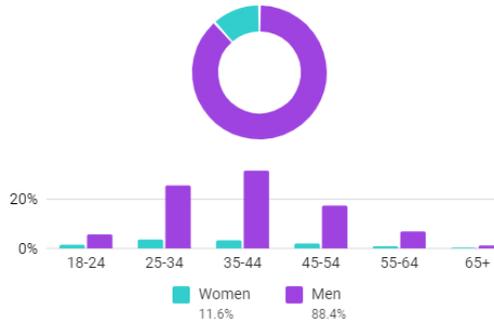
Instagram followers ⓘ

1.6K

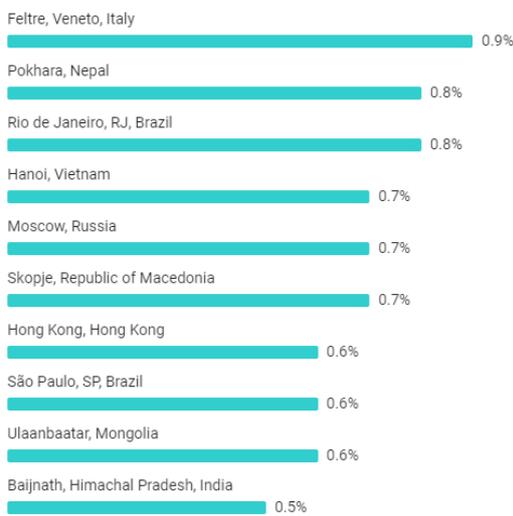
Age & gender ⓘ



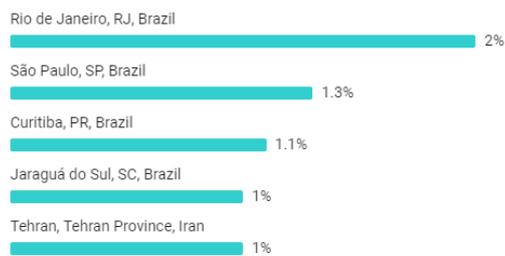
Age & gender ⓘ



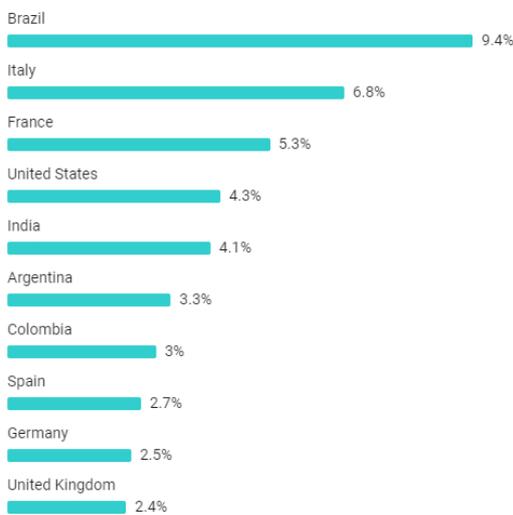
Top towns/cities



Top towns/cities



Top countries



Top countries



Plans for 2022

- Continue developing CIVL Facebook page.
- Continue developing CIVL Instagram
- Provide better support for Category 2 competition organisers via CIVL Socials and Event management system
- Provide full scale support for Category 1 events with daily live reportages.

CIVL EMS and WPRS

CIVL Event Management system <http://civlcomps.org/> will play an important role in sports communications. As now it is required that every cat 2 shall have a webpage to post local regulations we have provided a free of charge tool to do it at a high quality level.

The system includes all necessary function for running of the event:

- Registration
- Participants management
- Allocation
- Trackers assignment (Synchronized with Flymaster)
- Event blog
- Results publication

The event management system is now united with WPRS ranking thus providing pilots a single competitions' informational center.

It also gives any sportmen or sport professional to have a dedicated page with his proven experience and presentation. Which being hold in FAI CIVL environment have a solid sound.