



CIVL 2019 PLENARY – ANNEXE 22
COMMUNICATION OFFICER REPORT

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Activity 2018

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 2018 there were 74 news articles posted in CIVL section <https://fai.org/page/civl-news> (up to 12 December)

Commission news

In this feed we informed about any decisions, activities, training, deadlines or meeting held in the CIVL. Totally there were 24 Commission news articles in 2018

Records News

In 2018 we started to give publicity to our record breakers. It's not a secret that many pilots desperately need sponsorship and additional media coverage will always be a good help for them. Totally during 2018 we published 6 articles dedicated to record setting and record-breaking attempts on the website and shared them via our Facebook page where they gathered a summed audience of 72,500 users..

Event News

In 2018 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 2018 CIVL posted only 10 news from Cat 2 events, but we think that the organisers in the majority still not aware of this free promotion tool for their events.

New Website

From October 2017 a new modern design FAI website was launched and we continued to work on it in 2018. Some usability features were improved. The calendar time line was updated. The calendar can now show events before they have been fully sanctioned ('Sanction pending' status). It allowed us to add PWC events so that all the organisers can be informed about them.

See calendar, map and timeline:

https://www.fai.org/page/civil-events?upcoming=1&f%5B0%5D=fai_event_year%3A2019&display=list

Newsletter

We keep informing our community via mass mailing. Most important CIVL website news is also distributed via email. In 2018 there were 33 info issues communicated via emails to subscribers.

Facebook

During 2018 CIVL Facebook page @fai.civil without spending a cent on advertisements, we managed to reach the **over 0.5 mln of the audience**:

CIVL Facebook in figures:

- 4114 subscribes, 3935 likes. Audience growth +44% compared to 2017.
- 173 posts in 2018.
- Total Audience Reach for posts of 2018: 558,581 users/53,628 likes& shares.
- Top post: 42,400 users/5,139 likes & shares.
- Average post: 3200+ users/300 likes & shares.

During 2018 we noticed 200% growth of audience engagement, on average every CIVL FB post was liked or shared 2 times more than in 2017.

Plans for 2019

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