



CIVL 2024 PLENARY – ANNEXE 22
COMMUNICATION OFFICER REPORT

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Activity 2023

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.

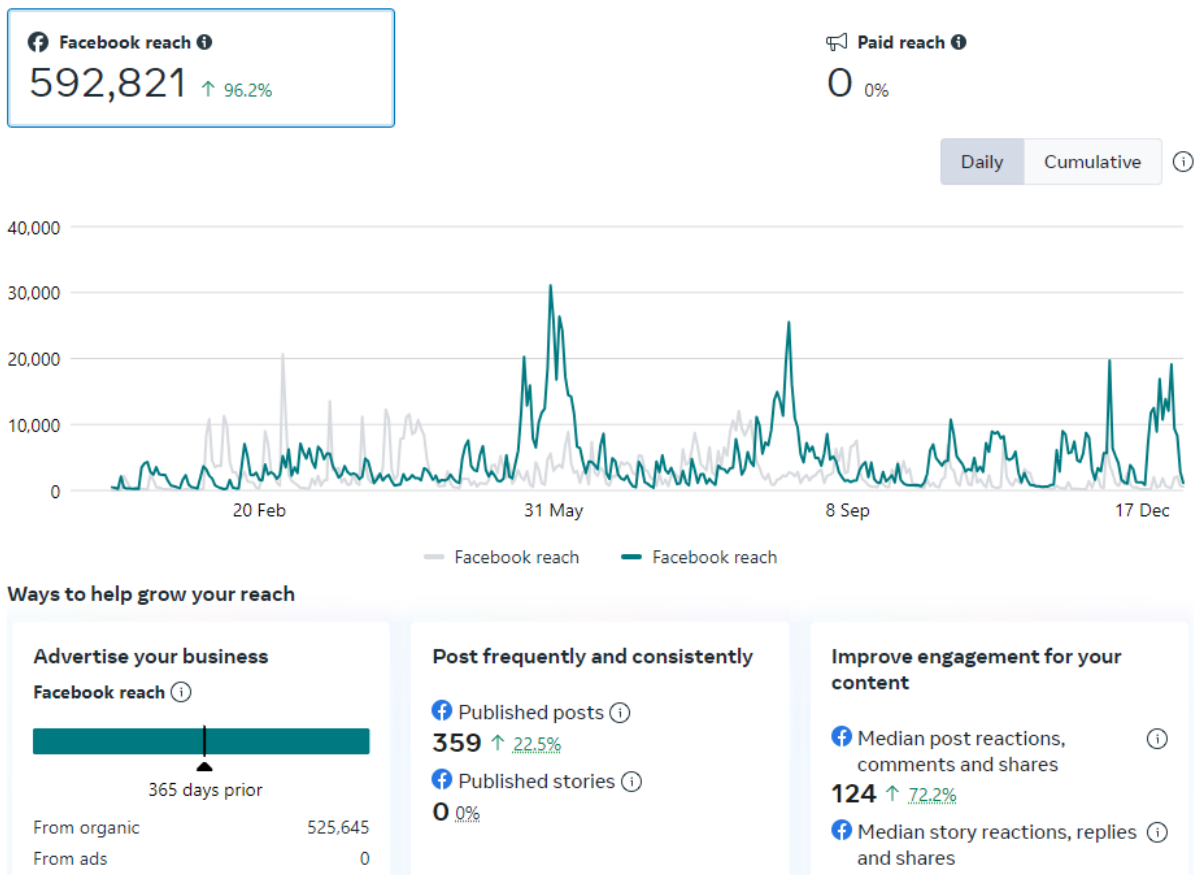
In 2023 the work was done on the website, CIVLcomps and CIVL social media.

Website News

In 2023 there were 63 news articles posted in CIVL section <https://fai.org/page/civl-news>

Social media

In 2023 there were 688 posts on social media (359 Facebook and 329 Instagram) providing the following audience reach.



Top performance in last 90 days

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
Paragliding World Cup France, Gourdon, 2024 will ...
23 Dec 2023, 01:00

This post's reach (37,326) is **801%** higher than your median post reach (4,143) on Facebook.

Highest reactions on a post ⓘ



Facebook post
New Paragliding XC destination Kenya! Pre-PWC Kenya Paraglic
6 Dec 2023, 01:00

This post received **480%** more reactions (621 reactions) than your median post (107 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
We congratulate the FAI CIVL World Online XC Contest...
18 Nov 2023, 01:24

This post received **950%** more comments (42 comments) than your median post (4 comments) on Facebook.

Instagram reach ⓘ

133,342 ↓ 56%

Post frequently and consistently

Published posts ⓘ

329 ↑ 12.3%

Published stories ⓘ

66 ↓ 19.5%

Improve engagement for your content

Median post likes, comments and shares ⓘ

132 ↑ 78.4%

Top performance in last 90 days

Highest reach on a post ⓘ



Instagram post
Task 3 of the test event of the 2nd FAI Asian Oceanic...
10 Oct 2023, 21:10

This post's reach (34,103) is **1,799%** higher than your median post reach (1,796) on Instagram.

Highest likes on a post ⓘ



Instagram post
Task 3 of the test event of the 2nd FAI Asian Oceanic...
10 Oct 2023, 21:10

This post received 1,363 likes.

Highest comments on a post ⓘ

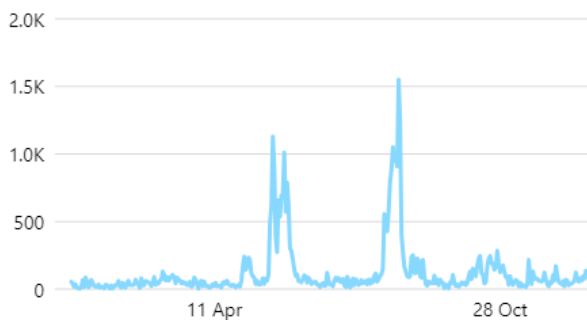


Instagram post
Task 3 of the test event of the 2nd FAI Asian Oceanic...
10 Oct 2023, 21:10

This post received **1,300%** more comments (14 comments) than your median post (1 comment) on Instagram.

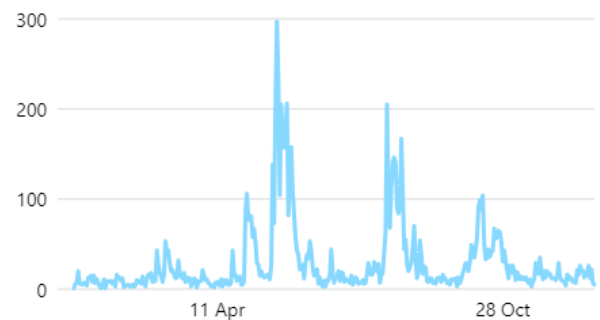
Facebook visits ⓘ

43,794 ↑ 252.4%



Instagram profile visits ⓘ

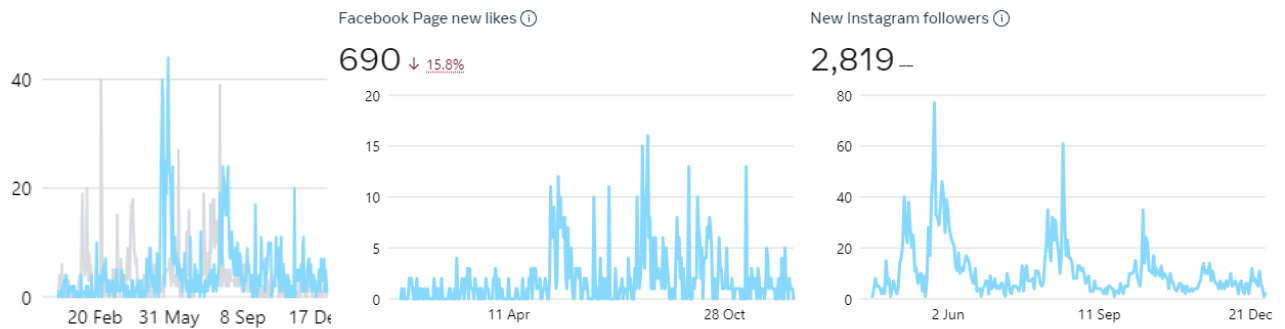
10,582 ↑ 24.8%



Facebook

Follows ⓘ

1,688 ↑ 31.1%



CIVL SMM in figures

CIVL Facebook @fai.civil in figures:

- 10,2 K subscribes, 7,5K likes. Audience growth in 2023 - about 1,7K users.
- 359 posts in 2023.
- Total Audience Reach for posts of 2023: 592821 users .
- Top post by reach: 70K users / 1.4K reactions & 131 shares.
- High Loyalty: Only 84 people unfollowed the page during a year.

CIVL Instagram @fai.civil in figures:

- 7563 followers. Audience growth in 2023 - 2585 users.
- 329 posts and 66 stories in 2023
- Total Audience Reach for posts of 2023: 133342 users .
- Top post by reach: 41 K users / 2.4K likes 28 shares.

Commission news

In this feed we informed about any decisions, activities, new positions, deadlines or meeting held in the CIVL. Totally there were 20 Commission news articles in 2023.

Records News

Totally during 2023 we published 3 articles dedicated to record setting and record-breaking attempts on the website

Event News

In 2023 there were 3 Category 1 events held. We have published 22 event news articles on the website. Category 1 events were also supported by CIVL Social media that mainly boosted performance. We also published 5 articles dedicated to FAI 1 Test events and 2 dedicated to Paragliding World Cups.

Newsletter

We keep informing our community via mass mailing. Most important CIVL news is also distributed via email. In 2023 there were 44 info issues communicated via emails to subscribers.

CIVL Social media Audience demographics

Audience

Current audience

Potential audience

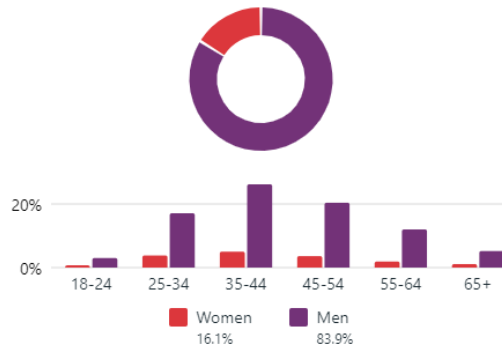
Facebook followers ⓘ

10,230

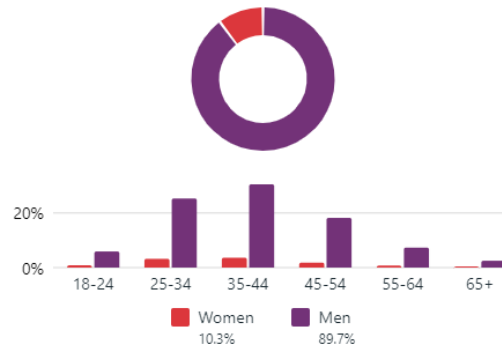
Instagram followers ⓘ

7,563

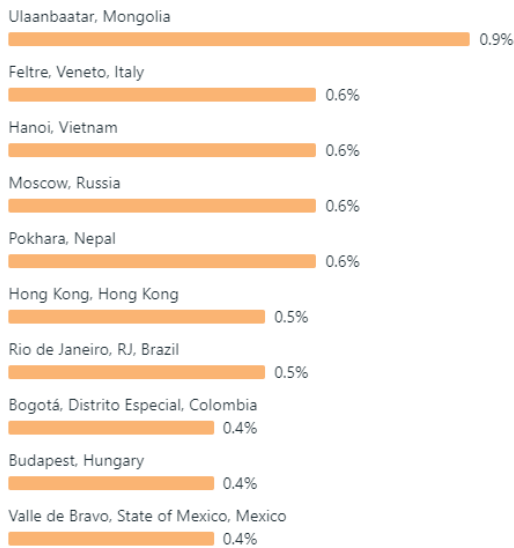
Age & gender ⓘ



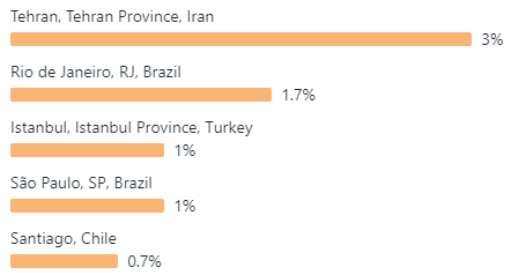
Age & gender ⓘ



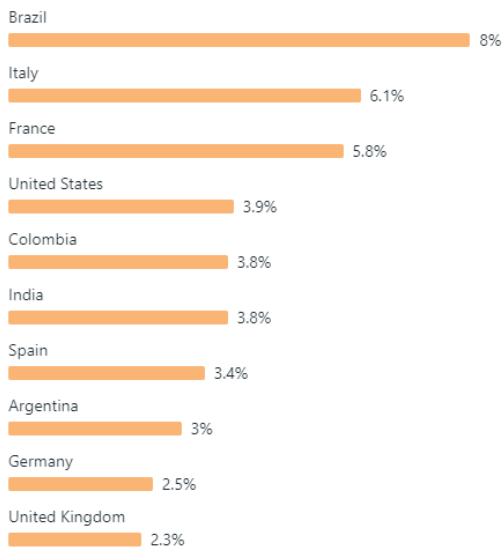
Top towns/cities



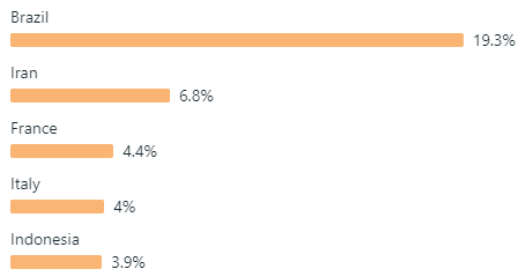
Top towns/cities



Top countries



Top countries



CIVL Event Management system <http://civlcomps.org/> plays an important role in sports communications. It comprises

- The biggest FAI 1, FAI 2 and Non-FAI event calendar for paragliding and hang gliding <https://civlcomps.org/events>
- Event hosting and registration platform <https://civlcomps.org/info/create-event-quick-start-guide> Free for the community.
- National Sport professional training seminars platform <https://civlcomps.org/seminars>
- World ranking <https://civlcomps.org/rankings>
- Presentation of sport professionals The best placed to check your staff experience. E.g. <https://civlcomps.org/pilot/11926/work>
- Presentation of sportsmen. The place they inform about their social channels. E.g. <https://civlcomps.org/pilot/12673>

FAI 1

All FAI 1 events are provisionally published on CIVLcomps once the dates are confirmed. These events appear on fai.org only after signing of the Organizer agreement which due to some bureaucracy may take a lot of time. CIVL understands the necessity of timely informing of the pilots and NACs of the coming FAI 1 events so we put the information of CIVL official website as soon as possible.

FAI 2

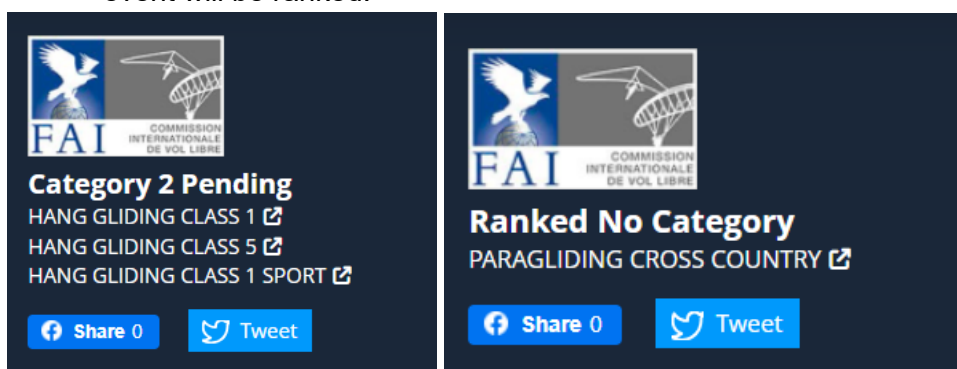
Currently many organizers are in the bad practice of announcing their event as FAI 2 long before they really get it sanctioned. For example at a random check done in december of 2023 on airtribune.com only 6 out of 17 events that declared themselves as FAI 2 were really FAI 2. 11 were not. The same situation may happen on any other website.

There is always a risk that some day some event that said it is FAI 2 will not become such. CIVL warns the community that there are only 2 places where you can get 100% confirmation if this event has really got FAI 2 status:

- <https://www.fai.org/page/civl-events>
- <https://civlcomps.org/events>

CIVLcomps has 2 additional unique advantages:

- For events hosted on the platform it is possible to apply directly for FAI 2 from civlcomps and then "Cat 2 pending status" will appear in the event header proving that the sanctioning is in progress.
- Also events that are held in Non-FAI member countries or ranked as exemption are marked as such in the event header. This will serve for the pilots as a proof that such event will be ranked.



As you understand no other public website can provide verified information in these two cases.

CIVLcomps includes all necessary function for running of the event:

- Registration
- Participants management and notifications
- Allocation
- Trackers assignment (synchronized with Flymaster)
- Event blog
- Results publication and sending to the ranking

It is necessary for all CIVL events to upload result to CIVLcomps to send them to the ranking.

Plans for 2024

- Continue developing CIVL Socials Facebook and Instagram pages.
- 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.
- Provide better support to CIVL organizers and pilots via civlcomps.org service.