

MEDIA AND PROMOTION WORKING GROUP ANNUAL REPORT — 2020

WEB SITE

With no First Category Events during 2020 not much has been reported on the FAI/ISC web page. The site has, thought, gone through some restructuring to make it easier to find information.

SOCIAL MEDIA

We have even further developed our presence on Social Media (Facebook and Instagram), with the help and cooperation with the EdgE Agency.

Even in a year without competitions we have managed to be visible and not forgotten; see the report from the EdgE Agency.

We still need to improve communication with the competitors by creating groups to the ISC page on Facebook. Two good examples are the AE Corner and the Speed Skydiving Corner. This requires, though, more involvement from the Competition Committees.

WHY DO WE NEED INTERACTION ON SOCIAL MEDIA?

Social media is an essential piece of our marketing strategy. Social platforms help us connect with our competitors and interested people and to increase awareness about our brand.

It is a way to promote ISC and have ISC and Skydiving more known **all** over the World. It is also a very good way of informing our competitors. With the posts about the postponed competitions in 2020 we reached over 10 000 people within hours.

Facebook is also the “First place to go to” for the younger generation, if you aren’t visible on Facebook and other Social Media — you don’t exist.

To be able to keep up the good will we have created you need communication knowledge, knowledge about our sport and the means and time to create interesting posts. The EdgE Agency have all this.

All this requires a budget though, and you get what you pay for. If you do not pay anything – you will get nothing.

Thank you to my fellow members in the Media and Promotion Working Group.

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Elisabet Mikaelsson

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