

**PREPARED BY**  
THE EDGE AGENCY

**PRESENTED ON**  
NOVEMBER 2020

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# ISC SOCIAL MEDIA ANNUAL REPORT

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JANUARY - NOVEMBER 2020





WHERE WE ARE NOW

THE ISC SOCIAL MEDIA  
AUDIENCE GREW BY  
226% IN 2020

## **EXECUTIVE SUMMARY**

Even with the challenges that 2020 brought, it has been an incredibly strong year for the International Skydiving Commission on social media.

Facebook is on track to hit all targets in 2020. We've already hit our Facebook growth targets in November with over 10,000 followers and an average engagement rate of 35%, which sits above our target. Facebook has been a great place to keep athletes and the community updated as events were changed due to the pandemic.

Instagram engagement exceeded its targets by an astonishing 200%. Though the Instagram account has grown 75% in 2020, it fell slightly short of the 1,600 target. We're looking to close out the year with 1,300 followers.

Both platforms continue to be a fantastic place to inspire, share stories, hero our Athletes and share ISC events & news.

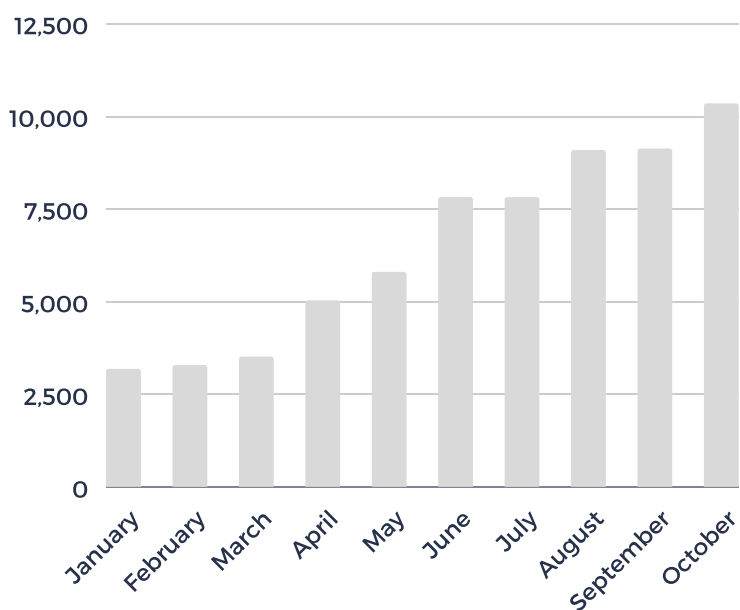
THE NUMBERS



# OUR STATISTICS

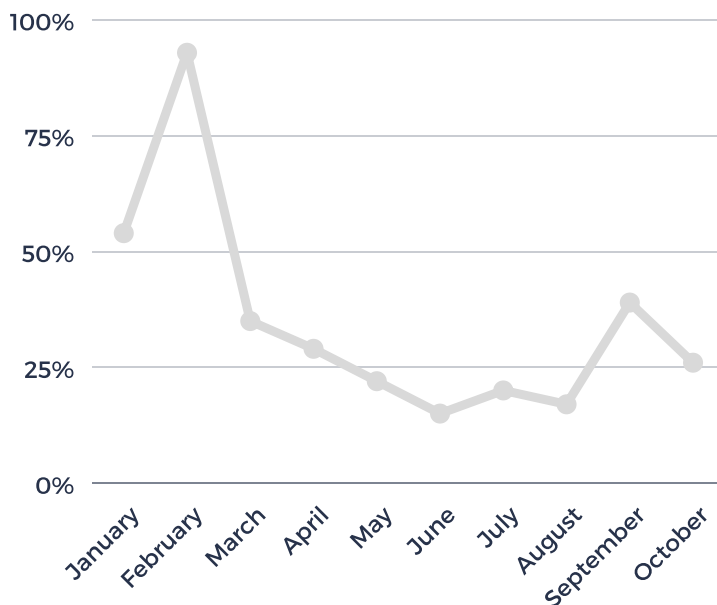
**FACEBOOK GROWTH:**

On Facebook we met our growth targets in July. Due to this we adapted targets to 10,000 followers and with already 188% growth since the beginning of the year, we hit our target in November. Moving into 2021 we'll suggest a more ambitious growth target to ensure the ISC continues its stellar growth rate.



**FACEBOOK ENGAGEMENT:**

Facebook engagement peaked during January and February due to a remembrance post and some of our strongest Sport Education content in February. As the world started to lockdown in March, we weren't receiving as much new content to publish across the account over the summer. However, we still achieved our target engagement rate of 25%, five out of nine months. The average engagement rate in 2020 was 35% which sits above our strategic target.



**FACEBOOK INSIGHTS:**

Facebook is performing well and has hit all targets set in 2020. The paid advertising campaign proved to be incredibly successful for the ISC with a cost per Like of \$0.04 a cost which is well below Facebook and Industry standards. Though it was a tough year with the cancellation of a lot of events, communicating this news through Facebook worked well and drove a high volume of shares as the community picked it up.

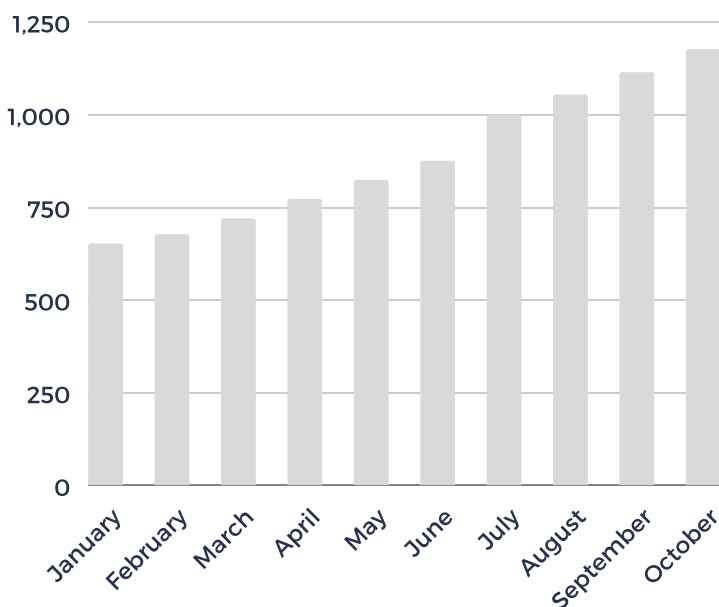
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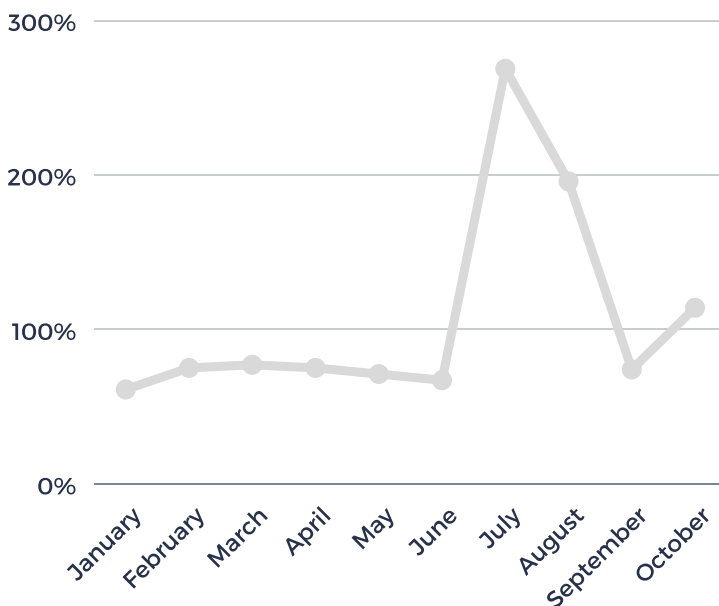
**INSTAGRAM GROWTH:**

On Instagram we've been steadily growing each month and are on track to close out 2020 with 1,300 followers. This is 300 followers short of our target. Due to paid advertising not performing as well on this platform, we started a more robust hashtag strategy in September which has helped to drive some more growth. We expect that once events pick back up again and the ISC is being tagged in more Stories (which we can share), along with on site content collection - we should see a spike in growth.



**INSTAGRAM ENGAGEMENT:**

The Instagram engagement targets set at the beginning of the year was 25% per month. Each month the ISC Instagram account has outperformed this stat. There was a big increase in engagement in July once we kicked off the Instagram paid campaign. Though this didn't assist as much with growth it did drive engagement with ISC content.



**INSTAGRAM INSIGHTS:**

Though Instagram didn't hit all targets in 2020, it performed well, drove high engagement and fell just short of its growth target. For 2021, we'll explore more growth strategies to ensure Instagram closes out the year in as strong a position as Facebook.

WHERE DO WE GO NEXT

TIME TO SET  
GOALS FOR  
2021

As we move ahead to 2021 it's important that we set new goals to ensure that the ISC social media stays on track, grows, continues to engage and reaches the correct audience. Based on our performance in 2020, the Edge Agency has set the following goals for 2021.

**20K**

Facebook Followers

**25%**

Facebook Engagement

**2,200**

Instagram Followers

**50%**

Instagram Engagement

From your entire team at the Edge Agency, thank you for an excellent year. Your enthusiasm and clear communication makes this account a joy to work on. We look forward to helping you accomplish your goals in 2021.