Communications Results Report 2025

Communication Results

What do the numbers mean?

Communication
Results

Innovations

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Looking ahead

Communication Results   **What do the numbers mean?**   **Innovations**

Users

Number of **unique** persons viewed content on our **IISHF** channels.

Through the changes in reporting from service providers the number of unique visitors to Facebook, Instagram and Twitter are no longer available.

Views

Show the reach **IISHF** content has generated. The IISHF **website** is still the main channel where content is consumed, in terms of numbers, with **Instagram** seeing greater growth.

	2023	**2024**	**2025**	**Growth %** **2024/25**
Website	11.84m	9.8m	211k	-97.85
Facebook	270k	230K	628k	173%
Instagram	249.5k	290K	373.4k	28.8
X	9.7k	8.8K	6.3k	-28.4
X Live	7.1k	NA	NA	NA

Followers

Represent the number of **unique persons** signed up at each channel to see **IISHF** content on a regular basis.

	2023	2024	2025	Growth 2024/25	Growth % 2024/25
Facebook	2781	2892	3843	951	32.88
Instagram	1856	2064	2392	328	18.89
X	596	578	555	-23	-3.98
X Live	590	NA		NA	NA

What does this mean?

Although disappointing website views are down we see peaks of viewership during IISHF title events.

However, with the use of Reels over the past few years and more predominantly in 2025 this has led to a huge increase in views and engagement.

With great numbers, comes great responsibility

Having seen a major increase in views and follows from Reels at IISHF title events we need to ensure that we shoot as much short form content at IISHF events as much as possible to showcase our sport.

Collaboration

In 2023, 2024 and 2025 we reached out via a newsletter asking for connections with each National Member Association Social Media \ Communications Team. The goal was to work together and see how we can all work with each other, share ideas about how we communicate our messages. Furthermore, we wanted see how we can all generate new interest in the sport in countries like Great Britain, Denmark, Austria and India etc.

Once again, I put the call out. Work with us, grow the sport!

Collaboration

In 2023 had one response from Denmark willing to engage, however, circumstances lead that to fail.

In 2024 and 2025 we had zero response.

Only by working together for the greater good of the sport can we grow.

2026 Innovations

This year we will be releasing the Team Information and ITC process via the website.

IISHF will email \ invite team contacts to register on the website and manage their team information (submissions and ITC's) for title events for 2026.

National Member Association ITC Approvers will also be required to use this process to make approving ITC's easier

2026 Innovations

It will not be mandatory during 2026 for teams to submit via the website, however, we do encourage as much use as possible to ensure we continue to move forward.

2026 Innovations

We will also be updating the IISHF website over the next few months to move to more up to date technologies to ensure the safety and security of the site.

We will continue to use the same backend technologies, and we are updating the frontend of the website to be more current, intuitive, user friendly and maintainable.

2025 Round up

During 2025 we had one major IT issue where our web and mail host at the time completed an upgrade of their systems which deleted circa 300 servers.

The IISHF web and mail server were affected by this for a duration of 17 days for our mail servers and just under 3 days for the IISHF Website.

We have since moved our web and mail hosting to ensure this doesn't happen again.

2025 Round up

Communications on social media platforms continues to grow followers, views and engagement.

As we look back over the years we are continuing to grow and our sport is being seen.

Looking to 2026...

During 2024/5 we have been looking at Game Management Systems across each of the National Member Associations with a view to see how IISHF can make use or take ideas from to bring ourselves back into a position where games are run from an online system like (but more reliable than) SportsEngine.

The goal is to move away from the current THF which has been in use for over 20 years now.

Thank you