



# Communications Results Report 2024



# Communication Results



**What do the numbers mean?**

**Communication  
Results**



# Innovations

**Communication  
Results**

**What do the  
numbers mean?**



# Looking ahead

**Communication  
Results**

**What do the  
numbers mean?**

**Innovations**



**Let's go!**

**Communication  
Results**

**What do the  
numbers mean?**

**Innovations  
Looking ahead**



# Users

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

	<b>2022</b>	<b>2023</b>	<b>Growth %</b>
Website	33k	68.2k	106.61
Facebook	22k	131.9k	499.5
Instagram	16k	67.5k	321.8
X	3k	10.5k	250
X Live	5k	7.1k	42.2



# 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.

	<b>2022</b>	<b>2023</b>	<b>Growth %</b>
Website	572k	11.84m	1971.4
Facebook	55k	270k	398.3
Instagram	7k	249.5k	3464.3
X	10k	9.7k	-3
X Live	14k	7.1k	-49.29





# IISHF



## Followers

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

	<b>2022</b>	<b>2023</b>	<b>Growth</b>	<b>Growth %</b>
Facebook	2691	2781	90	3.34
Instagram	1615	1856	241	14.92
X	593	596	3	0.51
X Live	603	590	-13	-2.16



# What does this mean?

In the past year, we've transformed our communication style to be more relatable and engaging, fostering a stronger connection with our **Skater Hockey** community across all **National Member Associations**.



# With great numbers, comes great responsibility

Having hit high numbers in 2023 its imperative that we continue growing and connecting with our audience in all **National Member Associations**, and to do this we need to work together.



# Collaboration

In 2023 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.

We will try this again in 2024...



# 2023 Innovations

2023 was a year where IISHF communicated some innovations we were taking as an organisation. Some worked, some didn't.

We had the right ideas in taking things digital and tried with [SportsEngine](#). This was trialled in 2022 and repealed in 2023.



# 2023 Innovations

Every event was live streamed in 2023, each was shown via the IISHF Website, and most streams are still available to re-watch today.



# 2023 Innovations

Each **IISHF** Title Event had its own communication process and each had its own theme to distinguish them from each other.

Use of **Social Media tools** such as **Buffer** enabled a write once, post many solution which triggered communication to **Facebook, Instagram and Twitter \ X**.



## 2023 Round up

In early 2023 we saw the resignation of the IT Director and Communications Officer within the same week. With these resignations we lost five people from positions that reported into the office of Vice President.

A new IT Director, Deputy IT Director, Communications Officer and Deputy Communications officer were appointed, and we managed to output a lot of content and keep our community informed and updated resulting in the high numbers in web and social media traffic.





# Looking to 2024...

2024 will see some further advances in our communications and digitalisation of processes to help make the reporting, ITC, Team Information Submission smoother for teams, hosting clubs, National Member Associations, ITC Approvers and more.

We will continue to strive to increase traffic to our web and social media channels and will continue to communicate effectively to our **Skater Hockey Community** by working together.



**Thank you**