



INTERNATIONAL FLOORBALL FEDERATION (IFF)

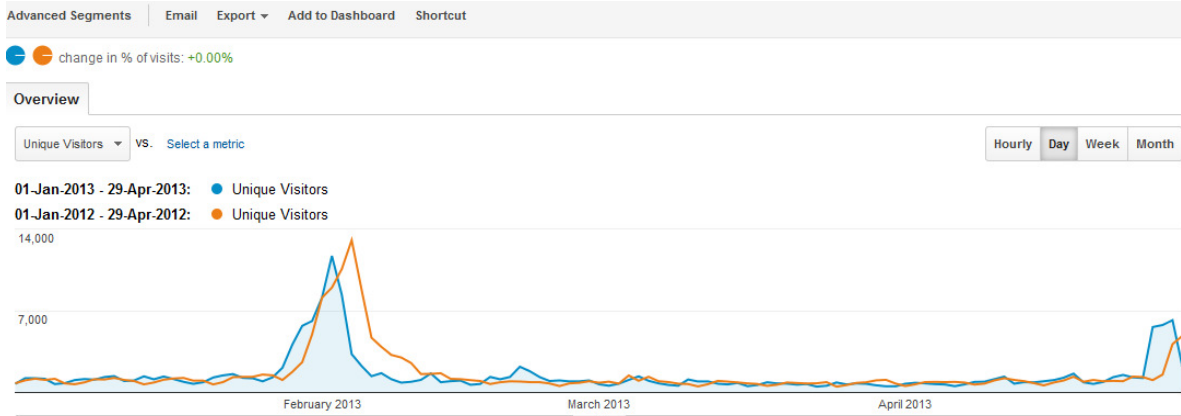
Recognised by the IOC
Ordinary member of SportAccord

IFF Information Operations report May 2013

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IFF Website & stats:

- The Champions Cup 2013 website is up and running, match program slider to be added once the team have registered and the schedule is ready.
- Statistics: January 1st 2013 – May 1st 2013 compared with January 1st 2012 – May 1st 2012



Facebook Stats@ IFF.Floorball:

- Statistics by May 1st: 15 253 likes
- New post add (IFF Mobile App during the MU19 WFC). Advertising the biggest floorball countries
- There are now also a separate World Floorball Championships and Champions Cup Facebook pages

IFF Twitter Stats @IFF_Floorball:

- Statistics by October 23rd 2012: 6 209 tweets and 3 122 followers

IFF Flickr Stats@iff_floorball

- Statistics by October 23rd 2012: IFF Flickr contains 12 201 photos with 93 937 views

IFF Youtube Channel Stats@ iffchannel:

- Statistics by May 1st 2013: 4,790 subscribers 1,546,142 views

IFF Youtube Channel Stats@ IFFLive:

- Statistics by May 1st 2013: 2,120 subscribers 242,136 views

E- Newsletter stats:

- A new Newsletter platform is used (viestikoje). Easier to edit and share newsletter topics on for example facebook and SMS.
- 987 unique subscribers by May 1st 2013

IFF Events Mobile App

- An updated version of the IFF Events Mobile application has been launched and the App is available on Google Play and in the App Store.
- The New features include:
 - Guessing the final score of the match and collect points
 - Comparing your game prediction skills with others
 - Getting the latest Twitter feeds onto your App
 - YouTube game highlights
 - Getting social and sharing your guesses, teams and results on Facebook and etc.
 - New match statistics and UI improvements