

WFC Webpage:

During the first three days of the WFC, the WFC webpage www.iffwfc.org has gained 223,358 page views, 33,369 users and 64,731 sessions.

IFF Events App:

Currently (3.12) the IFF Events App has been downloaded 19,396 times on Android and 17,300 on iOS. All in all, the IFF Events App has been downloaded 36,696 times.

Facebook:

The World Floorball Championships Facebook page has gained 538 new likes since the start of the WFC and all in all has 11,320 likes. During the three days, the WFC Facebook page gained 870,251 impressions and reached 335,495 users.

The IFF Facebook page has gained 277 new likes since the start of the WFC and all in all has 37,107 likes. During the three days, the IFF Facebook page gained 396,094 impressions and reached 124,065 users.

Twitter:

The IFF WFC Twitter page has gained 113 new followers since the start of the WFC and currently has 1,324 followers. During the three days, the IFF WFC Twitter page has gained 104,622 impressions.

The IFF Twitter page has gained 52 new followers since the start of the WFC and currently has 11,771 followers. During the three days, the IFF Twitter page has gained 42,619 impressions.

Instagram:

The IFF WFC Instagram page has gained 197 new followers during the first days of the WFC and all in all has 7,042 followers. The WFC Instagram page has gained 10,093 engagements during the three days.

The IFF Instagram page has gained 233 new followers during the first days of the WFC and all in all has 45,669 followers. During the three days, the IFF Instagram page has gained 45,344 engagements.

Summary:

The WFC Social Media pages Impressions: 974,873

The IFF Social Media pages Impressions: 438,713

Social Media vocabulary:

Impressions: The number of times the content has been displayed.

Reach: The number of people who have seen the content.

Engagement: The number of interactions (shares, likes, comments).