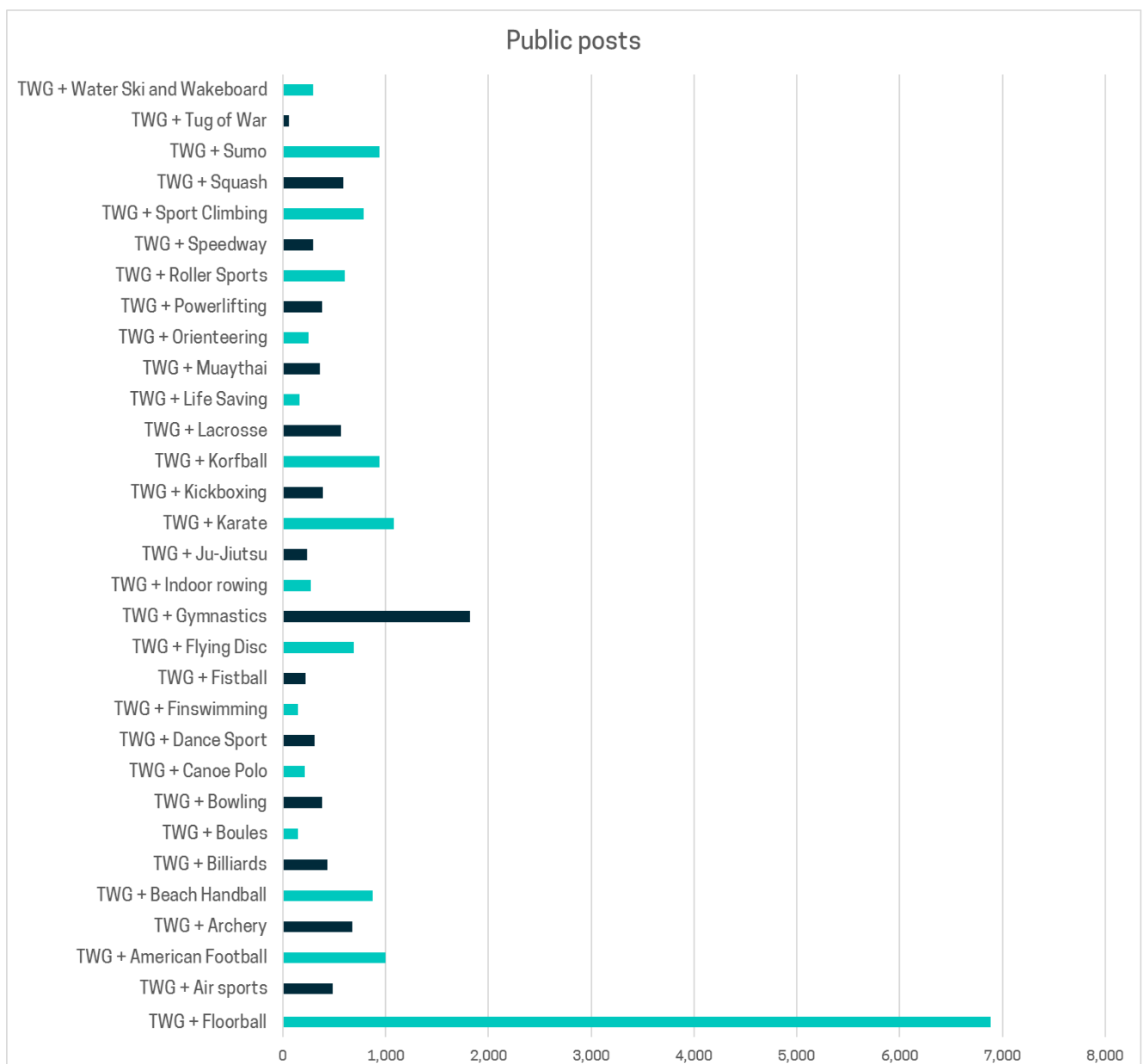


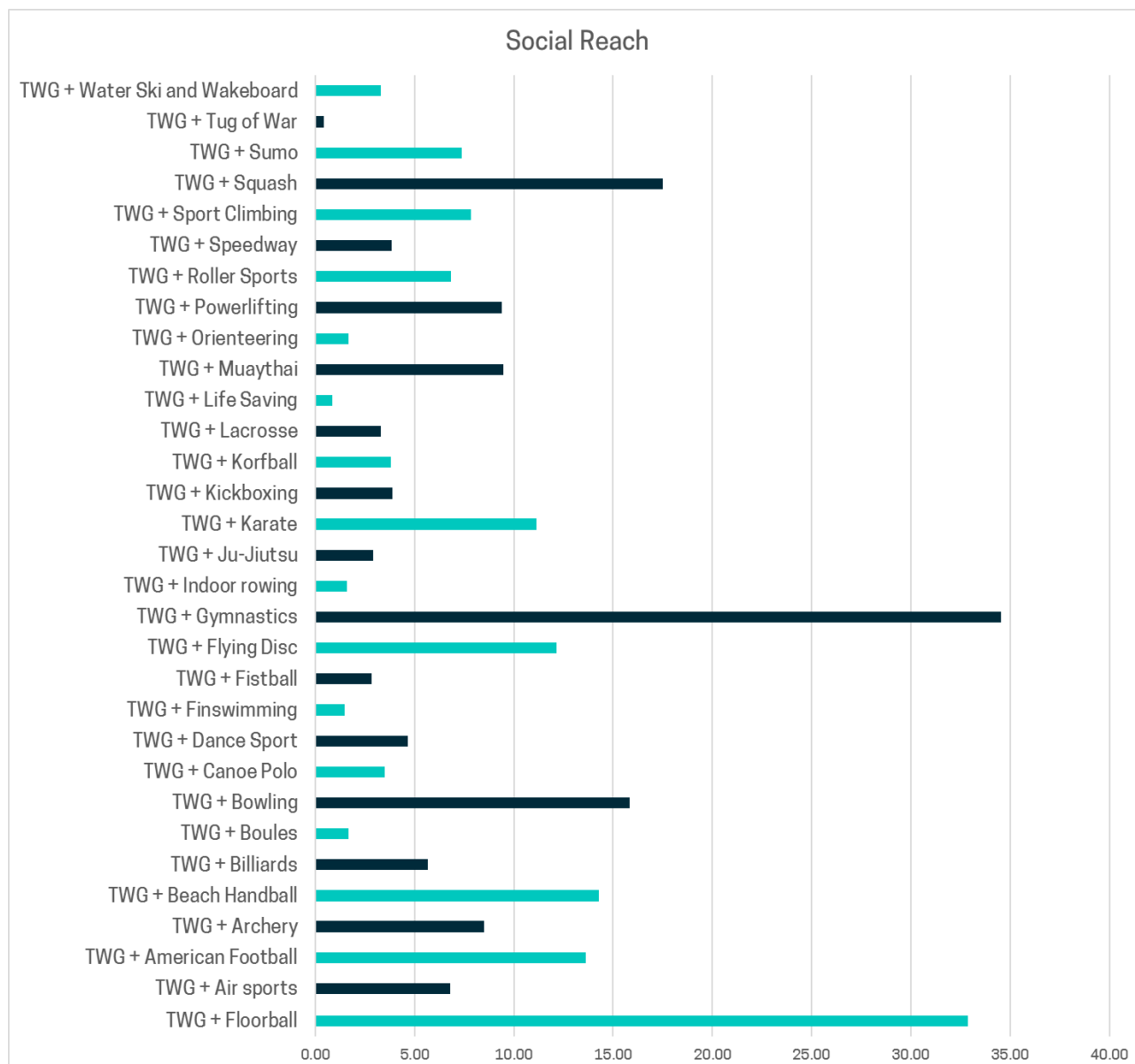
During The World Games Floorball Competition (27-30.7) there were 4501 TWG floorball related social media posts and 146 articles. The Social Reach was 23.3 million, Potential Media Reach was 19.37 million and AVE was 179.14k.

Floorball’s visibility in comparison to other sports (20-30.7)

TWG had 47000 public posts and 6900 out of the 47000 were floorball related posts. Out of all TWG sports, floorball had the most TWG related posts and were almost 15% out of the whole amount of TWG posts. Gymnastics were second with 1800 posts and karate were third with a bit over 1000 posts. The sport specific posts made up 55% of all TWG posts. This means that 45% of TWG posts were about TWG in general and no specific sports were mentioned. See the figure below.



The social reach of all TWG posts was 750 million. Gymnastics had the biggest social reach with 34.6 million. Floorball came second with approximately 32.6 million and squash was third with 17.5 million. The sport specific posts had a rather small percentage of the whole social reach. Gymnastics was 4.6%, floorball 4.4% and squash 2.3% out of the whole reach. The sport specific posts had a social reach of 255 million and were 34% of the whole TWG social reach. See the figure below.



The reason why floorball percentage was rather big in the amount of public posts compared to the social reach is that the people who have posted floorball related TWG posts don't have as much followers as the ones who have posted about TWG in general. For example, one of the general TWG posts with the most reach was posted by ABS-CBN News Facebook page which has 14 million likes.

IFF Social Media Channels

During TWG Floorball Competition (26-31.7.2017) the IFF had approximately 40k Facebook fans, 13k Twitter followers and 51k Instagram followers. Facebook's 56 posts reached almost 400k users and gained over 1,1 million impressions and 10k engagement. Twitter's 115 posts gained over 260k impressions and almost 18k engagement. Instagram's 41 posts gained almost 70k engagement. IFF Flickr gained almost 98k views.

During the Men's WFC in Riga, Latvia (2-12.12.2016) the IFF had approximately 38k Facebook fans, 12k Twitter followers and 42k Instagram followers. Facebook's 129 posts reached almost 610k users and gained over 1,7 million impressions and 9k engagement. Twitter's 119 posts gained almost 240k impressions and almost 13k engagement. Instagram's 99 posts gained approximately 170k engagement.

Comparison WFC & TWG

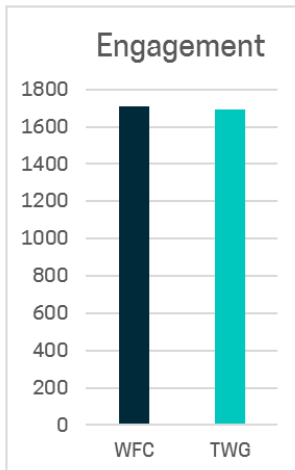
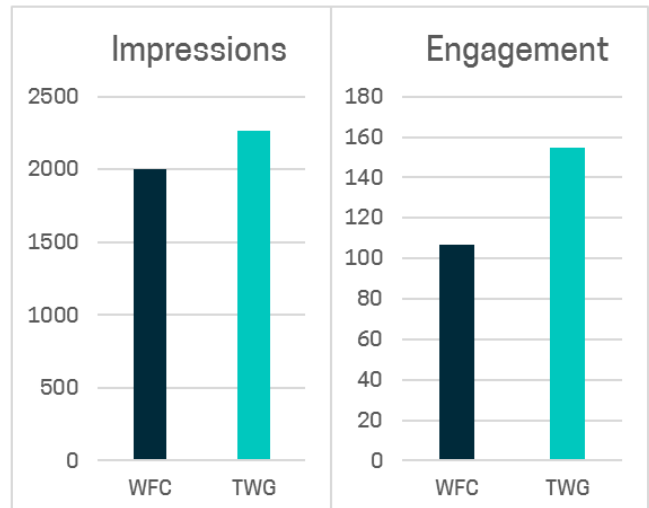
The comparison between TWG and WFC was made by counting the average impressions/reach/engagement by post.

On Facebook, WFC gained 13 833 impressions and TWG gained 20 682 impressions per post. WFC reach was 4711 and TWG reach was 7119 per post. WFC engagement was 71 and TWG engagement 191 per post. See the figure below.



From the stats can be seen that TWG succeeded better on Facebook than the WFC.

On Twitter, WFC gained 2000 impressions and TWG gained 2264 impressions per post. WFC engagement was 107 and TWG engagement 155 per post. See the figure on the right. From the stats it can be seen, that TWG succeeded better than the WFC.



On Instagram, WFC gained 1710 engagement and TWG gained 1694 engagement. See the figure on the left.

Instagram is the only channel out of the three, where TWG didn't perform as well as WFC. As reach and impressions can't be measured reliably from Instagram, we need to base our knowledge to engagement.

In conclusion, TWG performed better than WFC on all channels except Instagram and even there the difference is rather minor. It should however be remembered that in these statistics we are only measuring the main IFF social media channels and the WFC specific social media channels are left out.

There are a few different reasons why only the IFF social media channels were chosen to this report instead of the WFC specific channels. It is fair to have the same amount of social media channels. If the WFC specific channels' stats would be added to the IFF social media channels' it would have been 6 social media channels against 3. Also, if we would've chosen only the WFC specific social media channels we should've had to take into consideration the bigger gap in the amount of followers.

If the WFC stats would have been counted by using the WFC specific social media channels:

On Facebook WFC gained 22554 impressions per post, reached 8730 people per post and engagement was 129 per post.

On Twitter WFC gained 1843 impressions per post and 115 engagement per tweet.

On Instagram the engagement was 378 per post.

In conclusion, WFC would've performed slightly better on Facebook than TWG in all areas except engagement. On Twitter, TWG still succeeded better and on Instagram the difference would've been massive.

TWG and AOFC

The IFF together with the AOFC held a social media activation campaign in connection to TWG. The main purpose was to activate the AOFC countries. The competition was run 20.7-7.8.

All in all, there were 8790 public posts, 3859 Mobile App sessions and over 212 000 minutes watched on Youtube by AOFC countries. The social reach of the public posts was 3.46 million. It was noted, that not all AOFC related posts were counted by the Meltwater App. This glitch didn't however change the outcome as it is quite clear. But this should be taken into consideration more carefully and competition run in cooperation with Meltwater in order to avoid these kind of mistakes in the future.

When counting the points of the member association, the quality of the posts was also taken into consideration. The competition was won by Philippines, Japan came second and Iran came third.

Glossary and counting methods:

By SproutSocial

Impressions: The number of times your content is displayed.

Reach: The number of people who see your content.

Engagement: The number of interactions (likes, comments, shares) your content is getting.

By Meltwater

Social Reach: The data is not normalized across the different social sources but specific to each. Read below to understand how Reach is calculated per provider:

Facebook: Number of likes the Facebook Page has or number of members a Facebook Group has

Twitter: Number of followers the author of the post has

Youtube: Number of Views the video has

Instagram: Number of followers the author of the post has

Potential Reach: Reach estimates the potential viewership of any particular article based on the number of visitors (monthly unique visitors) to the specific source.

AVE (Advertising Value Equivalency): The reach numbers are the unique visitors of each source based on monthly activity.

The AVE number uses a formula based on this number to derive a value. See the formula below:

X (the reach/unique visitor figure) * .025 (standard error, assuming that 2.5% of any given audience will view a particular article on average) * .37 (37 cents is the dollar value for each visitor).