

# IM24CA Marketing & Communications 2019

Annual General Meeting 2019



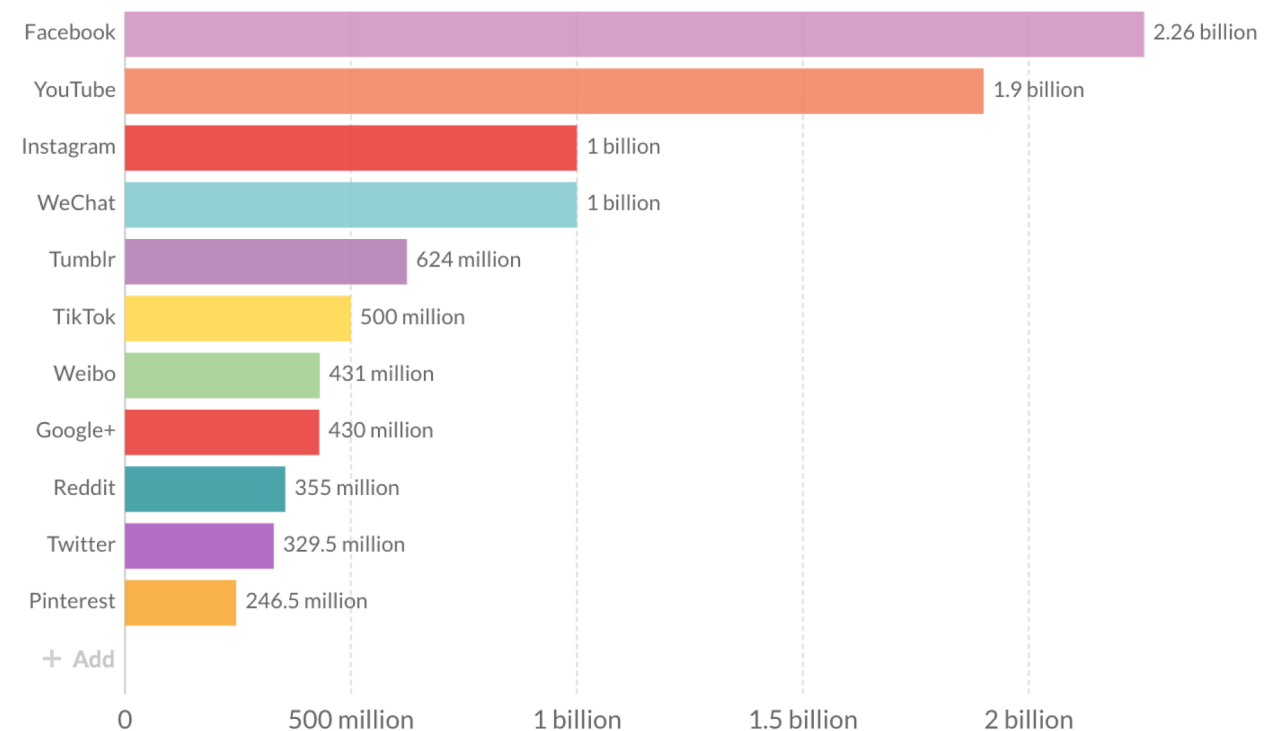
# Trends

- **Visuals, both photo and video** are essential
- **Instagram** has been growing fast
- **Facebook** has been dominating for a decade and remains the most widely used social media platform.

## Number of people using social media platforms, 2018

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World  
in Data



Source: Statista and TNW (2019)

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# Social Media Use

In general, young people are more likely to use social media than older people. But some platforms are much more popular among younger people.

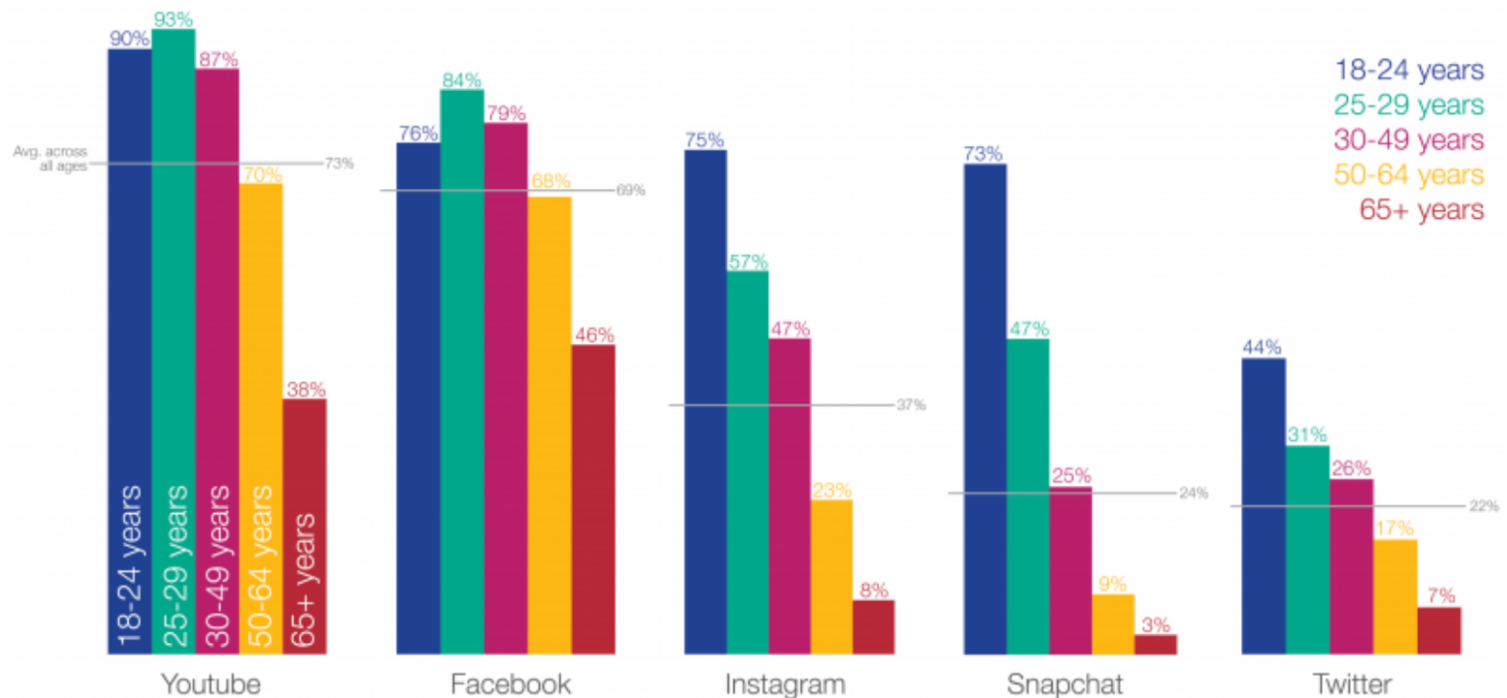
For Instagram the 'age gradient' is extremely steep – the popularity of that platform drops much faster with age.

The rise of social media in rich countries has come together with an increase in the amount of time spent online.

## Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.

Our World  
in Data

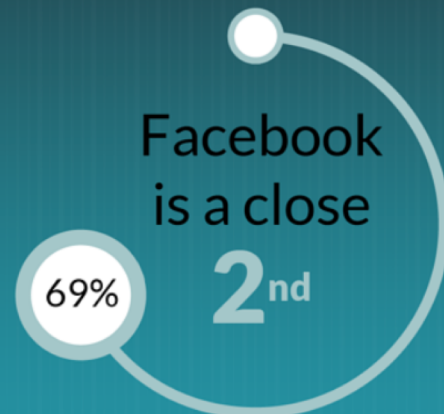
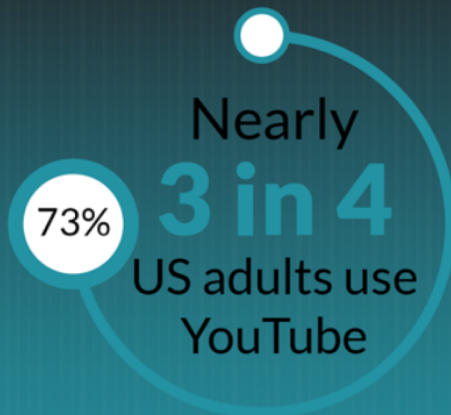


Data source: Pew Research Center (2019).  
This is a visualization from [OurWorldinData.org](https://ourworldindata.org), where you find data and research to make progress against the world's largest problems.

Licensed under CC-BY by the author Esteban Ortiz-Ospina.

YouTube and Facebook dominate overall, but Instagram is quickly overtaking those “older” channels among the younger crowd, especially among 18-24 year old, according to 2019 statistics.

While Facebook and YouTube still dominate, Instagram and SnapChat are rapidly gaining ground in the under-30 crowd.



## Instagram **CATCHING UP** with Younger Crowd

**76%** of  
Instagram  
users ages  
18-29 visit it  
daily

18-24 YEAR OLD

Instagram: 75% 

Facebook: 76% 

 Instagram: 57%

 Facebook: 84%

25-29 YEAR OLD

# Melges 24 Media Channels

- Website
- Direct mailing – news and PRs
- Social media
  - ↑ • Facebook
  - ↑ • Instagram
  - ↑ • Flickr
  - ↓ • YouTube
  - ↓ • Twitter












# Melges24.com statistics 2019

## Top 10 visiting countries

1.1. – 07.11.2019

1. USA
2. Italy
3. Germany
4. Canada
5. UK
6. Sweden
7. Norway
8. Denmark
9. Hungary
10. France

Visitors in total come  
from 153 countries  
(2018 – 157; 2017-167; 2016-155,  
2015- 182)

Country	Users	% Users
1.  <a href="#">United States</a>		
Jan 1, 2019 - Nov 7, 2019	6,670	 31.97%
Jan 1, 2018 - Nov 7, 2018	6,231	 28.18%
<b>% Change</b>	<b>7.05%</b>	<b>13.43%</b>
2.  <a href="#">Italy</a>		
Jan 1, 2019 - Nov 7, 2019	2,837	 13.60%
Jan 1, 2018 - Nov 7, 2018	2,432	 11.00%
<b>% Change</b>	<b>16.65%</b>	<b>23.61%</b>
3.  <a href="#">Germany</a>		
Jan 1, 2019 - Nov 7, 2019	1,306	 6.26%
Jan 1, 2018 - Nov 7, 2018	1,206	 5.45%
<b>% Change</b>	<b>8.29%</b>	<b>14.75%</b>

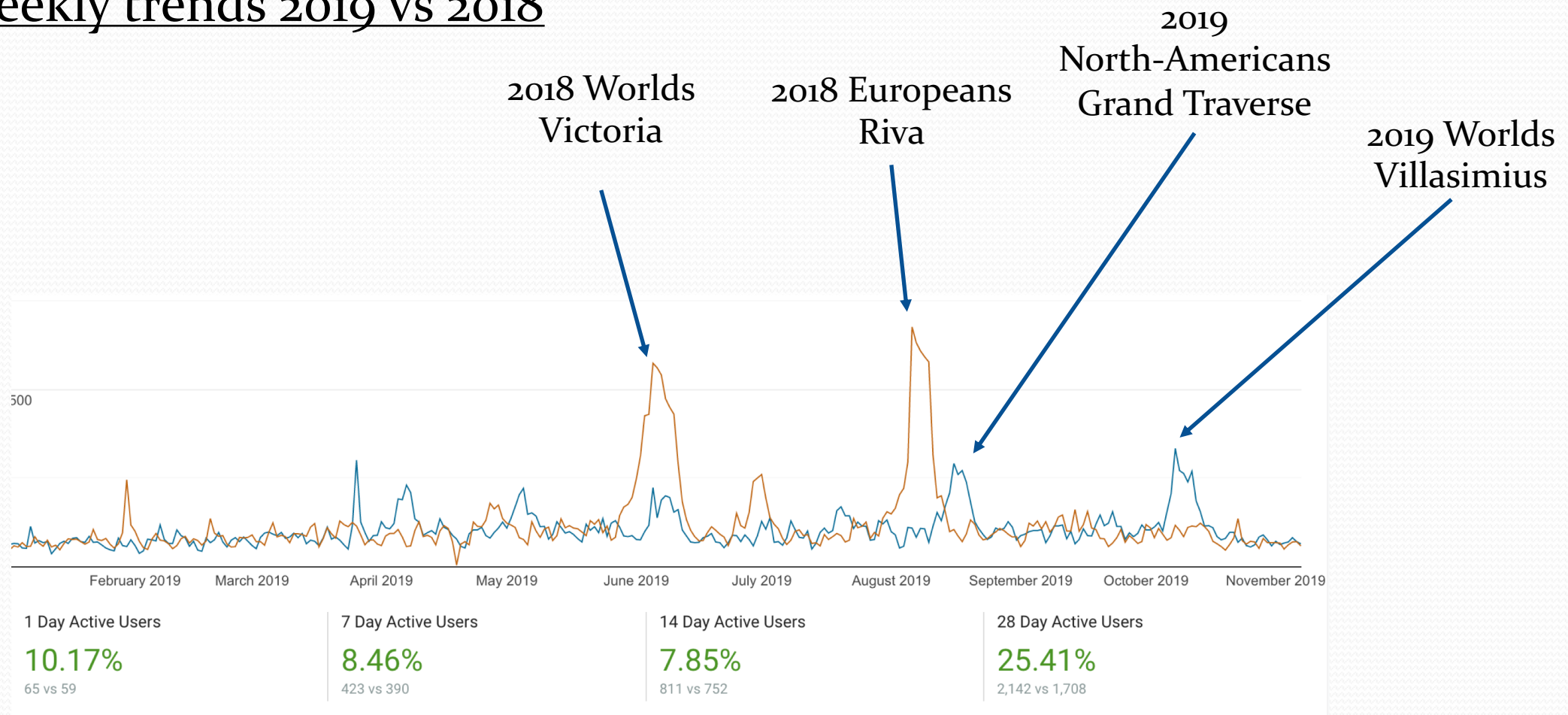
# Melges24.com statistics 2019

Basic statistics for 1.1. – 07.11.2019 vs 1.1. – 07.11.2018

Unique users	20,334	vs	21,499	+5,42%
New users	19,985	vs	20,986	+4,77%
Avg session duration	2.36	vs	2.41	2.88%
Sessions	36,584	vs	42,480	13.88% (13.22%)
Pages per session	2.64	vs	2.37	11.07% (2.88%)
Bounce rate	45.33%	vs	39.77%	14.04%
Browser	1.Chrome 13.8%↓, 2.Safari 22,97%↑, 3.Firefox 32,16% ↓			
Device	1. Desktop 20.28%↓, 2.Mobile 22.01%↑ 3.Tablet -3.84% ↓			

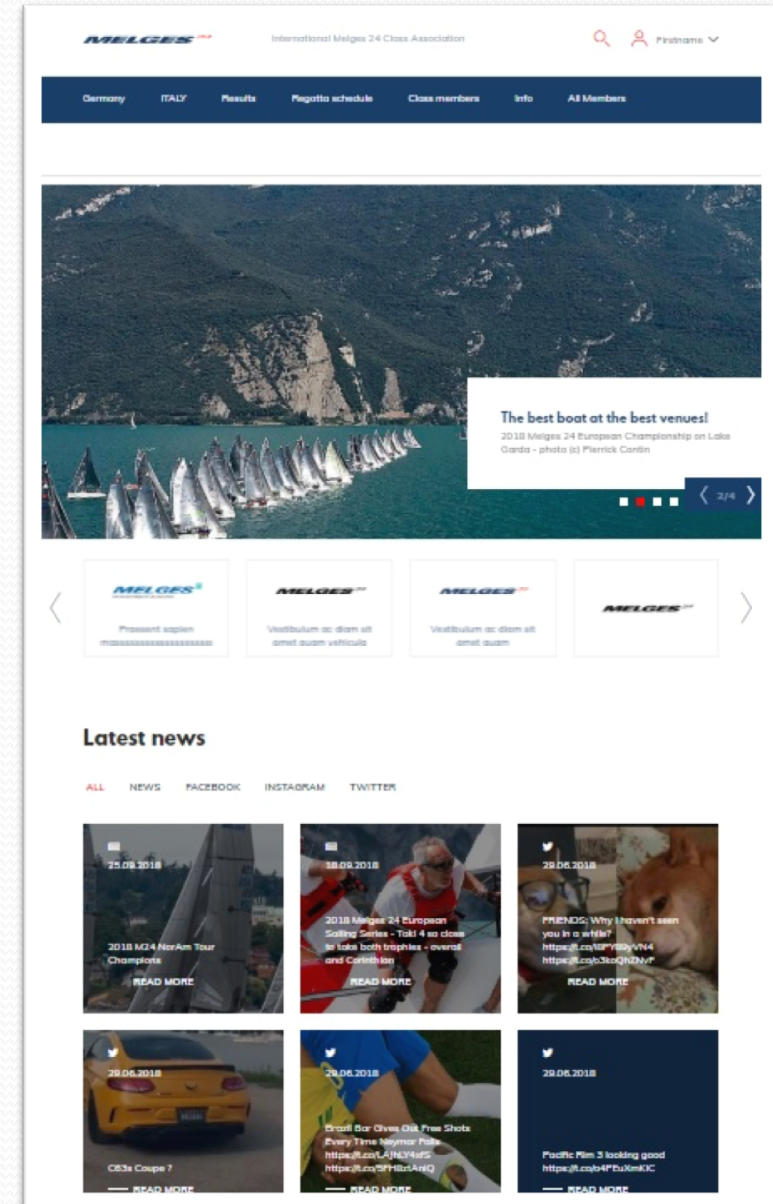
# Melges24.com statistics 2019

## Weekly trends 2019 vs 2018



# New Website

- Visual, vivid, fresh
- “Back to the roots” colours
- Easy to edit
- Easy membership database update
- Social media, photos, videos in frontpage
- Events / News – sort by region
- Custom subpages – events, national classes
- Ad placements



# Facebook - @World.of.Melges24

## Basic facts

Started 4.04.2012 with the so called page structure - *From 2007 to 2012 as a ordinary group*

AGM 2019 at 4,735 likes  
AGM 2018 at 3,888 likes  
AGM 2017 at 3,181 likes  
AGM 2016 at 2,305 likes  
AGM 2015 at 1,798 likes  
AGM 2014 at 1,454 likes  
AGM 2013 at 1,146 likes  
AGM 2012 at 618 likes

Demographics :

77% of our fans are men  
(25-54 years old)

facebook

Email or Phone  
piret.salmistu@koda.ee

Password  
.....

Log In

Forgotten account?

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International Melges 24 Class Association  
@World.of.Melges24

Home

About

Photos

Videos

Events

Notes

Posts

Groups

Reviews

Join Melges 24 News

Flickr - Melges 24 photos

Instagram - worldofmel...

Like

Share

Watch Video

Send Message

Photos

International Melges 24 Class Association  
Sports club in Tallinn, Estonia

5 ★★★★★  
Always open

ABOUT INTERNATIONAL MELGES 24 CLASS ASSOCIATION

# Facebook

Aggregated demographic data about the people who like our Page, based on the age and gender information they provide in their user profiles.

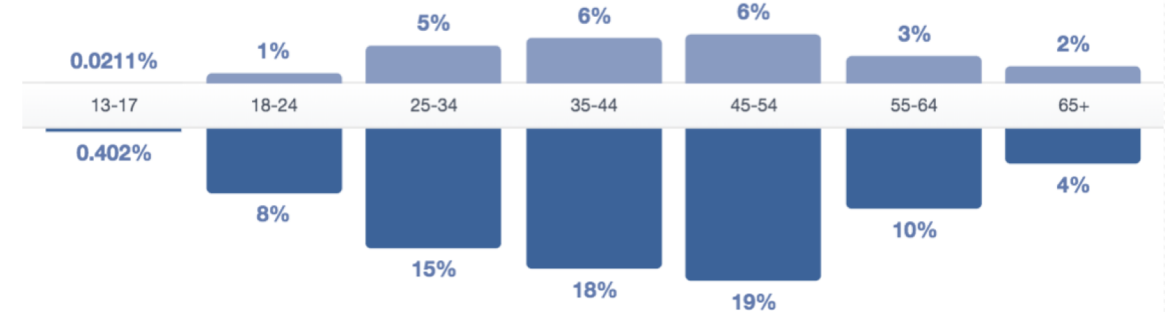
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in their Facebook profiles. This number is an estimate.

Women

■ 24%  
Your Fans

Men

■ 75%  
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	970	Budapest, Hungary	141	English (US)	1,403
United States of America	839	Milan, Lombardia, Italy	78	Italian	922
Germany	227	Tallinn, Harju County, E...	63	English (UK)	525
Hungary	218	Cagliari, Sardinia, Italy	62	German	321
United Kingdom	187	Trieste, Friuli-Venezia ...	61	Hungarian	197
Norway	172	Sydney, New South W...	57	French (France)	125
Australia	162	Oslo, Norway	55	Swedish	125
Denmark	137	Munich, Bayern, Germ...	54	Norwegian (bokmal)	116
Sweden	137	Rome, Lazio, Italy	45	Danish	115
Canada	136	Genova, Liguria, Italy	42	Spanish	106

# Facebook - @World.of.Melges24

## Max net reach per day

### Total reach

The number of people who saw any content from your Page or about your Page. This metric is estimated.



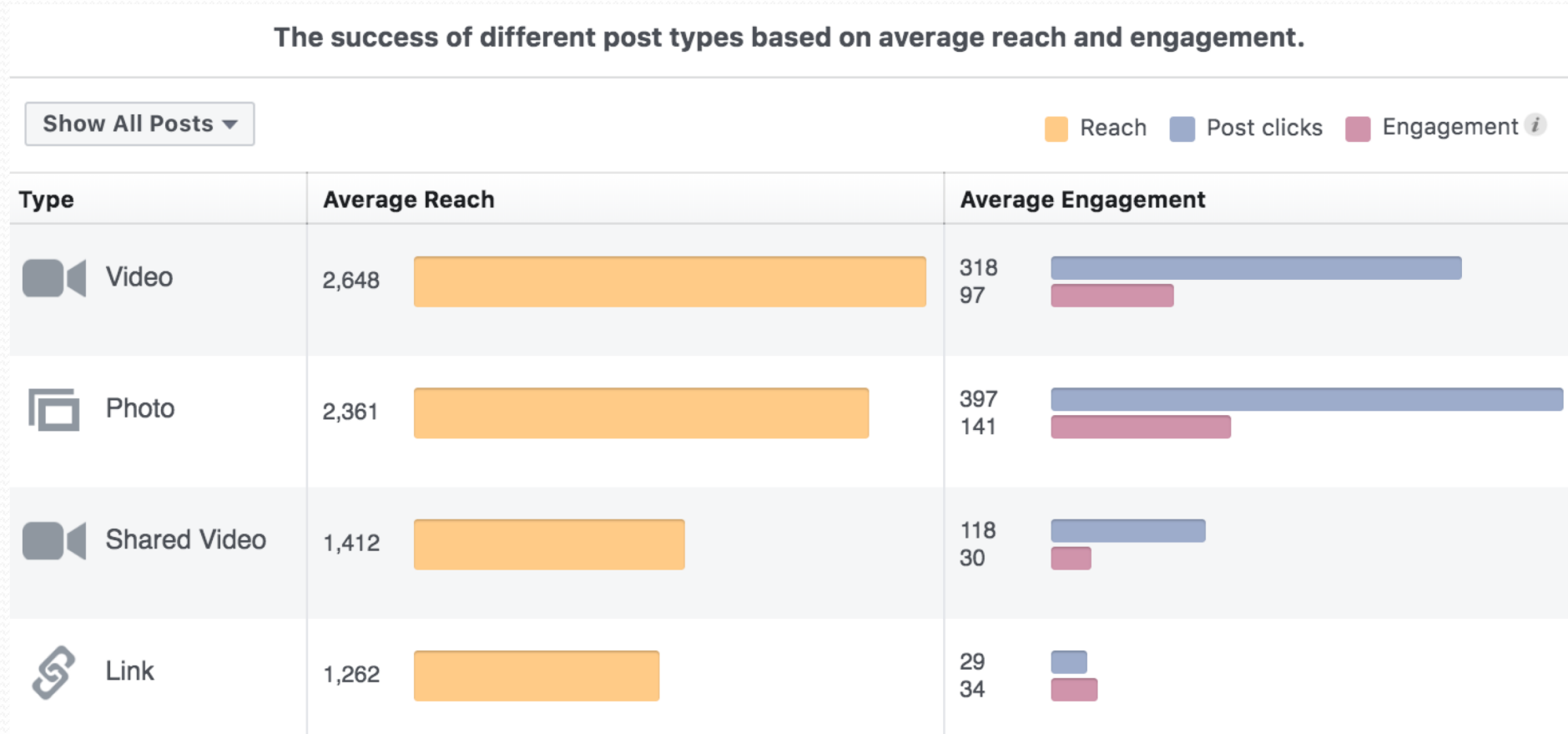
During 2017 the max net reach was 27,689 people on the 1st of August – Worlds in Helsinki

During 2018 the max net reach 60,809 was August 6th – Europeans in Riva

# Facebook - @World.of.Melges24

## Visual!

Video is the most attractive type of post followed by photo, which is very engaging!



# Facebook - @World.of.Melges24

## Use Events for engaging audience!

Facebook events are a great way to spread the word on upcoming events or occasions, since they are able to reach thousands of people in a short amount of time. The event also provides an "RSVP" list, which displays lists of invitees grouped by their response.



**36**

Events

+8 last 90 days



**22.1K**

People reached

+5.8K last 90 days



**678**

Event responses

+170 last 90 days



**144**

Ticket clicks

+80 last 90 days

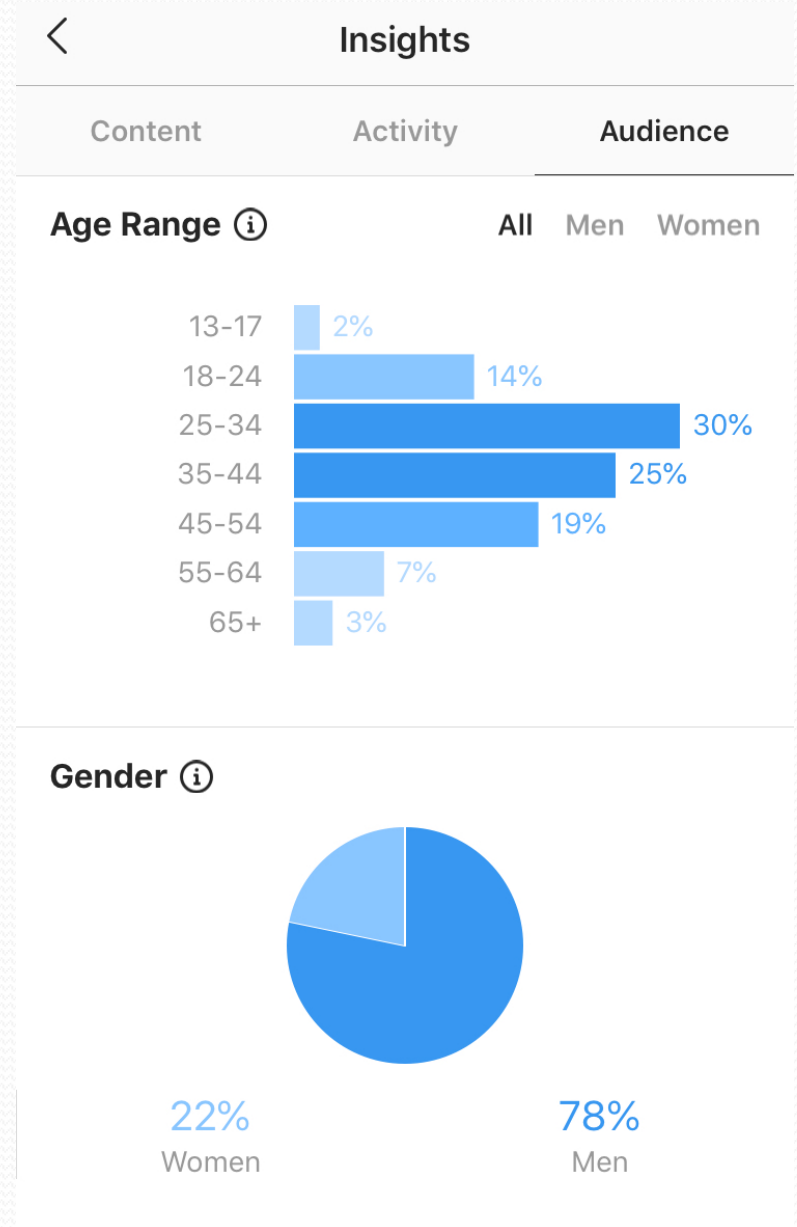
# Melges24 on Instagram

- Tag in your posts @worldofmelges24 & #melges24
- Started the account 8th January 2015
- Followers 3,623 (2018-2,093; 2017-1529; 2016-1071; 2015-272)
- Posts 1,486 (2018-1,239; 2017-981; 2016-695; 2015-126)
- There are 8,400 (2018-6,500; 2017-4,898; 2016-3,272) posts under #melges24



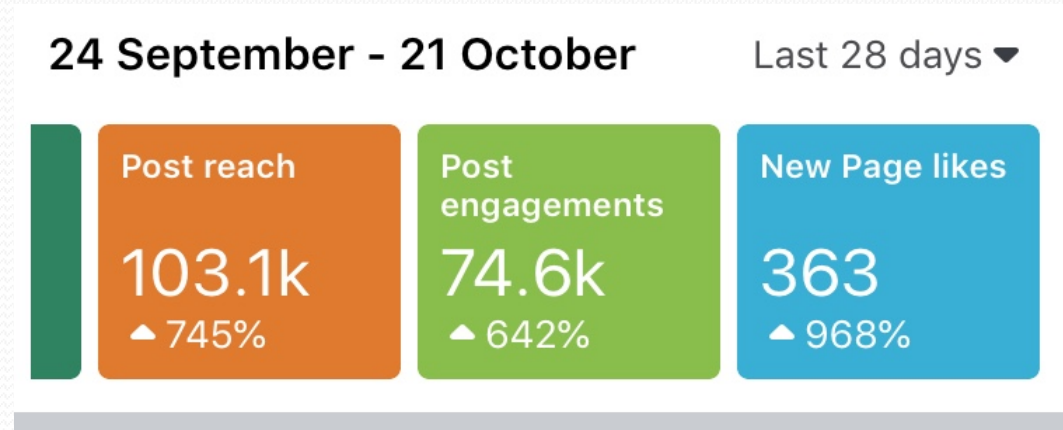
# Melges 24 on Instagram

- The most active users are at age 25-34, but the share of older users is growing constantly
- By gender main users of our Instagram are men
- Top users by locations are from:
  1. USA 23%
  2. Italy 13%
  3. Germany 4%
  4. UK 4% (2018 – Canada)
  5. Canada 4% (2018 – UK)



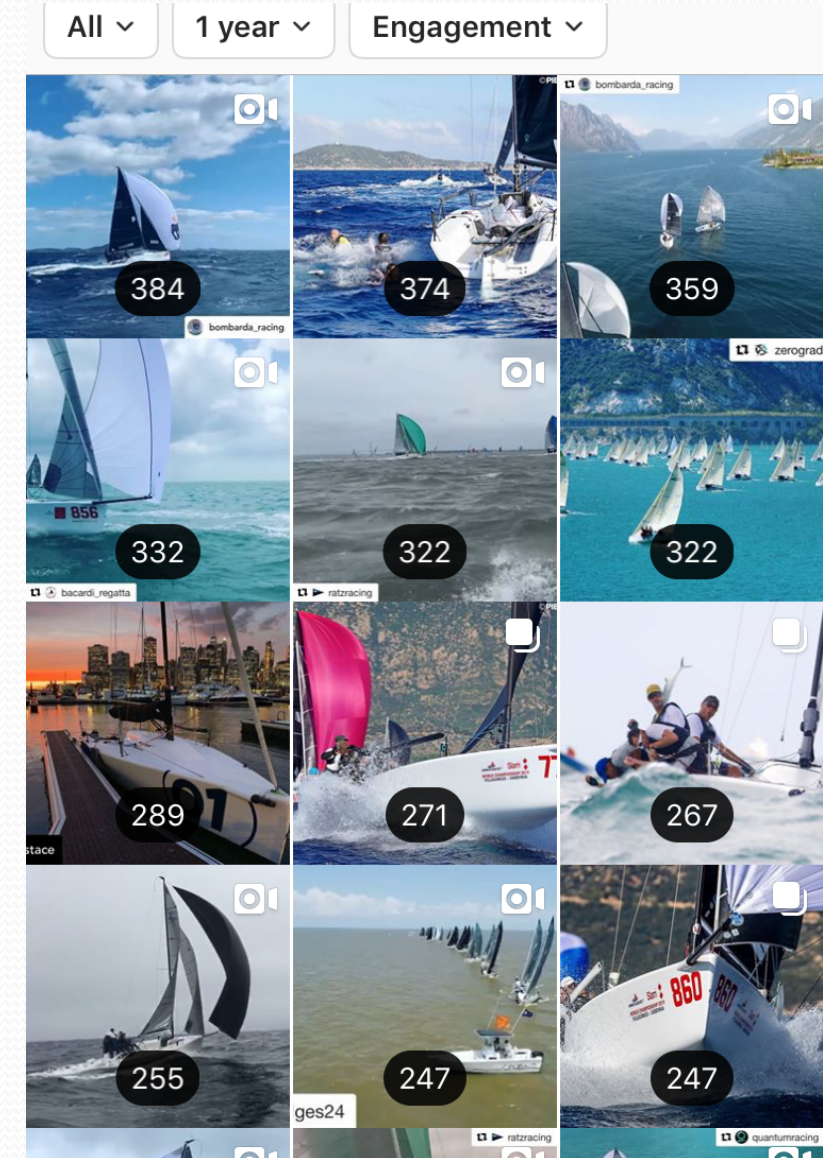
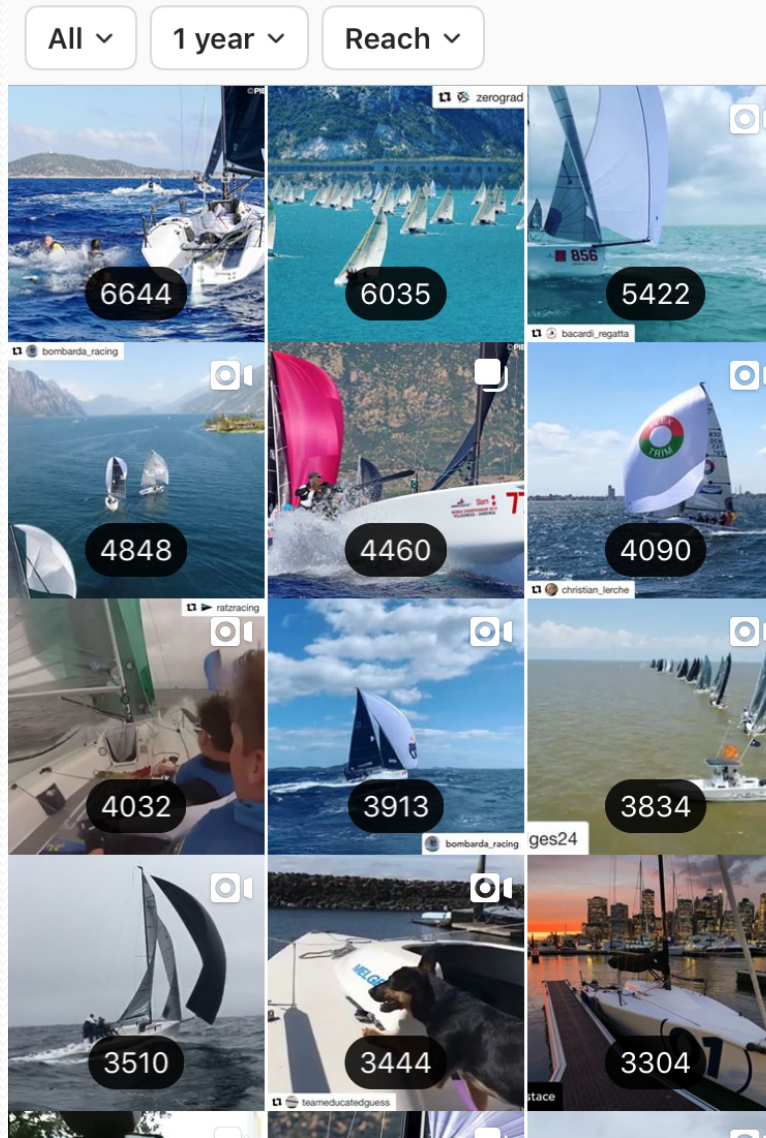
# Statistics on Instagram

- To show the „magic“ of the Social Media during the event when so many people are actively posting, sharing, creating stories etc.
- During the 2019 Worlds in October we reached to more than 103K people with our posts in Instagram, 74.6K were engaged through likes, shares and saves.
- 363 new followers was the result of this active period



# Instagram

- Great and emotional photos are awesome content
- Videos showing the speed and passion are attractive engaging creating lots of likes, shares, comments



# With Story you can tell the stories



2019 Worlds



2019 NAC



#M24ESS



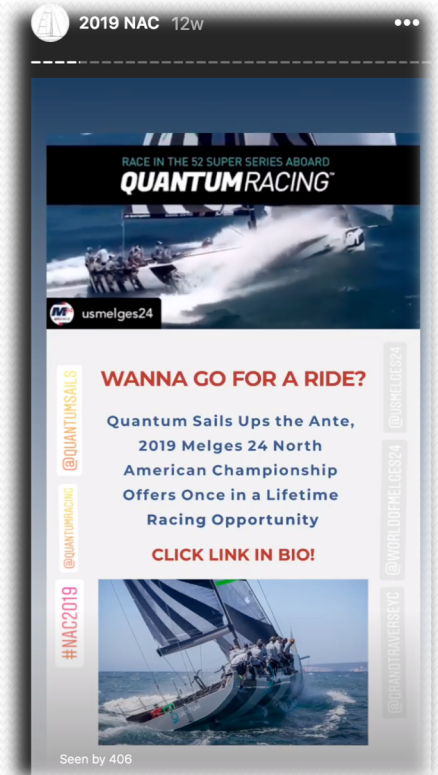
Melges 24

**MELGES 24 WORLDS 2019 -**

<https://www.instagram.com/stories/highlights/18076846054039704/>

**MELGES 24 NORTH AMERICANS 2019**

<https://www.instagram.com/stories/highlights/17967038329285696/>









# World Sailing sharing the Melges 24 Worlds' video summary



# Melges24 on Flickr – Melges Championships

**flickr** 15,124 photos posted

2  
0  
1  
9

Photos	Photostream	Albums	Collections	Galleries	Total
					
1,954,975	5,970	39,840	15	0	2,000,800
views	views	views	views	views	views

2  
0  
1  
8



PRO since March 2017




Stats are shown in GMT, where it's currently 12:31 am on November 9, 2018

Photos	Photostream	Albums	Collections	Galleries	Total
					
1,392,798	4,471	31,195	9	0	1,428,473
views	views	views	views	views	views




PRO since March 2017

Stats are shown in GMT, where it's currently 7:57 am on Nov


Photos	Photostream	Albums
		
1,005,073	3,593	22,918
views	views	views


2  
0  
1  
7



# YouTube – IM24CA




Search






 Melges 24 website 




**IM24CA**  
442 subscribers

[CUSTOMISE CHANNEL](#) [YOUTUBE STUDIO \(BETA\)](#)


[HOME](#) [VIDEOS](#) [PLAYLISTS](#) [CHANNELS](#) [DISCUSSION](#) [ABOUT](#) 

### Created playlists




11  
▶

Liked videos  
[VIEW FULL PLAYLIST \(11 VIDEOS\)](#)




4  
▶

2018 Melges 24 Worlds - Vi...  
[VIEW FULL PLAYLIST \(4 VIDEOS\)](#)




6  
▶

2018 Melges 24 European S...  
[VIEW FULL PLAYLIST \(6 VIDEOS\)](#)



7  
▶


2017 Melges 24 Worlds - H...  
[VIEW FULL PLAYLIST \(7 VIDEOS\)](#)



11  
▶

2017 Melges 24 European S...  
[VIEW FULL PLAYLIST \(11 VIDEOS\)](#)

### CANALI IN PRIMO PIANO

 Zero gradinord  
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# YouTube – IM24CA

- YouTube and Facebook are in war
- Facebook is winning the battle in views
- Facebook algorithm will simply give any YouTube link less reach
- YouTube is an archive for Melges 24 videos
- 442 subscribers
- More popular in US than in Europe, among 18-34 years old men
- Awesome footage done by Zerogradinord for our records



# Melges24 on Twitter - @Melges\_24

- Started the account 28.6.2009
- Growing constantly
- Followers 1043  
(2017-997; 2016-803; 2015-675; 2014-532; 2013-446)
- Tweets 7081  
(2016: 4329, 2015: 2303, 2014: 1248, 2013: 980)





# Thank you!