

IM24CA Media & Communications 2023



MELGES²⁴
INTERNATIONAL MELGES 24 CLASS ASSOCIATION

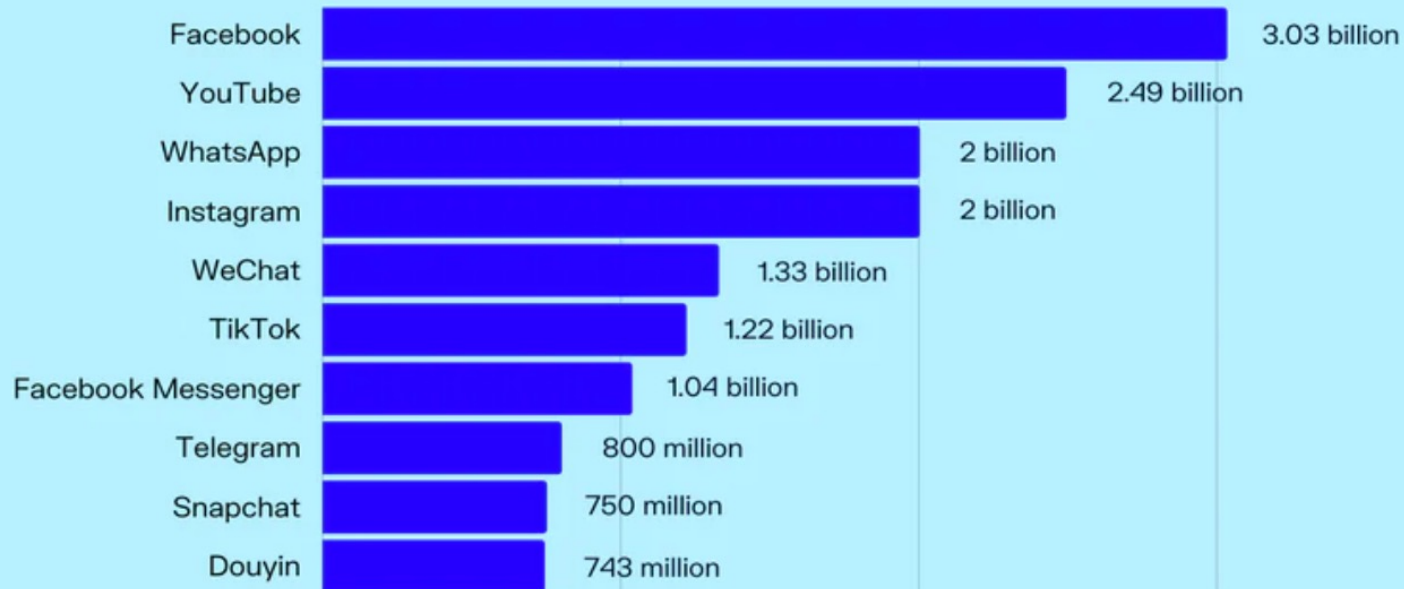
Annual General Meeting 2023

Piret Salmistu
IM24CA Administrator and
Media Coordinator

November 11, 2023

World trends

Most Popular Social Media Platforms in 2023



Source: DataReportal

- The latest statistics show that **Facebook** continues to reign strong as the king of social media, with 3.03 billion active users in 2023.
- That means that nearly two out of every three of the 4.89 billion social media users across the world are active users of Facebook.
- Not only is it the social media platform with the most active users, but it also ranks among apps that consumers spend the most amount of time on.

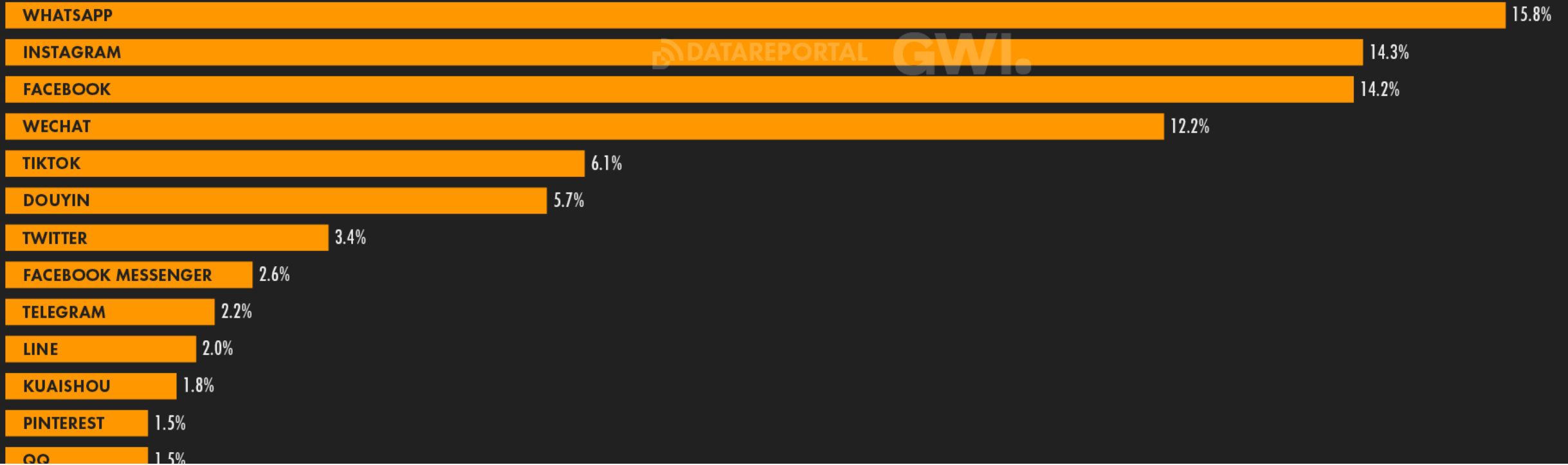
JAN
2023

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

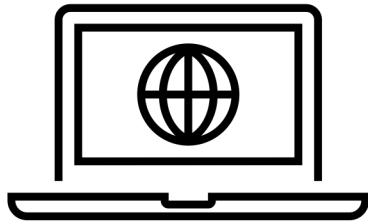


GLOBAL OVERVIEW



- **Video Content:** Video content will remain a key trend in 2023, with more businesses creating interactive and engaging videos for their social media accounts.
- **Social Advertising:** Social media advertising will continue to be an essential part of any social media strategy in 2023, as businesses target specific audiences with ads tailored to their interests.

Melges 24 Media Channels



- Website
- Social media
 - Facebook
 - Instagram
 - Flickr
 - YouTube
 - X (Former Twitter)
- News and PRs





International Melges 24 Class Association

5.8K likes · 6.7K followers

Watch Now Message Like

Posts About Mentions Reviews Followers Photos More

Intro

1993 - A Legend Is Born.
2023 - A Legend Lives On.
The Melges 24.
Celebrating 30 years of M24 racing

- Page · Sports league
- +372 507 7217
- piret@melges24.com
- melges24.com
- Rating · 4.9 (43 reviews)

Photos

See All Photos



Featured

Upcoming event

MELGES 24
INTERNATIONAL MELGES 24 CLASS ASSOCIATION

ANNUAL GENERAL MEETING 2023
OF THE WORLD COUNCIL

November 11, 2023
6 am PT, 9 am ET, 2 pm UK, 3 pm CET,
4 pm EET, 1 am (Nov 12) AUS
Zoom platform

SAT, 11 NOV AT 14:00 UTC
IM24CA World Council's Annu...
13 Interested · 2 Going

International Melges 24 Class Association is at Jadrilicarski...
7 November at 16:50 · 🌐

Last event of the 2023 CRO Melges 24 Cup
2023 OPEN CROATIAN...

ROGIR (16.-19.11.) IN CHAMPIONSHIP

Croatian OPEN Championship

ENTRIES

Posts

Filters

International Melges 24 Class Association is at Jadrilicarski Klub Trogir.
7 November at 16:50 · Trogir, Croatia · 🌐

Last event of the 2023 CRO Melges 24 Cup
2023 OPEN CROATIAN CHAMPIONSHIP

Sailing club Trogir
November 16-19

Final chance to collect points to the Melges 24 ESS ranking
<https://www.melges24.com/europeansailingseries>

Check out the details at the CRO Melges24 Class website 📄
(<https://cromelges24.hr/kal...> See more

TROGIR (16.-19.11.)

Croatian OPEN Championship

18 ENTRIES

EN CROATIAN CHAMPIONSHIP (TROGIR 16.-19.11.)

Facebook

@World.of.Melges24

Started 4.04.2012

AGM 2023 at 5.8k likes, 6.7k followers

AGM 2022 at 5,550 likes, 6,228 followers

AGM 2021 at 5,228 likes, 5,756 followers

AGM 2020 at 5,018 likes, 5,443 followers

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

worldofmelges24 [Edit Profile](#) [View archive](#) [Ad tools](#)



2,569 posts 10.2K followers 1,110 following

Melges 24 International Class

Sports league

🏆 The Legend : 1993-2023 🏆
Celebrating 30 Years of Melges 24 Racing!
🌍 All around the world 🌍
www.melges24.com

7.6K accounts reached in the last 30 days. [View Insights](#)



II M24ESS 23



III '23 CRO



II '23 CRO



M24ESS 23



2023



23 US Rank



2023 NA Ch...

POSTS

REELS

SAVED

TAGGED



Instagram

[@worldofmelges24](#)

Started on 8th January 2015

Followers 10,209

(2022 – 9,688; 2021 – 8,611; 2020-6,808 +3,185 ; 2019-3,623; 2018–2,093; 2017-1529; 2016-1071; 2015-272)

Posts 2,569

(2022 – 2,326; 2021- 2,006; 2020 – 1,753; 2019-1,486; 2018-1,239; 2017-981; 2016-695; 2015-126)

There are 12,857 posts under hashtag #melges24

(2022-11,900; 2021-10,700; 2020-9,600; 2019-8,400; 2018-6,500; 2017-4,898; 2016-3,272)

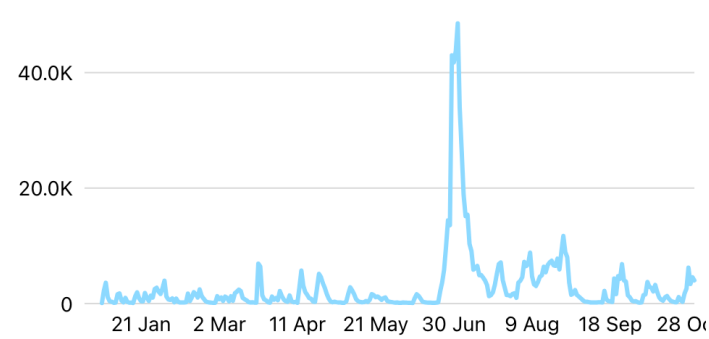


2023

Reach

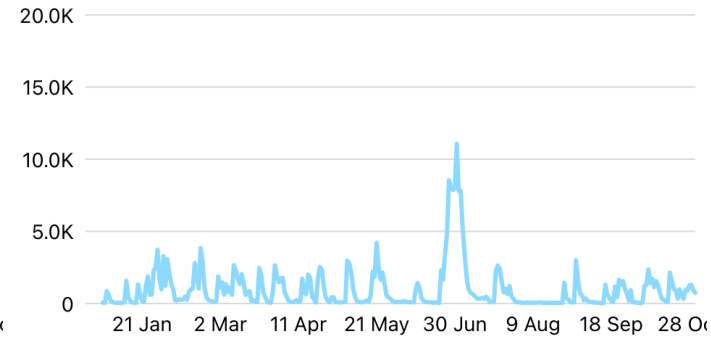
Facebook reach ⓘ

445,013 ↑ 234.5%



Instagram reach ⓘ

77,922 ↓ 66.3%



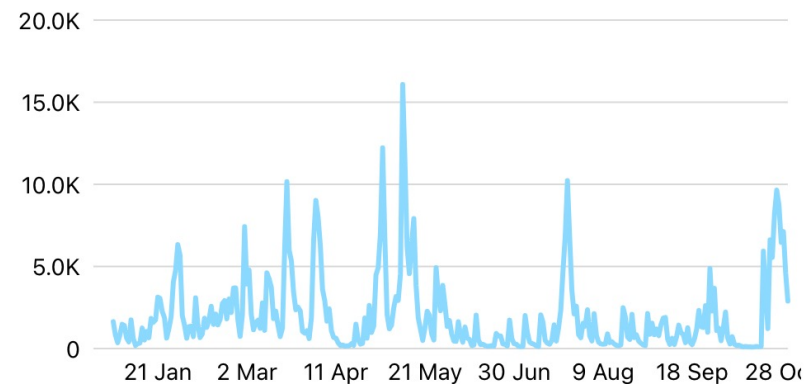
Export

2022

Reach

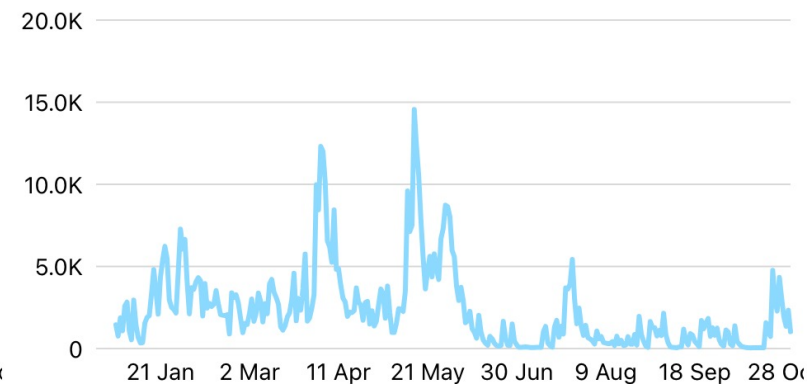
Facebook reach ⓘ

143,205 ↑ 595.6%



Instagram reach ⓘ

269,867 ↑ 1.0K%



Export

Facebook & Instagram Insights

- Comparing 10 month of 2023 with 10 month of 2022
- **Reach** is the number of unique people that saw a piece of media content.
- An **engagement post** on social media is any content that encourages audiences to interact with it, for example, by liking, commenting on, sharing or saving.
- The peaks in social media are following the main events in the calendar – in 2023 there were only the Worlds with on-site Social Media coverage

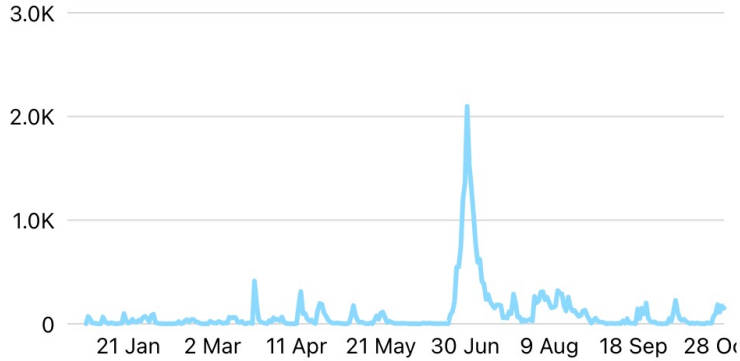
2023 Interaction



Export

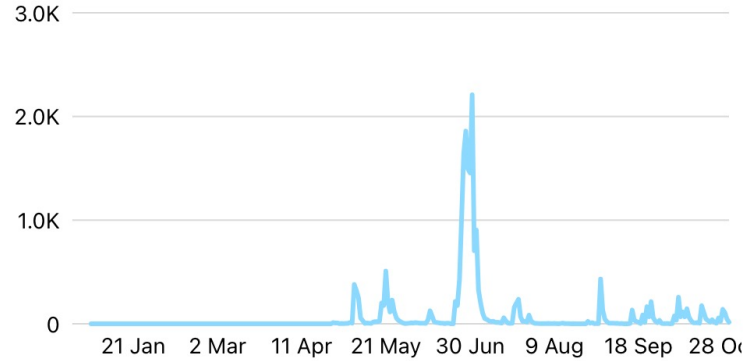
Facebook content interactions ⓘ

29,150 ↑ 163.7%



Instagram content interactions ⓘ

20,519 ↑ 100%

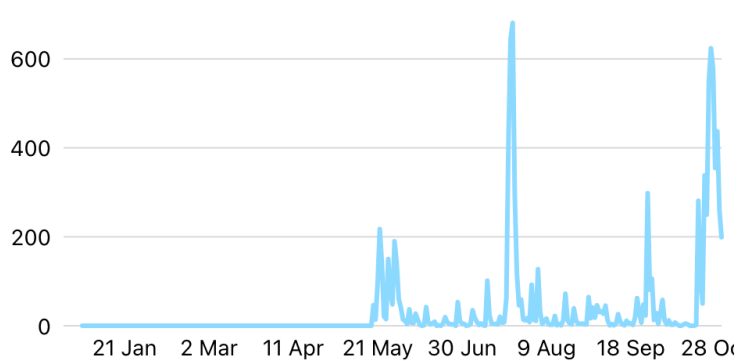


2022 Interaction

Interaction

Facebook content interactions ⓘ

9,991 ↑ 100%



Facebook & Instagram Insights

- Comparing 10 month of 2023 with 10 month of 2022
- An **engagement post** on social media is any content that encourages audiences to interact with it, for example, by liking, commenting on, sharing or saving.
- The peaks in social media are following the main events in the calendar – in 2023 there were only the Worlds with on-site Social Media coverage

2023



Visits

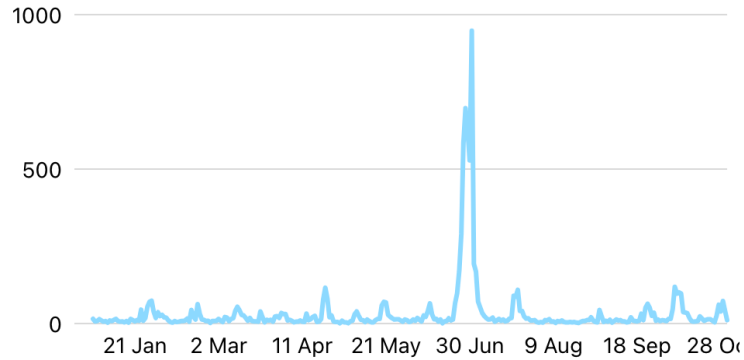
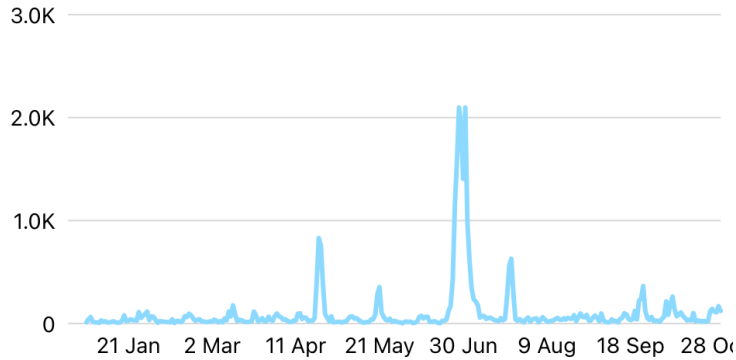
Export

Facebook visits ⓘ

31,535 ↓ 22.6%

Instagram profile visits ⓘ

10,008 ↓ 24.5%



2022

Visits

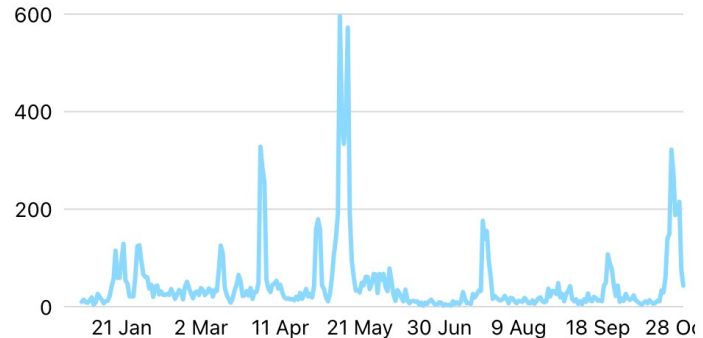
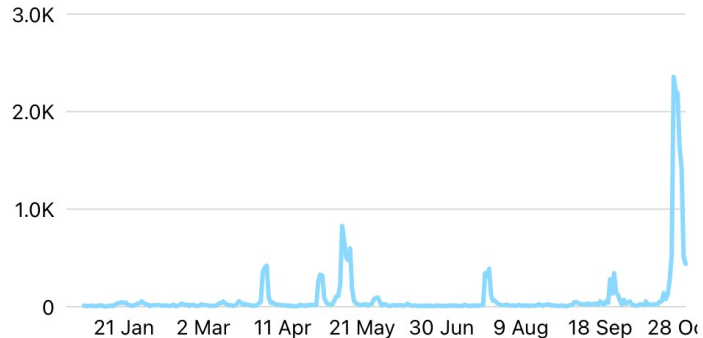
Export

Facebook visits ⓘ

25,358 ↑ 3.5K%

Instagram profile visits ⓘ

14,314 ↑ 1.4K%



Facebook & Instagram Insights

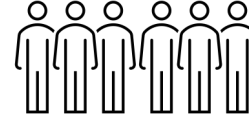
- Comparing 10 month of 2023 with 10 month of 2022
- The **Visits** - The number of times the FB or **Instagram** profile was **visited**.

Facebook followers ⓘ

6,740

Instagram followers ⓘ

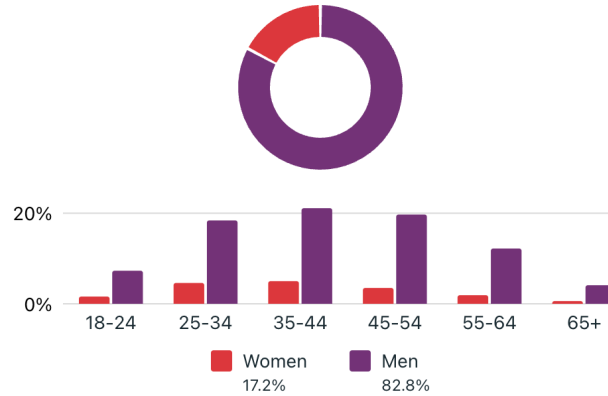
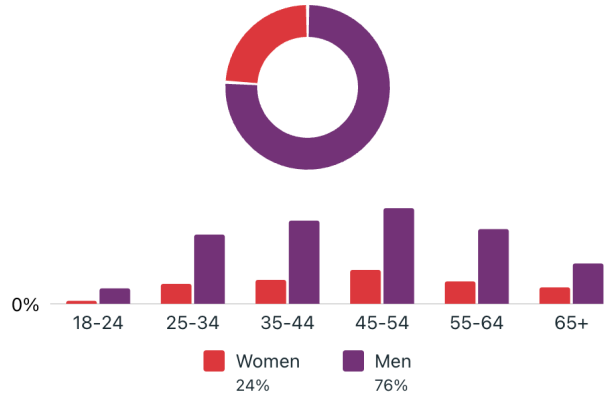
10,209



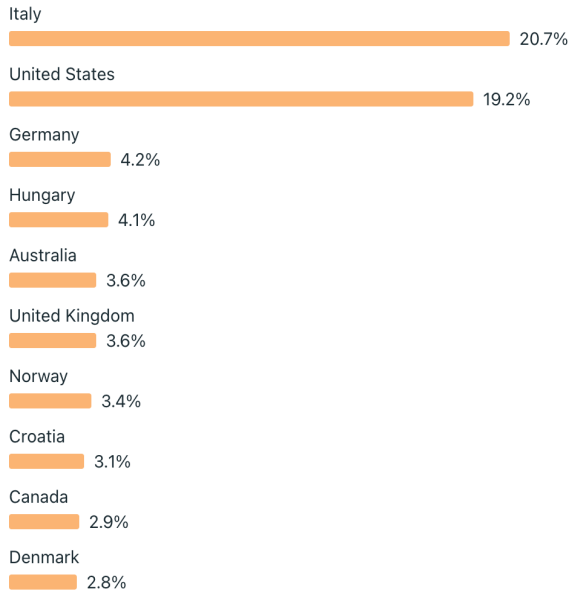
Facebook & Instagram Audience

Age & gender ⓘ

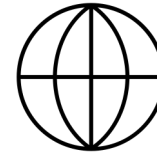
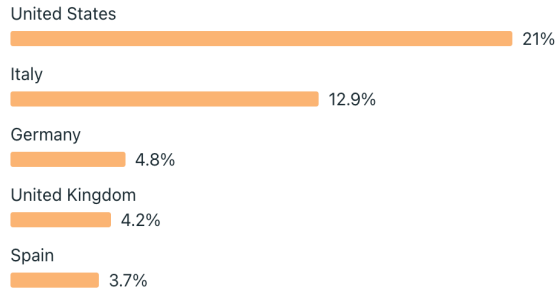
Age & gender ⓘ



Top countries



Top countries



• Gender:

- FB 76% male, 24% female
- IG 82,8% male, 17,2% female

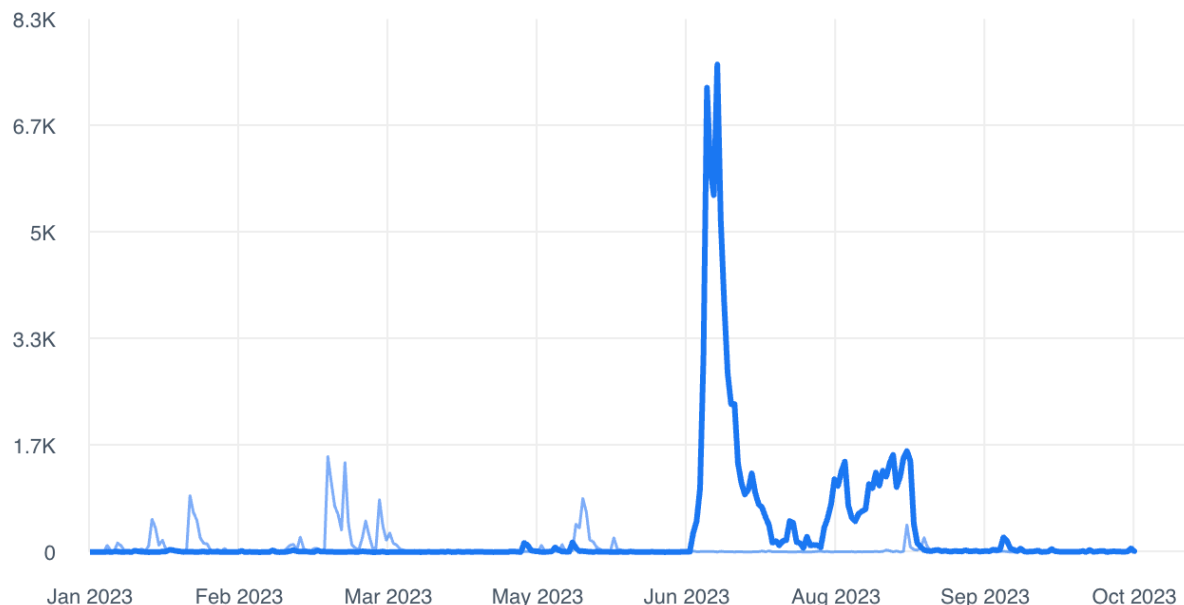
• Top countries:

- FB: Italy, United States
- IG: United States, Italy

Video – the most engaging content

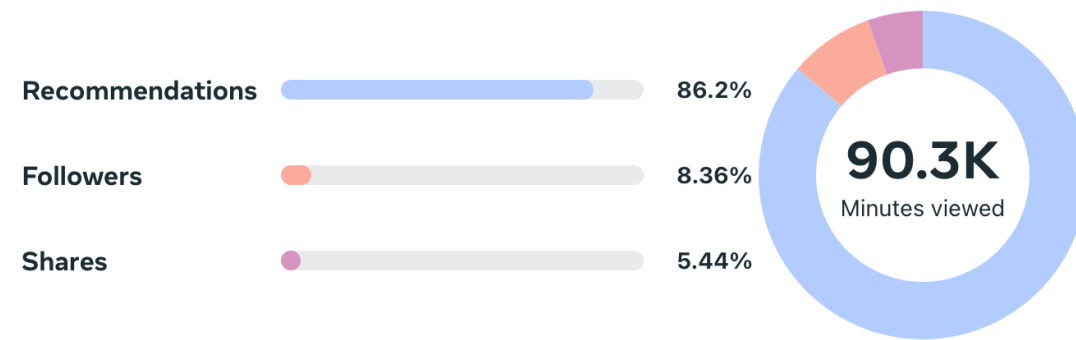
1 Jan 2023 - 31 Oct 2023

90,274 Minutes viewed 21,498 Previous period



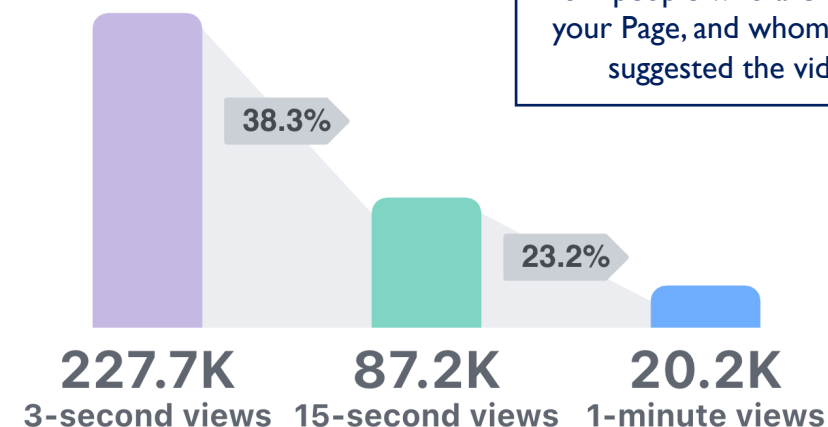
Where your views are coming from

Traffic sources from 1 Jan 2023 - 31 Oct 2023

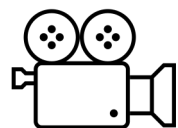


How long people are watching for

The breakdown of your video views this period.



Recommendations include views from people who aren't following your Page, and whom Facebook suggested the video to.



90.3K

Minutes viewed

▲ 320% from previous 304 days

20.2K

1-minute video views

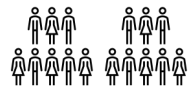
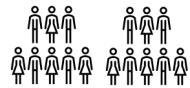
▲ 530% from previous 304 days

227.7K

3-second video views

▲ 357% from previous 304 days

Facebook & Instagram – Event’s insights



FACEBOOK	INSTAGRAM
<ul style="list-style-type: none"> • 64 posts, incl videos&interviews published • 231,213 accounts reached • 11.6k accounts engaged • 13.1k FB page visits • 75 new FB likes • 211 new FB followers 	<ul style="list-style-type: none"> • 30 posts published • 148 stories published • 42 reels posted • 2 videos posted • 41,975 accounts reached <ul style="list-style-type: none"> - 7,121 of them followers - 34,8k of them non-followers • 12.6k accounts engaged • 4.5k profilevisits • 321,488 impressions • 272 new followers



Melges24 on Flickr – Melges Championships

flickr You Explore Prints

Photos, people, or groups

Melges Championships PRO Melges 24 - IM24CA 90 Followers · 2 Following 34,416 Photos · Joined 2016

About Photostream **Albums** Faves Galleries Groups Stats Camera Roll

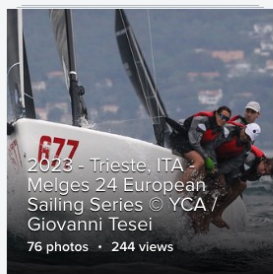
New album New collection View my collections



2023 - Split - CRO Melges 24 Cup Event 6 and Melges 24 European Sailing Series
165 photos · 92 views



2023 - Split, CRO - Mornar CRO Melges 24 Cup - Event 5
38 photos · 45 views



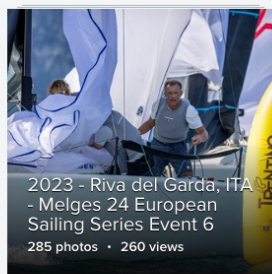
2023 - Trieste, ITA Melges 24 European Sailing Series © YCA / Giovanni Tesei
76 photos · 244 views



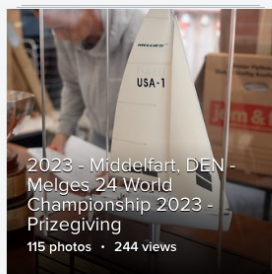
2023 - Toronto, CAN Melges 24 North American Championship © Christian Bonin/TSGphoto.com
7 photos · 33 views



2023 - Grand Traverse, USA - Guardians of the Great Lakes Regatta 2023
177 photos · 24 views



2023 - Riva del Garda, ITA - Melges 24 European Sailing Series Event 6
285 photos · 260 views



2023 - Middelfart, DEN - Melges 24 World Championship 2023 - Prizegiving
115 photos · 244 views



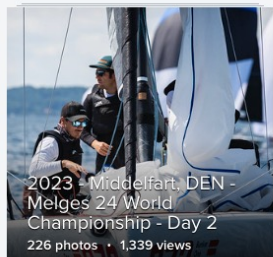
2023 - Middelfart, DEN - Melges 24 World Championship 2023 - Day 5
70 photos · 271 views



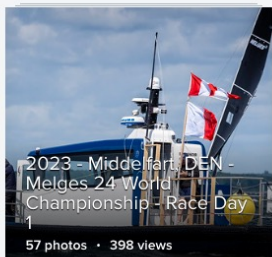
2023 - Middelfart, DEN - Melges 24 World Championship - Race Day 4
50 photos · 352 views



2023 - Middelfart, DEN - Melges 24 World Championship 2023 - Race Day 3
269 photos · 1,229 views



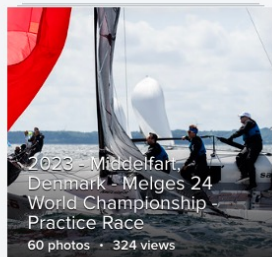
2023 - Middelfart, DEN - Melges 24 World Championship - Day 2
226 photos · 1,339 views



2023 - Middelfart, DEN - Melges 24 World Championship - Race Day 1
57 photos · 398 views



2023 - Middelfart, DEN - Melges 24 World Championship - Opening Ceremony
44 photos · 164 views



2023 - Middelfart, Denmark - Melges 24 World Championship - Practice Race
60 photos · 324 views



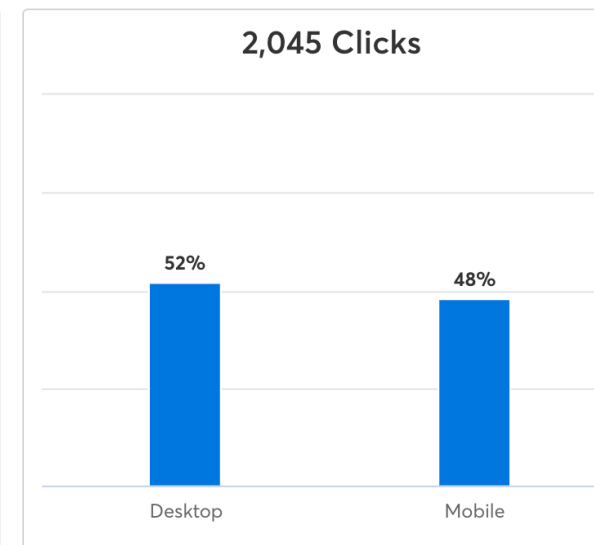
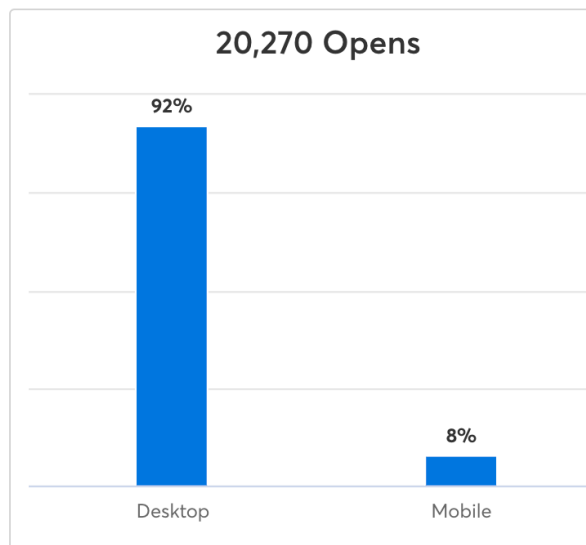
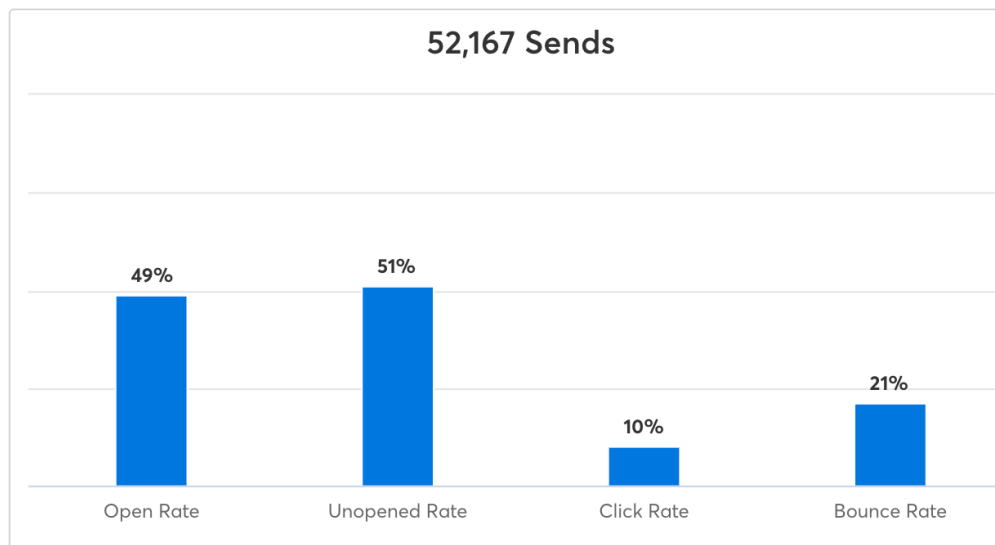
2023 - Middelfart, Denmark - Melges 24 World Championship 2023 - Preparations
104 photos · 483 views



2023 - Middelfart, DEN - Middelfart Marina Melges 24 Regatta - 2023 Melges 24 European Sailing Series
34 photos · 133 views

Photos	Photostream	Albums	Collections	Galleries	Total
3,330,942 views	9,137 views	66,383 views	2,617 views	0 views	3,409,079 views

Direct mailing – Constant Contact

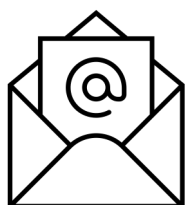


Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:	49%
vs. previous 303 days	+5% ↗
vs. industry average	+14% ↗

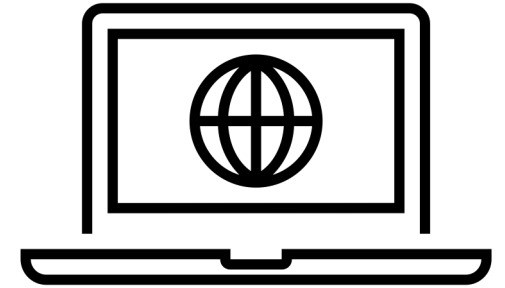
Your click rate:	10%
vs. previous 303 days	-1% ↘
vs. industry average	+6% ↗



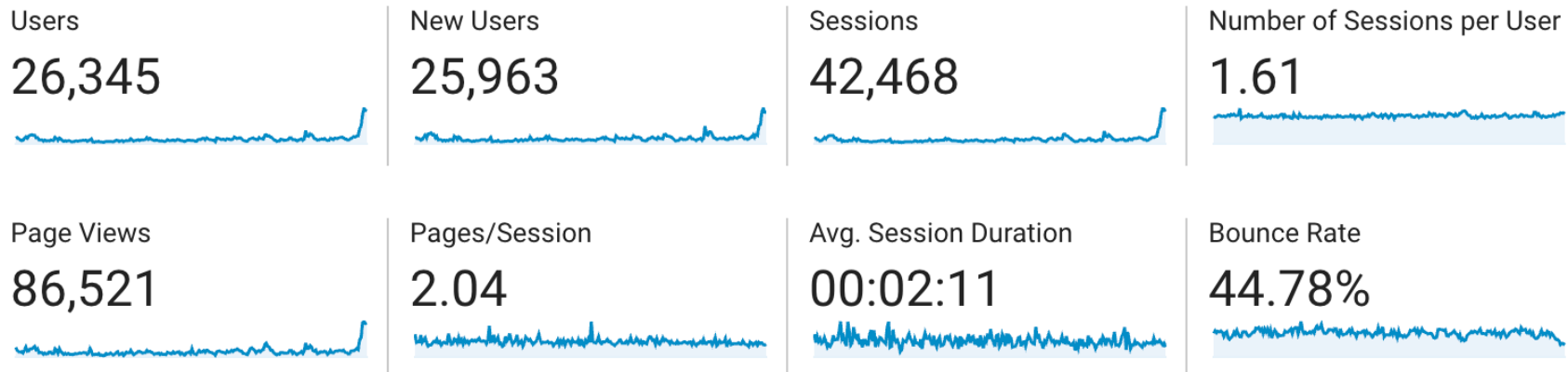
24 PRs, news and announcements sent in 2023
Ca 2,300 addresses per email

melges24.com

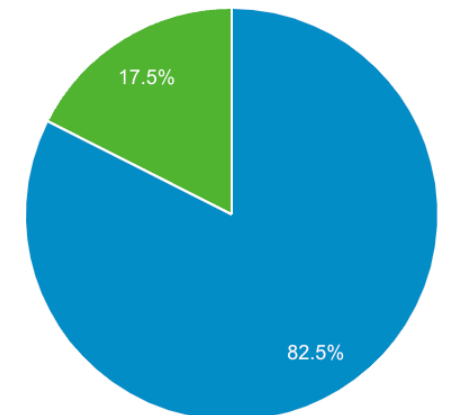
	2019 full year	2020 10 months	2021 full year	2022 full year	2023 Full year
Unique users	20,334	18,360	30,442	47,153	43k
New <u>users</u>	19,985	17,920	30,139	45,630	41k
Pages per session	2.36	2.46	2.16	1.98	2.04
<u>Sessions</u>	36,584	27,920	48,178	75,244	62k
Avg duration		2:39	2:14	2:07	2:11



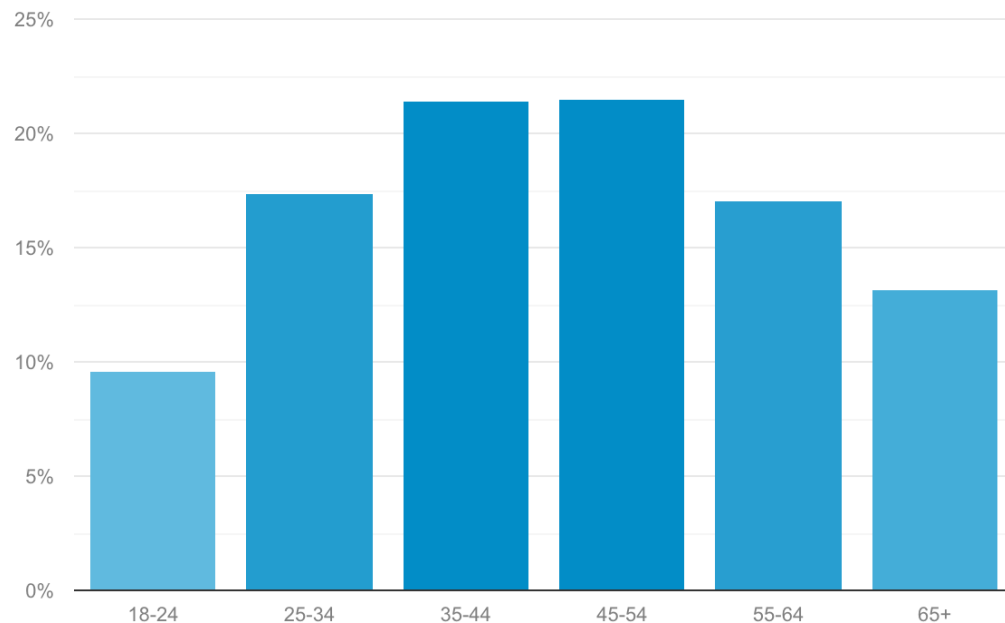
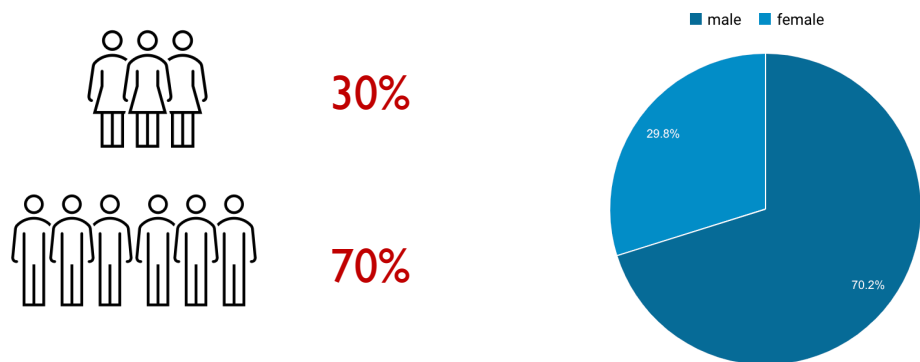
I January to I July, 2023

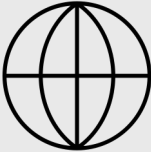


■ New Visitor ■ Returning Visitor



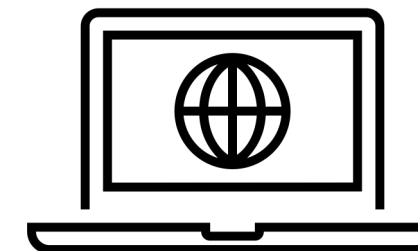
melges24.com - users



Country ? 	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	26,345 % of Total: 100.00% (26,345)	25,981 % of Total: 100.07% (25,963)	42,468 % of Total: 100.00% (42,468)
1. United States	10,596 (38.59%)	10,157 (39.09%)	14,336 (33.76%)
2. Italy	2,516 (9.16%)	2,351 (9.05%)	4,515 (10.63%)
3. Croatia	1,746 (6.36%)	1,630 (6.27%)	4,014 (9.45%)
4. Germany	1,649 (6.01%)	1,555 (5.99%)	2,714 (6.39%)
5. Denmark	1,131 (4.12%)	1,005 (3.87%)	1,995 (4.70%)
6. Norway	944 (3.44%)	905 (3.48%)	1,569 (3.69%)
7. Canada	833 (3.03%)	796 (3.06%)	1,260 (2.97%)
8. Switzerland	685 (2.49%)	654 (2.52%)	1,058 (2.49%)
9. United Kingdom	672 (2.45%)	641 (2.47%)	883 (2.08%)
10. Australia	669 (2.44%)	655 (2.52%)	872 (2.05%)

melges24.com – most visited pages

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count
	↓				All events
	43,778 100% of total	15,522 100% of total	2.82 Avg 0%	1m 05s Avg 0%	136,244 100% of total
1 /	6,364	3,668	1.74	28s	19,587
2 /Worlds2023	2,146	1,395	1.54	27s	8,005
3 /europeansailingseries	2,140	1,075	1.99	39s	5,551
4 /2023-melges-24-us-national-championship	1,926	1,209	1.59	29s	8,052
5 /worldchampionships	1,688	1,200	1.41	30s	5,875
6 /calendar	1,235	728	1.70	51s	3,248
7 /northamericans2023	1,167	736	1.59	27s	4,385
8 /2023-melges-24-european-sailing-series-ita-melges-24-tour-trieste-ita	1,059	416	2.55	40s	2,965
9 /melges-24	970	783	1.24	42s	3,006
10 /2023-melges-24-european-sailing-series-ita-melges-24-tour-ita-melges-24-nationals-riva-del-garda	963	426	2.26	33s	3,428



1. Safari	11,901 (44.97%)
2. Chrome	10,444 (39.46%)
3. Safari (in-app)	1,052 (3.97%)
4. Edge	1,033 (3.90%)
5. Firefox	804 (3.04%)
6. Samsung Internet	545 (2.06%)
7. Android Webview	519 (1.96%)
8. Opera	87 (0.33%)
9. Internet Explorer	21 (0.08%)

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MELGES ²⁴

INTERNATIONAL MELGES 24 CLASS ASSOCIATION

Thank you!