

# IM24CA Media & Communications 2025

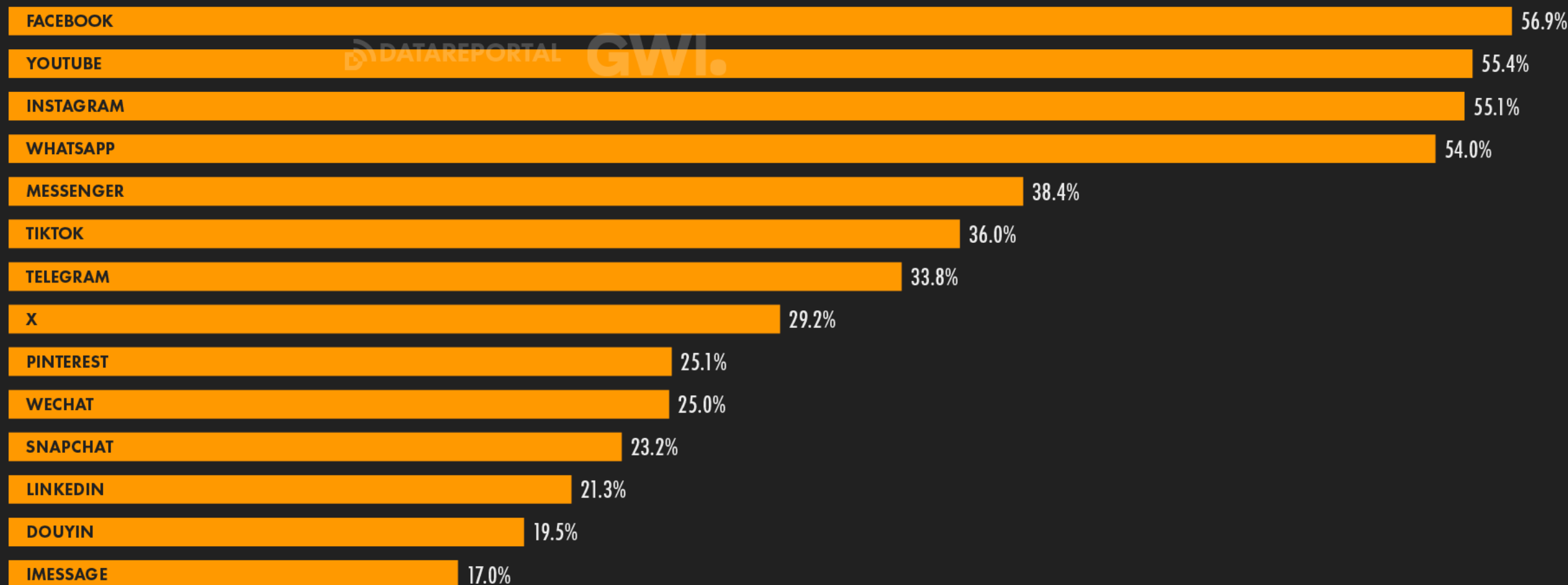


**MELGES<sup>24</sup>**  
INTERNATIONAL MELGES 24 CLASS ASSOCIATION

## Annual General Meeting 2025

**Piret Salmistu**  
IM24CA Administrator and  
Media Coordinator

November 22, 2025



## The global social-media landscape in 2025

Above: Self-declared platform use – percentage of internet users aged 16+

- ≈ 63.9% of the world's population uses social media; average daily usage: ~2 h 21 min.
- Over 5 billion people now use social media globally.
- Mobile is dominant: e.g., ~88% of social media usage is via mobile devices.
- Younger age-groups spend more time: e.g., Gen Z (~16-24), daily average ~4 h

FEB  
2025

# FAVOURITE SOCIAL MEDIA PLATFORMS

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

**NOTE:** YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES



GLOBAL OVERVIEW

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

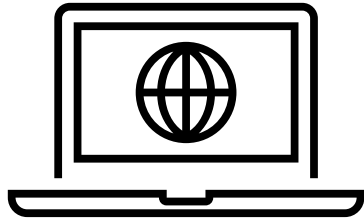
| SOCIAL PLATFORM | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55-64 |
|-----------------|-----------|-----------|-----------|-----------|-----------|
| INSTAGRAM       | 24.8%     | 20.8%     | 16.0%     | 13.9%     | 10.2%     |
| WHATSAPP        | 12.7%     | 14.3%     | 15.4%     | 17.3%     | 21.1%     |
| FACEBOOK        | 5.9%      | 10.6%     | 13.2%     | 14.9%     | 17.1%     |
| WECHAT          | 8.2%      | 11.7%     | 15.5%     | 13.6%     | 12.0%     |
| TIKTOK          | 15.5%     | 11.3%     | 7.8%      | 6.9%      | 5.0%      |
| DOUYIN          | 6.6%      | 8.1%      | 9.8%      | 6.4%      | 5.4%      |

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

| SOCIAL PLATFORM    | AGE 16-24 | AGE 25-34 | AGE 35-44 | AGE 45-54 | AGE 55-64 |
|--------------------|-----------|-----------|-----------|-----------|-----------|
| INSTAGRAM          | 26.6%     | 18.4%     | 11.7%     | 9.4%      | 6.1%      |
| WHATSAPP           | 14.1%     | 14.7%     | 17.3%     | 19.5%     | 21.9%     |
| FACEBOOK           | 7.8%      | 13.5%     | 14.7%     | 16.4%     | 17.5%     |
| WECHAT             | 8.2%      | 11.8%     | 16.0%     | 14.4%     | 14.4%     |
| TIKTOK             | 9.6%      | 7.1%      | 5.7%      | 5.3%      | 4.3%      |
| DOUYIN             | 6.5%      | 8.5%      | 8.2%      | 6.8%      | 6.6%      |
| SNAPCHAT           | 4.2%      | 4.6%      | 4.0%      | 3.8%      | 3.3%      |
| SKYPE              | 4.0%      | 3.2%      | 3.2%      | 2.6%      | 2.5%      |
| TELEGRAM           | 2.8%      | 2.2%      | 2.4%      | 2.3%      | 2.3%      |
| FACEBOOK MESSENGER | 2.4%      | 2.4%      | 2.4%      | 2.4%      | 2.9%      |

Trends

# Melges 24 Media Channels

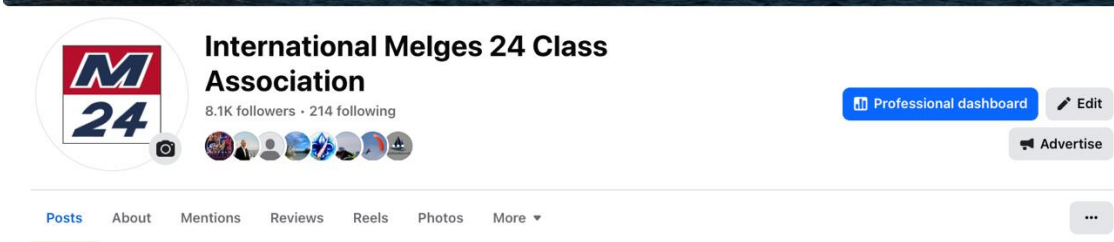


Website

Social media

- Facebook
- Instagram
- Flickr
- YouTube
- X (Former Twitter – not in use)

News and PRs



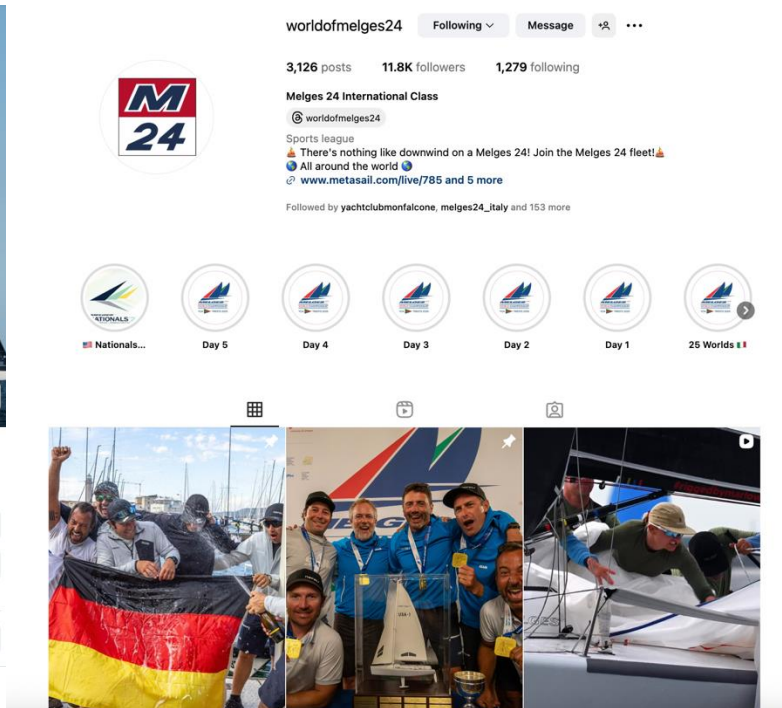
**@World.of.Melges24** - Started 4.04.2012

Followers grew from **618** (in 2012) to **8,105** in 13 years.

That is roughly a **21% annual growth rate**.

This is extremely impressive for a niche sports class.

- The Melges 24 Facebook community has grown at an average rate of **~21% per year** since 2012, maintaining consistent long-term expansion.



**@worldofmelges24** - Started on 8th January 2015

Followers grew from **272** in 2015 to **11,800** in 2025. Over these 10 years, this represents a **compound annual growth rate (CAGR)** of **~40%**.

This is exceptionally strong growth for a niche one-design sailing class and demonstrates the effectiveness of the class's digital presence, visual storytelling, and year-round event coverage.

- The Melges 24 Instagram community has grown at an average rate of **~40% per year** since 2015, reflecting a highly engaged global fleet and strong long-term interest in the class.

**MELGES<sup>24</sup>**  
INTERNATIONAL MELGES 24 CLASS ASSOCIATION



# Facebook & Instagram Overview

| Metric               | 2025    | Change vs 2024          |
|----------------------|---------|-------------------------|
| Views                | 955.7 K | — (no comparison shown) |
| Content Interactions | 18.7 K  | ↓ 58.3%                 |
| Link Clicks          | 5 K     | ↓ 30.7%                 |
| Page Visits          | 51 K    | ↓ 48.3%                 |
| New Followers        | 817     | ↓ 46.5%                 |

| Metric               | 2025   | Change vs 2024          |
|----------------------|--------|-------------------------|
| Views                | 1.1 M  | — (no comparison shown) |
| Reach                | 93.8 K | ↓ 47.1%                 |
| Content Interactions | 5.8 K  | Same as 2024            |
| Link Clicks          | 2 K    | ↓ 42.5%                 |
| Profile Visits       | 12.5 K | ↓ 50.1%                 |
| New Followers        | 1.7 K  | Same as 2024            |

Both Facebook and Instagram show reduced reach, interactions, visits, and follower growth compared to the same period in 2024.

Despite the decline, total video views remain high: **1.1 M on Instagram and 955 K on Facebook**, indicating strong performance for major regatta moments and Reels-style content.

# Why Some Metrics Decreased in 2025

## Meta Algorithm Changes

- Organic reach for Pages declined platform-wide
- Reels are prioritised, reducing visibility for static posts and links
- Facebook has significantly reduced the organic reach of Page posts in 2024–2025 across all industries.

## Seasonality & Event Cycle

- Engagement outside major regattas is naturally lower
- Fewer high-impact peaks compared to 2024 content seasons (we had only the Worlds)

## Audience Behaviour Shifts

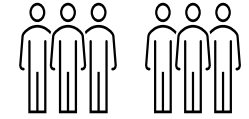
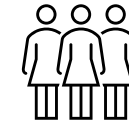
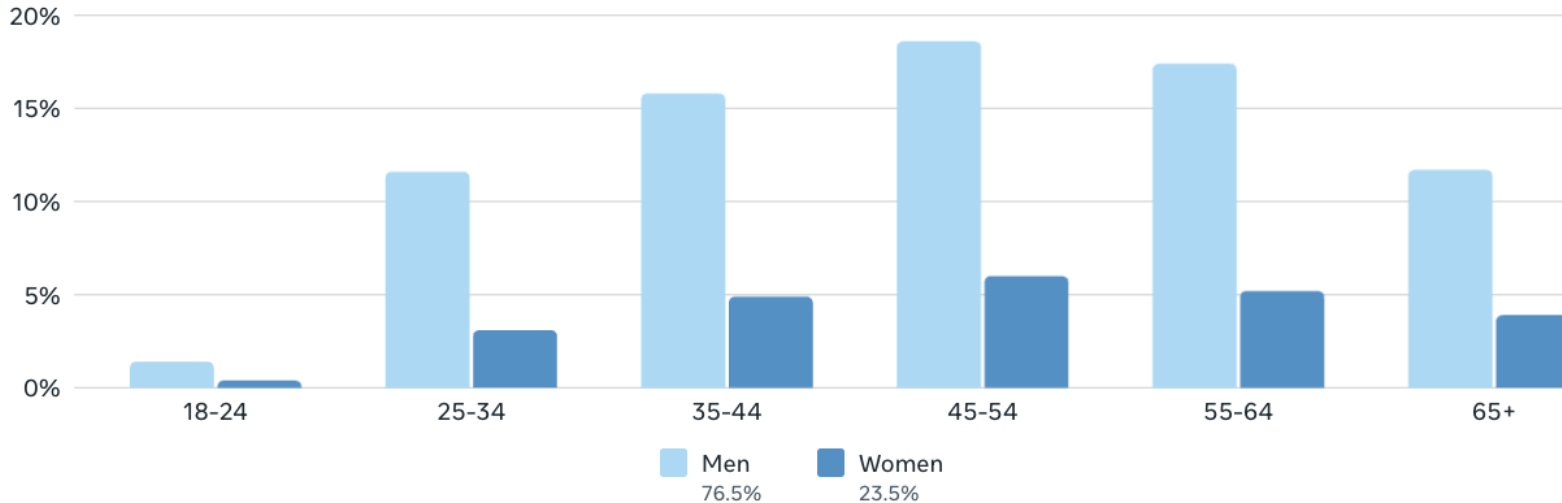
- More high-intent followers, fewer casual viewers
- Users clicked links more but interacted less with posts

## Content & Competition

- News/informational posts drive fewer reactions
- The summer sailing calendar is crowded, diluting attention
  - Many regattas share content at the same time (Other one-design classes, ORC, IRC, SailGP etc).

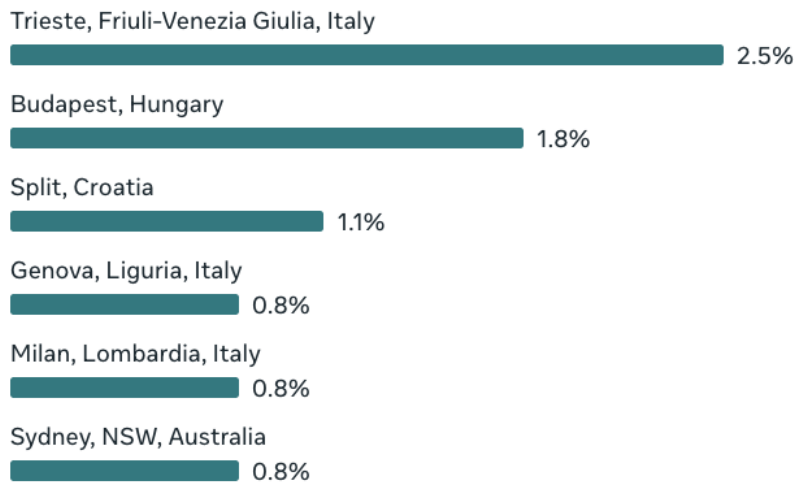
# Facebook

## Age & gender ⓘ

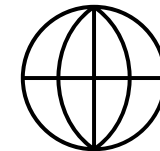
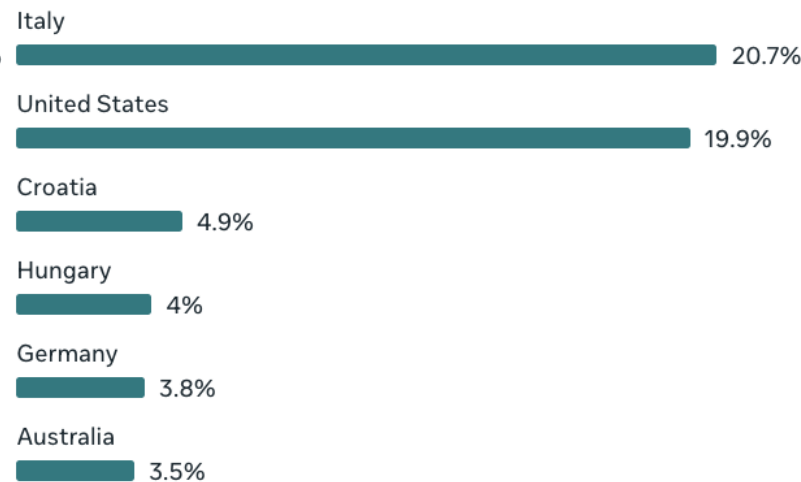


**Age Group:** These age ranges (35-44 and 45-54) represent individuals typically in mid-career stages or with disposable income, making them key targets for sponsorships, sailing gear, and event participation.

## Top towns/cities



## Top countries

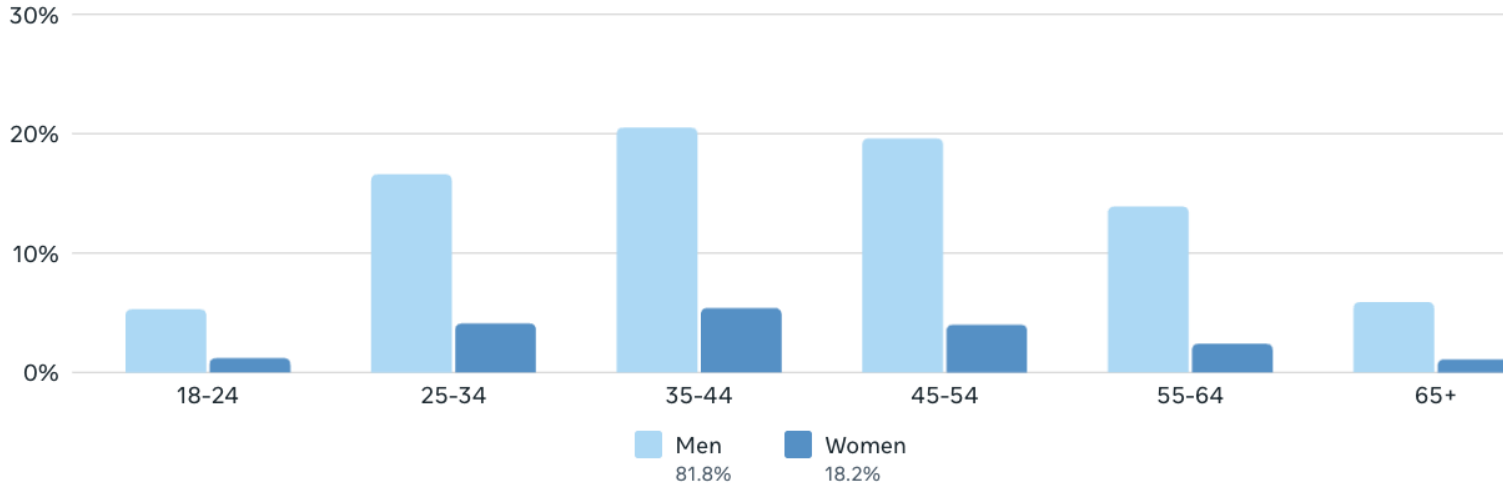


**Geographical Distribution:** Italy and the U.S. are the strongest contributors to the audience base, indicating the popularity of the page's sailing content in these countries.

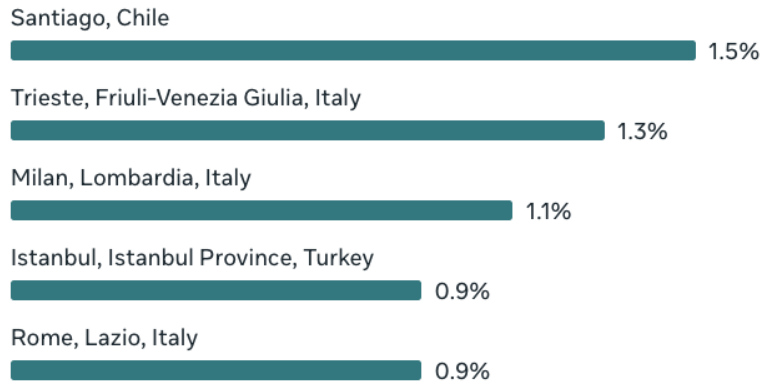


# Instagram

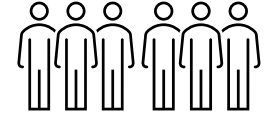
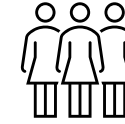
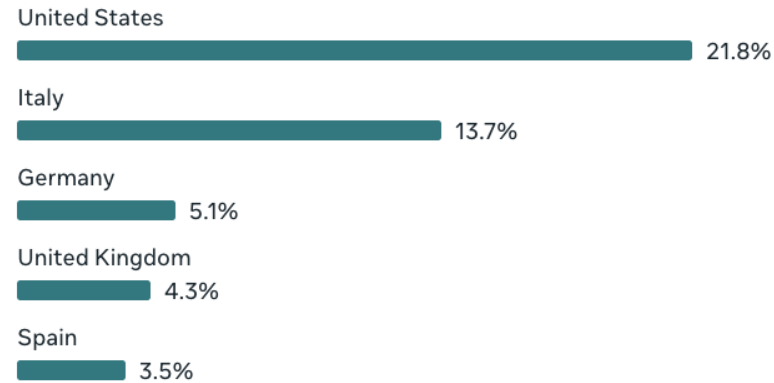
Age & gender ⓘ



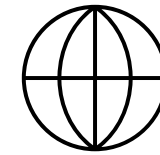
Top towns/cities



Top countries

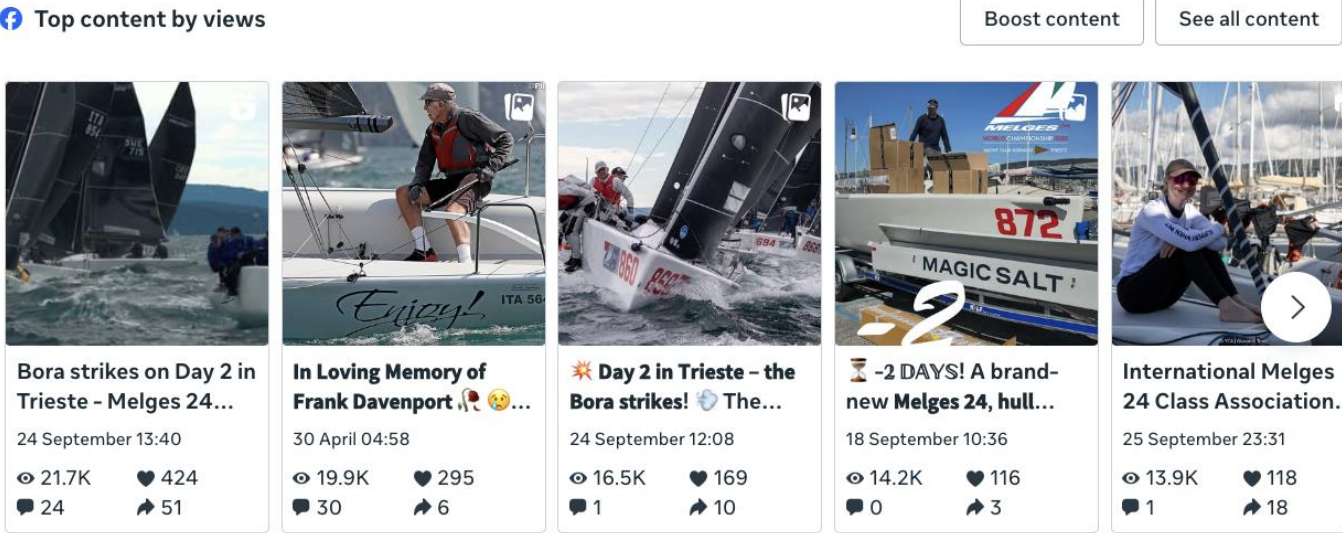


**Age Group:** The audience skews toward experienced sailors, boat owners, and long-term Melges 24 class participants, with solid engagement from the 35–54 segment, which matches the profile of active Melges 24 teams.



**Geographical Distribution:** The strongest engagement comes from countries with the largest, most active Melges 24 fleets and major regatta circuits. Italy shows strong representation across cities (Trieste - 2025 Worlds host area influence) due to the vibrant Melges 24 Italian community, high regatta density, and strong national Instagram adoption.

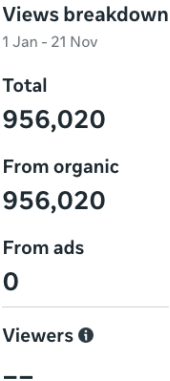
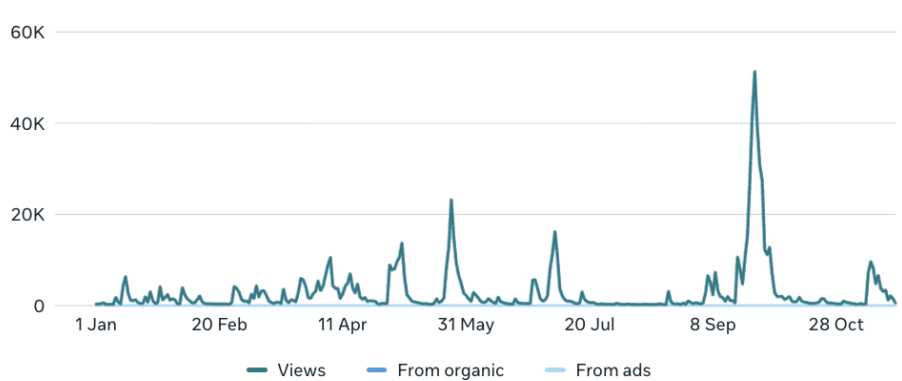
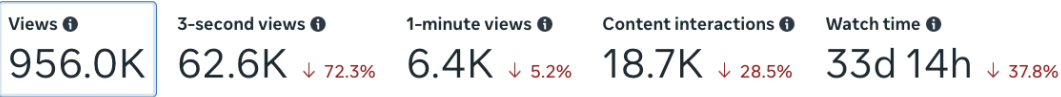
# Facebook



The Melges 24 Facebook page generated **956K organic views** in 2025, led by high-performing multi-photo posts and strong regatta coverage.

While interactions fell by 28.5% due to platform-wide reductions in organic reach, top posts still achieved 14–22K views.

Emotional storytelling, dramatic sailing conditions, and new boat deliveries were the strongest content drivers.



Publishing volume remained stable, with 200 content pieces posted. Despite algorithmic challenges, Facebook continues to deliver large-scale visibility and reliable engagement during major sailing events.

# Instagram

## Top content by views

Boost content

See all content



Close call! ☀️ More Matrix moves...

3 May 23:07

👁 712.2K ❤️ 20.8K  
💬 131 ➡️ 422



🍷 Christening of MAGIC SALT #872 🇩🇪 Yesterd...

21 September 05:35

👁 57.2K ❤️ 309  
💬 2 ➡️ 2



The second event of the @bacardi\_regatt...

26 January 02:33

👁 28.5K ❤️ 1.2K  
💬 3 ➡️ 8



#874 is out the door! 🚚 When a 🆕...

31 October 08:45

👁 27.7K ❤️ 683  
💬 2 ➡️ 47

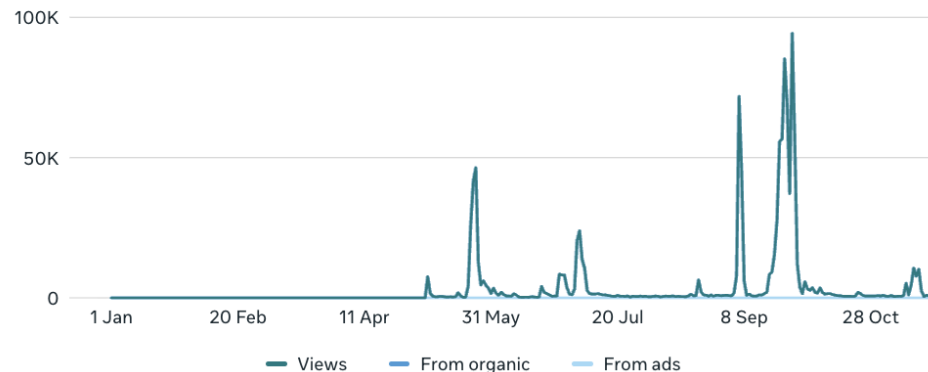


🇩🇪 🏆 New @worldofmelges24...

27 September 14:39

👁 18.0K ❤️ 449  
💬 8 ➡️ 10

Views ⓘ 1.1M  
Reach ⓘ 93.8K ↓ 20.3%  
Content interactions ⓘ 5.8K ↑ 100%



## Views breakdown

1 Jan - 21 Nov

Total

1,117,284

From organic

1,117,284

From ads

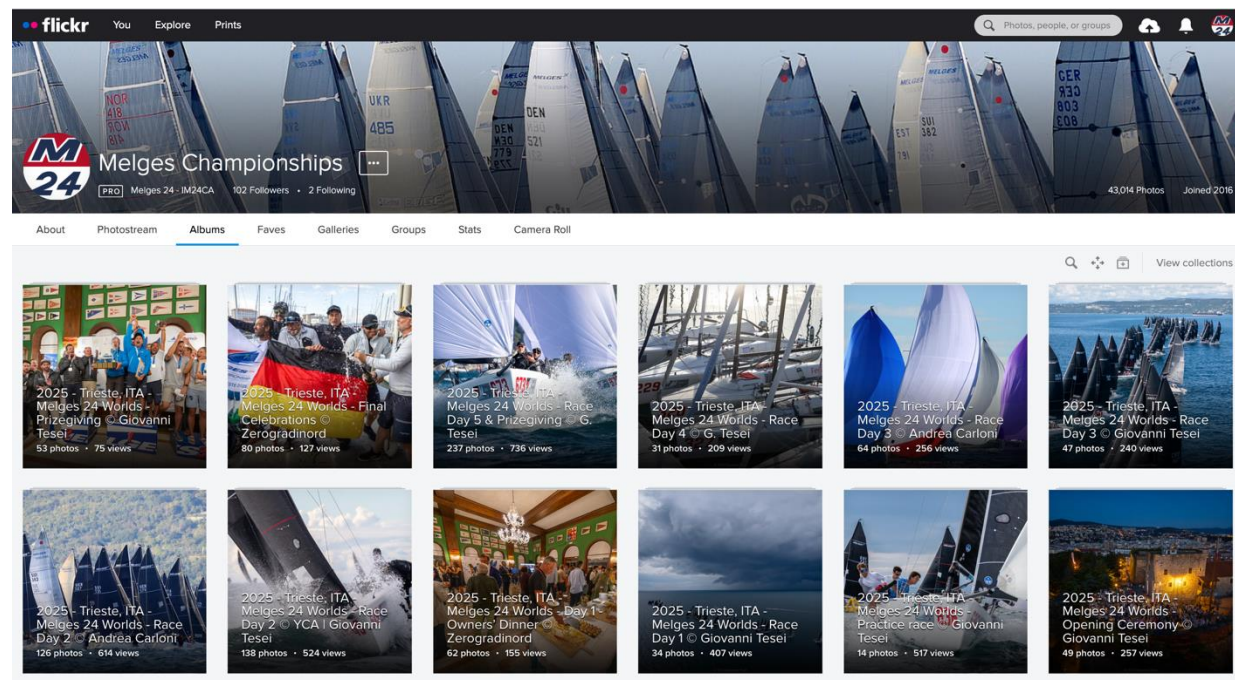
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The Melges 24 Instagram account generated over **1.1M organic views** in 2025, with **content interactions doubling compared to 2024**, despite a 20% drop in reach.

The most successful content came from high-action racing clips, dramatic situations, and new boat launches, with the top reel reaching **712K views**.

A total of **210 posts and 500 stories** were published, 13.6% fewer than last year, yet performance improved, demonstrating the strong impact of targeted, high-quality visual content.

# Melges24 on Flickr – Melges Championships



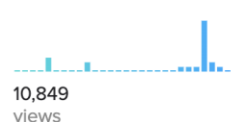
Flickr accumulated an additional **376,000 views** in 2025, slightly lower than 2024 due to hosting only one major title event (the World Championship in Trieste).

Even with fewer regattas, Flickr remained a highly active archive with strong global usage, surpassing **4.3 million lifetime views**.

## Photos



## Photostream



## Albums



## Collections



## Galleries



## Total



## Photos



## Photostream



## Albums



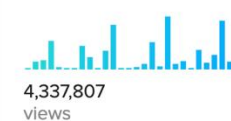
## Collections



## Galleries

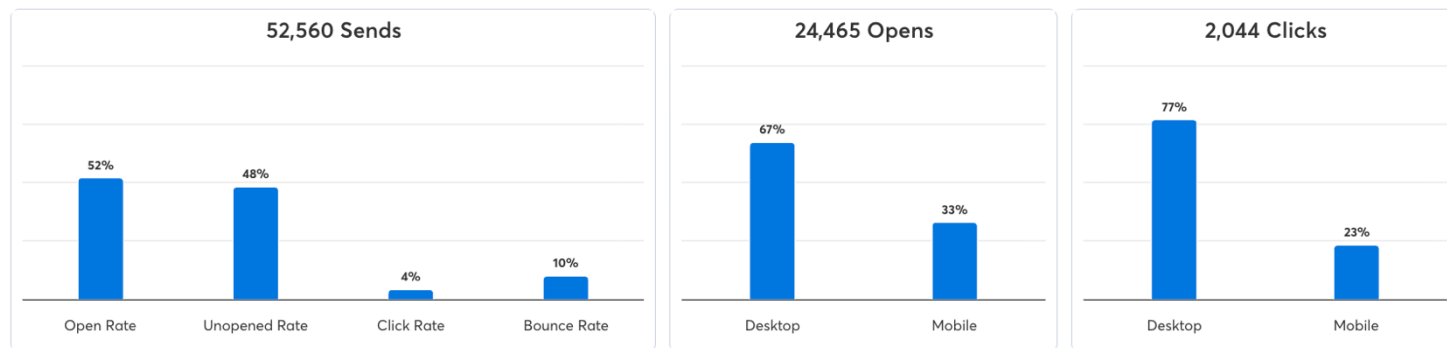


## Total





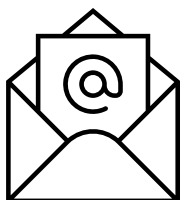
# Direct mailing – Constant Contact



- **Open Rate 52%** - Outperforms the industry average by 13%, showcasing effective subject lines and audience interest.
- **Click Rate 4%** - Consistently above industry benchmarks (+3%), reflecting strong content relevance. Links and calls-to-action are effective, especially on event updates, NOR releases, and championship announcements.

Your open rate: 52%  
 vs. previous 326 days +4% ↑  
 vs. industry average +13% ↑

Your click rate: 4%  
 vs. previous 326 days +0% —  
 vs. industry average +3% ↑

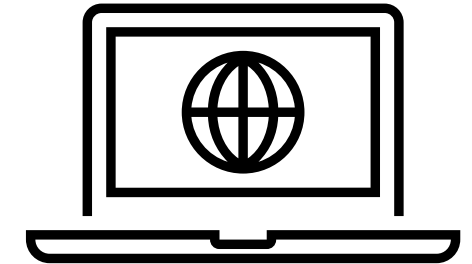


28 PRs, news and announcements sent in 2025  
 Ca 2,300 addresses per email

More than **24,000 emails were opened**, with desktop users generating 67% of opens and 77% of clicks. Overall engagement remained strong, showing consistent interest in class news, regatta updates, and official communications.

# melges24.com – performance highlights

20/11/2024 – 20/11/2025



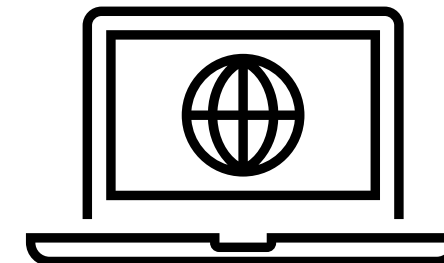
- ~117K pageviews and 68K sessions, fully stable year-to-year.
- Engagement rate up to 59.3%, significantly above industry average.
- Strong global audience: 38K active users from 150+ countries. 37 k new users - very strong acquisition
- Major traffic peaks correspond to **Worlds in Trieste**, European events, and early-season announcements.
- Growth in **returning visitors and total engagement time**, indicating strong interest in class news, NORs, results, and ranking information.
- **Top countries:** USA, Italy, Germany, Croatia, Norway.

The website remains a **central information hub** for the Melges 24 international community, providing strong, consistent performance across all major metrics.



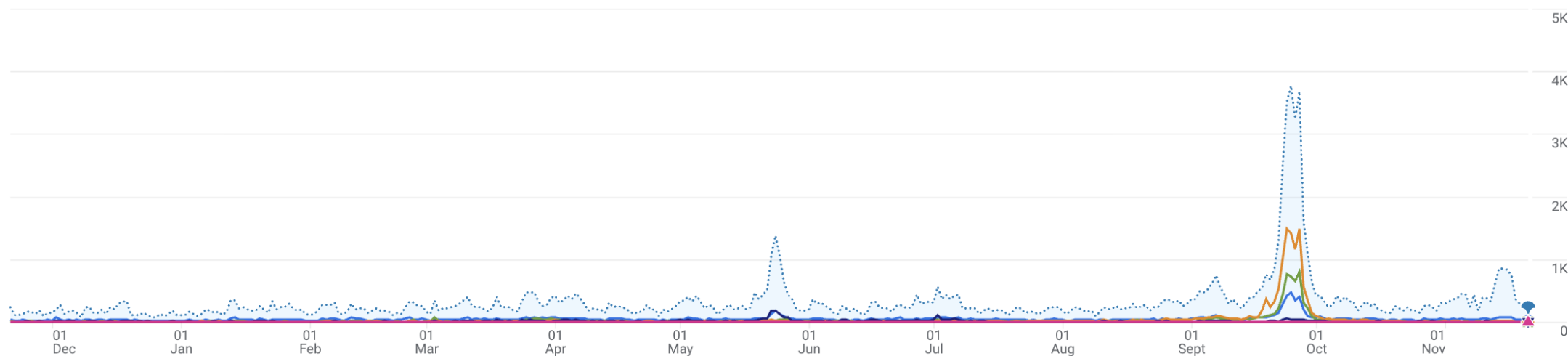
# melges24.com – performance highlights

20/11/2024 – 20/11/2025

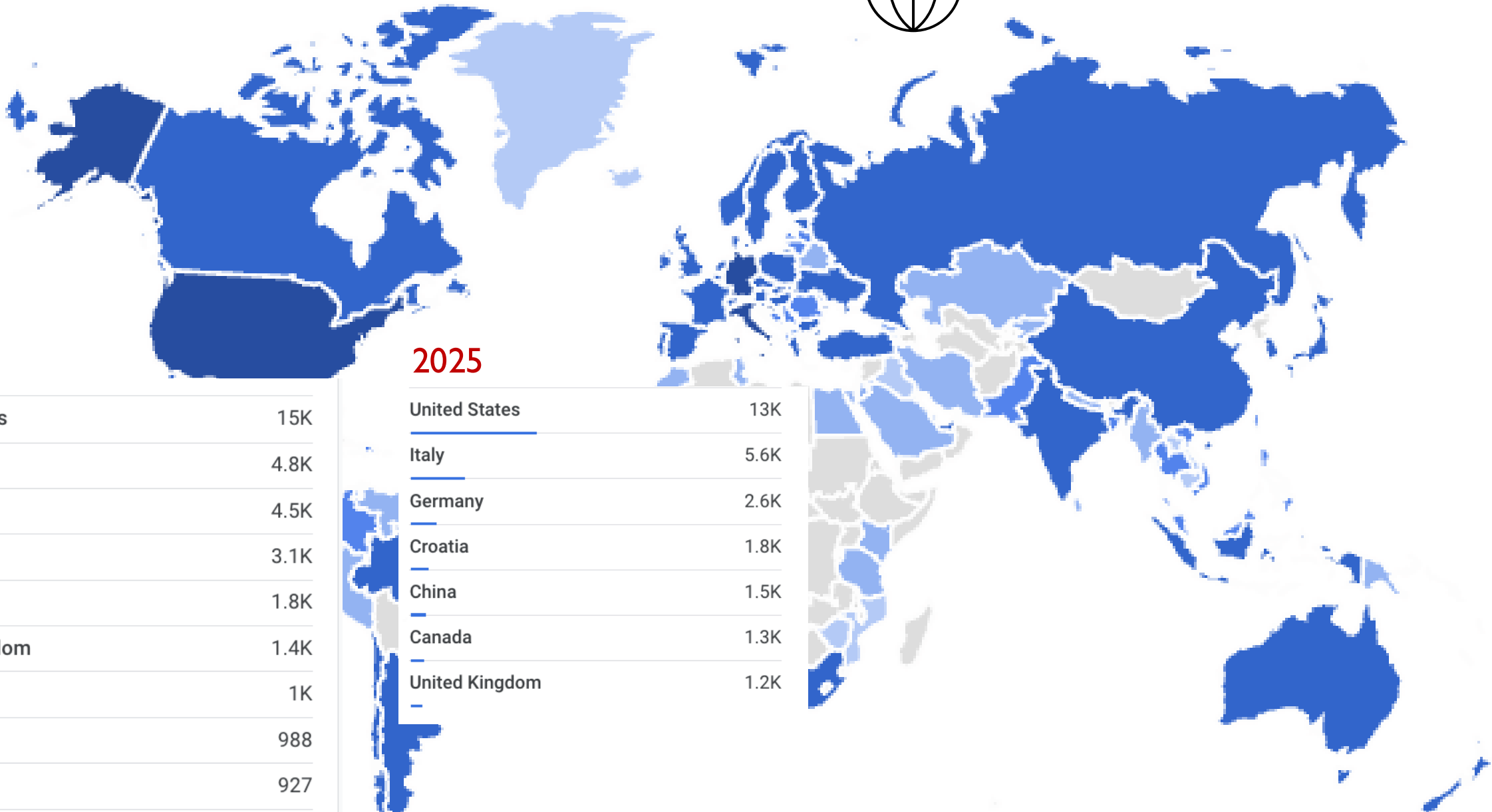
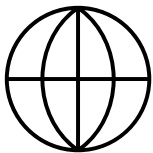


## Top Pages by Views

1. **Homepage** – 17K views (↑1.4%)
2. **2025 World Championship page** – 9.7K (↑6.5%)
3. **Melges 24 European Sailing Series** – 4.2K (↑17.7%)
4. **2024 Worlds archive** – 3.3K (↑6.9%)
5. **Calendar** – 3.3K (↑6.9%)



# melges24.com – users by countries



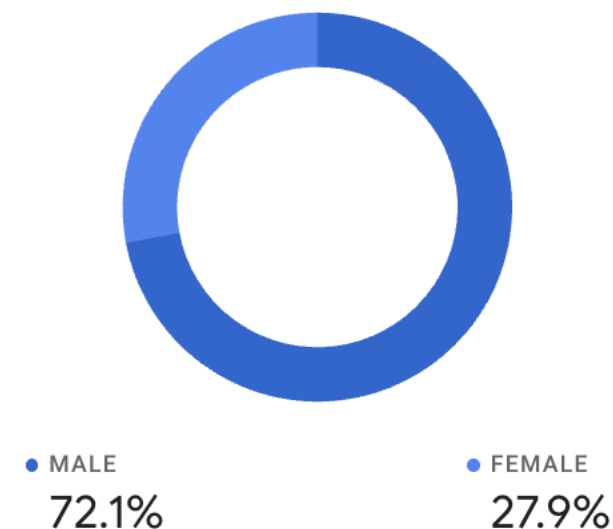
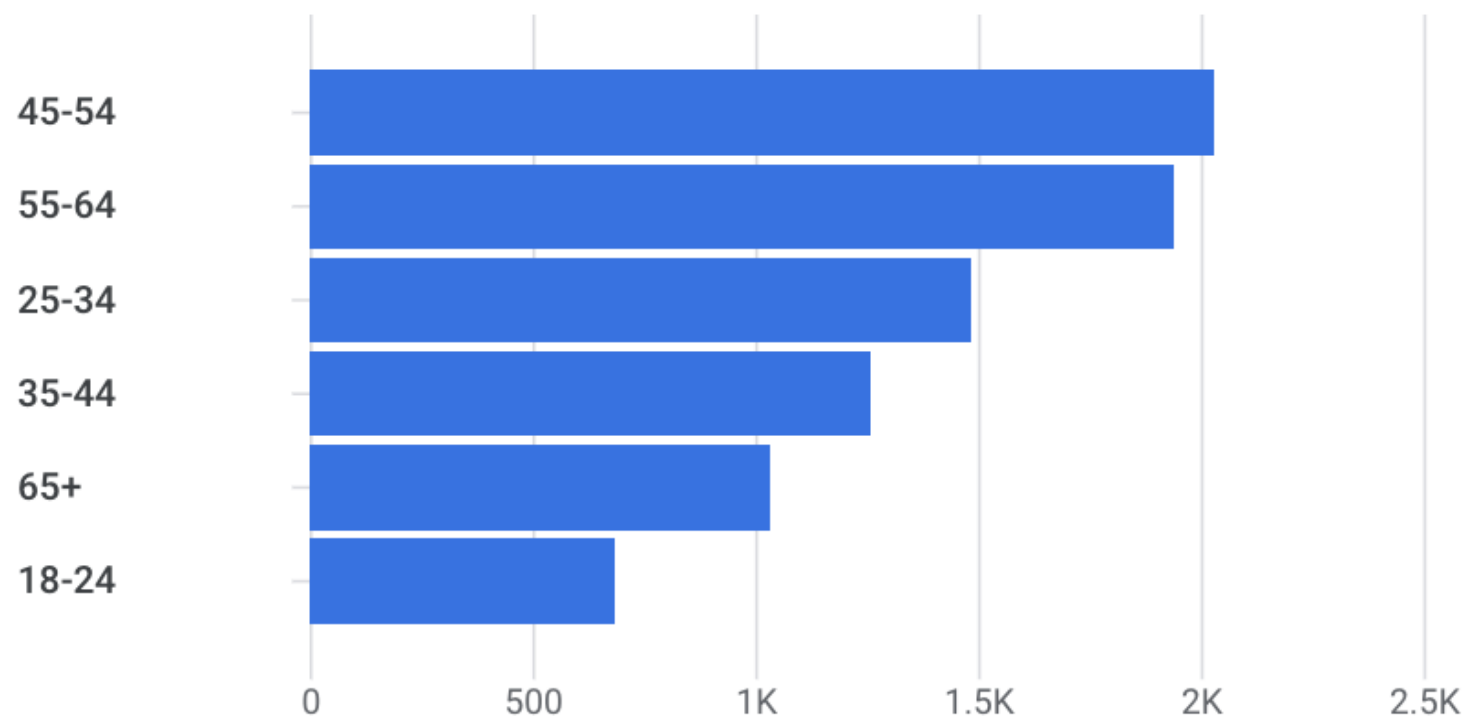
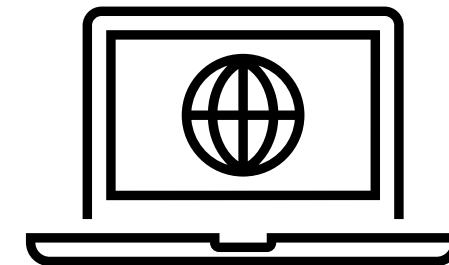
## 2024

|                |      |
|----------------|------|
| United States  | 15K  |
| Germany        | 4.8K |
| Italy          | 4.5K |
| Croatia        | 3.1K |
| Canada         | 1.8K |
| United Kingdom | 1.4K |
| Australia      | 1K   |
| Norway         | 988  |
| Poland         | 927  |
| Denmark        | 915  |

## 2025

|                |      |
|----------------|------|
| United States  | 13K  |
| Italy          | 5.6K |
| Germany        | 2.6K |
| Croatia        | 1.8K |
| China          | 1.5K |
| Canada         | 1.3K |
| United Kingdom | 1.2K |

# melges24.com – users by age and gender





Thank you!

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