# IM24CA Media & Communications 2026




MELGES 24

INTERNATIONAL MELGES 24 CLASS ASSOCIATION

## Annual General Meeting 2026

**Piret Salmistu**

IM24CA Administrator and
Media Coordinator

14 November 2026

# 2026 communications in one view

### FACEBOOK

**1.72M**

views

+84% vs 2025

### INSTAGRAM

**2.72M**

views

organic / no ads

### WEBSITE

**157K**

views

+47.7% vs 2025

### EMAIL

**99K**

emails sent

51 campaigns

### FLICKR

**4.73M**

lifetime views

+390.6K in 2026

## Major championships generated the strongest traffic and engagement peaks across every channel.

Visual event coverage helped the class reach a wider audience; IM24CA channels converted that attention into email opens, website visits and a growing image archive.

Reporting periods: social to 7 Nov; email and website to 14 Nov 2026; Flickr all-time.

# Facebook and Instagram: reach accelerated

## FACEBOOK

**VIEWS**
1.72M
+84%

**CONTENT INTERACTIONS**
23.7K
+28.5%

**WATCH TIME**
119d 23h
2026 total

**NEW FOLLOWS**
1K
+45.4%

## INSTAGRAM

**VIEWS**
2.72M
organic / no ads

**REACH**
131.8K
+52.9%

**INTERACTIONS**
64.4K
2026 total

**NEW FOLLOWS**
1.5K
2026 total

KEY CONTEXT

### The largest audience peaks aligned with the Europeans and World Championship coverage.

All Instagram views shown here were organic; no advertising spend was used.

NOTE

### Headline totals are used where Meta's comparison baseline is not equivalent.

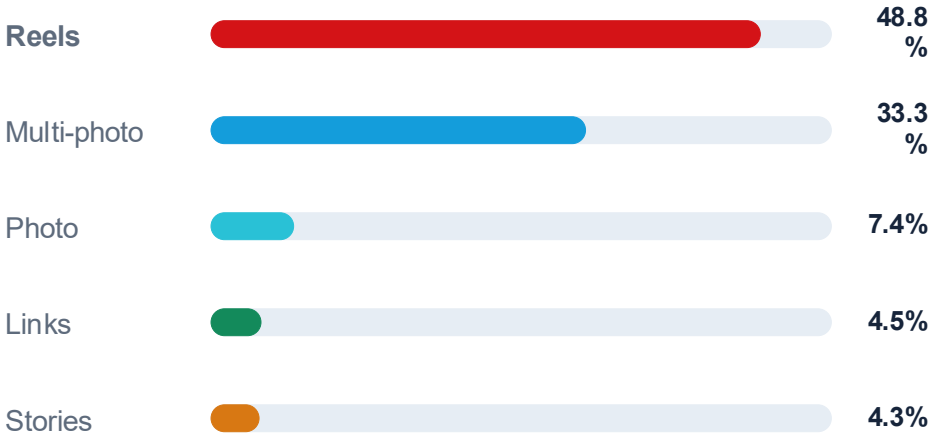
This avoids giving a misleading picture of growth when the comparison periods are different.

Meta Business Suite, 1 Jan–7 Nov 2026. Extreme platform-defined comparison percentages are omitted because the baseline periods are not equivalent.

# What drove performance

## CONTENT THAT TRAVELLED

### Reels delivered 48.8% of Facebook views




### Top Facebook reel: 99,402 views

The largest peaks aligned with Worlds and Europeans coverage.

## AUDIENCE GROWTH

**FACEBOOK FOLLOWERS**

**9,149**

+11.9%

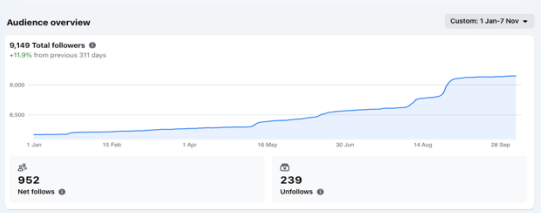
**NET FOLLOWS**

**1K**

Jan–Nov

**70.7%**

**of Facebook views came from non-followers**




This confirms that event-led visual content reached well beyond the established class audience.

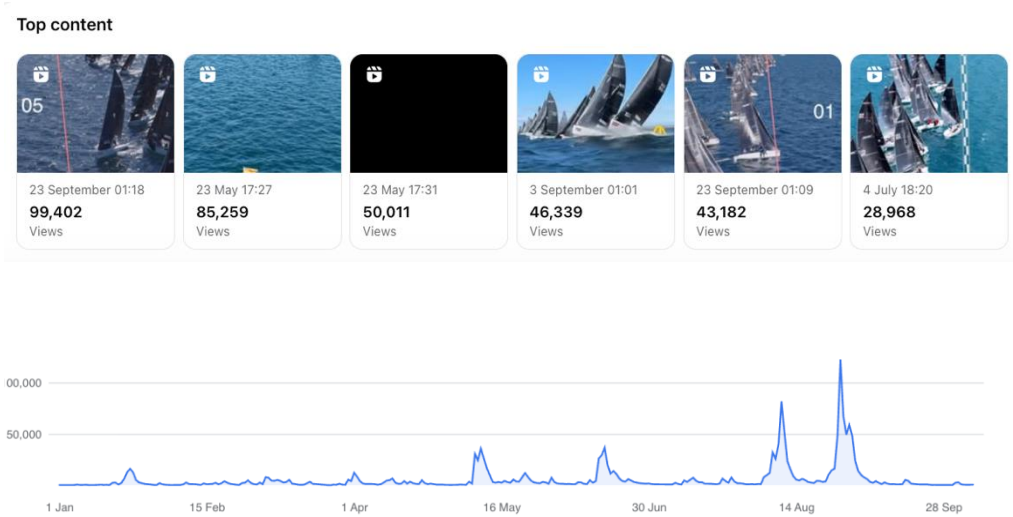
Meta Business Suite, 1 Jan–7 Nov 2026.

# Most popular social content

FACEBOOK

## Top content: 99,402 views

World Championship coverage • 23 September

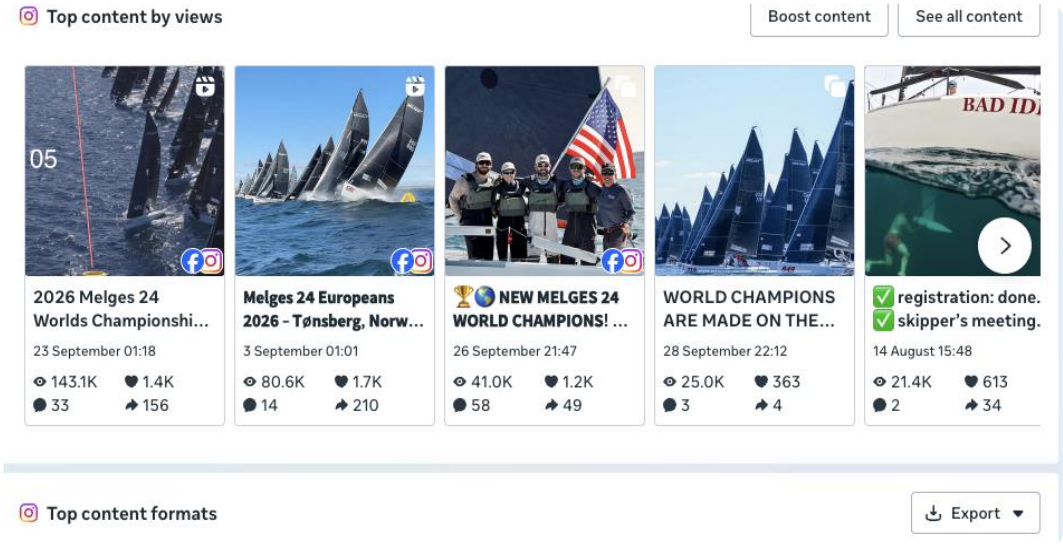



The leading Facebook posts were short racing videos from the Worlds and Europeans.

INSTAGRAM

## Top content: 143.1K views

World Championship coverage • 23 September




The strongest Instagram posts combined action imagery with timely championship updates.

Meta Business Suite, 1 Jan–7 Nov 2026. Rankings shown from platform content-overview screens.

# Email, website and Flickr

## EMAIL

### 51 campaigns

99,036 sent • 87,772 delivered

| OPEN RATE | CLICK RATE |
|---|---|
| 49% | 4% |
| 16 pts above industry | 3 pts above industry |

**43,386 opens • 3,144 clicks**

Desktop generated 65% of opens and 76% of clicks.




## WEBSITE

### 157K views

**+47.7% year on year**

| ACTIVE USERS | NEW USERS |
|---|---|
| 74K | 67K |
| +115.3% | +98.9% |

**38s average engagement time**

Down 41.7%; an unusual direct-traffic spike may have reduced engagement depth.




## FLICKR

### 4,728,428

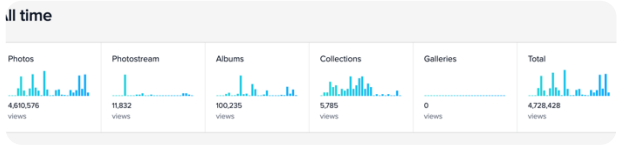
all-time views

**GROWTH SINCE 2025 REPORT**

**+390,621**
**+9.0%**

**Photos accounted for 97% of the increase**

2025 report total: 4,337,807
2026 total: 4,728,428




Email and website: 1 Jan–14 Nov 2026. Website comparison: same period 2025. Flickr: all-time totals.

# Thank you!


MELGES 24
CAN 800
USA 013
GBR 777
USA 62
USA 865
USA 675
USA 491
855
876
491
859
675
865
806
624
523
800