



Congress 2021

MEDIA & MARKETING COMMITTEE REPORT

Chair of Media & Marketing Committee - Sean Clarke

The intervening two years since Congress 2019 has seen the Media and Marketing area of the IRF pushed to the forefront in terms of keeping members and supporters engaged with the IRF. We have grown our pool of IRF recognised media contributors and assisted all other departments in aligning to the IRF logo and brand adopted in Congress 2017.

Social media and general exposure of the IRF has grown exponentially with successful worldwide TV coverage of WRC 2019 (audience potential of one billion+), social media campaigns, press releases and partnerships with other organisations.

Social media:

- Instagram: started in early 2017, the following has grown to just under 8,000 followers with engagements on racing posts averaging 150+ likes, GTE courses 70-100 likes, general IRF updates around 50 likes. The target is to reach 8,000 followers before the end of 2021 and over 12,000 by the time of next Congress
- Facebook: consistent following (26k at last Congress, 28.5k now). Racing photos again average the most likes but a consistent of around 40-50 likes on most posts but can reach nearly 200 for popular posts
- Twitter: our least used channel - now typically used for sharing IRF articles and news items
- YouTube: slowing growing the following (just under 2k at present). More and more videos are being added to the channel including historical videos from older WRCs. This is a growth area for the IRF but we need event organisers to provide high quality video quickly at or just after events.
- Throughout the pandemic, we have increased the frequency of posts. At the height of the pandemic we were publishing two posts every single day. This assisted in some of the growth but also facilitated keeping in touch with athletes, guides, events and workshops

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Growing the IRF brand and identity:

- The website had a major overhaul during the pandemic - the number of pages was reduced and the search functions drastically increased in functionality. There is still more to do to speed up the site but this is an ongoing task for the next year.
- Building on the IRF Brand Identity published before Congress 2019 - more and more IRF documents are now consistent in the branding including official communications, GTE resource documents, sustainability documents, webinars, presentations and media publications
- Press releases are now issued formally to several news outlets around the globe. Our current strongest and regular publisher is Inside The Games (www.insidethegames.biz) which is an Olympics focussed news outlet that covers sports organisations associated with GAISF amongst others
- Promoting our non-profit status - we are now recognised by several organisations including Guidestar (<https://www.guidestar.org/>) and Project World Impact (<https://projectworldimpact.com/>). The next step is to amend our IRS 501(c) status which will open the doors to many more charitable and non-profit funding options

Developing partnerships:

- Promoting our sustainability credentials - we are members of several high profile sustainability organisations which facilitates the promotion of our identity and sustainability successes to a wider audience. The key ones are the United Nations Framework for Climate Change (Sports for Climate Action), Sport and Sustainability International (SanSI), and the IOC's Mountain Sports Alliance
- Further developed our long term partnership with 1080 Media (originally involved in CWWC broadcast production and produced our TV production of WRC 2019 which was broadcast to over one billion homes around the globe). 1080 are now our preferred supplier for WRC events.

Over the next two years:

- Continue to grow social media following and engagements
- Continue to build the IRF media team at IRF events such that there is dedicated photography, videography and global distribution
- Finalise and publish the IRF Digital Strategy (what, how, why are we online)
- Grow the Auctions and Raffles to a place where we have a select number of exclusive partners
- Promote Rafting Operator Accredited (ROA) GTE operators - develop partnership plans
- Promote more GTE workshops - further develop the need to have dedicated media at workshops in order to promote more widely

Report by Sean Clarke (Media & Marketing Committee Chair), October 2021