



**EASTERN ONTARIO
RUGBY UNION**

2017 ANNUAL GENERAL MEETING – REPORT TEMPLATE

FEBRUARY 3, 2018

COMMUNICATIONS REPORT – Sean Liebich

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KEY AREAS OF RESPONSIBILITY

- Website
- Social Media
- News Releases

EXECUTIVE SUMMARY

In 2017 we met our annual goals on Twitter and Instagram, but not on Facebook and Mailchimp. Based on the figures below I recommend shutting down the Mailchimp initiative and focusing more on the “big three” social media platforms (Facebook, Twitter, Instagram). This process will be facilitated by Hootsuite, which will provide a consolidated platform to manage all of our social media needs for free. It is evident from the post analysis below that our posts perform best when we produce content about the EORU, highlight EORU athletes and promote EORU events. This will be the focus as we enter the 2018 season.

2017 UPDATE

Social Media Engagement and Performance 2017

When I took over the Communication Director position in April of 2017, I looked at the social media portfolio and set some achievable targets for attracting followers. Instagram and Twitter were the two social media targets that we hit this year. Twitter saw the largest growth from April 2017 to January 2018 (868→998). Although all of the goals were not met, tracking social media engagement illuminates where I need to put my time next year. More effort will be put in to building the Twitter and Instagram follower base.

| Platform | April 2017 | Target | January 2018 |
|-----------|---------------|----------------|---------------|
| Facebook | 676 likes | 750 likes | 700 likes |
| Twitter | 868 followers | 1000 followers | 998 followers |
| Instagram | 67 followers | 100 followers | 123 followers |
| Mailchimp | 13 followers | 100 followers | 13 followers |

Twitter

Our top performing tweet in 2017 was the one shown below with our EORU girls with the Canadian National Sevens team in Las Vegas.

Tweet activity ×



| | |
|-------------------|-------|
| Impressions | 4,632 |
| Total engagements | 489 |
| Media engagements | 354 |
| Detail expands | 39 |
| Likes | 35 |
| Link clicks | 33 |
| Retweets | 17 |
| Profile clicks | 11 |

Other than the tweet above, our top performing tweets were all in the 2000 impressions range. The majority of these tweets either congratulated our athletes for selections to provincial and national teams or were from Whitu 7s. Key features of all of these tweets include relevant hashtags, influencer tags (ie. @torontoelitereds) and images or news articles.

Tweet activity ×



| | |
|-------------------|-------|
| Impressions | 2,289 |
| Total engagements | 287 |
| Media engagements | 205 |
| Detail expands | 27 |
| Likes | 16 |
| Profile clicks | 16 |
| Link clicks | 12 |
| Retweets | 6 |
| Hashtag clicks | 5 |

Facebook

Post Engagement:

The post that had the furthest reach was the Al Charron Induction article. That post reached 4,200 people, generated 104 likes and 242 post clicks. All of this engagement was generated organically, which shows that this type of news is what our audience wants.

Eastern Ontario Rugby Union added 4 new photos.
Published by Sean Liebich (?) · October 26, 2017 · 🌐

From all of us at the EORU, Congratulations to Al Charron, who will be inducted in to the World Rugby Hall of Fame. Thank you for all that you have done for the game in Canada and in Eastern Ontario!

Head on over to our website for the full story.
<http://eorugby.com/al-charron-named-to-world-rugby-hall-of-.../>

Performance for Your Post

| | | |
|---|-------------------------|-------------------------|
| 4,188 People Reached | | |
| 126 Reactions, Comments & Shares | | |
| 104 Like | 35 On Post | 69 On Shares |
| 1 Love | 1 On Post | 0 On Shares |
| 5 Comments | 4 On Post | 1 On Shares |
| 16 Shares | 15 On Post | 1 On Shares |
| 242 Post Clicks | | |
| 79 Photo Views | 12 Link Clicks | 151 Other Clicks |
| NEGATIVE FEEDBACK | | |
| 2 Hide Post | 0 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |

Reported stats may be delayed from what appears on posts

Eastern Ontario Rugby Union
Published by Sean Liebich (?) · June 26, 2017 · 🌐

Thanks Rugby Ontario Blues "A" for a great match on Saturday. Congratulations to our Men's Team on the 41-31 victory.

You can see the full match recap on our website:
<http://eorugby.com/eoru-senior-men-vs-ontario-a-match-recap/>

Performance for Your Post

| | | |
|--|-------------------------|-------------------------|
| 2,772 People Reached | | |
| 40 Reactions, Comments & Shares | | |
| 35 Like | 24 On Post | 11 On Shares |
| 1 Love | 0 On Post | 1 On Shares |
| 2 Comments | 2 On Post | 0 On Shares |
| 2 Shares | 2 On Post | 0 On Shares |
| 578 Post Clicks | | |
| 341 Photo Views | 69 Link Clicks | 168 Other Clicks |
| NEGATIVE FEEDBACK | | |
| 1 Hide Post | 0 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |

Reported stats may be delayed from what appears on posts

The other posts that generated above average traffic were the ones about our Senior Men's Program and Whitu 7s. Posts about the Senior Men's team, players and their games routinely resulted in over 1000 people being reached. This was good for us and resulted in increased traffic on our Facebook page and on our website.

These examples show that we have the most traction on Facebook when we generate our own content. I strongly recommend that the coaches of our programs take note of this and continue to send along updates, game recaps and selection information.

Instagram

Our Instagram account doesn't offer the same insights in the activity on our account. Our highest performing post this year was from the Kingston Panthers 50th anniversary. The post generated 20 likes which is our highest to date. The growth rate of our Instagram following is promising and more effort will be invested in growing this platform in 2018.



Mailchimp

Our Mailchimp mailing list has not had the acceptance rate that was expected. The mailing list currently sits at 13, the same number as in April 2017. Based on the amount of time and energy it would take to develop a monthly or quarterly newsletter, Mailchimp is not a viable option for the audience it will reach. I suggest that based on these factors we abandon the Mailchimp mailing list. With the changing landscape and membership of the rugby community (ie. getting younger), our target audience will respond more to social media than emails.

OTHER

Outside of communications, I facilitated a partnership with Room Roster. Room Roster's services can be used for tournament registration for club events. As part of the deal we get their tournament roster registration software for free and they take a cut of the rooms that are booked. We will be using their services for Whitu again this year and I encourage the clubs to use this service for their club sevens registration. For more information contact communications@eorugby.com.

2018 PLANS

| Platform | January 2018 | January 2019 Target |
|-----------|---------------|---------------------|
| Facebook | 700 likes | 750 likes |
| Twitter | 998 followers | 1250 followers |
| Instagram | 123 followers | 250 followers |

On all of our social media platforms we will look to tag influencers (ie. Al Charron, Rugby Canada, Rugby Ontario) to expand our reach where appropriate.

Facebook

In 2018 we will continue to use Facebook as a portal for our website and for sharing content from Rugby Canada and Rugby Ontario. We will highlight the following on Facebook:

- Content from our website
- Provincial and national selections
- Upcoming rep games
- Coaching and Officials courses
- EORU events and tournaments
- Club generated content

Twitter

In 2018 we will continue to be active on Twitter. We will share similar content on Twitter and work to include influencers, relevant hashtags and images/links.

Twitter will be different from Facebook in the following ways:

- Interact with the media created by Rugby Ontario, Rugby Canada and our followers
- Live tweeting of rep games and tournaments
- Coach or athlete take overs

Instagram

Instagram will be used to share fun images from the rugby community. Last year we received content and shared a few images. This year, we can expand that and add in clubs taking over the EORU Instagram on club days and other major events. Instagram is less formal and more about sharing the experience on special occasions, so we will look to capture that in our use.

Hootsuite

I will be looking in to using Hootsuite to manage some of our social media posting. Hootsuite is a program that consolidates all of the social media platforms on one page. This software will help save time when posting something from our website to Facebook and Twitter. It also allows for scheduled posts, so I can set up posts to go out at peak times to maximize engagement. The best part about Hootsuite is that it is FREE.

Website

The majority of the website is up to date. I have fixed quite a few broken links on the site, but there are still more documents that need to be updated. The biggest change for 2018 is the addition of a Google Calendar. This will help us communicate all of the things going on in the EORU. I have already added the coaching and officiating courses released by Rugby Canada yesterday. It is my intention to add in the fixtures for the summer when they are available as well as any rep team tryouts, practices and games. I hope that this calendar becomes the central hub for EORU scheduling.

FINANCIAL CONSIDERATIONS

The only communications budget item would be post promotion. We can look at this on a case by case basis, but if there is a fundraiser or tournament, it could be worth putting \$10 in to promoting a post to reach a larger audience.

We used this strategy last year for the Men's Program Fundraiser and reached 1500 extra people on Facebook.

Total budget for the year would be \$50.