



CIVL 2023 PLENARY – ANNEXE 22
COMMUNICATION OFFICER REPORT

Elena Filonova

Activity 2022

The core functions of CIVL Communication Officer were to report Commission and Events news on the website and social media and manage subscription mass mailing to General list and Delegates list.

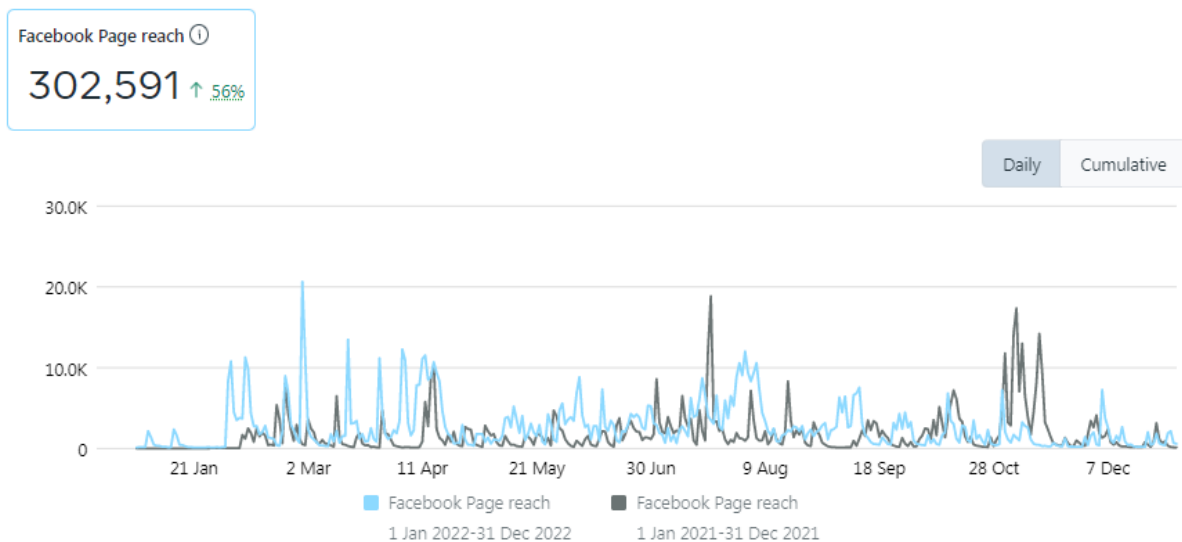
In 2022 we continued developing CIVL social media..

Website News

In 2022 there were 71 news articles posted in CIVL section <https://fai.org/page/civl-news>

Social media

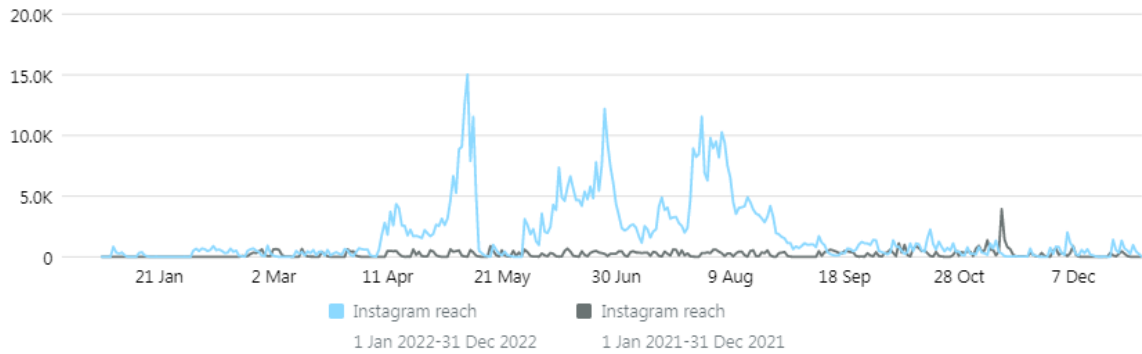
In 2022 there were 527 posts on social media (234 Facebook and 293 Instagram) providing the following audience reach.



Instagram reach ⓘ

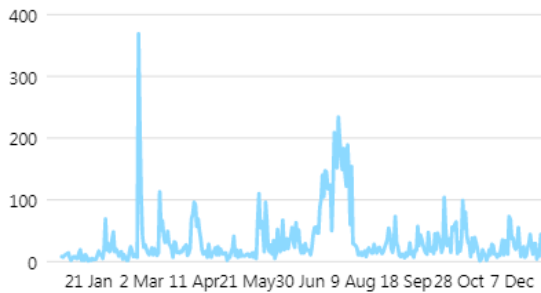
303,378 ↑ 2.5K%

Daily Cumulative



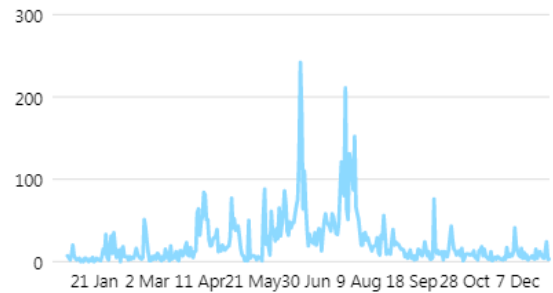
Facebook Page visits ⓘ

12,462 ↑ 138%



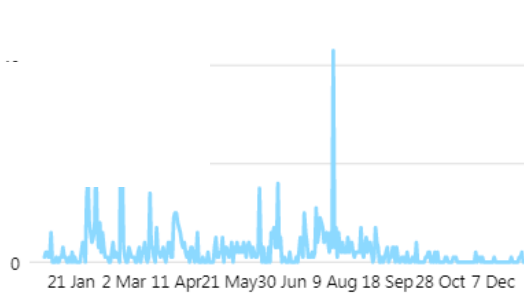
Instagram profile visits ⓘ

8,501 ↑ 109.1%



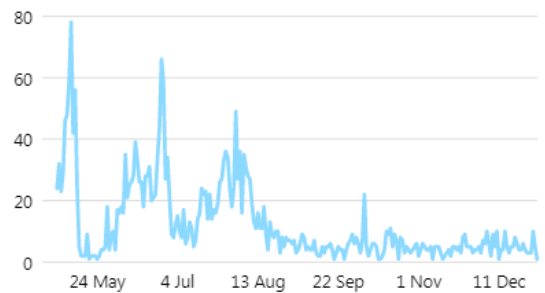
Facebook Page new likes ⓘ

820 ↑ 11.7%



New Instagram followers ⓘ

2,942 -



CIVL SMM in figures

CIVL Facebook @fai.civl in figures:

- 8.5K subscribes, 6.7K4 likes. Audience growth in 2022 - about 1K users.
- 234 posts in 2022.
- Total Audience Reach for posts of 2022: 302591 users .
- Top post by reach: 39K users / 1.4K reactions & 125 shares.

CIVL Instagram @fai.civl in figures:

- 4978 followers. Audience growth in 2022 - 3417 users.

- 293 posts and 82 stories in 2022
- Total Audience Reach for posts of 2022: 303378 users .
- Top post by reach: 95 K users / 4K likes 44 shares.

Commission news

In this feed we informed about any decisions, activities, training, deadlines or meeting held in the CIVL. Totally there were 10 Commission news articles in 2022.

Records News

Totally during 2022 we published 3 articles dedicated to record setting and record-breaking attempts on the website

Event News

In 2022 there were 5 Category 1 events held. We have published 56 event news articles on the website. Category 1 events were also supported by CIVL Social media that mainly boosted performance

Newsletter

We keep informing our community via mass mailing. Most important CIVL news is also distributed via email. In 2022 there were 86 info issues communicated via emails to subscribers.

We invite all pilots to subscribe to our newsletter

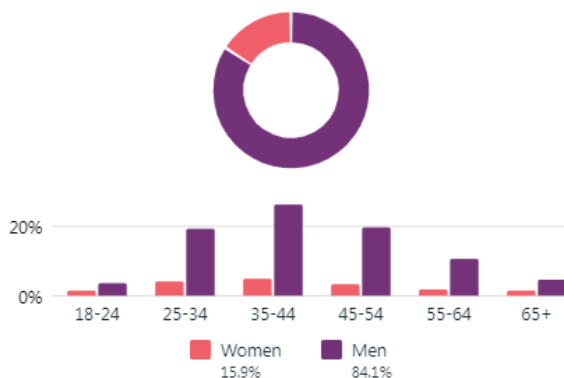
<https://www.fai.org/page/civil-newsletter>.

CIVL Social media Audience demographics

Facebook Page followers ⓘ

8,505

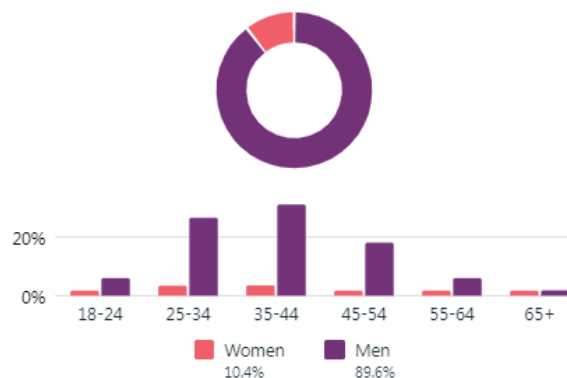
Age & gender ⓘ



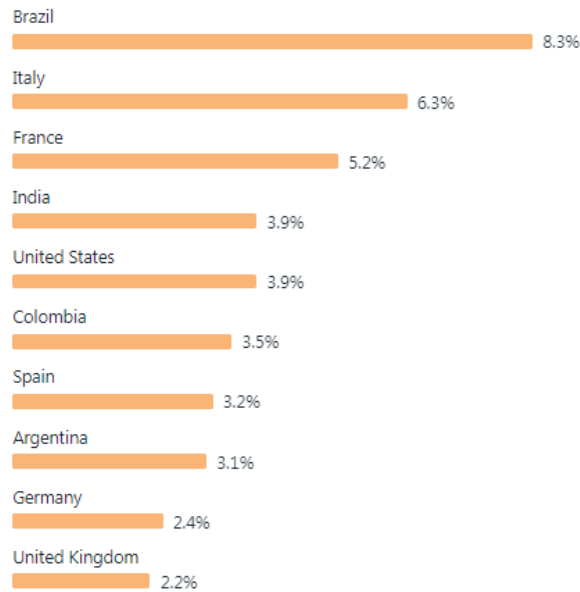
Instagram followers ⓘ

4,978

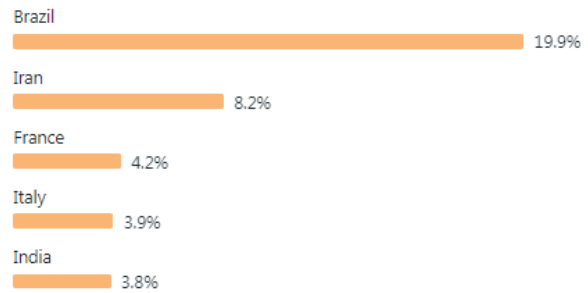
Age & gender ⓘ



Top countries



Top countries



Plans for 2022

- Continue developing CIVL Facebook page.
- Continue developing CIVL Instagram
- Provide better support for Category 2 competition organisers via CIVL Socials and Event management system
- Provide full scale support for Category 1 events with daily live reportages.

CIVL EMS and WPRS

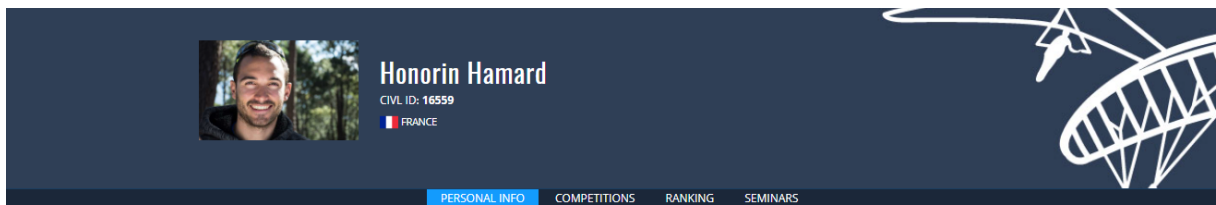
CIVL Event Management system <http://civlcomps.org/> will play an important role in sports communications. As now it is required that every cat 2 shall have a webpage to post local regulations we have provided a free of charge tool to do it at a high quality level.


The system includes all necessary function for running of the event:

- Registration
- Participants management
- Allocation
- Trackers assignment (Synchorized with Flymaster)
- Event blog
- Results publication

The event management system is now united with WPRS ranking thus providing pilots a single competitions' informational center.

It also gives any sportsman or sport professional to have a dedicated page with his proven experience and presentation. Which being hold in FAI CIVL environment have a solid sound.

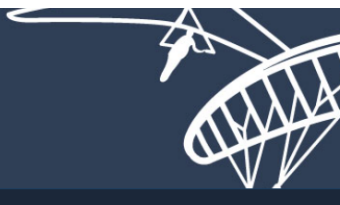




Honorin Hamard

CIVL ID: 16559

FRANCE

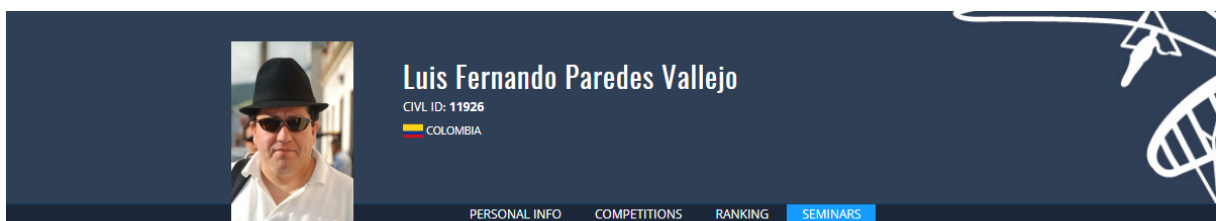



PERSONAL INFO
COMPETITIONS
RANKING
SEMINARS

Current rank

PARAGLIDING CROSS COUNTRY	
World	1
France	1
Europe	1

Ranking Date: Jan 1, 2023






Luis Fernando Paredes Vallejo

CIVL ID: 11926

COLOMBIA

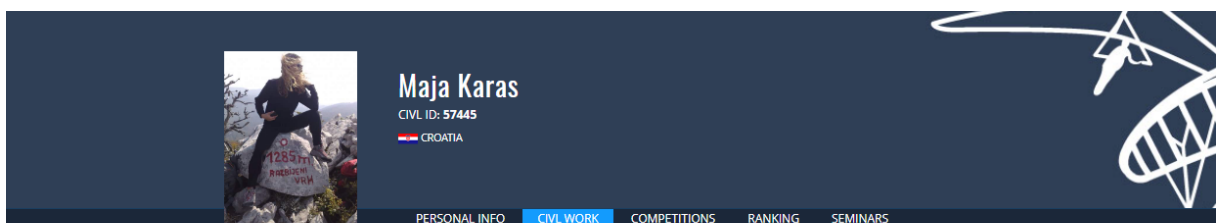



PERSONAL INFO
COMPETITIONS
RANKING
SEMINARS

Seminars

2 from 2 Show: 20

Event dates	Location	Event name
Oct 3 - Oct 9, 2022	Girardot, COL	FAI CIVL Judging Seminar for CAT2 Judges
Oct 15 - Oct 16, 2021	Madrid, ESP	FAI II PGA Judges Seminar by RFAE Spain

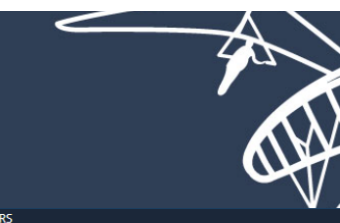




Maja Karas

CIVL ID: 57445

CROATIA



PERSONAL INFO
CIVL WORK
COMPETITIONS
RANKING
SEMINARS

CIVL Work

17 from 17 Show: 20

Event name	Event dates	Location	Sport type	Position
6th FAI European Paragliding Accuracy Championship	Sep 16 - Sep 22, 2018	SLO	Paragliding	Target Judge (PGA)
2018 Croatian Open National Championship Paragliding Accuracy Radoboj Open 2018	Oct 13 - Oct 14, 2018	CRO	Paragliding	Event Judge (PGA)
10th FAI World Paragliding Accuracy Championship	Sep 8 - Sep 18, 2019	SRB	Paragliding	Event Judge Deputy
2019 Croatian Open National Championship "Radoboj Open 2019"	Oct 12 - Oct 13, 2019	CRO	Paragliding	Target Judge (PGA)
Paragliding Accuracy European Cup Alanya	Jun 4 - Jun 6, 2021	TUR	Paragliding	Chief Judge (PGA)