



Communications Presentation to Congress

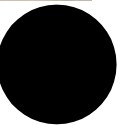
November 2024



Concrete Goals achieved

Fundamentals of structure , culture and process set up under experienced team.

- Enhanced Digital content – new website and i.e. 96 Mill reach on FB (5.6 mill in 23)
- Worked with Athletes Committee to establish “Athletes First” approach
- Improved internal communications with newsletter and workshop for media reps.
- Media lists of journalists and guidelines for media operations

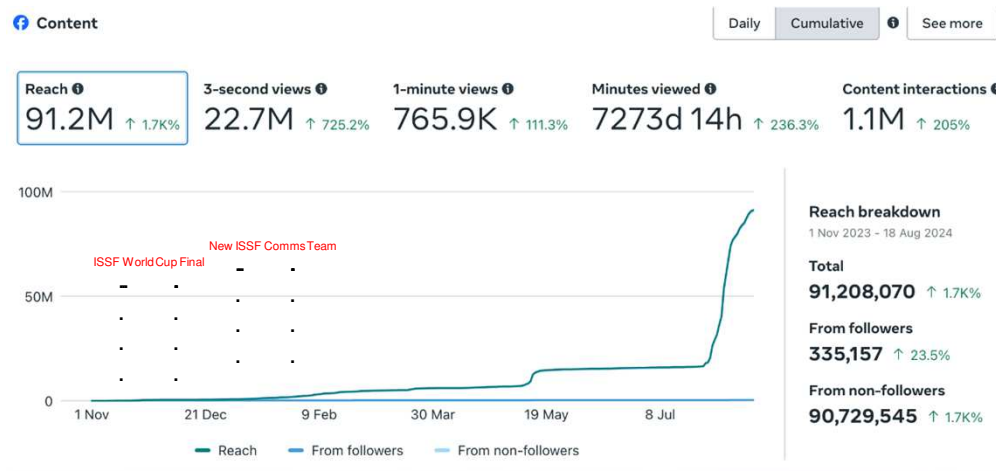




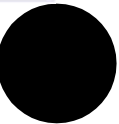
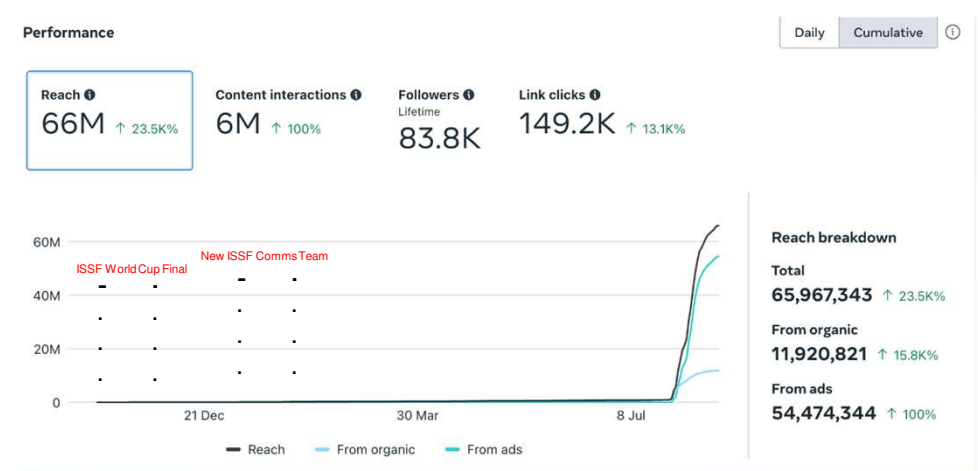
Taking ISSF To New Heights

Since January 2024 we implemented a new strategy which focuses on an improved live experience for ISSF events utilising more video and graphic content. We saw exponential growth, reaching 91.2m fans on Facebook and 66m on Instagram.

FACEBOOK



INSTAGRAM





Olympic Monitoring Period

Key social media figures for 1 month from July 19th to August 18th. Across all platforms ISSF generated 50 million video views. Outstanding performance as it does not include Olympic live footage.

FACEBOOK

Reach: 75,299,885

Views: 10,476,340

Interactions: 595,585

Follower increase: 12,200

Follower growth rate: 19.1%

INSTAGRAM

Reach: 65,335,332

Impressions: 168,029,899

Views: 37,000,000

Interactions: 5,500,000

Follower increase: 11,818

X

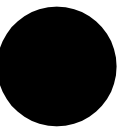
Impressions: 1,900,000

Views: 354,100

Interactions: 76,660

New followers: 1,800

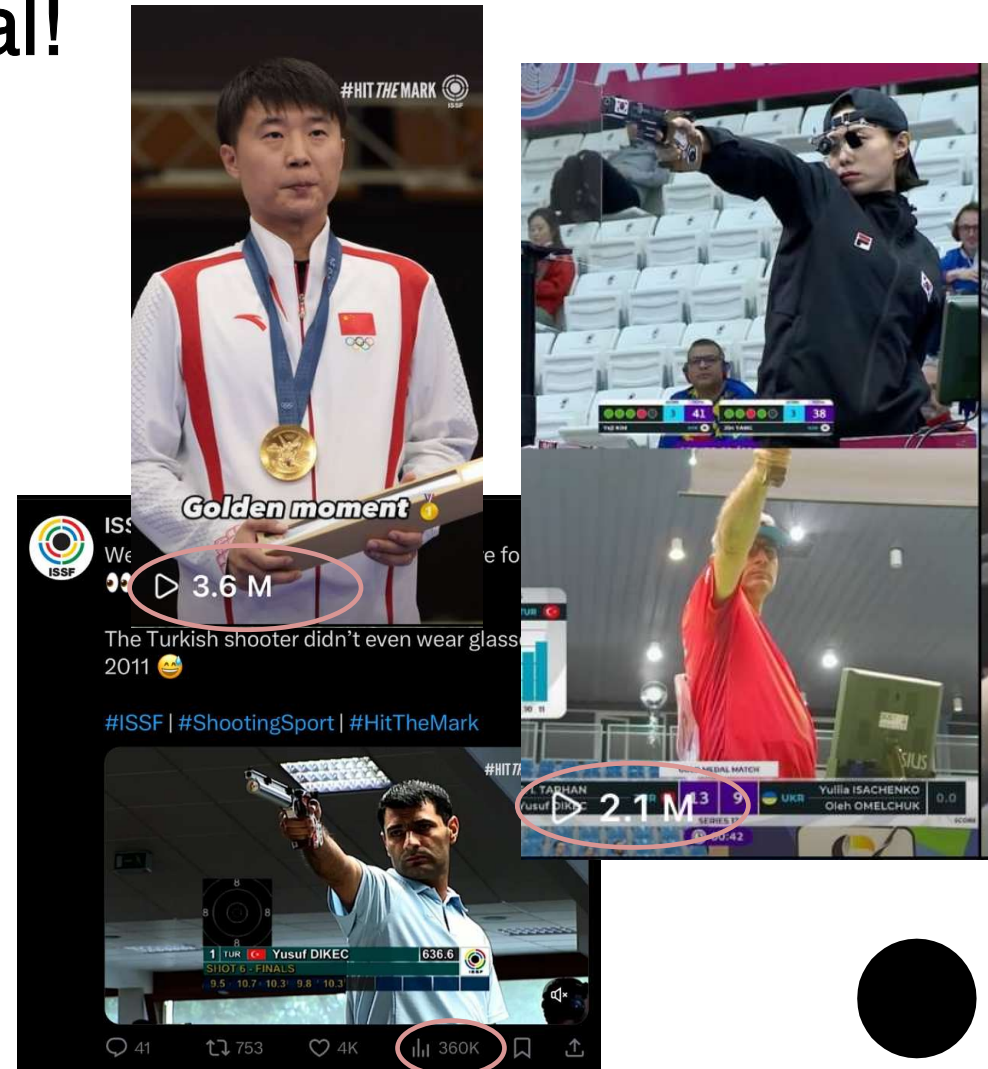
Engagement rate: 7.8%





Shooting Sport Goes Viral!

- During Paris 2024, Kim Yeji and Yusuf Dikec went viral fandom on social media.
- We capitalised on this with our own content and connecting media around the world.
- Shooting sport shows appeal that is not technical but based on style, fashion and pop culture.





2025 Action Plan

Building our brand with the media

- Show our sport as global and truly accessible to all ages, genders, and abilities.
- More from international competitions – offer support at the key events.
- Improve our TV Product – increase audiences and media interest.
- Ride the wave of interest in gaming and e-Sport – as an integral part of the new Olympic e-Sport Games from 2025.





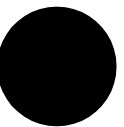
2025 Strategy - Looking ahead...



Build on the foundations laid in 2024. Professionalise and improve in all areas.

- Work closely with OCs and NFs for photo/video creation and sharing.
- Preserve ISSF content on digital archives.
- Promote an “Action Plan” of achievements – covering all strategic pillars.
- Continue enhancing relations with ASOIF and the new IOC leadership team.

Work even more closely with stakeholders to maximise impact.

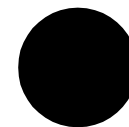




Details that count to the media.

- Offer Media training for athletes.
- Create a pronunciation guide for commentators.
- Make available archive of biographies and accolades of athletes.

Add media section to the ISSF website (Operational support) with feedback option



THANK YOU!



ISSF Headquarters

Widenmayerstrasse 16, 80538 Munich, Germany

Phone: +49 89 544 355 0 | Email: munich@issf-sports.org

<https://www.issf-sports.org/>