

# ORC Social Media Report 2023

#TheEqualChanceToWin



**Piret Salmistu**

ORC Social Media Manager

Promotion and Development Committee

November 10, 2023

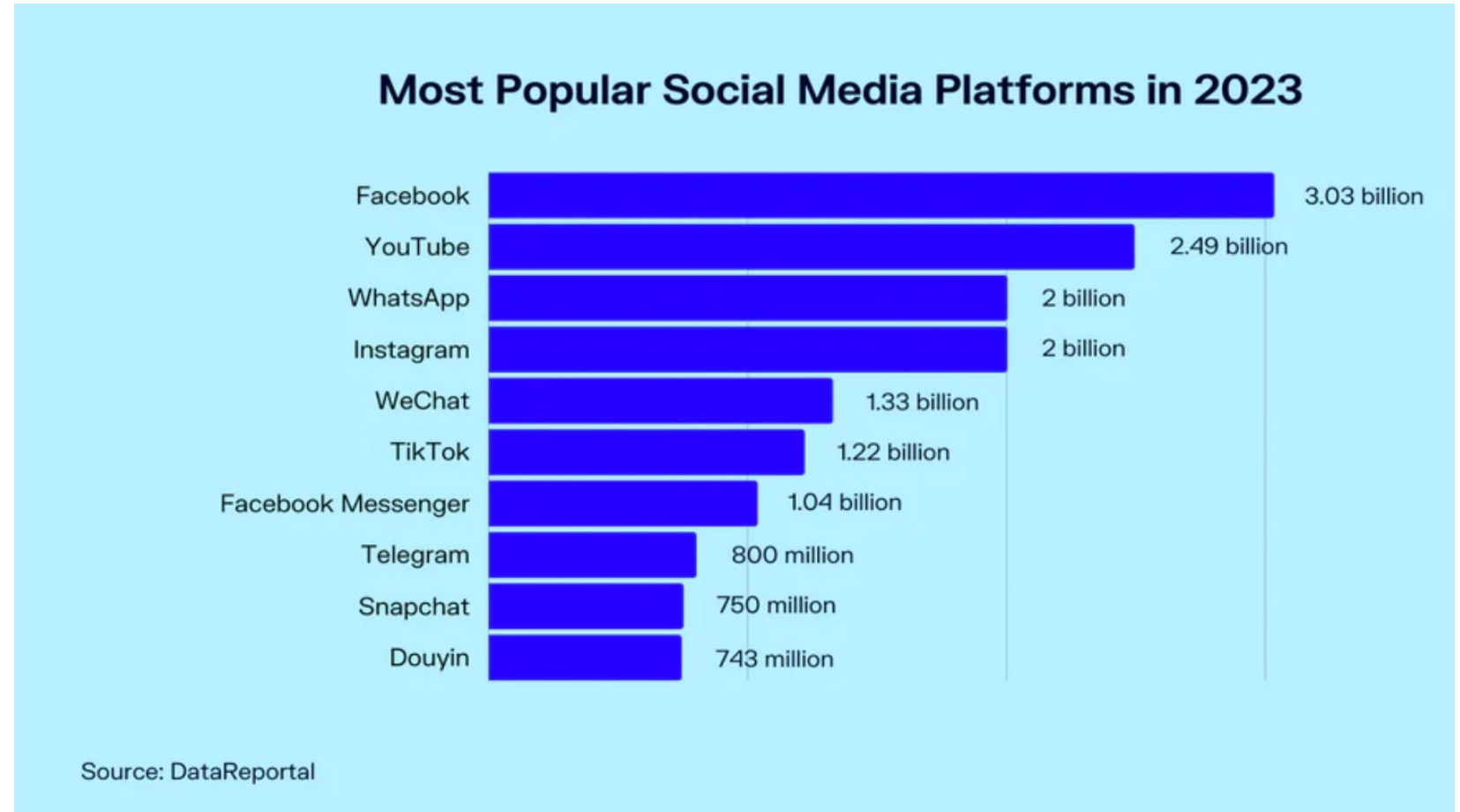
Malaga



# Trends



- The latest statistics show that **Facebook** continues to reign strong as the king of social media, with 3.03 billion active users in 2023.
- That means that nearly two out of every three of the 4.89 billion social media users across the world are active users of Facebook.
- Not only is it the social media platform with the most active users, but it also ranks among apps that consumers spend the most amount of time on.



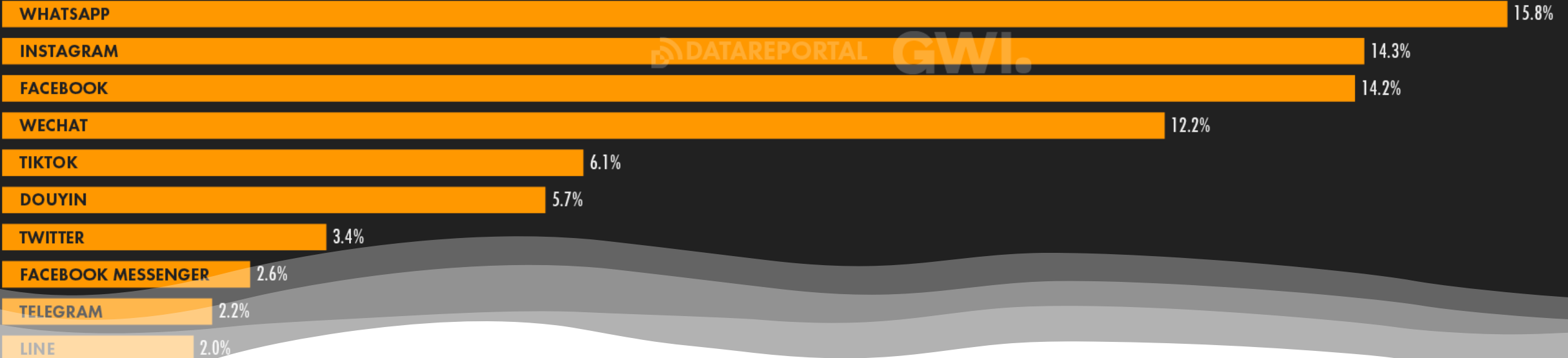
JAN  
2023

# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



GLOBAL OVERVIEW



## Trends

- **Video Content:** Video content will remain a key trend in 2023, with more businesses creating interactive and engaging videos for their social media accounts.
- **Chatbots:** Chatbots will become more popular, with more businesses and organizations using chatbots to answer customer questions and provide support.
- **Social Advertising:** Social media advertising will continue to be an important part of any social media strategy in 2023, as businesses target specific audiences with ads tailored to their interests.



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# ORC Media Channels

- Social media
  - Facebook **@offshoreracingcongress**
  - Instagram **@orcsailing**
  - X (Twitter) **@orcmedia** (*we are not active anymore*)
- Channels launched or updated in 2023
  - New website launched in May 2023 – **orc.org**
  - LinkedIn - **offshore-racing-congress**
  - Flickr – **orcsailing**
  - YouTube - **@ORCsailing**
  - Linktr.ee – **orcsailing**
- Direct mailing – newsletters and PRs





# Facebook

The account was created in January 2012

- **2023 November at 6.6k likes (+1k) and 8.4k followers**
- 2022 October at 5,622 likes (+722) and 6,956 followers
- 2021 October at 4,900 likes (+500) and 5,872 followers
- 2020 October at 4,400 likes (+360)
- 2019 October at 4,040 likes (+565) and 4,269 followers
- 2018 October at 3,475 likes (+825)
- 2017 October at 2,650 likes (+200)
- 2016 October at 2,450 likes

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**ORC AGM 2023 Malaga**

**ORC - Offshore Racing Congress**  
6.6k likes · 8.4k followers

Message Like Search

Posts About Mentions Reviews Followers Photos More

**Intro**  
World Leader In Rating Technology, serving 45 countries in VPP-based handicap systems #orcsailing

Page · Product/Service  
orc@orc.org  
orcsailing  
offshore-racing-congress  
ORCsailing  
orc.org  
Rating · 5.0 (9 reviews)

**Featured**

ORC - Offshore Racing Congress updated their cover photo.  
20h ·

**ORC AGM 2023**  
Malaga, Spain - November 10-14

ORC - Offshore Racing Congress is at Kalamaki...  
4 October ·

**NEVER 2 LATE wins ORC Sportboat European Championship 2023**

ORC.ORG  
**NEVER 2 LATE wins ORC Sportboat European...**

**Posts**

ORC - Offshore Racing Congress updated their cover photo.  
20h ·

**ORC AGM 2023**  
Malaga, Spain - November 10-14

Join the **ORC AGM WhatsApp group** for the daily updates and meeting links!  
<https://bit.ly/ORC-AGM-2023-WhatsApp-group>

For more information, visit  
<https://orc.org/ag...> See more



orcailing Following Message +3

1,650 posts 18.7K followers 1,630 following

ORC Sailing

Sports

🔥 The world of ORC sailing - Offshore Racing Congress!

🏆 World Leader in Rating Technology!

#orcailing #TheEqualChanceToWin

👉 Discover more

🔗 [linktr.ee/orcailing](https://linktr.ee/orcailing) + 2

Followed by sailsouthern, icarusportsmedia, quantumsails\_gulfcoast + 232 more



AGM '23



2023 races



Inside ORC



RMSR



Ibiza JoySail



'23 SB Euros

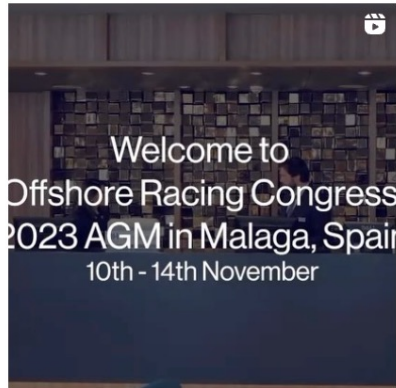


'23 DH Worlds

POSTS

REELS

TAGGED



# Instagram

The account was created in March 2018.

Followers:

- **November 2023 - 18.7k | +6.1k in one year**
- October 2022 - 12.6k | +4k in one year
- October 2021 - 8.6k | + 2.4k in one year
- October 2020 - 6.2k | +3k in one year
- October 2019 - 3.2k | + 1.9k in one year
- October 2018 - 1.2k

Only natural growth, no paid ads

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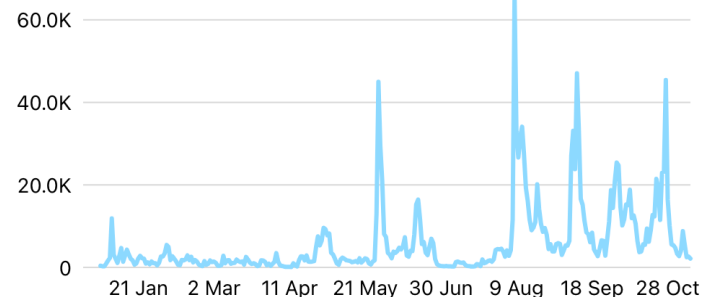


# Facebook & Instagram Insights

## Reach

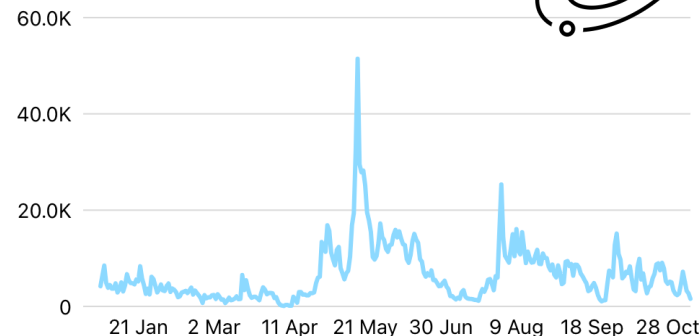
Facebook reach ⓘ

865,721 ↑ 427.1%



Instagram reach ⓘ

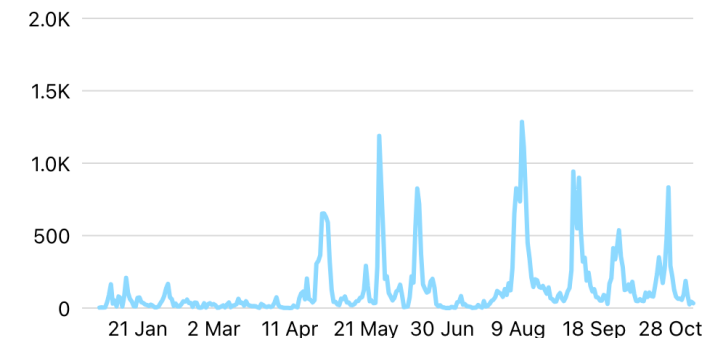
704,457 ↓ 8%



## Content Interactions - engagement

Facebook content interactions ⓘ

43,067 ↑ 131.7%



Instagram content interactions ⓘ

124,080 ↑ 100%



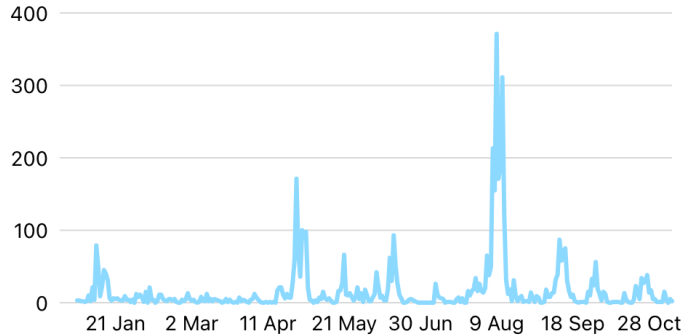
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- Compares 10 months of 2023 with 12 months of 2022
- **Reach** is the number of unique people that saw a piece of media content.
- An **engagement post** on social media is any content that encourages audiences to interact with it, for example, by liking, commenting on, sharing or saving.
- The peaks in ORC social media are following the main events in the ORC calendar

## Link clicks

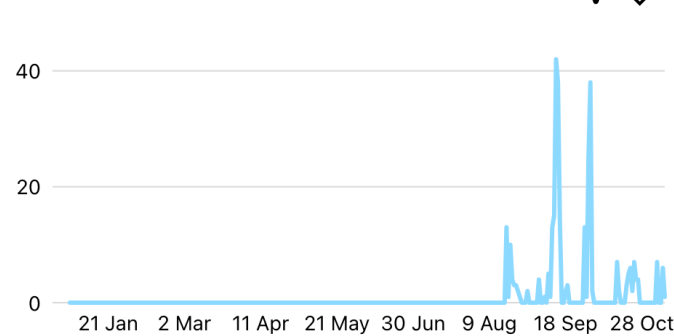
Facebook link clicks ⓘ

5,253 ↑ 8.9%



Instagram link clicks ⓘ

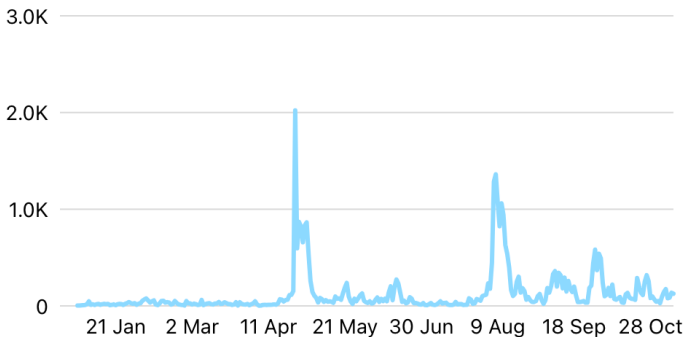
310 ↑ 100%



## Page & Profile visits

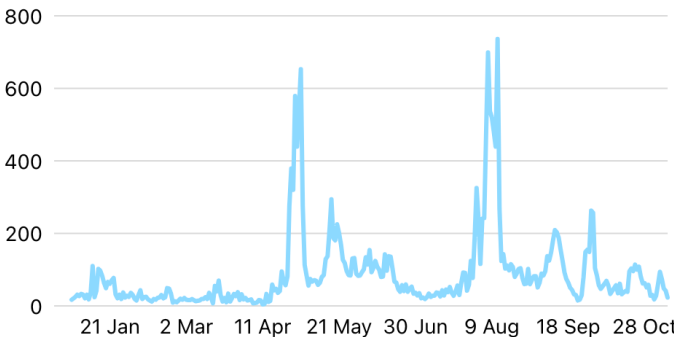
Facebook visits ⓘ

38,727 ↑ 290.6%



Instagram profile visits ⓘ

27,300 ↑ 47%



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## Facebook & Instagram Insights

- Compares 10 months of 2023 with 12 months of 2022
- **Link clicks** are a key metric for measuring the success of your content posted. They allow you to gauge the effectiveness of your post in terms of driving traffic to your website
- The **Visits** metric measures how effectively social media posts are at driving **visitors** to your website.

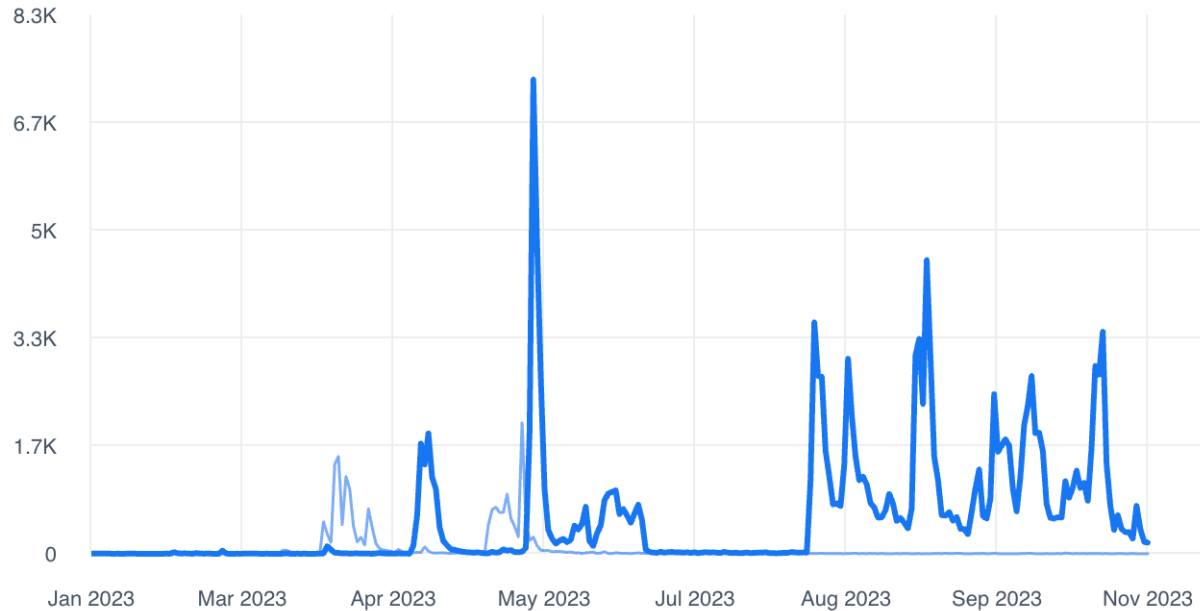


# Video – the most engaging content



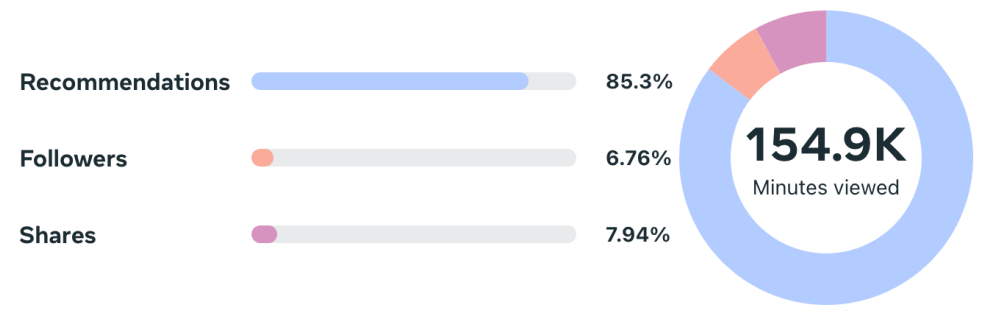
30 Jan 2023 - 8 Nov 2023

**154,713 Minutes viewed** 19,299 Previous period



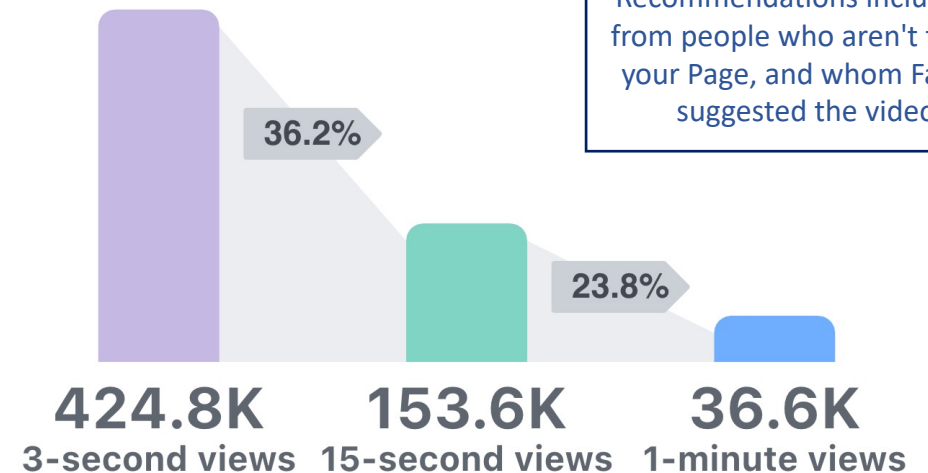
## Where your views are coming from

Traffic sources from 1 Jan 2023 - 9 Nov 2023

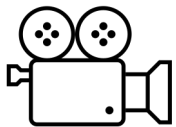


## How long people are watching for

The breakdown of your video views this period.



Recommendations include views from people who aren't following your Page, and whom Facebook suggested the video to.



<b>154.7K</b> Minutes viewed ▲ 702% from previous 283 days	<b>36.6K</b> 1-minute video views ▲ 591% from previous 283 days	<b>424.1K</b> 3-second video views ▲ 1182% from previous 283 days
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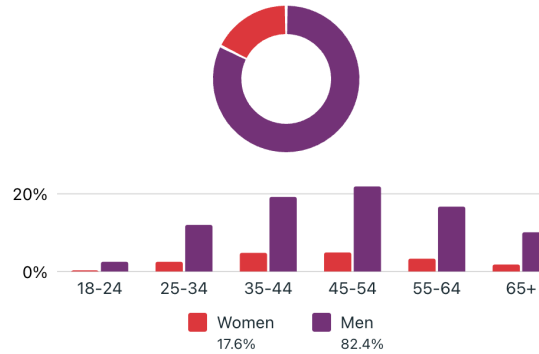
# Facebook & Instagram - Audience

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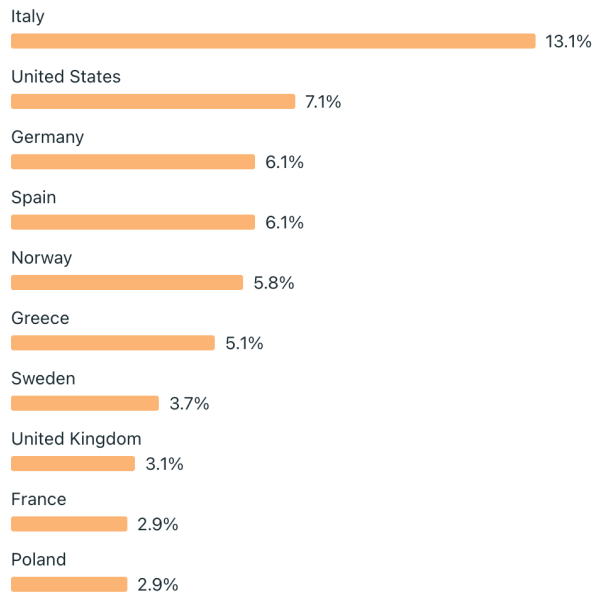
Facebook followers ⓘ

8,434

Age & gender ⓘ



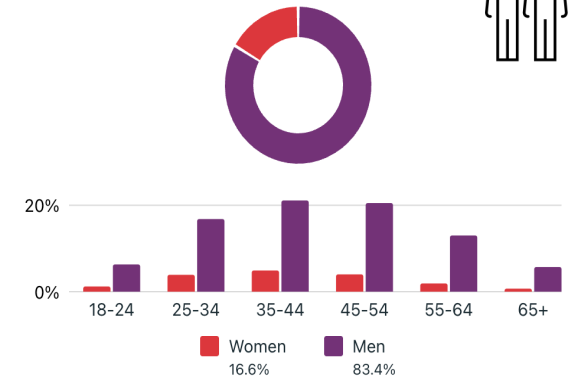
Top countries



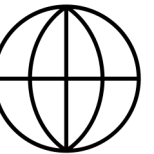
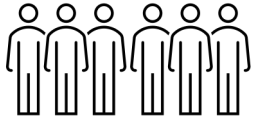
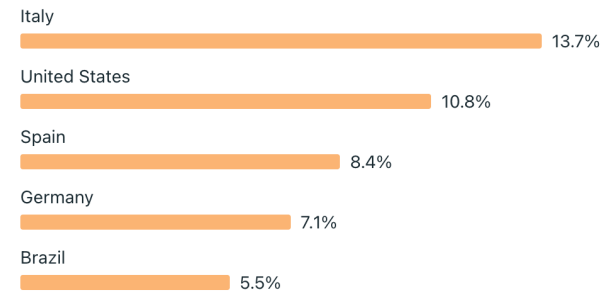
Instagram followers ⓘ

18,731

Age & gender ⓘ



Top countries



# Facebook & Instagram - Events' insights



## REACH

FB - 39.5k

IG - 95.2k

## ENGAGEMENT

FB - 4.3k

IG - 19.2k

## NEW FOLLOWERS

FB - 51

IG - 546



## REACH

FB - 53.1k

IG - 104.9k

## ENGAGEMENT

FB - 2.8k

IG - 7.6k

## NEW FOLLOWERS

FB - 18

IG - 450



## REACH

FB - 187k

IG - 80k

## ENGAGEMENT

FB - 7.4k

IG - 17.5k

## NEW FOLLOWERS

FB - 106

IG - 555



## REACH

FB - 172.2k

IG - 37.9k

## ENGAGEMENT

FB - 4.9k

IG - 75.3k

## NEW FOLLOWERS

FB - 67

IG - 272



## REACH

FB - 105.4k

IG - 47.8k

## ENGAGEMENT

FB - 2.8k

IG - 6.7k

## NEW FOLLOWERS

FB - 37

IG - 188



# Facebook & Instagram - Events' insights



## CONTENT SHARED

### Facebook

71 posts

### Instagram

35 posts

152 stories

32 reels

9 videos

## CONTENT SHARED

### Facebook

32 posts

### Instagram

26 posts

62 stories

10 reels/videos

## CONTENT SHARED

### Facebook

92 posts

### Instagram

98 posts

316 stories

50 reels/videos

## CONTENT SHARED

### Facebook

56 posts

### Instagram

53 posts

75 stories

15 reels/videos

## CONTENT SHARED

### Facebook

33 posts

### Instagram

33 posts

56 stories

12 reels/videos



# Super March – the month of Superyachts

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#orcsailing

#ORCsy



The ORC team has been calling this month "**Super March**" because of the competitive emphasis made at kicking off the 2023 season with two major regattas in the Superyacht sphere:

- **Superyacht Challenge Antigua**
- **St. Barths Bucket Regatta**

These Caribbean events start what promises to be an active and popular 2023 season of seven Superyacht sailing events that include:

- **Giorgio Armani Superyacht Regatta** held in Porto Cervo over **6-10 June**,
- **Superyacht Cup** in Palma held over **21-24 June**,
- **Safe Harbour Race Weekend** in Newport over **11-13 August**,
- **Maxi Rolex Cup** in Porto Cervo, held over 3-9 September,
- **Ibiza JoySail** held in Ibiza from **28 Sept - 1 Oct**.

At all these events, the **ORCsy** team is providing full support with measurement, scoring and other essential tasks to ensure the continued success and popularity of the **ORCsy system**.



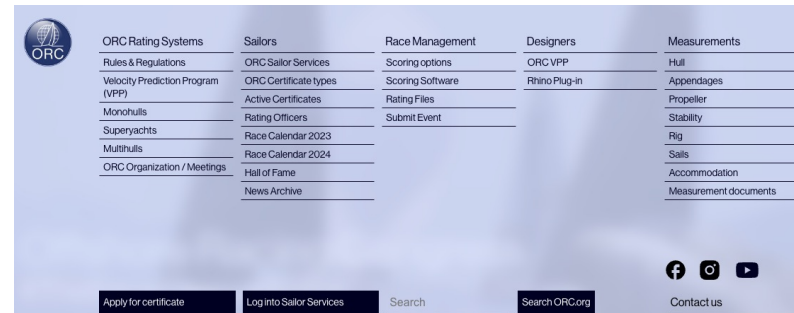
Teaser campaign in social media to launch new website



# New orc.org

## New site. New style. Same great source.

### #TheEqualChanceToWin



ORC Rating Systems Sailors Race Management Designers Measurements

Rules & Regulations	ORC Sailor Services	Scoring options	ORC VPP	Hull
Velocity Prediction Program (VPP)	ORC Certificate types	Scoring Software	Rhino Plug-in	Appendages
Monohulls	Active Certificates	Rating Files		Propeller
Superyachts	Rating Officers	Submit Event		Stability
Multihulls	Race Calendar 2023			Rig
ORC Organization / Meetings	Race Calendar 2024			Sails
	Hall of Fame			Accommodation
	News Archive			Measurement documents

Apply for certificate Log into Sailor Services Search Search ORC.org Contact us

### Sailor Services

### Access Sailor Services

The Sailor Services (SaS) system is offered by the Offshore Racing Congress as a self-service online tool for boat owners, skippers, and other interested parties such as measurers, race organizers and sail makers, to explore and exploit the boat information in the ORC database.

[Sailor Services Log in](#)

### Active Certificates

### See active ORC Certificates

Because ORC is transparent, any ORC certificate issued is available to be viewed through our database.

[Browse Certificates](#)

### Apply for Certificate

### Get your ORC Certificate

Scoring races to get acceptable race results is the primary function of race management. Competitors expect races to be run competently, and the results to reflect their abilities on the racecourse in a fair and unbiased way.

[Apply now](#)


ORC AGM MALAGA 10-14 November 2023 and ITC meeting HAMBURG 21-22 October 2023

### AGM 2023

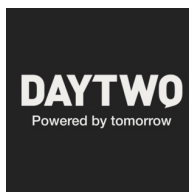
### AGM WhatsApp Group

### General

### Observers Registration form



[AGM Agenda & Submissions](#)



## Latest news



### 54th ORC Annual Meeting held in Malaga 10-14 November

09. Nov 2023

The 54th edition of the Offshore Racing Congress (ORC) Annual Meeting will start on Friday, 10 November and last through Tuesday, 14 November in Malaga, Spain. This event features meetings of the ORC's Management, Promotion and Development, Offshore Classes and Events, Measurement, and Rating Officers Committees, culminating in the meeting of the ORC Congress...

[Read more](#)

[Visit news archive](#)

[Visit news archive](#)



### Red Ruby Wins ORC Division in 44th Rolex Middle Sea Race

28. Oct 2023

Two Double-handed entries have won the top two podium finishes overall in the ORC division of the 44th edition of the Rolex Middle Sea Race.



### 2023 Rolex Middle Sea Race Set to Enthral

20. Oct 2023

The 44th Rolex Middle Sea Race starts tomorrow, Saturday 21 October, at 1100 CEST from Grand Harbour, Valletta. The Mediterranean's most...



### ORC International Technical Committee Meeting 21-22 October in Hamburg

14. Oct 2023

From 21-22 October, the International Technical Committee (ITC) of the Offshore Racing Congress (ORC) will have its final full meeting of the year in...

## Race Calendar 2023

04.11 - 12.11	ORC 34rd Argentinian Championship	Buenos Aires	Buenos Aires	ARG
10.11 - 12.11	Regata Jabuka	Vodice	Vodice	CRO
24.11 - 01.12	Buquebus Cup 2023	Buenos Aires / Punta del Este	Buenos Aires / Punta del Este	ARG
24.11 - 01.12	Buquebus Cup 2023	Buenos Aires / Punta del Este	Buenos Aires / Punta del Este	URU
01.12 - 06.12	IV Regata Internacional Vuelta Costa del Sol	Malaga	Malaga	ESP

[See all events](#)

[Hall of Fame](#)

[Race Calendar 2024](#)

[Submit an Event](#)

# New Website benefits and functionalities



**Superyachts**

ORC Superyachts

ORC Superyachts are the world's largest and most prestigious racing series for yachts over 30 meters. The series is open to all yachts and is the only one of its kind. It is the only series that is open to all yachts and is the only one of its kind.

ORC Superyachts are the world's largest and most prestigious racing series for yachts over 30 meters. The series is open to all yachts and is the only one of its kind. It is the only series that is open to all yachts and is the only one of its kind.

ORC Superyachts are the world's largest and most prestigious racing series for yachts over 30 meters. The series is open to all yachts and is the only one of its kind. It is the only series that is open to all yachts and is the only one of its kind.

## Sailor Services

With an ORC Certificate you are getting more than just a rating #beyondrating

- Sailor Services Guide (PDF)
- Speed Guides Sample (PDF)
- Target Speeds Sample (PDF)
- ORC Certificate database

Log in  
Register account

The ORC System

Get started with the ORC System

The ORC rating system

Getting certificate

Understanding the VPP

Sailor services

The search for a perfect rating system is as old as sailboat racing itself. Boat owners, sailors, designers and handicappers are always looking for solutions that work as boat designs change with time. However, regardless of what rating system is actually in use, an ideal rating system should have a set of key point of features to ensure fair racing.

Read more about the ORC Rating system

Home > News Archive > New medal winners at 2023 ORC Double Handed World Championship

## New medal winners at 2023 ORC Double Handed World Championship

15. Sep 2023

September 15, 2023 - Barcelona, Spain - After one Long offshore race held on Monday and a shorter Coastal race that started yesterday, followed by measurement checks completed today, there are three new ORC Double Handed World Champions declared at the Real Club Nautico de Barcelona (RCNB). These three have demonstrated their mastery of sailing skills in a wide variety of race conditions and among a competitive fleet of entries in that were from nine nations around the globe and divided into three classes.

ORC Double Handed World Championship 2023 - Final

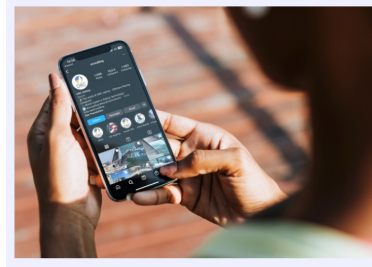
Watch on YouTube

- All-in drop-down menu for the easy access to subpages
- Solid URLs allow much better content sharing on social media
- Backlinks of the website to social media have increased the visitor numbers for the website and the opposite.
- Easy to play around with the information from different pages
- Moveable and easy-to-add content blocks

Gaastra and ORC

Gaastra official ORC apparel partner 2023

Follow ORC on social media



Looking for the latest ORC news?

- Find us on
- Instagram
- Facebook
- LinkedIn
- Youtube
- Flickr

## ORC European Championship 2023

Home > ORC Europe > ORC European Championship 2023

Date: 23-04-23 - 01-05-23

Place: MARIL, BEL

Class: ORC 60

Results | Notice Board | Event website | Program

Tracking | Photos and videos | Instagram stories | Instagram stories II

Hall of Fame - ORC European Championships

The winners by classes

Class A

1. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000
2. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000
3. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000

Class B

1. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000
2. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000
3. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000

Class C

1. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000
2. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000
3. IRLA's 60 (IRL) 12.000 12.000 12.000 12.000 12.000

Watch on YouTube

© ICARUS Sports

For continuity, the event page template allows us to create event pages to our website with the following URLs:

- orc.org/worldsYEAR; orc.org/europeansYEAR; → <https://orc.org/worlds2023>
- <https://orc.org/europeans2023>
- orc.org/dhworldsYEAR; orc.org/dheuropeansYEAR; → <https://orc.org/dhworlds2023> <https://orc.org/dheuropeans2023>
- orc.org/sportboateuropeansYEAR → <https://orc.org/sportboateuropeans2023>



LinkedIn  
Linktr.ee



#TheEqualChanceToWin

Linktree\*


... Subscribe



**@orcsailing**  
Offshore Racing Congress  
#TheEqualChanceToWin #orcsailing

 ORC AGM 2023 Malaga ...


 Join the ORC AGM WhatsApp group for the daily updates and meeting links ...

 Rolex Middle Sea Race 2023 ...

 Come and check in at [orc.org](http://orc.org) ...

Because Instagram posts do not allow active links, it's fast access to ORC info through the Instagram profile (Bio)

in



**Offshore Racing Congress**  
World Leader in rating technology  
Technology, Information and Internet · 62 followers · 2-10 employees

Thomas & 9 other connections follow this page



✓ Following Learn more More

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)



**About**  
World leader in rating technology since 1969

Show all details →


**Page posts**


 Offshore Racing Congress  
62 followers  
10h ·  ...

**ORC AGM 2023 - Malaga, Spain - November 10-14**  
The 54th edition of the Offshore Racin ...see more

 Offshore Racing Congress  
62 followers  
3w · Edited ·  ...

**ORC International Technical Committee (ITC) Meeting 21-22 October in Hamburg** ...see more

 ORC AGM 2023 Malaga



More professional network and channel for sharing ORC news, knowledge and experience

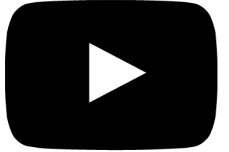


# Offshore Racing Congress

@ORCsailing · 72 subscribers · 32 videos

Over 50 years after its start, ORC, through its national rating offices, ... >

[orc.org/index.asp](https://orc.org/index.asp) and 5 more links



Customize channel

Manage videos

Home

Videos

Shorts

Playlists

Community

Channels



Created playlists

Sort by



2023 ORC Sportboat European Championship -...

View full playlist



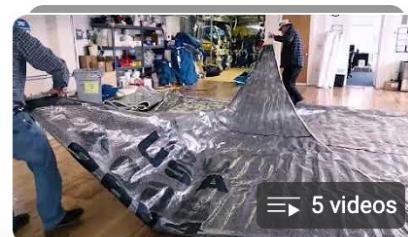
2023 ORC Double-Handed World Championship -...

View full playlist



2023 ORC World Championship Kiel, Germany

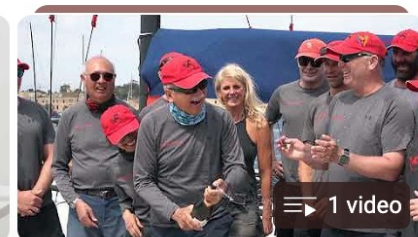
View full playlist



5 videos



2 videos



1 video

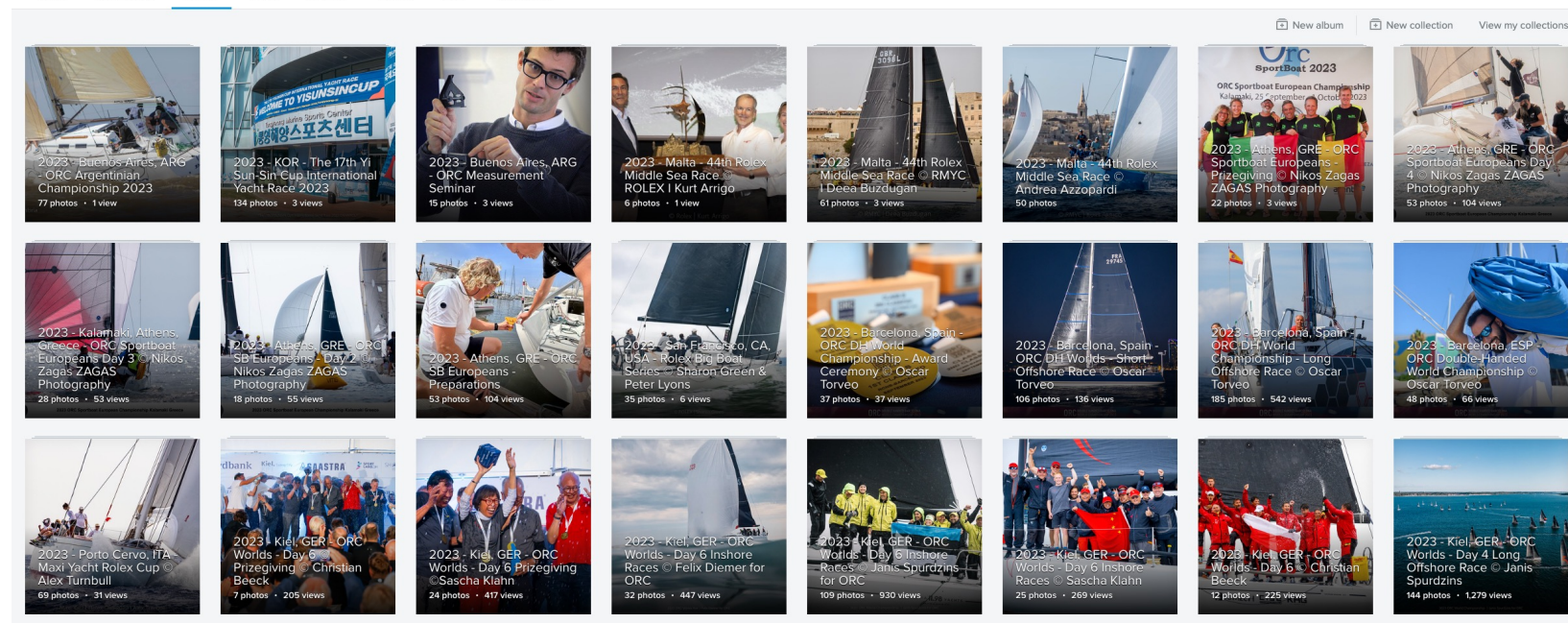
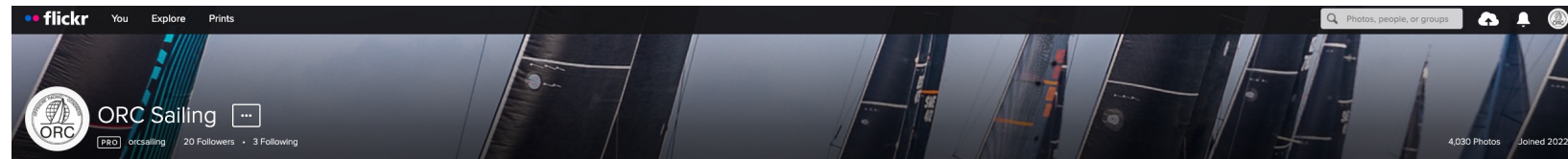
# YouTube





#TheEqualChanceToWin



# Flickr – ORC archive for the photos

#TheEqualChanceToWin



Photos	Photostream	Albums	Collections	Galleries	Total
 1,053,144 views	 2,836 views	 24,744 views	 5,299 views	 0 views	 1,086,023 views



Starting in February 2023, ORC Flickr albums include 4,030 photos from the major events by now



# Thank you!



## ORC Social Media Report 2023

**Piret Salmistu**

ORC Social Media Manager

Promotion and Development Committee

November 10, 2023

Malaga

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