



ORC Social Media Report 2024

Piret Salmistu

ORC Communications

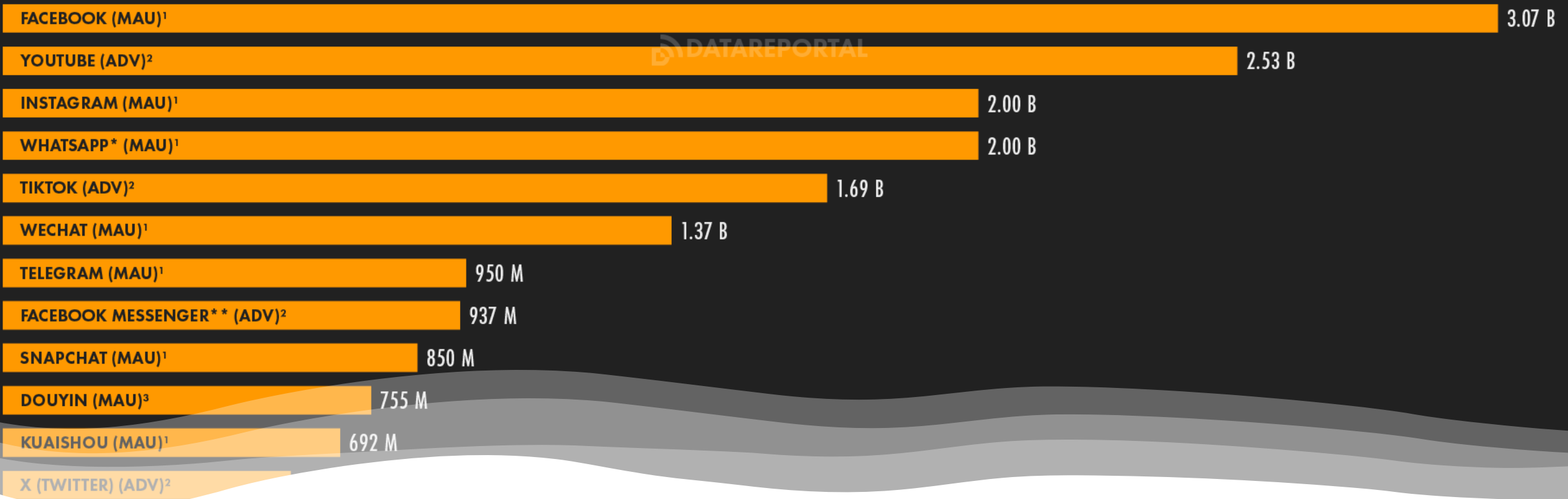
Promotion and Development Committee

November 1, 2024

Singapore

#TheEqualChanceToWin





The world's most used social media platforms

Trends

1. Facebook has **3.07 billion** monthly active users
2. YouTube's reach is **2.53 billion**
3. WhatsApp has at least **2 billion** monthly active users
4. Instagram has **2 billion** monthly active users



OCT
2024

FAVOURITE SOCIAL MEDIA PLATFORMS

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

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES



FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	25.4%	20.7%	15.8%	13.5%	10.5%
WHATSAPP	12.6%	14.0%	15.6%	17.9%	20.0%
FACEBOOK	5.9%	11.1%	12.7%	14.4%	17.0%
WECHAT	8.6%	12.4%	15.7%	14.8%	12.8%
TIKTOK	15.3%	10.4%	7.9%	7.0%	5.0%
DOUYIN	6.4%	7.6%	9.8%	6.7%	6.0%
X (TWITTER)	3.0%	2.4%	1.5%	1.7%	1.9%
TELEGRAM	2.2%	2.9%	2.0%	2.8%	1.9%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	26.6%	18.8%	11.6%	8.7%	6.6%
WHATSAPP	13.7%	14.9%	17.0%	19.3%	21.4%
FACEBOOK	8.7%	13.7%	15.3%	16.0%	17.3%
WECHAT	8.8%	11.7%	16.5%	15.6%	13.9%
TIKTOK	9.4%	6.5%	5.6%	5.3%	4.2%
DOUYIN	6.2%	8.4%	8.4%	7.0%	6.5%
X (TWITTER)	4.1%	4.3%	3.5%	3.8%	3.1%
TELEGRAM	3.3%	3.3%	2.9%	2.6%	2.7%
WHATSAPP MESSENGER	1.8%	2.4%	2.3%	2.4%	2.7%
SNAPCHAT	0.6%	1.0%	1.4%	2.2%	3.1%

Trends

ORC Media Channels

- Social media
 - Facebook **@offshoreracingcongress**
 - Instagram **@orcsailing**
 - LinkedIn - **offshore-racing-congress**
 - Flickr – **orcsailing**
 - YouTube - **@ORCsailing**
 - Linktr.ee – **orcsailing**
- Direct mailing – newsletters and PRs
- Website launched in May 2023 – **orc.org**



SoMe Summary 2024

Metric	Facebook	Instagram
Follower Count	9,400 (as of November 2024)	21,100 (as of November 2024)
Annual Growth	+1,000 followers (11.9% increase from 8,400 in November 2023)	+2,400 followers (12.8% increase from 18,700 in November 2023)
Total Posts	423 posts in 2024 (compared to 537 posts in 2023)	555 posts in 2024 (compared to 630 posts in 2023)
Instagram Stories	N/A	Over 1,000 Stories (average 80+ Stories per month)
Average Engagement Rate	3.5% (average 330 interactions per post)	4.5% (average 950 interactions per post)
Average Reach per Post	Approximately 2,800 users	Approximately 7,500 users
Total Reach	383,100 users	294,100 users

Both platforms have demonstrated healthy growth in followers and consistent posting activity. Reduction in posting numbers did not hinder follower growth or reach.

Instagram's engagement rate (4.5%) and average reach per post (7,500 users) far exceed those on Facebook, indicating that Instagram is more effective for interactive and engaging content within this community.

Instagram engagement metrics in 2024 outperformed 2023, with a 0.5% engagement rate increase, 27% rise in average interactions per post, and more engagement on top-performing content, like reels.



SoMe Summary 2024

Facebook

The engagement metrics indicate a strong community interested in event coverage and visually rich content. Although the individual engagement rate and per-post reach are lower than Instagram, Facebook's extensive reach and broad follower base make it **valuable for general announcements, event coverage, and connecting with a slightly wider audience, possibly including an older audience.**

Instagram

The follower metrics for @orcsailing indicate strong and steady growth within a niche community. High engagement and reach per post make Instagram **ideal for building a dedicated community around dynamic content like race highlights and team features.** Instagram Reels and Stories contribute significantly to this.

Summary

ORC can focus on fewer, higher-quality posts, particularly on Instagram, effectively fostering a more engaged and loyal community. For broader awareness and reaching a diverse audience, Facebook remains beneficial.



SoMe Summary 2024

Potential for future growth

- **Increase Video Content and Live Coverage** - prioritising these formats can keep followers engaged and attract new ones
- **Encourage Community Interaction** - By asking questions or prompting followers to share their sailing experiences in the comments
- **Leverage User-Generated Content** - Sharing photos, videos, or stories from followers and tagging them
- **Content Strategy** - Leveraging event coverage, tutorials, and user-generated content
- **Collaborations and Partnerships** - Collaborations with other accounts, especially during international events, increase engagement and grow metrics
- Continuing to balance both platforms by leveraging Instagram for high-engagement, visually dynamic content, and Facebook for general visibility and reach will likely maximize ORC's social media impact going forward.





Facebook

Annual Growth Rate: Approximately 11.9%

- **2024 November at 7.1k likes and 9.4k followers**
- 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

The account was created in January 2012

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ORC - Offshore Racing Congress

7.1K likes · 9.4K followers



See dashboard

Edit

Advertise

Posts About Mentions Reviews Reels Photos More

Intro

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

Edit Bio

Page · Product/service

orc@orc.org

orcsailing

offshore-racing-congress

ORCsailing

orc.org

Promote Website

100% recommend (5 reviews)

Edit details

Add Featured

Photos

See All Photos

What's on your mind?

Photo/video

Reel

Live video

Featured

Manage



ORC - Offshore Racing Congress

Yesterday at 16:15

This is the final call to join Cvent to attend the ORC AGM 2024

The gate is closing, hurry up!...



AGM 2024 - Singapore



ORC - Offshore Racing Congress is in Valletta, Malta

24 October at 22:51

Round applause to FRANCO NIGGELER's Cookson 50 Kuka 3 winning the @orcsailing ORC Overall ...



Posts

Filters

Manage posts

List view

Grid view

Facebook

Posting activity

- **2023:** 537 posts, averaging 53 posts per month
- **2024:** 423 posts, averaging 42 posts per month

Engagement Metrics

- **Average Engagement Rate:** With an average engagement rate of 3.5%, each post receives around **330 interactions** (likes, comments, shares).
- **Top-Performing Content:** Posts featuring live event coverage

With an engagement rate of **3.5%**, calculated based on the total interactions relative to followers, the page performs well for a niche topic like sailing.

A rate above 3% is typically strong for Facebook pages with focused content, indicating an engaged and active audience.





2,225 posts 21.1K followers 1,754 following

ORC Sailing

orcsailing

Sports

The world of ORC sailing - Offshore Racing Congress!

World Leader in Rating Technology!

#orcsailing... more

myrmc.rolexmiddlesearace.com/notice-board/14a11ec9-4920-4972-a3d7-44bdc329abi

Followed by branko.parunov, keiransearle and 250 more



RMSR



'24 Worlds



2024 S Africa



Ibiza JoySail



Big Boat Ser...



2024 USA

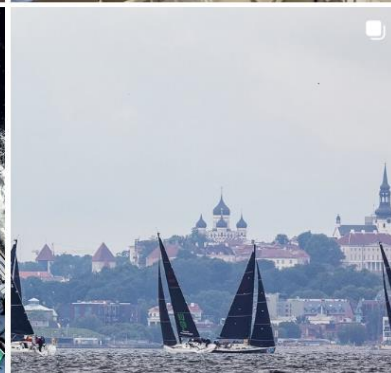


'24 Superya...

POSTS

REELS

TAGGED



Instagram

Annual Growth Rate: Approximately 12.8%

Averaging the growth, @orcsailing has gained roughly **200 new followers per month.**

Followers:

- **November 2024 - 21,1k | +2.4k - growth rate 12,8%**
- 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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Instagram

Posting activity

- **2023:** 630 posts published, averaging 52,5 posts per month.
- **2024:** 555 posts, averaging 46,25 posts per month.
- Decrease due to personal absence from the Worlds (120 posts at the Europeans compared to 57 at the Worlds)

Engagement Metrics

- **Average Engagement Rate:** The account maintained an average engagement rate of **4.5%**, calculated by dividing the total number of likes and comments by the number of followers, then multiplying by 100.
- **Average Interactions per Post:** Each post received approximately **950** interactions (likes and comments combined).
- Instagram engagement metrics in 2024 outperformed 2023, with a 0.5% engagement rate increase, 27% rise in average interactions per post, and more engagement on top-performing content.

With a follower base growing to 21,100 in November 2024, a healthy engagement rate would ideally sit around **2-5%** for a niche account in the sports and outdoor sector.

An average engagement rate of **4.5%** indicates a highly engaged audience, well above the average for most brand accounts.



Instagram

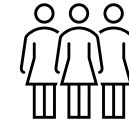
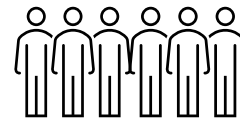
Content Impact on Growth

- **Event-Based Spikes:** title championships or high-profile races contributed to follower increases.
- **Top Content Formats:** Reels and high-quality race footage posts lead to a significant number of new follower attraction
- An average of around **300 comments** on top-performing posts indicates active conversations within the community, which is valuable for gauging audience sentiment and loyalty.
- Posts featuring high-action race footage and behind-the-scenes content consistently achieved higher engagement rates.
- Video content, especially Reels, can generally outperform static posts by around **20-30%** in engagement for accounts that leverage visual storytelling well, making it an excellent tactic for maintaining and even increasing engagement as the follower base grows.
- Instagram engagement metrics in 2024 outperformed 2023, with a 0.5% engagement rate increase, 27% rise in average interactions per post, and more engagement on top-performing content.



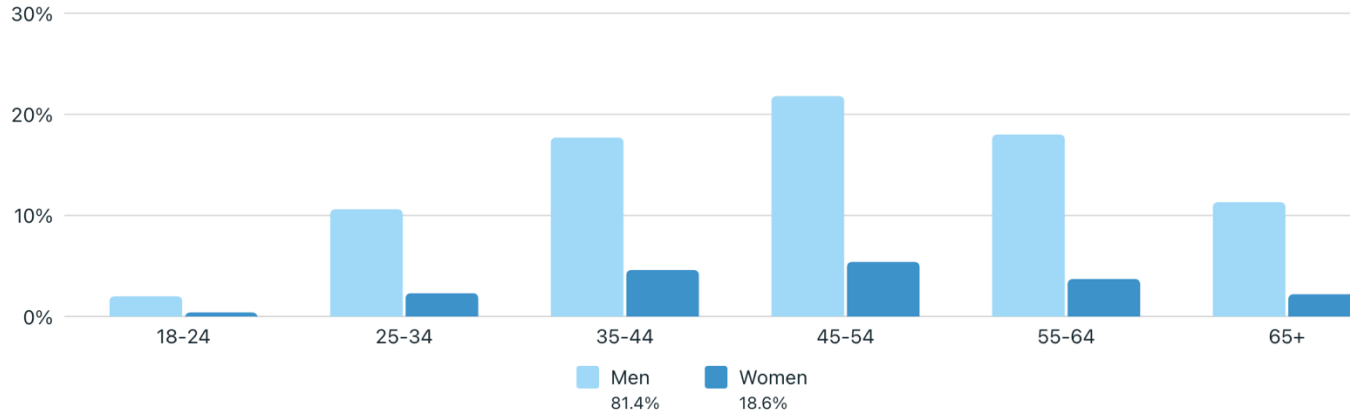
Facebook & Instagram - Audience

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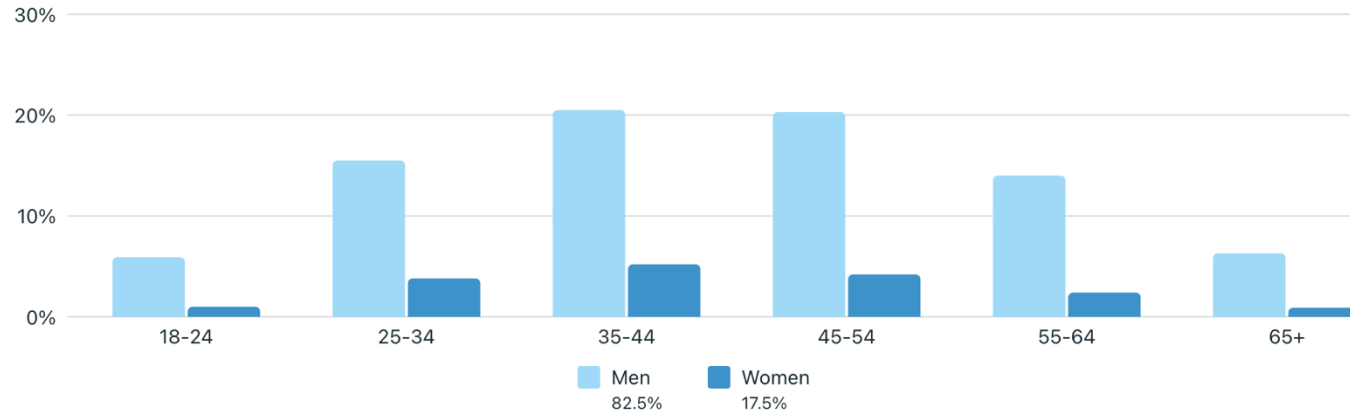
Facebook
9,433

Age & gender



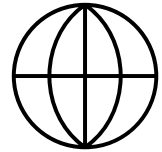
Instagram
21,167

Age & gender



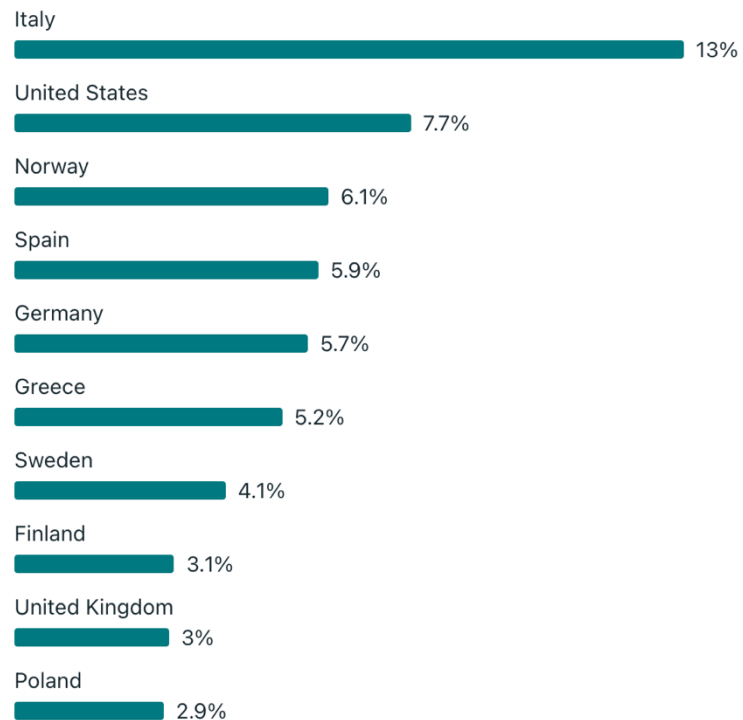
Facebook & Instagram - Audience

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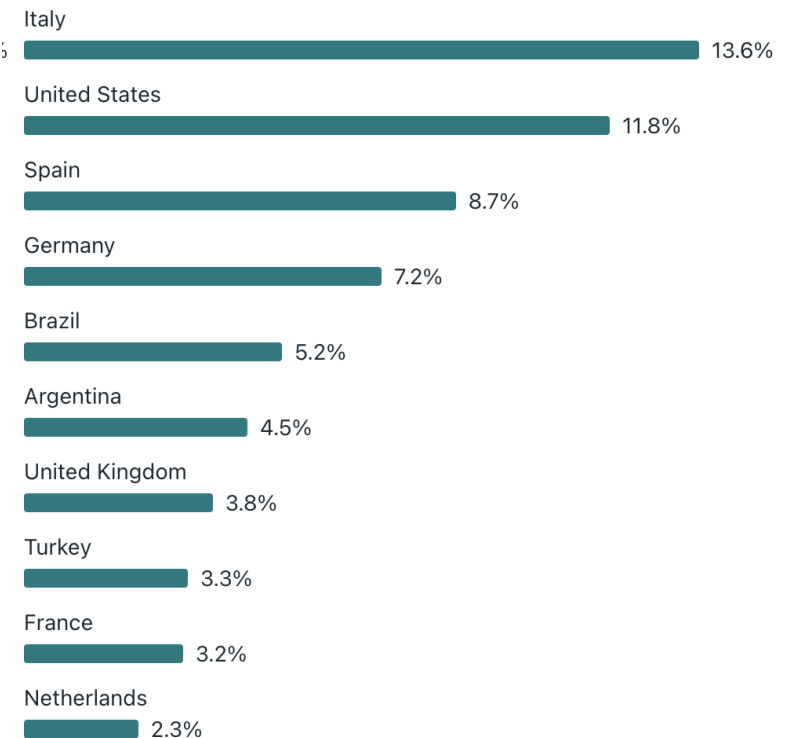
Facebook

Top countries



Instagram

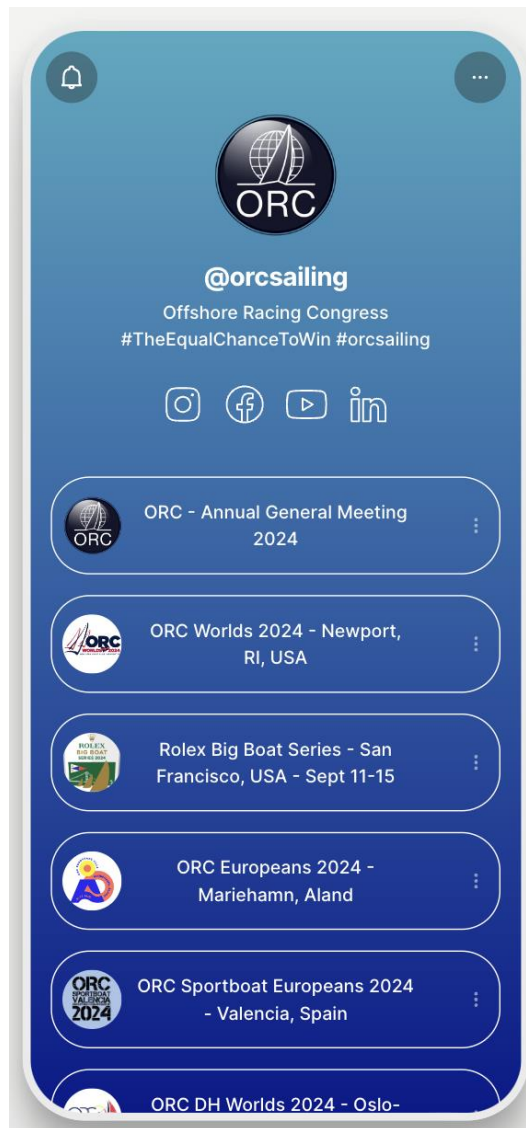
Top countries



LinkedIn
Linktr.ee

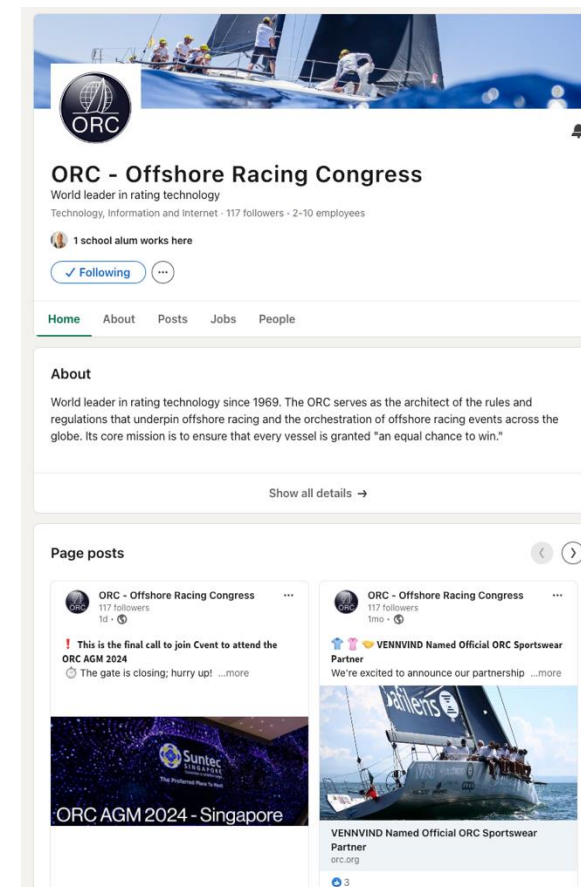
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Linktree*



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

in



LinkedIn has evolved into more than just a professional networking site; it's now a major platform for content sharing, thought leadership, and even social activism in a business context.



YouTube

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Offshore Racing Congress

@ORCsailing · 222 subscribers · 60 videos

Over 50 years after its start, ORC, through its national rating offices, is the largest measur...more

orc.org/index.asp and 5 more links

Customize channel

Manage videos

Home Videos Shorts Playlists Community

Latest Popular Oldest



Hasan Ciplak from Turkey, sailed on X-95
FlaX with Seref Ozsoy

428 views · 4 months ago



It's a wrap - ORC Double Handed World
Championship 2024 Norway

146 views · 4 months ago



Christine Mika and Harald Walder (NOR),
MIKA JPK 10.80

97 views · 4 months ago



2024 ORC Class A DH World Champions Karl
Otto and Maren Magda Book WHITE...

232 views · 4 months ago



2024 ORC Class B DH World Champion
HYRROKKIN Dehler 30 OD - Sigmund...

384 views · 4 months ago



2024 ORC Class C DH World Champion FLUX
X-332 - Halvor Shøyen and Rune Tønnesen...

396 views · 4 months ago



ORC Double Handed Worlds 2024 arrived to
Tønsberg

240 views · 4 months ago



JOKERMAN (Tp52) - Per Ottar Skaaret and
Thomas Nilsson (NOR)

194 views · 4 months ago



Race Day 1 - ORC Double-Handed Worlds
2024 Norway

1.4K views · 4 months ago



Zoran Grubisa, ORC Chief Measurer - ORC
Double Handed World Championship 2024

117 views · 4 months ago



Kristian Fæste, Race Officer for the ORC
Double-Handed World Championship 2024 ...

127 views · 4 months ago



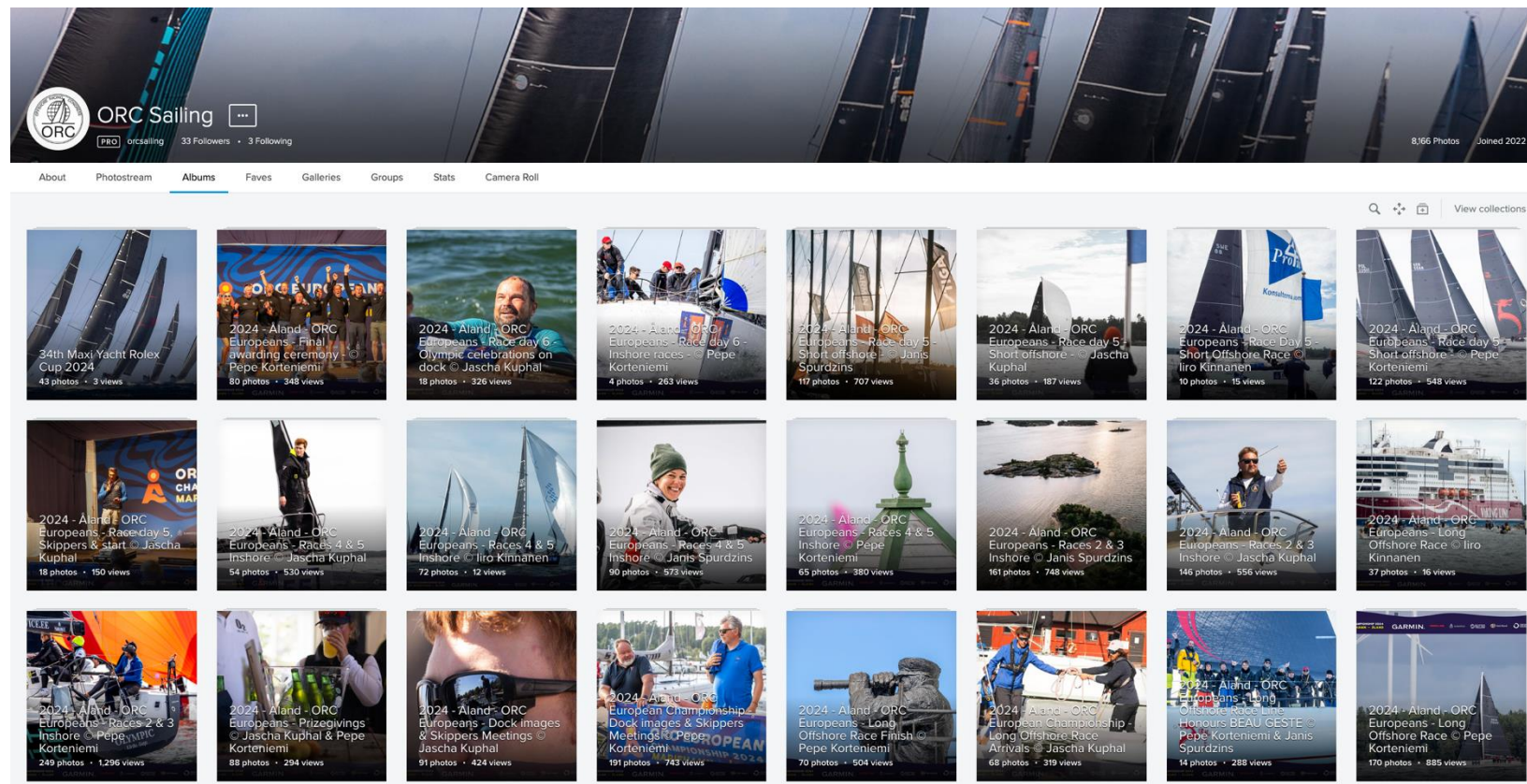
ORC Double-Handed World Championship -
Tune-Up race start

230 views · 4 months ago



Flickr – ORC archive for the photos

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Starting in February 2023, ORC Flickr albums include 8,2k photos from the significant ORC events by now.
The all-time views count is nearly 1,5 million.
2024 peak was August 15, with 81,7k views (ORC Europeans 2024 Mariehamn, Åland)



Thank you!



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Singapore

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