

2019/2020 Racquetball Ireland PRO Report

Website

www.racquetball.ie

Website has been regularly updated throughout the year with news updates, results, cancellations, etc. A new section was created on the website to cater for Covid-19 Updates.

Social Media

Facebook.com/RacquetballIreland

The platform has been regularly updated throughout the year. Posts include results, tournament updates, cancellations, website announcements alongside sharing information from Sport Ireland, International Racquetball Federation and European Racquetball Federation. Some notable posts that received high interest included our Junior Team at the World Championships, for example: 'World Silver Medals for Daniel & Keelan!' reached 10.5K people.

Total Likes (as of 19/11/2020): 1832
221 new likes since Sept 1st 2019.

Future Actions:

Look into Facebook Business & sponsored advertising
Coordinate with Exco Officers for content relevant to their areas.

Twitter

Again, regular updates and information has been shared on Twitter. Good platform to connect with other sporting bodies, organizations, local community etc. The page was initially set up in May 2018 and is still in early phases of growing.

Current Follow Count: 229
An increase of 68 followers from August 2019.

Instagram

Again, another platform that can be utilised to increase engagement and knowledge of the sport of racquetball and links with other bodies.
One such link is with The Sports Chronicle, who had connected with us to promote racquetball and were due to takeover their Instagram account (much bigger reach) for the 2019 Irish Junior Open but due to Covid19, the tournament was cancelled. We aim to make this connection again when racquetball re-starts

Set up in December 2019.
Current Follower Count: 306

- **Live Streaming**

The 2019 Irish Open was live streamed in which the Ladies Open Final(550 Views), Men's Open Final (630 Views) and Mens Open Doubles Final (1.7k Views) was streamed via Facebook.

Notes to Clubs

Set up Social Media

I would encourage all local clubs and provincial councils to create a facebook page for their club/council. It is a great and free way to share information and notices to your members as well as increase the publicity of the sport.

Share Information

I would also encourage all clubs share with us and on their social media channels any updates, events, news stories, photos, initiatives, etc.

Tag Racquetball Ireland

I encourage you if you are posting anything about racquetball in Ireland, please tag us on the relevant social media platforms - this will increase engagement and publicity of Irish Racquetball. It also makes it easier for us to share your posts.

Print Media - Newspaper

Results from Sept 2019 to Jan 2020, have been sent regularly to the Irish Examiner and the Irish Independent. Results have been more frequently published in the Irish Examiner.

Brochures/Branding/Marketing

New Posters and leaflets have been created and ordered. These items will be dispersed when clubs reopen after the Covid crisis.

Maiella Haverty

20/11/2020