



PAHF Media & Communications Panel

Report to 2017 Congress

Achievements since 2015 Congress

Committee:

- Appointment of 3 communications professionals as advisors to the Committee:
 - Patrick Espejo (Peru)
 - Ali Lee-Baggott (Canada)
 - Kait Mitchell (USA)

PAHF Web Site:

- Regular postings on the PAHF web site:
 - More than 200 News items posted since August 2015 (articles, announcements, etc...)
- Production of articles written by a freelance journalist, including:
 - a series of 20 articles in 2016 leading up to the Junior Pan American Championships and the Pan American teams involved in the Olympic Games and Junior World Cups;
 - a series of 20 articles in 2017 leading up to the World League R2s in the Americas and the Pan American Cups.
- Content of web site maintained up-to-date with accurate information about PAHF, PAHF activities and PAHF competitions.



- Numbers:
 - More than 1,000,000 visits (more than 180,000 visitors) since July 2015, with a peak at 41,000 visits (16,000 visitors) in May 2016 during the Men’s Junior Pan American Championship in Toronto;
 - More than 812,000 pages viewed since August 2015, with a peak at 115,000 in May 2016 during the Men’s Junior Pan American Championship in Toronto

Date	Yearly Visits	Yearly Pages Viewed
Jun-2012	87,995	540,745
Jun-2013	121,535	532,203
Jun-2014	227,267	866,033
Jun-2015	107,133	345,086
Jun-2016	224,546	746,296
Jun-2017	106,860	276,591

Social Media:

- Regular postings on social media (Facebook, Twitter, Instagram, YouTube during competitions);
- Hired a Social Media Coordinator (Candela Diaz Bustos, paid consultant) for a three month period from June to August 2016 to support the FIH campaigns leading up to and during the Olympic Games, plus featuring the 5 PAHF teams competing in Rio;
- Social Media Coordinator position (Candela Diaz Bustos, paid consultant) established for a year starting in February 2017 to boost and rationalize the presence of PAHF on social media;
- Connection of TMS (Technical Management Software) to Twitter for automatic tweets (with tailored graphic and branding) as soon as a match is finished.



- Numbers:

- **Facebook:** more than 8,500 likes PAHF page, with a peak in reach (more than 112,000) and engagement (more than 71,000) in October 2016 during World League R1 in Chiclayo (also the South American Championships) and the Central American Indoor Championships in Panama;

Date	Facebook Likes	% increase
Jun-2013	1,812	
Jun-2014	3,401	88%
Jun-2015	5,440	60%
Jun-2016	6,954	28%
Jun-2017	8,520	23%

- **Twitter:** more than 5,600 followers, more than 3,300 tweets since August 2015 with a peak of 750 tweets in May 2016 during the Men's Junior Pan American Championship in Toronto;

Date	Twitter Followers	% increase	Yearly Tweets
Jun-2013	1,695		
Jun-2014	2,835	67%	
Jun-2015	3,323	17%	
Jun-2016	4,917	48%	1,760
Jun-2017	5,654	15%	1,653

- **Instagram:** more than 6,200 followers, more than 410 posts since August 2015 with a peak of 73 posts in March 2017 during the World League R2 in Tacarigua;

Date	Instagram Followers	% increase	Yearly Posts
Jun-2015	0		
Jun-2016	4,456		309
Jun-2017	6,291	41%	325



- **YouTube:** more than 830 subscribers, more than 100,000 views of posted videos since August 2015, with a peak of 18,000 in April 2016 during the Women’s Junior Championship in Tacarigua.

Date	YouTube Views	% increase
Jun-2014	195,607	
Jun-2015	210,036	7%
Jun-2016	284,860	36%
Jun-2017	334,522	17%

Communications at Events:

- Nomination and support of PAHF Communications Officers at PAHF competitions and at FIH World League R1s and R2s played in the Americas (11 Events):
 - 2015 Central American Indoor Championships (M & W) in Tegucigalpa, Honduras: 1 person;
 - 2015 Pan American Challenges (M & W) in Chiclayo, Peru: 2 persons;
 - 2015 Rio Olympic Test Events (M & W) in Rio de Janeiro, Brazil: 1 person;
 - 2016 Junior Pan American Championship (women) in Tacarigua, Trinidad & Tobago: 2 persons (including 1 new local person);
 - 2016 Junior Pan American Championship (men) in Toronto, Canada: 2 persons (including 1 new local person);
 - 2016 FIH World League R1 (M & W) in Salamanca, Mexico: 1 person;
 - 2016 South American Championships + World League R1 (M & W) in Chiclayo: 2 persons;
 - 2016 Central America Development Tournaments (M & W) in Panama: 1 person;
 - 2017 FIH World League R2 (M) in Tacarigua, Trinidad & Tobago: 1 person;
 - 2017 FIH World League R2 (W) in Vancouver, Canada: 1 person;
 - 2017 Test Event for Central America Games (Hockey5, M & W) in Managua, Nicaragua: 1 person
 - 2017 Pan American Cups (M & W) in Lancaster, USA: 3 persons.
- Photographers at all supported events:
 - Action pictures made available to all participating National Associations at recent World League R2s in Tacarigua and Vancouver.
- Live Streaming:
 - Coordination of streaming for the Men’s Junior Pan American Championship in Toronto, plus addition of “Snappy TV” (automatic tweet with a 20” video-clip each time a goal is scored) managed by FIH.



- Connection to TMS (Technical Management Software) for automatic extraction and display in the streaming feed (with tailored graphic and branding) of information such as starting line-ups, goals, cards, pool standings, etc... as soon as they are updated at the Technical Table.

Objectives for remainder of 2017

- Select and announce 2017 PAHF Elite Teams;
- Maintain the accuracy and timeliness of information posted on the PAHF web site about PAHF, PAHF activities and PAHF competitions;
- Continue the production of articles written by freelance journalists;
- Maintain the coherent presence of PAHF on social media;
- Nomination and support of PAHF Communications Officers at PAHF (3 Events):
 - 2017 Indoor Pan American Cups (M & W) in Georgetown, Guyana: 2 persons;
 - Central American & Caribbean Games Qualifier (M & W) in Kingston, Jamaica: 1 person
 - 2017 Central American Games (Hockey5, M & W) in Managua, Nicaragua: 1 person
- Photographers at all supported events with pictures made available to all participating National Associations.