

# Hills Hornets Touch

## Digital and Social Media Report

### June 2017

#### Executive Summary

This paper provides a report on Hills Hornets website and Social media presence over the last 12 months. The key points areas follows:

- Website re-design including a re-platforming to Wordpress
- The introduction of an online shop
- Facebook page like growth of 40% to 1,366 followers. Instagram to 1,030 followers.
- PaidFacebook post boosts to extend the reach of selected Facebook posts.

#### Website

##### Website Redesign

In May 2016, the website underwent a redesign. This included a re-platforming to Wordpress content management system.

Wordpress provides a system that allows web content to be updated quickly and easily with no programming skills required.

##### Change in Hosting provider

In January 2017, the hosting provider for the website, "Webaccess", was purchased by VentralIP. In March 2017, the Hills Hornets Touch website was migrated to VentralIP servers.

There has been no change to hosting charges.

##### Areas for Improvement

News content has been created on a relatively regular basis. This is important to keep the site fresh, and would be assisted if additional contributors could be encouraged to provide content.

#### Online Shop

In July 2016, the Hornets Online Shop was launched. It provided members with a platform for buying merchandise, playing uniforms and paying fees.

Total online shop turnover was \$27,872.

Transaction Type	Number	Value
Paypal	134	18,938
Bank Transfer	78	8,934

##### Areas for Improvement

The online shop provided convenience for members and helped the preference to avoid handling cash. However, the processes around managing orders and reconciling with direct deposit records are areas for improvement. A single person with access to the ordering system as well as access to direct deposit transaction information is probably required.

## Facebook

Facebook is the primary social media platform with most of the communication to the membership utilising Facebook. Facebook has seen a steady growth in likes.

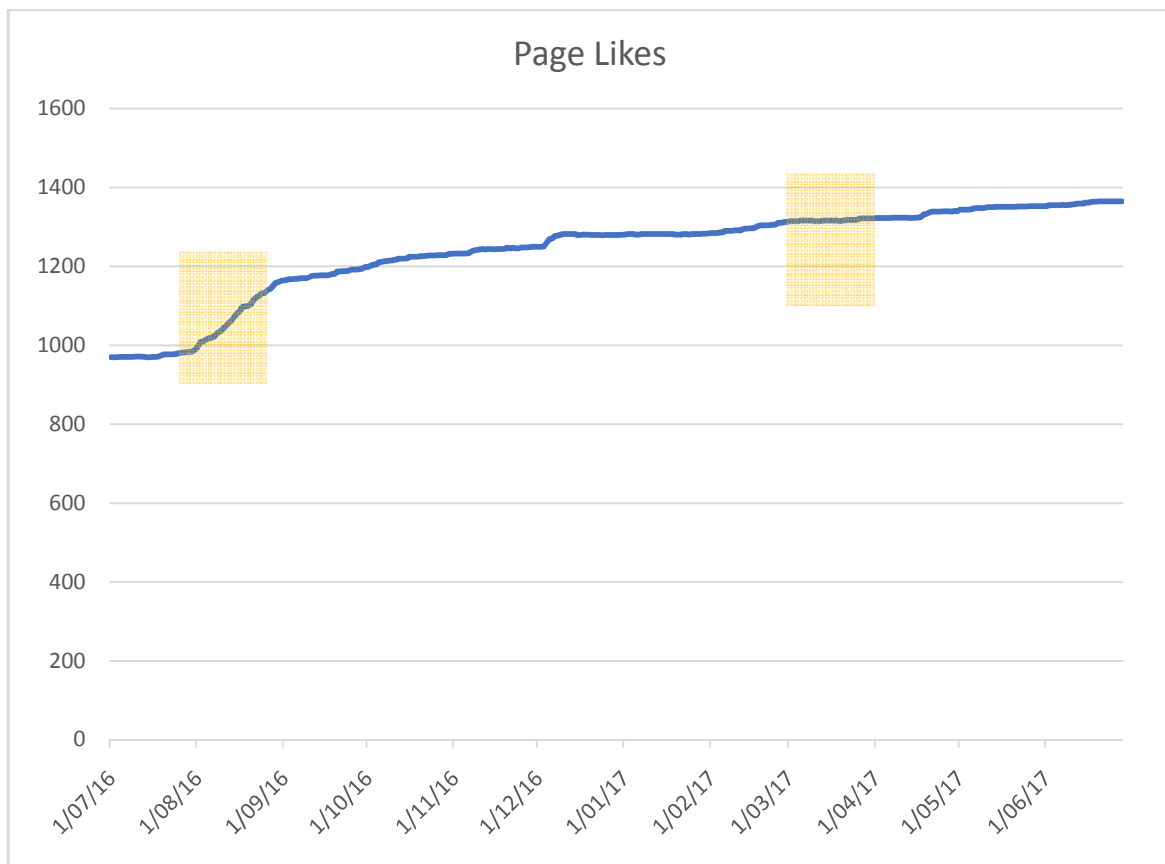
During the last 12 months, Paid “boosts” for Facebook posts were used for the first time. These have been very effective not only in getting selected posts seen by more people, but it has also led to an increase in overall exposure with a significant increase in Facebook page likes during post boosts. Selective use of this will continue over the next 12 months.

### Facebook Page Likes

#### Growth

In the 12 months from 1<sup>st</sup> July 2016, Facebook page likes have grown from **972** to **1366**. (40% increase).

Following chart illustrates growth. Shaded areas indicate times of post boosting campaigns.



## Comparison with other affiliates

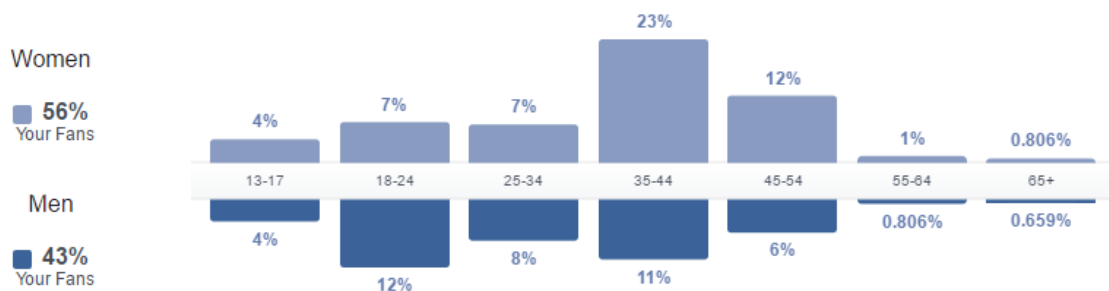
Page	Total Page Likes
1  Penrith Touch Association	2.5K 
2  Manly Warringah Touch A..	1.8K 

YOU	
3  Hills Hornets Touch Foot...	1.4K 

4  Parramatta Touch Footba...	1.2K 
5  Hornsby Touch	821 
6  Northern beaches touch	607 
7  Carlingford Cyclones Tou..	236 

## Facebook Like Demographics

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



## Posts and Engagement

In the 12 months from June. A total of 214 Facebook posts have been made.

Type	Total Posts
Photo	134
Link	52
Status	28

### The challenge of post reach

There is now far more content being made than there is time to absorb it. On average, there are **1,500** stories that could appear in a person's News Feed each time they log onto Facebook. For people with lots of friends and Page likes, as many as **15,000** potential stories could appear any time they log on.

As a result, competition in News Feed — the place on Facebook where people view content from their family and friends, as well as businesses — is increasing, and it's becoming harder for any story to gain exposure in News Feed. In addition to the growth in content, **people are also liking more Pages**. The total number of Pages liked by the typical Facebook user grew more than 50% last year. With each new Page like, competition in News Feed increases even further.

In addition, the way News Feed works is that rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that's most relevant to them. Of the 1,500+ stories a person might see whenever they log onto Facebook, News Feed displays approximately 300. To choose which stories to show, News Feed ranks each possible story (from more to less important) by looking at thousands of factors relative to each person.

### Post Boosting

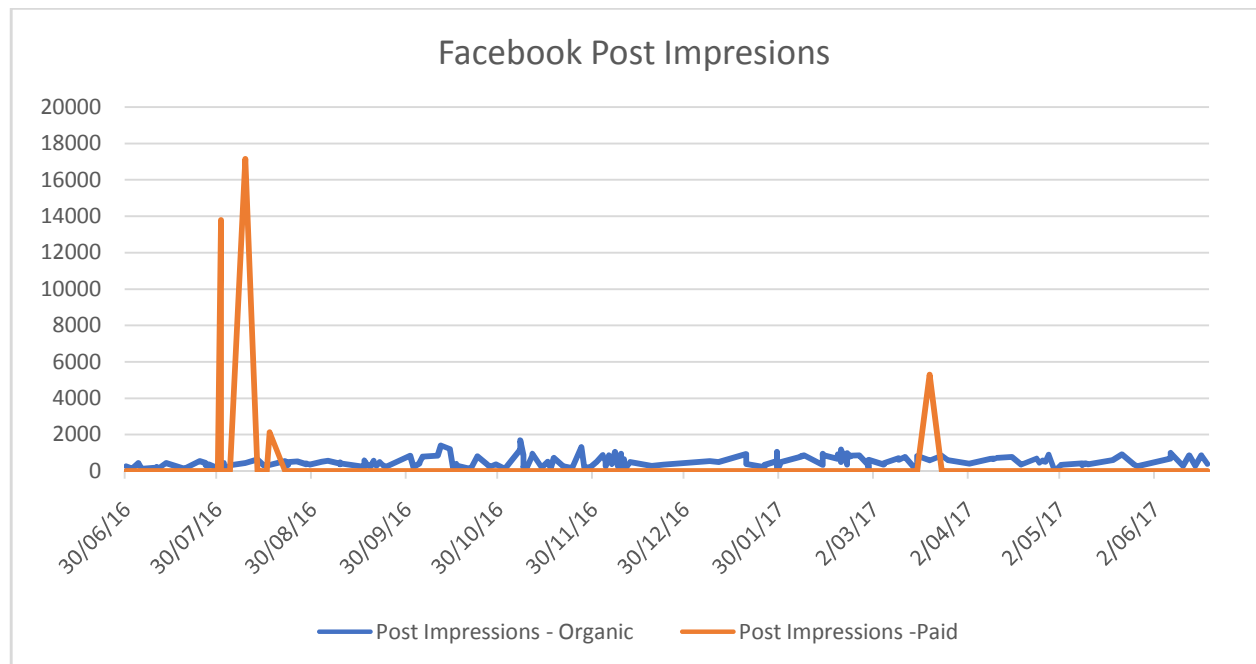
For the first time, selected posts were boosted to increase their reach. A total of **\$405** was spent on boosting posts. The following posts in the last 12 months were boosted.

Campaign Name	Action	Reach	Amount Spent (AUD)	Ends	People Taking Action
Hills Hornets Touch Football Spring / Summer Comp registrations are now open for the 2014 & 2015 NSW Touch Association Club of the Year. The only affiliated club in the Hills providing pathways to rep touch from juniors all the way up to opens in both male and female divisions. For more information visit our website - <a href="https://www.hillshornetstouch.com/local-competition-details/">https://www.hillshornetstouch.com/local-competition-details/</a>	Engage	16416	\$170	18/8/16	425
Timeline Photos	Engage	13740	\$92	31/8/16	445
The Hornets are proud to introduce a new division for 2016 Spring comp with the Mixed Juniors to be played on Wednesday evenings. This is an U17's competition. Start organising your friends now!	Engage	2129	\$13.70	31/8/16	34
Event: Hills Hornets Autumn Comp	RSVP	5235	\$99.96	16/4/17	68
OK now its the time to jump on board and join the all new Under 15's Mixed comp for Autumn season. Grab your friends and enjoy the social side of touch football with tap off on the 1st May so get in quick!	Engage	5215	\$29.57	27/4/17	156

**People Taking Action:** The number includes any person who saw or engaged with your ad and then took a relevant action that is attributed to your ads. It measures people, not number of actions. If a person likes your ad, clicks to visit your website, adds 4 items to a wishlist on your website, and views 2 photos on your Page, it will count as 1 person taking action.

## Post Reach

The following chart illustrates how many unique users saw each Facebook Post.



## Posts with high engagement

The number of unique people who engaged in certain ways with a Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. The following table shows the top 10 for the year.

Post Message	Boosted	Type	Posted	People Engaged
Senior State Cup 2016		Photo	3/12/16	956
Timeline Photos	Yes	Photo	31/7/16	704
Hills Hornets Touch Football Spring / Summer Comp registrations are now open for the 2014 & 2015 NSW Touch Association Club of the Year. The only affiliated club in the Hills providing pathways to rep touch from juniors all the way up to opens in both male and female divisions. For more information visit our website - <a href="https://www.hillshornetstouch.com/local-competition-details/">https://www.hillshornetstouch.com/local-competition-details/</a>	Yes	Photo	8/8/16	584
Sneak peak of some our our teams today, anyone wanting to purchase photos please see Kath in the tent tomorrow morning all photos from the Gala days and JSC will be available for purchase. 'Memories that last forever' don't miss out...		Photo	18/2/17	540
Hills Hornets Junior State Cup 2017 Teams Announced. <a href="https://www.hillshornetstouch.com/2016/10/24/1504/">https://www.hillshornetstouch.com/2016/10/24/1504/</a>		Link	23/10/16	471
Hills Hornets are proud to announce Ray Wehbe as the male Junior Club Captain for 2017. Ray is a leader both on and off the field and has recently represented Australia in the Youth Trans Tasman. Congratulations Ray!		Photo	13/2/17	453
Junior State Cup 2017. Train On Squads Announced.		Link	5/10/16	424
All images available at the Jersey Presentation 12 February		Photo	6/2/17	389
Congratulations to the Hornets competing for the Sydney Scorpions at NTLs 2017. A record number for the club. #gohills		Photo	10/3/17	359
<a href="https://www.hillshornetstouch.com/2017/02/24/hornets-achieve-best-ever-junior-state-cup-result/">https://www.hillshornetstouch.com/2017/02/24/hornets-achieve-best-ever-junior-state-cup-result/</a>		Link	25/2/17	321

## Posts that received negative feedback

There are 3 main activities that are tracked by Facebook and fall within the definition of “Negative Feedback”

- **Hide Clicks** - Hide the current post.

- **Hide All Clicks** - Hide all future content in addition to the current story.
- **Report Spam Clicks**

Post Message	Posted	Hide all clicks	Hide clicks
<a href="https://www.hillshornetstouch.com/2017/02/24/hornets-achieve-best-ever-junior-state-cup-result/">https://www.hillshornetstouch.com/2017/02/24/hornets-achieve-best-ever-junior-state-cup-result/</a>	25/02/2017	2	6
A massive congratulations to the Hornets team that won both TFS divisions at the #battleofthborder this weekend. A huge effort that we are super proud of. #gohills Thanks to Graeme Clancy and @touchfootballspecialised and on a great concept. NSW Touch Football Network	17/06/2017	2	5
The Hills Hornets are extremely pleased to once again name our Inclusive Premier League team for Vawdon Cup 2017. The team is looking to back up it's inaugural championship victory with another title in 2017. Good luck to all members.	7/06/2017	1	3
Hills Hornets are proud to announce the female program squads for Vawdon Cup 2017.....	22/05/2017	1	3
Hills Hornets are proud to announce Ray Wehbe as the male Junior Club Captain for 2017. Ray is a leader both on and off the field and has recently represented Australia in the Youth Trans Tasman. Congratulations Ray!	13/02/2017	1	3
Senior State Cup 2016	3/12/2016	2	2
Hills Hornets Junior State Cup 2017 Teams Announced. <a href="https://www.hillshornetstouch.com/2016/10/24/1504/">https://www.hillshornetstouch.com/2016/10/24/1504/</a>	23/10/2016	2	2
Hills Hornets are pleased to announce the Vawdon Cup 2017 squads. Congratulations to all players as the club looks to continue to strengthen the Men's program.....	7/06/2017	2	1
Hills Hornets are please to announce the draft draw for the Autumn Comp 2017. To view the draw please click on the link below.	27/04/2017	1	2
A true supporter of Hills Hornets Touch, Touch Football Australia CEO Colm Maguire has resigned from his position today. He has left the sport in a better place and for a leader this is the gauge of success. Congratulations Colm on what you have done and we wish you all the best in the future.	25/04/2017	1	2
Hey Parents, are you accompanying a little touch footballer to Junior State Cup this year? Show your support and get your official "Team Hills" supporter shirt from the Hornets shop. Be fast orders must be placed by Wednesday 21st December. <a href="https://www.hillshornetstouch.com/product/team-hills-supporter-shirt/">https://www.hillshornetstouch.com/product/team-hills-supporter-shirt/</a>	19/12/2016	1	2
Congratulations to the Hills Hornets IPL and All Abilities teams that took out all the divisions at the recent Border Challenge in Queensland last weekend. #gohills	19/06/2017	1	1
Congratulations to the Hornets competing for the Sydney Scorpions at NTLs 2017. A record number for the club. #gohills	10/03/2017	1	1
Sneak peak of some our our teams today, anyone wanting to purchase photos please see Kath in the tent tomorrow morning all photos from the Gala days and JSC will be available for purchase. 'Memories that last forever' don't miss out...	18/02/2017	1	1
Great to be involved in such an important health promotion - Finish with the right stuff! Thanks Good Sports Club and the NSW Government.	30/01/2017	1	1
Fantastic Win by the Hills Hornets Inclusion Team in the first ever game of Inclusion Premier League. 9-4 winners over Wests Magpies. Some fantastic performances from both teams, in a game played with great spirit. Congratulations to NSW Touch for a great addition to the Vawdon Cup competition. Hornets TV was there to catch some of the action.	21/08/2016	1	1