

IAC '25 Fall Board Meeting Social Media Report



General Notes:

- Generally speaking, all social media channels are healthy
- Content being published is engaging and followers are resonating with it
- No major news or areas of concern at this time
- Below metrics and KPIs are all 'year to date' metrics consisting of data from January 1st to October 8th (when this report was made)
- It's compared with data from ALL of 2024 (12 months of '24 data compared to 9 ½ months of '25 data)
- Content published consists of IAC member user generated content, IAC news/updates, IAC article promotions, contest highlights and Sport Aerobatics 'teaser' content
- Posting/publishing cadence aligns with my scope of work

IAC Facebook

- **Views** > 3 million across videos, stories, posts, etc.
- **Content Interactions** (engagement) > 51,500. An increase of 837%. This metric includes likes, comments, shares, saves, etc.
- **Facebook Page Visits**: 33,900. An increase of 190%
- **Link Clicks** > 15,700. An increase of 3,800%
- **Net follower gain** > 5,214. Over 30% growth
- **Total follower count** > 19,167

Data/metrics pulled from the Meta Business Suite on October 8, 2025.

Cadence > 4 posts per week at minimum



IAC Instagram

- **Views** > 1 million across videos, stories, posts, etc.
- **Reach** > 157,000. An increase of 460%
- **Content Interactions** (engagement) > 34,400. An increase of 100%. This metric includes likes, comments, shares, saves, etc.
- **Profile visits**: 11,300. An increase of 103%
- **Net follower gain** > 1,200 year to date (15% growth)
- **Total follower count** > 9,076



Data/metrics pulled from the Meta Business Suite on October 8, 2025.

Publishing cadence > 4 posts per week at minimum

IAC Twitter/X

- **Impressions** > 4,480. An increase of 3600%
- **Engagement** > 248. An increase of 3100%
- **Link Clicks**: 53. An increase of over 2500%
- **Net follower gain** > 14
- **Total follower count** > 514

Data/metrics pulled from Hootsuite on October 8, 2025.

Publishing cadence > 1 Tweet per week at minimum



U.S. National Aerobatic Championships Facebook

- **Views** > 1.2 million across videos, posts, stories, etc.
- **Content Interactions** (engagement) > 24,000. An increase of 172%
- **Facebook page visits**: 22,600. An increase of 65%
- **Link Clicks** > 1,500. An increase of over 330%
- **Net follower gain** > 1,400. An increase of 128%
- **Total follower count** > 7,867



Data/metrics pulled from the Meta Business Suite on October 8, 2025.

Publishing cadence > 1 post per week at minimum

IAC Collegiate Program Facebook

- **Views** > 15,300 across videos, posts, stories, etc.
- **Content Interactions** (engagement) > 514. An increase of 135%
- **Facebook page visits** > 508. An increase by 18%
- **Net follower gain** > 23. A 360% increase
- **Total follower count** > 1,069



Data/metrics pulled from the Meta Business Suite on October 8, 2025.

Publishing cadence > 1 post per week at minimum

Summary:

- STRONG increases in reach and engagement for almost every platform
- No obstacles or challenges preventing IAC content from reaching more and more people
- Should only continue to bring further awareness to the club and aerobatics as a whole

Area of Opportunity:

- Content creation centered around becoming an IAC member (graphic design, video, etc.)

Happy to answer any questions or comments
on this report or social media in general!

