

Communications Committee Report

Winter Meeting: Jan. 11, 2025

UPDATES:

Sponsors:

- Fulfilled 1 of 2 social media campaigns for Zim/West Coast Sailing (per sponsor contract)
- Plus contract extension announcement

Other Committee Announcements

- Nationals Selection announcement - social media & press release
- Distributed All-Academic list

From College Sailing to Olympic Sailing

- 2 social media posts and 1 press release

Fall Nationals Recap:

- 2024 Singlehanded Nationals
 - Social Media: Paid Lexi Pline
 - Photographer: Ben Schill volunteered 1 day
 - Press releases: 1 post-event release was sent out
- 2024 Match Race Nationals
 - Social Media & Photography: Paid Lexi Pline
 - Press releases: 1 post-event release was sent out

Google Request Form:

The committee's google request form for ICSA members is still active. This form has been working well as a way to compile information all in one location, and to get the relevant details for each request.

[Google Request Form](#)

Seeking Members:

The committee is looking for a sports information director to advise the committee. Graduate representatives from PCCSC and SEISA.

UPCOMING and ONGOING PROJECTS:

2024 Fleet Race Video - Continue the process of uploading to ICSA Youtube

Spring Nationals Selection Announcement: Tuesday

2024 Social Media Highlights:

- Top post in 2024 -
 1. Harvard women tacking reel
 - Reach - 83,225
 - 89.5% non-followers
 - Likes - 4,090
 - Saves - 321
 - Shares - 315
 - Comments - 21
 - Follows - 129
 2. Harvard open fleet race win reel
 - Reach - 39,732 accounts
 - - Likes - 2,747
 - Shares - 128
 - Saves - 48
 - Comments - 28
 - Follows - 28
 3. Roger Williams team race win reel
 - Reach - 41,606
 - 78.5% non-followers
 - Likes - 2,716
 - Shares - 289
 - Comments - 80
 - Saves - 55
 - Follows - 18
 4. 2024 Match Race National Champions post
 - Reach 53,834
 - 62.8% non-followers
 - Likes - 1,513
 - Shares - 165
 - Comments - 16
 - Saves - 9
 - Follows - 7
 5. Top 6 team race nationals reel
 - Reach - 29,894
 - Non-followers - 75.5%
 - Likes - 1,974
 - Shares - 160
 - Save - 77
 - Comments - 10
 - Follows - 35
 6. Stanford women's team race win reel
 - Reach - 22,251

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- Non-followers - 73.5%
- Likes - 1,678
- Saves - 39
- Shares - 32
- Comments - 10
- Follows - 31

Respectfully Submitted,

Cori Radtke on behalf of the ICSA Communications Committee

Communications Committee Email: communications@collegesailing.org