

Manitoba Powerlifting Association
2022 Media Report by Jessica Antony

Overview

The MPA continues to build awareness, community, and recognition of our members and events through social media and traditional media channels by highlighting athletes, promoting competitions, engaging with membership via our newsletter, and reaching out to local and national media for coverage of MPA-sanctioned events.

Our social media presence continues to grow (specifically on Instagram and Facebook) and our newsletter consistently receives an open rate well above the average.

Media Coverage

A Media Release is sent out to our list of media contacts (individually) in advance of each meet with individualized hooks and requests for coverage. It remains challenging to drum up media coverage for local meets, while provincial, regional, or national events are more likely to receive media attention. Additionally, with media outlets being closed or absorbed by other news corporations, we have seen fewer opportunities for coverage in the past two years.

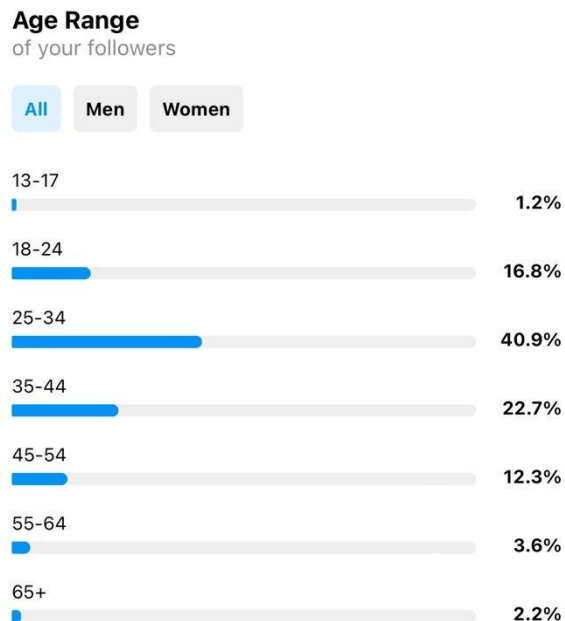
That said, our media list covers Winnipeg, Brandon, Selkirk, Stonewall, and Portage la Prairie, with a total of 25 contacts. The list is continuously updated and reviewed, and a focus on additional sources of local news (especially outside of Winnipeg) will be a priority in the following year.

As of November 2022, MPA sanctioned a total of 7 events this year (Total Fortification 2021, Brickhouse Power Challenge 7, Bench Like a Mother, Shake the Interlake 2, Movement Powerlifting Class 4.0, MPA Provincial Powerlifting Championships, MPA Provincial Paralympic and Bench Press Championships, with Total Fortification 2022 upcoming in December) and

received media coverage (both online coverage and an interview on CJOB Radio's Sport Show) as a direct result of MPA efforts for the Provincial Powerlifting Championships.

Social Media

Our following continues to grow. For example, in the last 90 days we've increased our Instagram following by 7.2% (134 new follows, for a total of 1,271). The majority of our audience resides in Winnipeg (49.4%), with Brandon (4.3%), Selkirk (2.4%), Edmonton (1.7%), and Calgary (1.5%) making up the rest of our audience (analytics are only available for those users who share their location). Our audience comprises a 60:40 split between percentage of men and women followers, most of whom are in the open age category (40.9% between the ages of 25 and 34, followed by 22.7% between the ages of 35 and 44).



Age Range of MPA's Instagram Followers

On Facebook we have less engagement but a good following, nonetheless. We've garnered 14 new followers and 948 unique page visits on Facebook in the past month, with our post engagement continuously on the rise (an increase of 43% in the past month, for example). The

gender and age breakdown of our Facebook audience is nearly identical to that of Instagram. Our page has a total of 1,000 followers and 863 likes.

Our newsletter has a fantastic open rate on average. Our last newsletter (sent November 2, 2022) had a 56.6% open rate (the industry average is 21.5% in 2022). The previous newsletter campaign (sent September 22, 2022) had an open rate of 57.2%.

This year we advertised submissions for our AGM elections and nominations via social media and our newsletter but received little feedback. It was, however, when we posted the option for followers to nominate people for Athlete of the Year, Volunteer of the Year, and Junior Scholarship directly via our Instagram stories that we received immediate feedback. While there was some legwork required to determine who of the nominees/nominators were MPA members and the reasons for these nominations (thank you to Lisa and Mat for this), this proved to be a far more successful way of engaging with our membership. With the adoption of online survey platforms (rather than solely by way of email requests), I believe we can increase member submissions or engagement in the future.

Recommendations for 2023

My recommendations for the following year focus on local online engagement. In my opinion, it is important to make use of the online platforms available to us to garner suggestions, nominations, or input from our members (in addition to our newsletter). I would also suggest a focus on expanding our media list to include Manitoba outlets or publications outside of Winnipeg, and perhaps smaller, related Winnipeg organizations who would be willing to include our competitions and membership information in their newsletters and outreach.

I would suggest a focus on the following for 2023:

- Consistent monthly newsletter to stay engaged with our membership and garner their input on MPA-related issues (this task could be made a part of the Media Coordinator's role)

- Ask membership for structured feedback via social media or through platforms like SurveyMonkey so we can get detailed feedback easily and without requiring membership to respond via email only
- Continue to post athlete profiles and updated MPA Executive profiles so members can both champion athlete successes and better know their MPA
- Focus on news outlets or sources outside of Winnipeg to further our reach into the province