## FIB COMMUNICATION REPORT

FIB Congress – 08 June 2024



## **AGENDA**

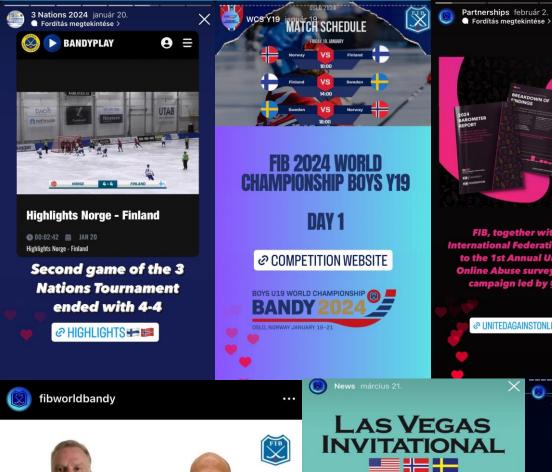
- Social Media
- ▶ New FIB Website
- ▶ History Project and FIB Video Archive



## **SOCIAL MEDIA**

- Review of existing platforms and their audience
- Short-term goal → targeted content on each platform (Events, institutional)
- Professional account on Instagram ->
  collection of data
- Collection of content from Member
  Associations and future collaboration
- Standardized design for each platform
- ▶ Goal → increasing the number of followers, engaging content, tool for sponsors
- Participation in international campaigns





INTERNATIONAL RINK BANDY TOURNAMENT WELCOME

Fabulous

NE 5-8, 202

AMERICA FIRST CENTER ARENA PALACE STATION HOTEL

**⊘** WORLDBANDY.COM



fibworldbandy





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#whitecard #whitecard #whitecard #whitecard #whitecard

## **WEBSITE**

- ▶ Goal → to launch a new website
- General objectives
  - clean, simple, user friendly, easy access, updated, relevant
- Focus on athletes and the sport
- Straighforward menu
- Opportunities for potential partners and sponsors

