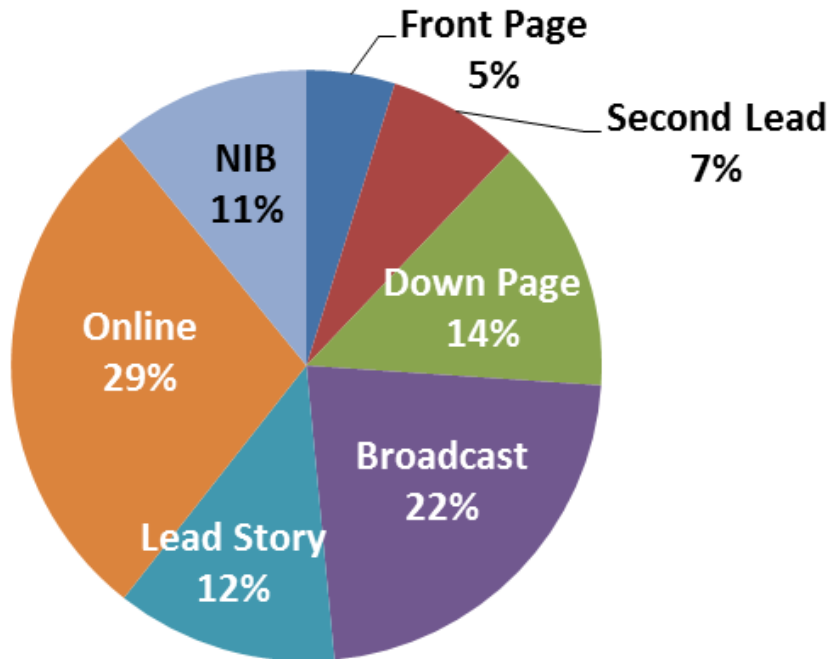


IRONMAN 70.3 Staffordshire evaluation

Media

(Incorporating Media Updates – 30.06.14 to 01.07.15)

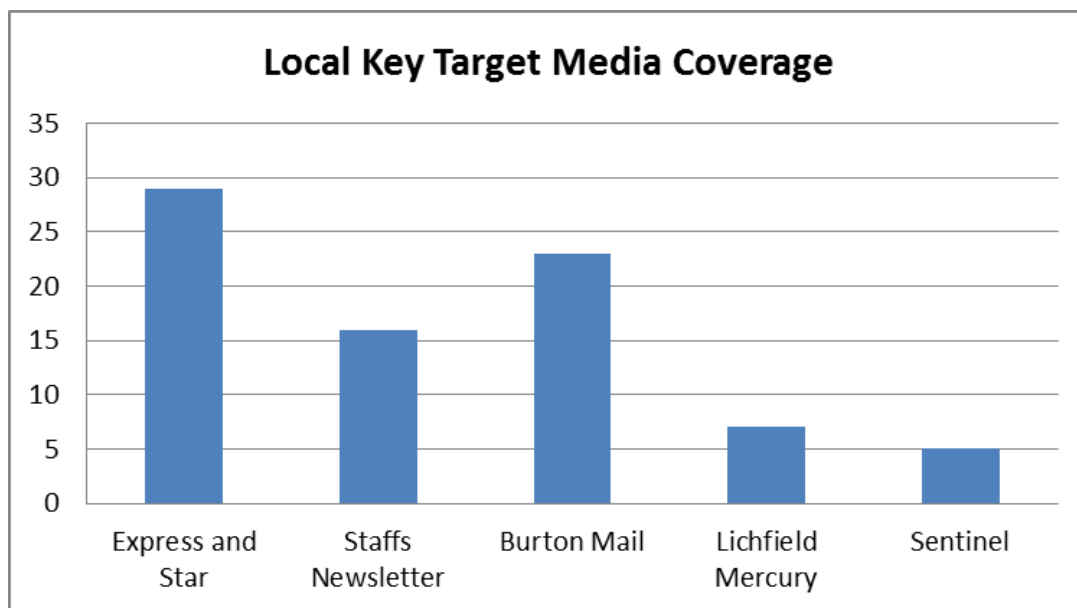


There were 166 mentions during this period

(Media score (Weightings Band x Tone) = 574)

V. Positive	92
Positive	36
Neutral	38
Negative	0
Very negative	0

Proactive	155	93%
Reactive	0	0%
Other	11	7%



Summary

	Title	Mentions	Media Score	Average Tone
1	Channel 4 News	1	4	1
2	Signal FM	24	96	1
3	Radio Stoke	12	72	1.5
4	Express and Star (& online)	29	112	1.5

(N.B. Tone values: Very Positive = +2, Positive = +1, Neutral = 0, Negative = -1, Very Negative = -2)

8 Episodes of National (Priority) Press

Triathlete (Europe)	4 hits
The Guardian online	1 hit
Scottish Daily Record online	1 hit
Daily Mail online	1 hit
Daily Mirror Online	1 hit

Social Media

In the build up to Ironman a range of messages were sent to inform residents about the following subjects.

- The economic benefits of hosting the event in Staffordshire.
- Practical information about the event itself, such as road closures and how to spectate on the race.
- Drumming up excitement and awareness of the event in general.

Social media activities included 100 day countdown to the event, messaging celebrities involved with the event, sending out press releases, publicising the benefits the event will bring, using infographics about the event, publicising competitor case studies about the event and linking to our own Ironman web pages about the event.

Social Media Evaluation

The social media campaign began on the 6th March when the 100 day countdown to the event started.

	Facebook	Twitter	Facebook & Twitter combined
Number of posts	69	105	174
Number of people reached	47,152	167,141	214,293
Number of people engaged	3,998	5,641	9,639

The table above shows the volume of social media activity taken for IRONMAN

	Facebook	Twitter
Average reach per post	683	1,592
Average engagements per post	58	54

The table above shows the average performance of each social media post made for IRONMAN

	Facebook	Twitter
Average number of people reached per post	452	1,402
Average number of engagements per post	21	28

The table above shows the average performance of each social media post made by Staffordshire County Council

If we compare the average performance of IRONMAN social media against the general social media activity conducted by Staffordshire County Council on Facebook and Twitter, we can see that the social media for this campaign performed above average. Social media posts made around IRONMAN reached 23% more people than usual and proved to be almost 124% more engaging with the people we reached.

General observations on social media

Activity conducted on the 14th June, the day IRONMAN took place, proved to be the most engaging with followers when compared to activity taken before the event. Most of the engagements on the day came from messages based around the celebrities.

Countdowns, celebrities, news about the event and the event itself performed better on Twitter than Facebook. Case studies, practical information about the event, and posts made in the lead up, rather than at the time of the event performed better on Facebook than Twitter. Twitter was therefore better for sharing timely information, Facebook was better at sharing information that was timeless.





There was a high volume of messages sent out in the 100 days leading up to the event and on the day of the event, the fact that reach and engagement continued to be better than average showed that people did not tire of hearing information about IRONMAN.

Ensuring that all social media posts and high quality and varied content, such as videos, photographs and infographics meant that people remained engaged with our messages even when we were repeating ourselves. The social media campaign therefore reached a high number of people (214,293), and this was driven by people sharing and engaging with messages (nearly 10,000 engagements), not by spamming messages out.

It was difficult for us to relate the IRONMAN event to the positive messages we had around tourism and business on the day. Unfortunately it was difficult to do this in an engaging way due to technological limitations.

We managed to convey a positive image around the event in terms of what was going on. But the vast majority of our messages on the day or IRONMAN covered what was going on, not why what was going on was important to Staffordshire.

Facebook Example posts

<p> Staffordshire Published by Thomas Cox [?] · 26 April · Edited · 🌐</p> <p>IRONKIDS is open to children aged 3-15, and involves running a course between 500m and 2.5km at the Shugborough Estate.</p> <p>If you think your child would be up for the challenge why not look into signing them up to the event?</p> <p>http://www.ironman.com/.../ironm.../staffordshire/ironkids.aspx...</p>  <p>3,076 people reached Boost Post</p> <p>Like · Comment · Share · 👍 17 🗨️ 11 ➦ 14</p>	<p>26/04/2015</p> <p>Reached – 3,076 Engaged – 431</p> <p>This post was to promote the IRONKIDS event.</p> <p>The post reached and engaged more people than any other post on Facebook.</p>
<p> Staffordshire Published by Thomas Cox [?] · 28 April · Edited [?] · 🌐</p> <p>IRONMAN Staffordshire 70.3 is looking for volunteers. You can find out more about volunteering on the IRONMAN website.</p> <p>Be part of the event - http://www.ironman.com/.../iron.../staffordshire/volunteer.aspx...</p>  <p>2,743 people reached Boost Post</p> <p>Like · Comment · Share · 👍 3 🗨️ 1 ➦ 12</p>	<p>28/04/2015</p> <p>Reached – 2,743 Engaged – 219</p> <p>Like the post above this post aimed to communicate practical information about the event, in this case it was the opportunity to volunteer.</p> <p>This post reached the second largest amount of people on Facebook.</p>



Staffordshire

Published by Thomas Cox (?) · 18 May · Edited ·

In a few days the world renowned event - Ironman 70.3 will be underway in Staffordshire.

We asked Staffordshire lad Mark Charles about his own triathlon history and what it means to him to see such a prestigious sporting event come to the county.

<http://www.staffordshire.gov.uk/.../Me.../Meet-Mark-Charles.aspx>



2,250 people reached

Boost Post

Like · Comment · Share · 27 1 12

18/05/2015

Reached – 2,200

Engaged – 355

This is an example of the case studies published in the run up to IRONMAN.

These case studies proved popular on Facebook but not Twitter.

This was the second most engaging post on Facebook.



Staffordshire added 12 new photos.

Published by Laura Staffordshire (?) · 15 June at 09:23 ·

The inaugural IRONMAN 70.3 Staffordshire was declared an amazing success as competitors, celebrities and communities provided the key ingredients for a fantastic competition.

The day started at Chasewater with the blue skies and sunshine hinting at more to come. Despite the cool conditions at the start, the atmosphere and energy between the athletes and crowds was electric.

Thank you to all involved.



1,338 people reached

Boost Post

Like · Comment · Share · 28 1

15/06/2015

Reached – 1,138









Engaged – 267

This post rounded up the day after the event had finished.

On Facebook most of the posts that performed well were before or after the event. Posts made during the event were less successful.

This was the third most engaging post on Facebook

Twitter Example posts

<p> Staffordshire CC  @StaffordshireCC</p> <p>Its nearly here... Find all you need to know about IRONMAN 70.3 Staffordshire - ow.ly/Odirf #IM703STAFFS</p>  <p>RETWEETS 20 FAVORITES 6</p> 	<p>12/06/2015</p> <p>Reached – 5,165 Engaged – 216</p> <p>This is an example of the various countdown posts that were published.</p> <p>This post reached more people than any other post on Twitter.</p> <p>This post is also an example of us communicating important practical information to residents about the event.</p>
<p> Staffordshire CC  @StaffordshireCC</p> <p>@GordonRamsay & @TanaRamsay getting prepared for #IM703Staffs Good Luck see you @shugborough</p>  <p>RETWEETS 5 FAVORITES 10</p> 	<p>14/06/2015</p> <p>Reached – 3,144 Engaged – 303</p> <p>This was a post issued on the day, just before the race started.</p> <p>This was the most engaging post we created on Twitter, with over 210 people clicking to look at the photo.</p> <p>This was obviously the highlight of our coverage that involved celebrities at Ironman.</p> <p>Celebrities proved to be good attention grabbers. Celebrities often talked positively about the event in dialogue but they rarely talked about Staffordshire or the council.</p>

Staffordshire CC
@StaffordshireCC

Gordon Ramsey looks forward to 'scenic and delicious' course @IRONMANtri #IM703Staffs



RETWEETS 9 FAVORITES 9

13/06/2015

Reached – 2,589
Engaged – 244

This was the highlight of the pre event coverage.

It was the third most engaging post we did on Twitter.

Staffordshire CC
@StaffordshireCC

Congratulations to all of today's Ironman triathletes. Those medals are well earned! #IM703Staffs

RETWEETS 8 FAVORITES 6

5:20 PM - 14 Jun 2015



14/06/2015

Reached – 2,646
Engaged – 220

This post features a number of people on the event posing with our #IM703STAFFS sign.

This was the fourth most engaging post we did on Twitter.

Staffordshire CC
@StaffordshireCC

IRONMAN Staffordshire 70.3 is looking for volunteers. Apply online now - ow.ly/MdKbh #IM703STAFFS



RETWEETS 18 FAVORITES 8

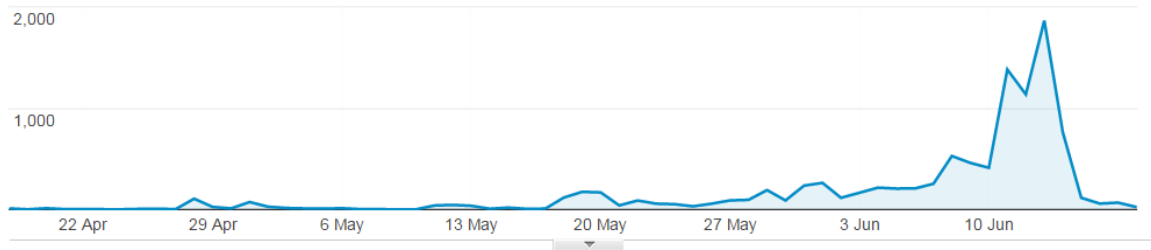
28/04/2015

Reached – 4,099
Engaged – 119

This was another post that aimed to keep residents informed about information about the event.

This post reached the second largest amount of people. Unlike this post, the majority of posts on twitter that performed well were published on the day of the event.

Web Traffic



The graphic above shows page views over time. This understandably peaked on the weekend of the competition.

Page path level 3 ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	10,267 % of Total: 3.80% (270,323)	7,598 % of Total: 4.12% (184,227)	00:01:50 Avg for View: 00:04:18 (-57.54%)	50.44% Avg for View: 59.62% (-15.39%)	46.30% Avg for View: 53.97% (-14.21%)
1. /Ironman.aspx	3,917 (38.15%)	3,052 (40.17%)	00:01:39	54.83%	57.85%
2. /Meet-the-competitors/	2,620 (25.52%)	2,123 (27.94%)	00:00:49	67.94%	26.03%
3. /Road-access-around-the-event.aspx	2,446 (23.82%)	1,483 (19.52%)	00:03:21	19.74%	51.19%
4. /Spectators-guide.aspx	1,101 (10.72%)	788 (10.37%)	00:02:43	56.16%	45.69%
5. /What-will-Ironman-bring-to-Staffordshire.aspx	142 (1.38%)	117 (1.54%)	00:01:02	54.55%	28.17%
6. /Why-Staffordshire.aspx	28 (0.27%)	25 (0.33%)	00:00:27	40.00%	28.57%

The graphic above shows the web stats broken down by the different sections for the IRONMAN web area.

After the home page, “meet the competitors” was the most popular section. This section featured case studies of athletes taking part. Each case study featured a line written by the person the case study was about explaining the benefits of hosting the event in Staffordshire.

The pages that performed less well were the, “why Staffordshire,” and, “what will Ironman bring to Staffordshire,” sections. These pages talked about why the event was being held in Staffordshire and the benefits it would bring. The lack of interest in these pages vindicates the approach to use case studies as an alternative method to communicate the benefits that IRONMAN would bring. The data here shows simply ensuring that the information available on the website is not enough. Residents did not click on it, when in the IRONMAN section of the website and did not link through to it when it was advertised on social media. Content marketing therefore was important in helping to expand the reach of our communications.

The sections on road access and the spectators guide were also popular although they were created quite near to the event. It would have been good to have this

information earlier, and we did receive a few complaints that we did not have this information on our website early enough.

General Feedback about IRONMAN event organisation

- When sorting out comms and event set up, more communications officers need to be involved, so all the team know what is going on. This way we could have more of a plan and see comms opportunities that others would not.
- More communication with IRONMAN (from IRONMAN) so we all know what's going on e.g. we didn't know something till last minute
- Make it more of a priority before June both in terms of preparation and outgoing PR activity.
- Speak to residents and business more. More case studies.
- Would be useful to be there when operations are being set up, to help gain awareness of what is going and also to generate excitement through PR activity.
- After press conference, it would be good for us to get a few minutes with athletes and celebrities, to interview them from our point of view and to get them to say positive things about Staffordshire.
- More instruction of what was going on, on the day would have been useful – maybe could have got this from press conference or attending more meetings.
- VIP passes would have been good so we could have got in and out places more easily.
- More work needs to be done to ensure that the VIP people present at the event where more high profile.
- I know it's an early morning event but live music at Shugborough would have created more of an atmosphere early on.
- Finishing section at the end of the red carpet should have been made bigger.
- Podium area made bigger – all seemed squashed and rushed.
- In terms of it being our event we should push for the leader and CEX to be there next year.
- Shugborough – should aim to have more going on at the estate as there was a lot of empty space.
- Better Wifi, it just did not work on the day.
- Spoke to some residents when walking back to car and the operation of registration was deemed as absolutely terrible. Over an hour wait. Either more volunteers needed or a numbered process needed. Could even have different locations across the county to register as people were travelling from all over.
- We need our own tent next year, like Gordon Ramsay had. We could use this as a base of operations to set up all of our tech including setting up our own wifi hotspot instead of relying on others to do this for us. It would also provide a meeting point for people we want to do comms with, such as case studies, residents, fund raisers, other staff.

- We need more technology such as, ipads (with the apps we need installed), microphones, laptops. We should approach ICT to see what they can do for us to help us out setting up our own wifi hotspot in a field.
- Sign posts for shuttle buses – This was not clear at all we had to ask a number of times and it was not clear where we had to go at all.
- The spectator shuttle buses were awful. No one on site knew where they were supposed to be when I got there, or when they would leave. Spectators were an afterthought compared to the athlete shuttle buses.
- The driver of the shuttle bus I got stuck on admitted that they had brought buses for only 1300 people and he had been drafted in at the last minute to help out. There was over 2000 competitors! He did not know the route either because he was drafted in at the last minute.