

PRESS AND MASS MEDIA COMMISSION

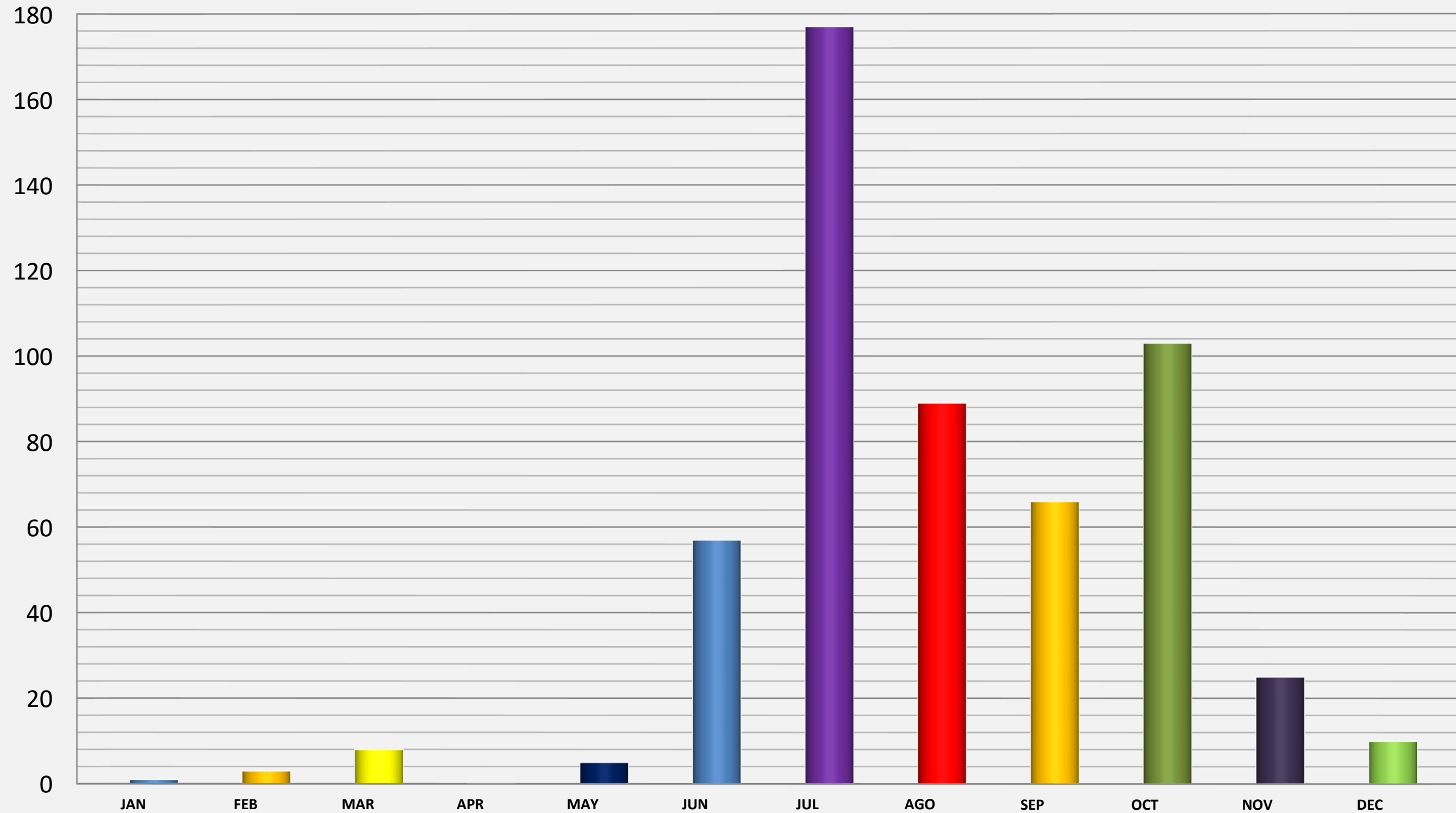


The duties and responsibilities of the Press and Mass Media Commission is visible on the NORCECA website and social media platforms. The Commission's goal continues with an elaborated work system, and thanks to the support of the press delegates appointed to each event, it has been able to innovate new communication tools on our social media platforms

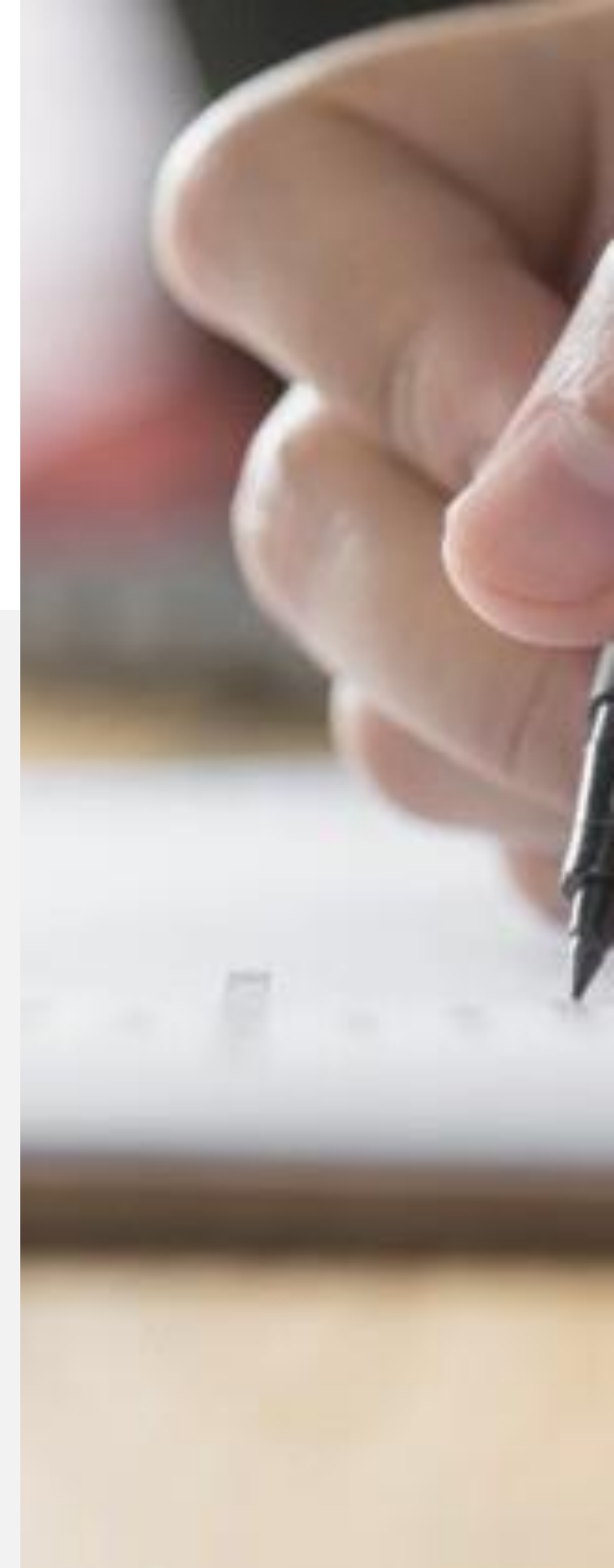


2022

News posted in NORCECA Website in 2022

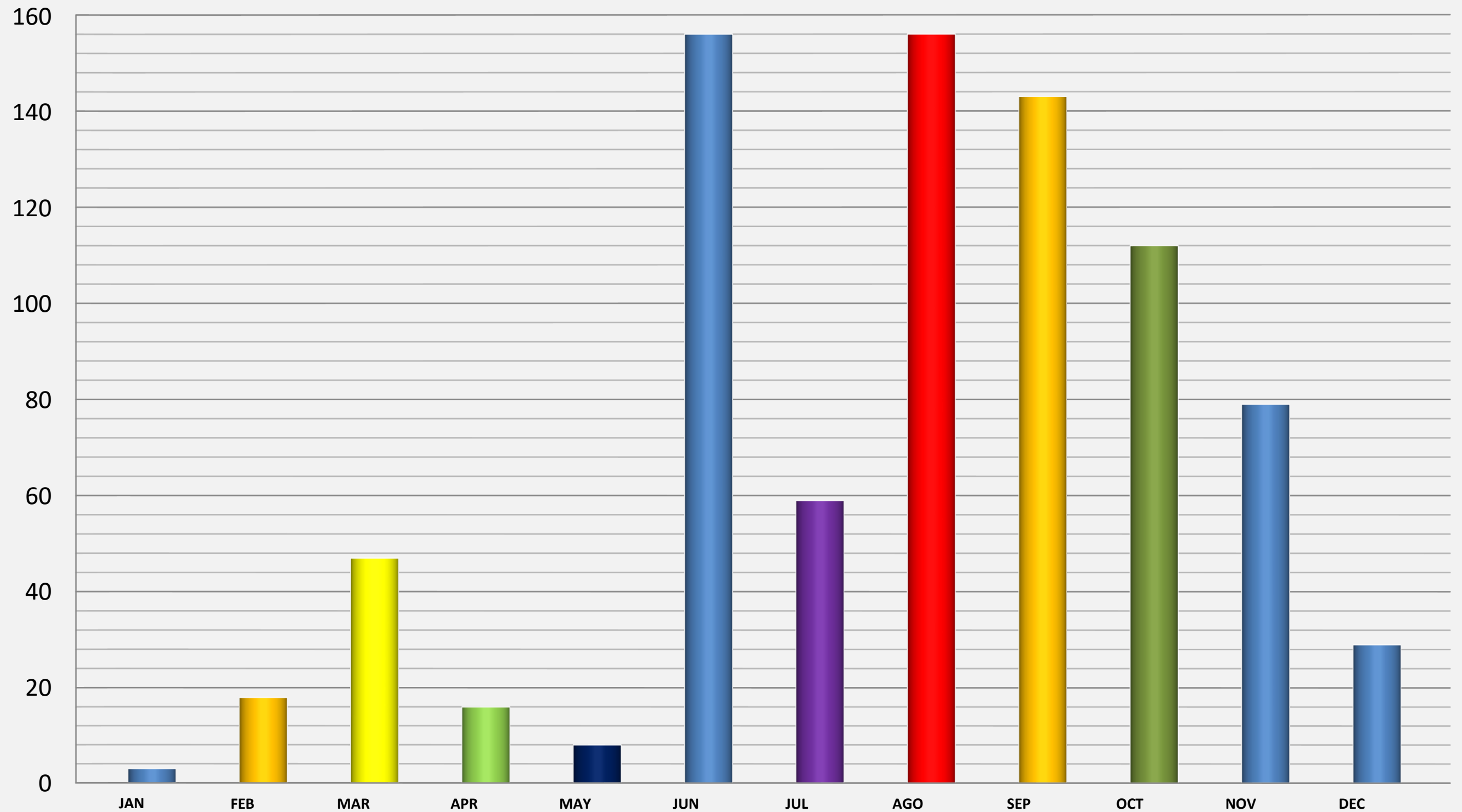


	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC
■ Press	1	3	8	0	5	57	177	89	66	103	25	10



2023

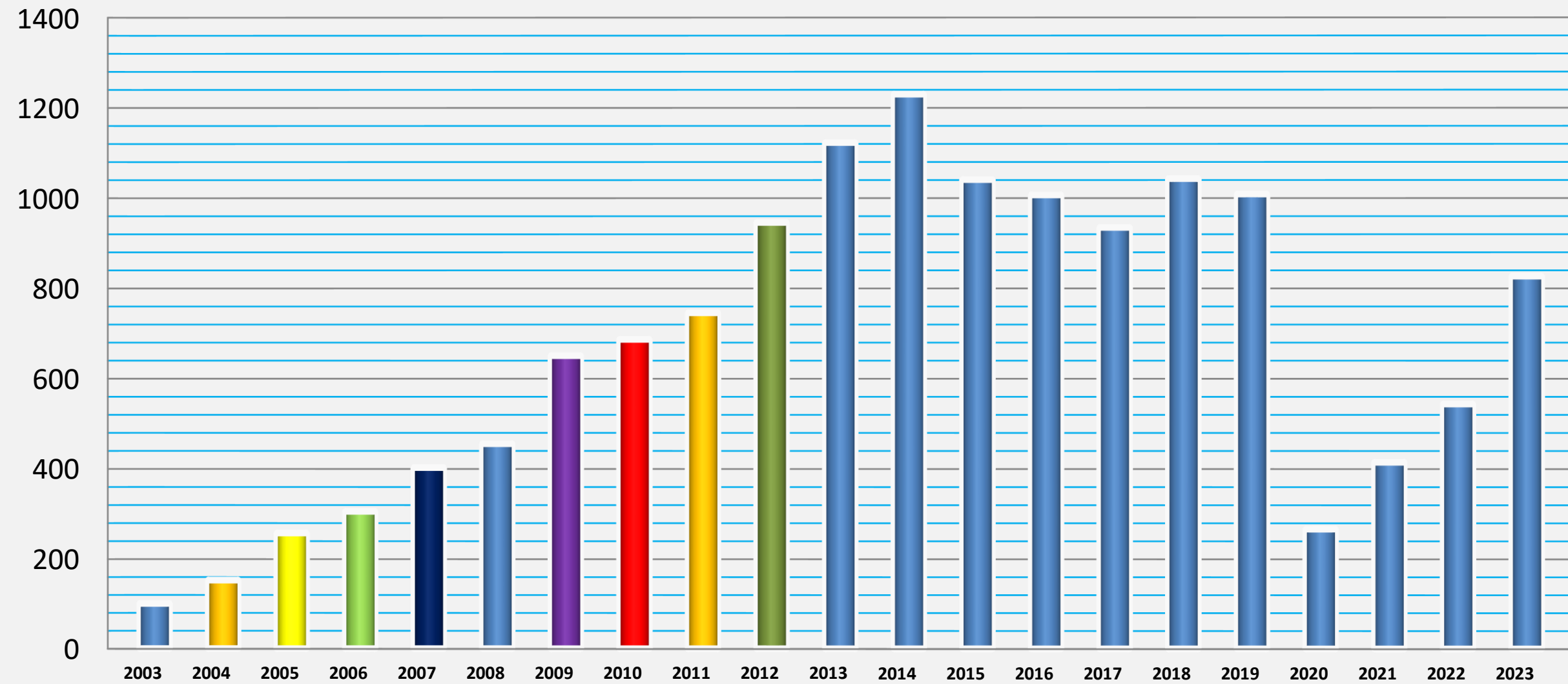
News posted in NORCECA Website in 2023



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC
■ Press	3	18	47	16	8	156	59	156	143	112	79	29

Year by Year

Press Releases 2003-2023 posted by Years



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Press	101	153	258	306	403	456	651	687	746	946	1123	1230	1041	1007	935	1043	1009	267	415	544	827

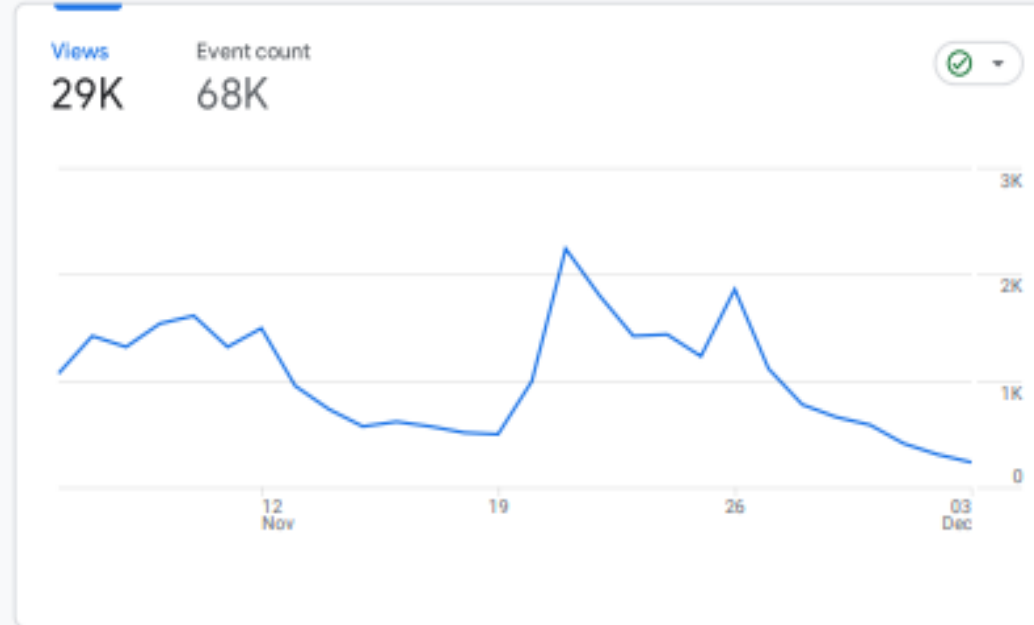
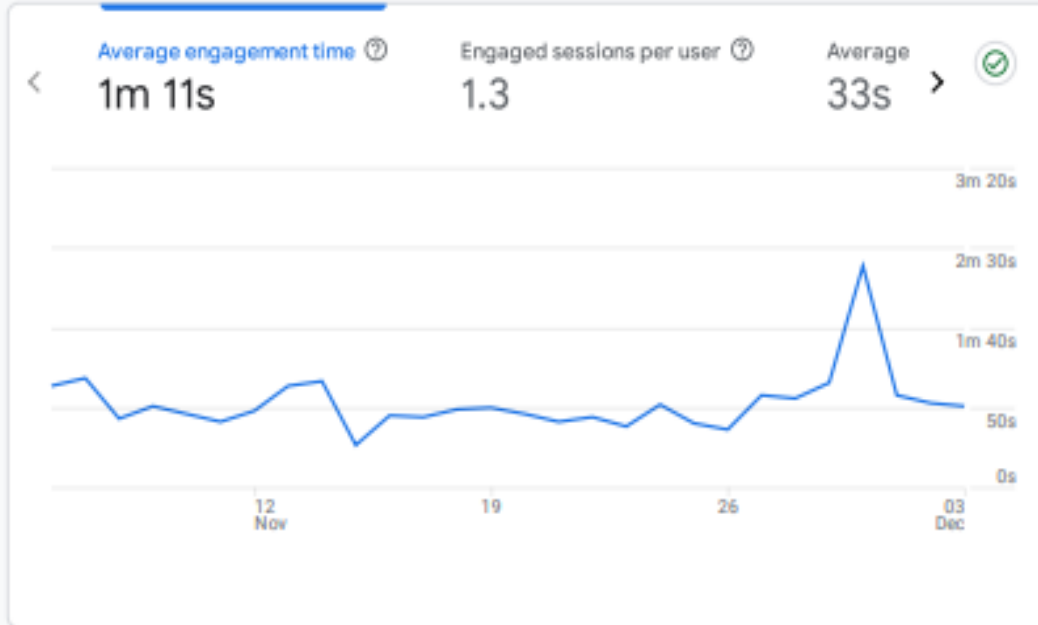


WEBSITE

The image shows the header and navigation menu of the NORCECA website. The header features the FIVB logo with the tagline "Go beyond your limits!", the MIKASA logo, and logos for SPORTR COURT, Mizuno, and Senoh. The NORCECA Volleyball Confederation logo is on the right. The navigation menu is a grid of buttons with the following text:

About Norceca	Headquarters	Norceca´s Charts	Beach Volleyball Calendars 2023	Volleyball Calendars 2023	Development Centers
Commissions	Federations	Norceca´s Staff	Ranking 2022	Past Tournaments & Events	Hosting Schedule
Executive Committee / Board of Administration	President Activities Reports	Constitution			
		English	Español		Branding Kit

Engagement overview



Event count by Event name ✓

EVENT NAME	EVENT COUNT
page_view	29K
user_engagement	16K
session_start	14K
first_visit	5.5K
scroll	2.2K
file_download	1.3K
click	220

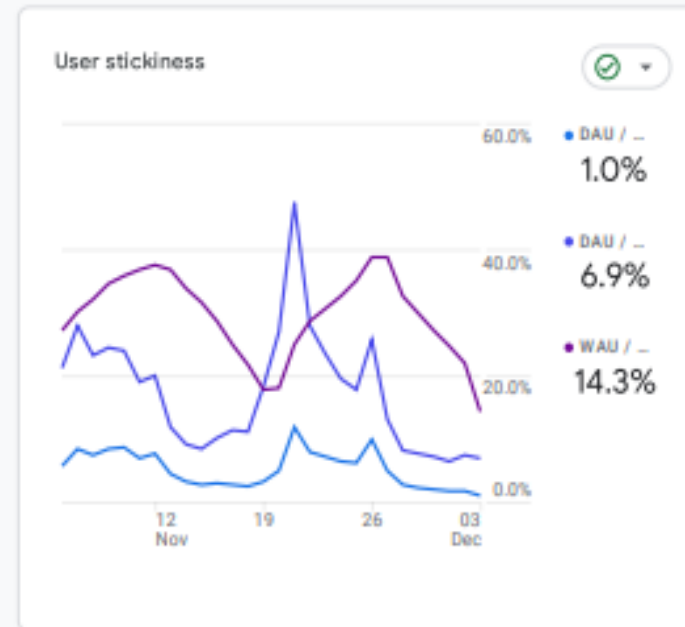
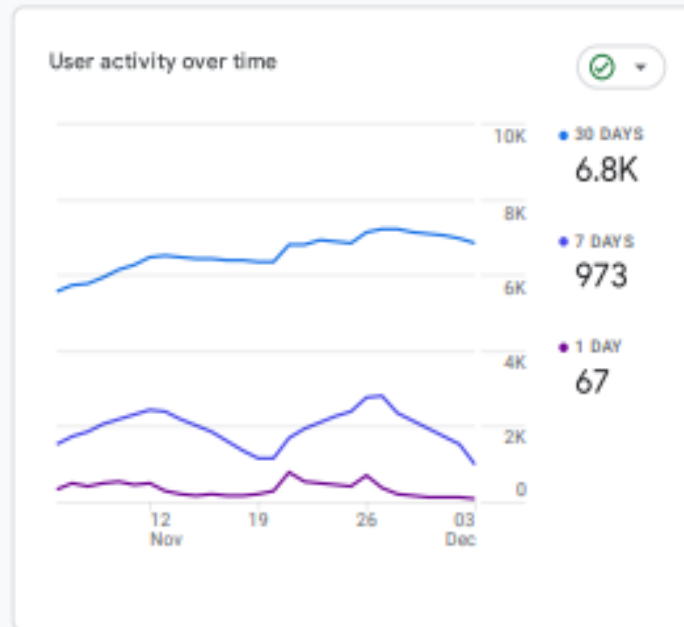
[View events](#) →

Views by ✓

Page title and scree...

PAGE TITLE AND S...	VIEWS
NORCECA Volleyball ...	24K
Calendar 2023.htm	3.4K
Calendar Beach Volle...	1.4K
U19_Girls NORCECA ...	99
Calendar-U19_Girls N...	15
Old News 2023-3.htm	15
Estados Unidos elige ...	12

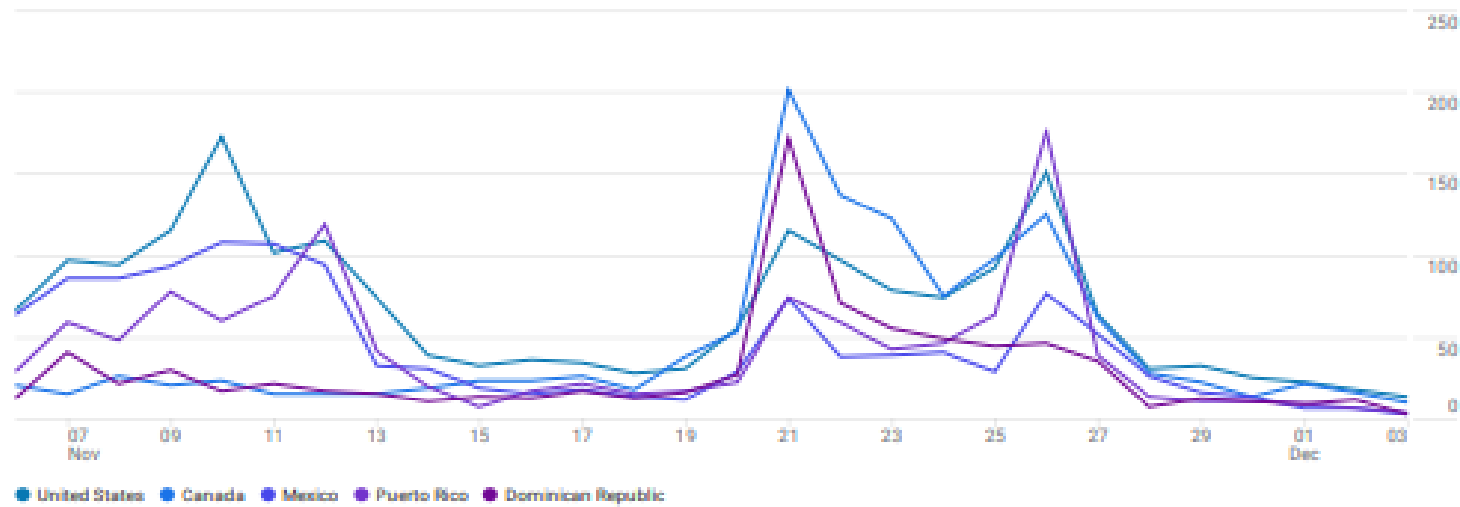
[View pages and screens](#) →



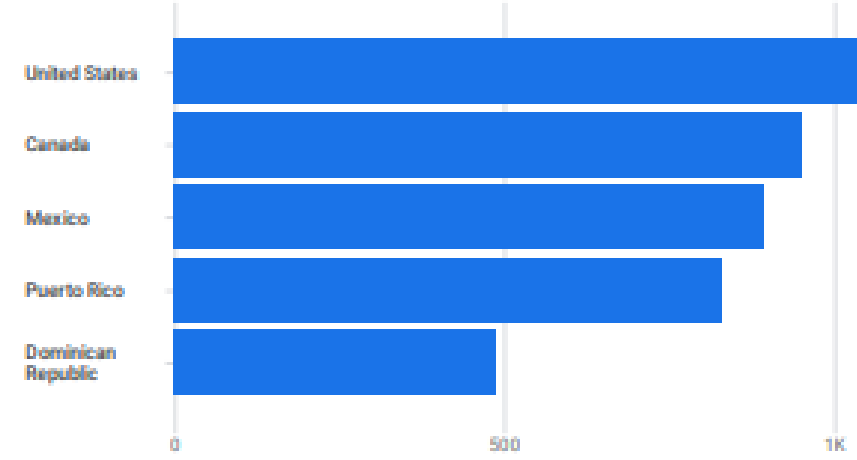
Demographic details: Country 🔍

Add filter +

Users by Country over time



Users by Country



Search...

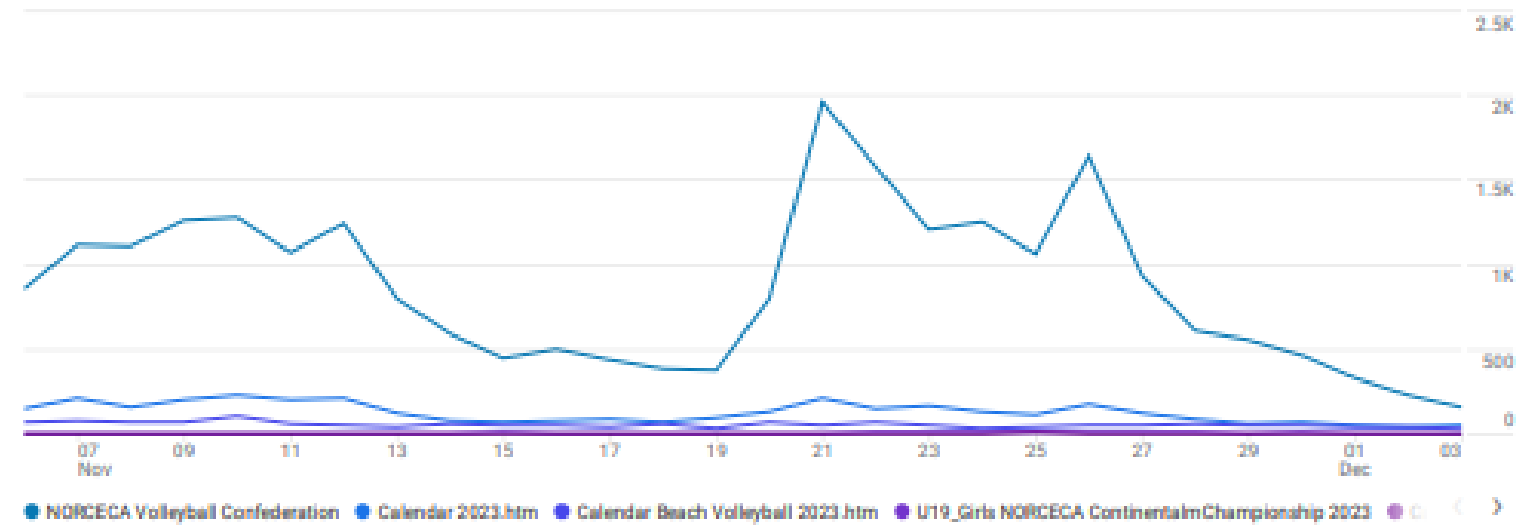
Rows per page: 10 ▼ Go to: 1 < 1-10 of 114 >

Country ▼ +	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▼	Conversions All events ▼	Total revenue
	6,470 100% of total	5,472 100% of total	8,136 100% of total	58.94% Avg 0%	1.26 Avg 0%	1m 11s Avg 0%	68,281 100% of total	0.00	\$0.00
1 United States	1,357	1,230	1,588	57.81%	1.17	50s	14,071	0.00	\$0.00
2 Canada	952	863	1,019	56.96%	1.07	53s	8,441	0.00	\$0.00
3 Mexico	894	759	1,018	58.41%	1.14	1m 08s	8,292	0.00	\$0.00
4 Puerto Rico	830	736	966	54.79%	1.16	52s	7,410	0.00	\$0.00
5 Dominican Republic	487	374	750	59.57%	1.54	2m 04s	6,567	0.00	\$0.00
6 Honduras	299	257	340	57.05%	1.14	52s	2,918	0.00	\$0.00
7 Costa Rica	180	147	311	61.83%	1.73	1m 55s	2,574	0.00	\$0.00
8 Cuba	173	85	455	70.11%	2.63	4m 25s	3,520	0.00	\$0.00
9 China	170	166	25	13.81%	0.15	5s	625	0.00	\$0.00
10 Nicaragua	80	57	125	58.69%	1.56	1m 18s	1,005	0.00	\$0.00

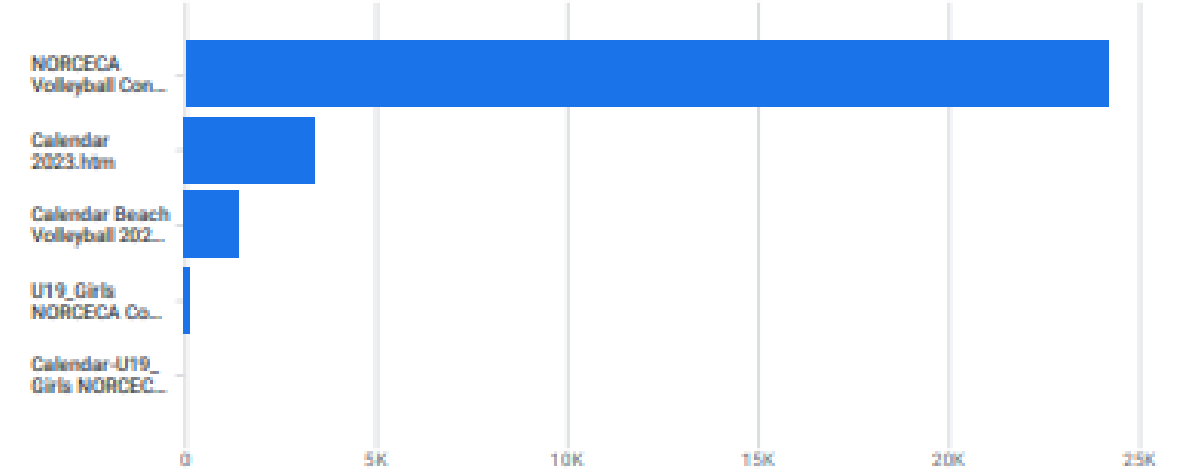
Pages and screens: Page title and screen class 🔍

Add filter +

Views by Page title and screen class over time



Views by Page title and screen class



Search

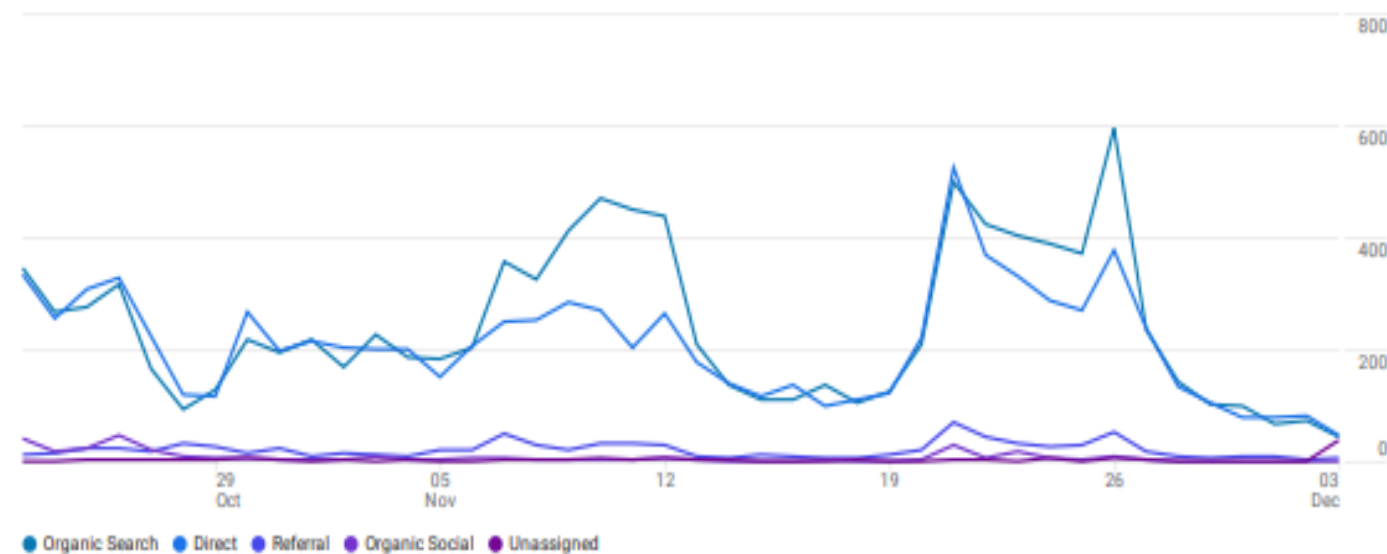
Rows per page: 10 Go to: 1 < 1-10 of 98 >

Page title and screen class +	Views ↓	Users	Views per user	Average engagement time	Event count All events ▼	Conversions All events ▼	Total revenue
	29,236 100% of total	6,470 100% of total	4.52 Avg 0%	1m 11s Avg 0%	68,281 100% of total	0.00	\$0.00
1 NORCECA Volleyball Confederation	24,171	5,435	4.45	1m 01s	52,756	0.00	\$0.00
2 Calendar 2023.htm	3,374	1,733	1.95	30s	9,647	0.00	\$0.00
3 Calendar Beach Volleyball 2023.htm	1,369	673	2.03	55s	4,026	0.00	\$0.00
4 U19_Girls NORCECA Continental Championship 2023	99	74	1.34	18s	262	0.00	\$0.00
5 Calendar-U19_Girls NORCECA Pan American Cup 2023.htm	15	7	2.14	28s	44	0.00	\$0.00
6 Old News 2023-3.htm	15	4	3.75	3m 31s	32	0.00	\$0.00
7 Estados Unidos elige 12 para la Copa Panamericana Sub-21 Femenina	12	11	1.09	1m 16s	47	0.00	\$0.00
8 Voleibol de Playa rumbo a Paris 2024: Resumen Sistema de Clasificación a los Juegos Olímpicos	12	8	1.50	1m 31s	45	0.00	\$0.00
9 NORCECA Final Four Masculino por comenzar en Durango	11	5	2.20	19s	33	0.00	\$0.00
10 (not set)	10	9	1.11	0s	12	0.00	\$0.00

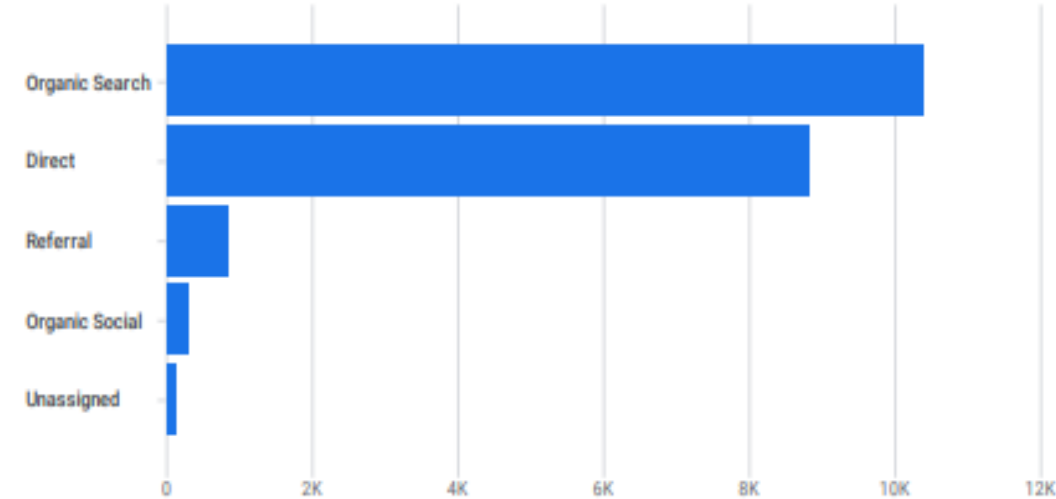
Traffic acquisition: Session default channel group 🔍

Add filter +

Sessions by Session default channel group over time



Sessions by Session default channel group



Search...

Rows per page: 10 1-5 of 5

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	Total revenue
	8,992 100% of total	20,353 100% of total	12,020 100% of total	33s Avg 0%	1.34 Avg 0%	5.00 Avg 0%	59.06% Avg 0%	101,769 100% of total	0.00	\$0.00
1 Organic Search	4,905	10,396	6,461	34s	1.32	4.83	62.15%	50,181	0.00	\$0.00
2 Direct	3,267	8,807	5,056	34s	1.55	5.13	57.41%	45,178	0.00	\$0.00
3 Referral	638	847	406	20s	0.64	4.68	47.93%	3,965	0.00	\$0.00
4 Organic Social	210	305	138	16s	0.66	3.91	45.25%	1,193	0.00	\$0.00
5 Unassigned	102	126	1	38s	<0.01	9.94	0.79%	1,252	0.00	\$0.00



Social Media Impact Press Commission



X (TWITTER)



Username: @Norceca_info

2022 Followers: 2,066

2023 Followers: 3,241

Increase: 156.87 %

Top 3 Interactive Months



Sep 2023 • 30 days

TWEET HIGHLIGHTS

SEP 2023 SUMMARY

Tweet impressions
346K

New followers
107

May 2023 • 31 days

TWEET HIGHLIGHTS

MAY 2023 SUMMARY

Tweet impressions
357K

New followers
30

Aug 2023 • 31 days

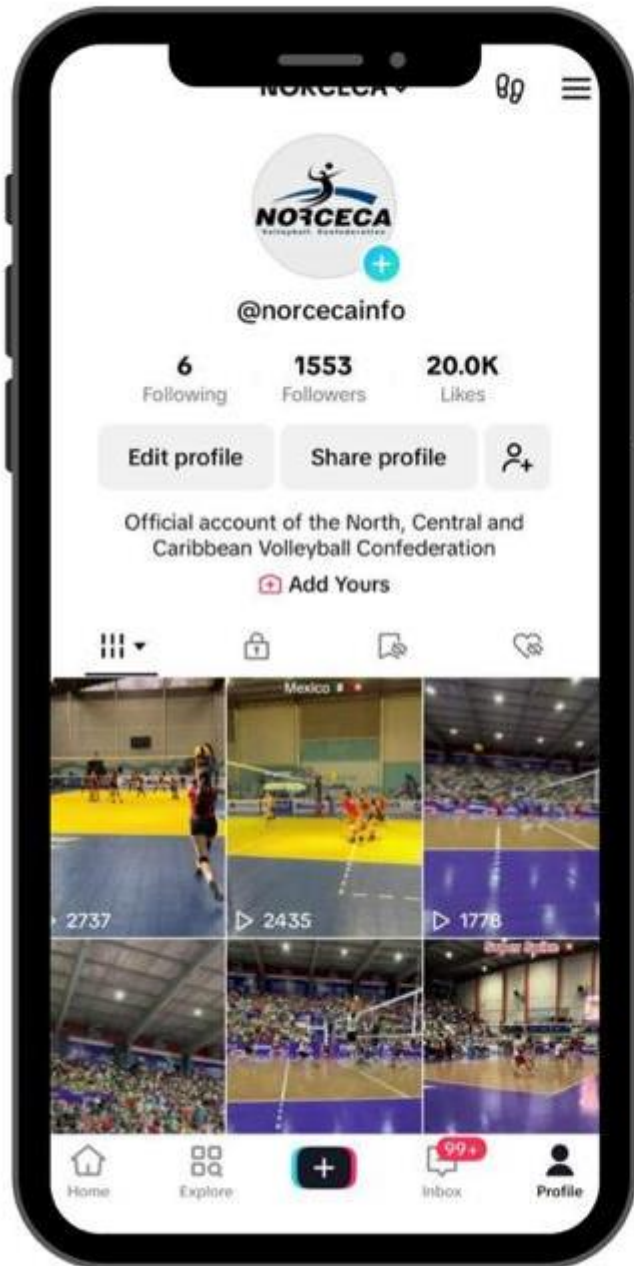
TWEET HIGHLIGHTS

AUG 2023 SUMMARY

Tweet impressions
509K

New followers
124

TIK TOK



Username: @Norcecainfo
2022 Followers: 22
2023 Followers: 1552
Increase: 7054.54 %

Most Popular Tik Toks



INSTAGRAM



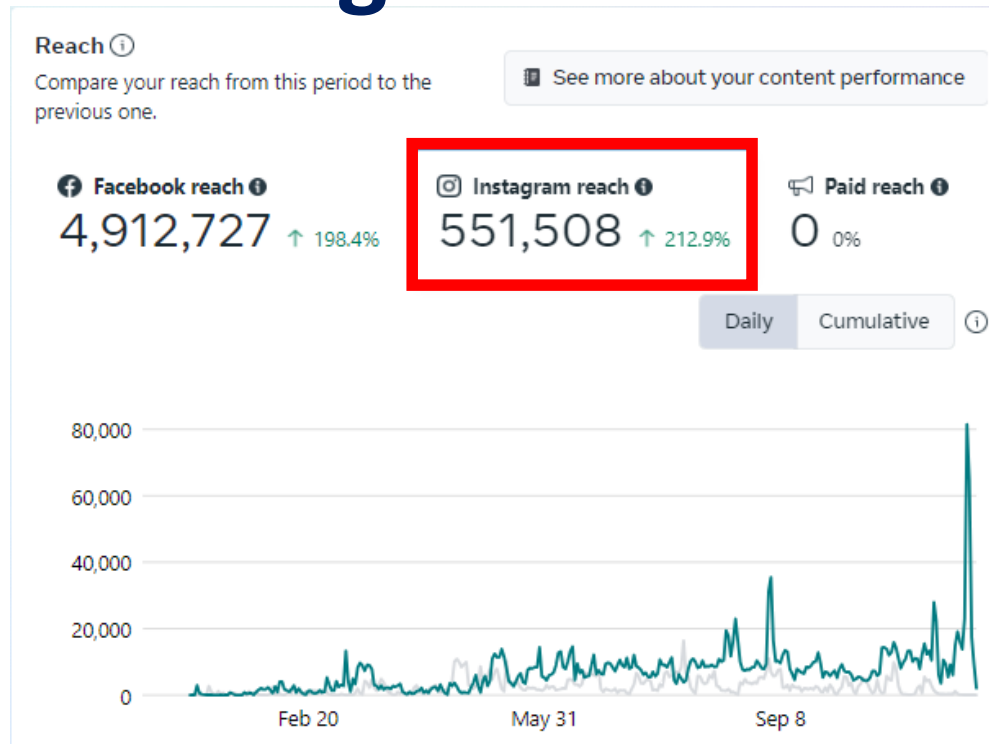
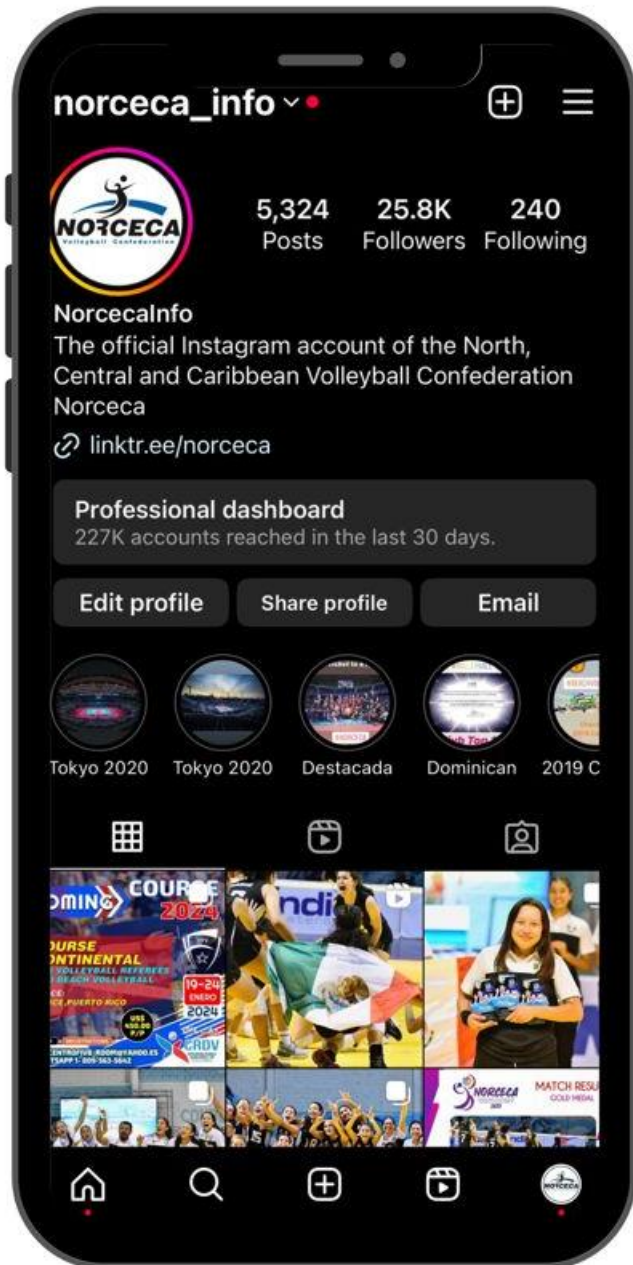
Username: @Norceca_info

2022 Followers: 8,194

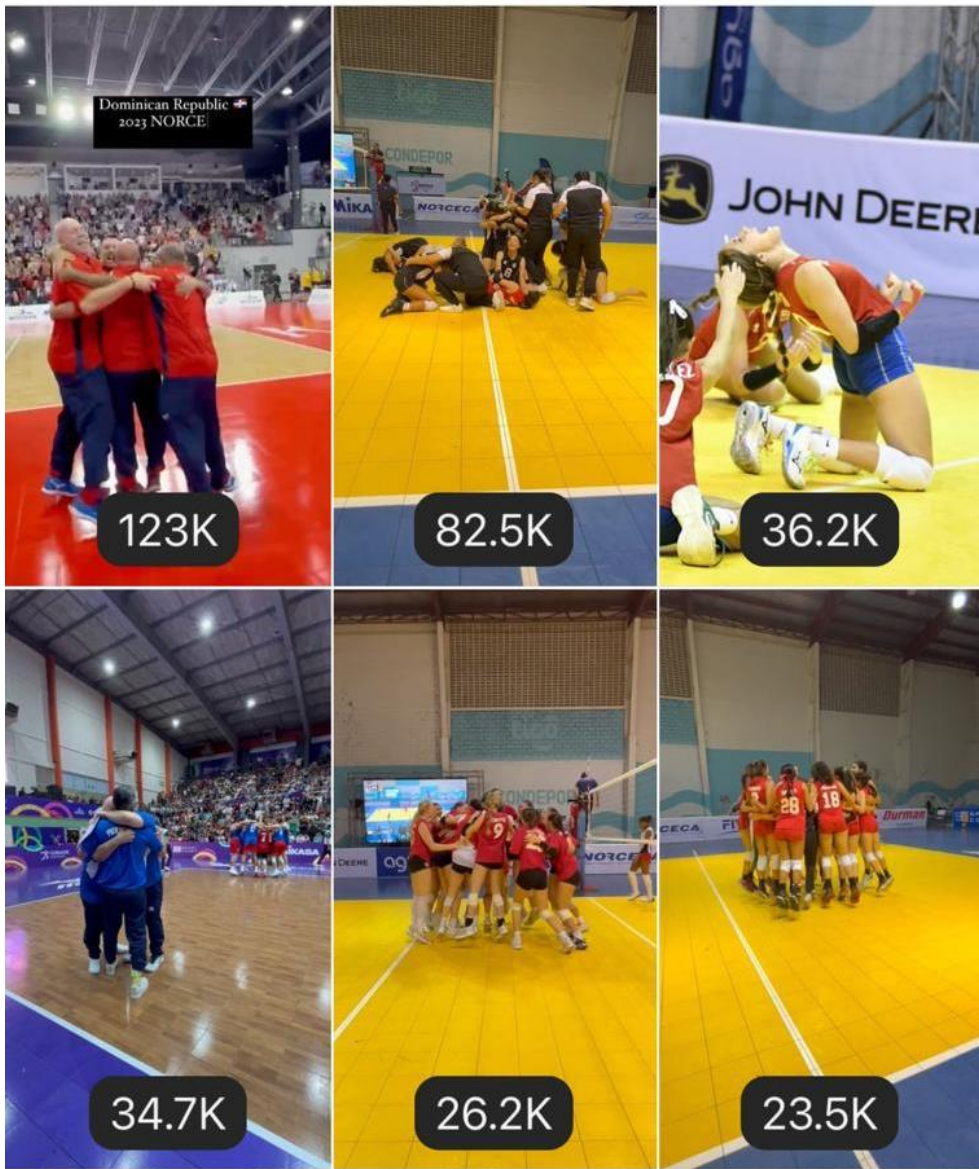
2023 Followers: 25,892

Increase: 315.98 %

Instagram Reach



Instagram Reach Reels



Instagram Reach Posts

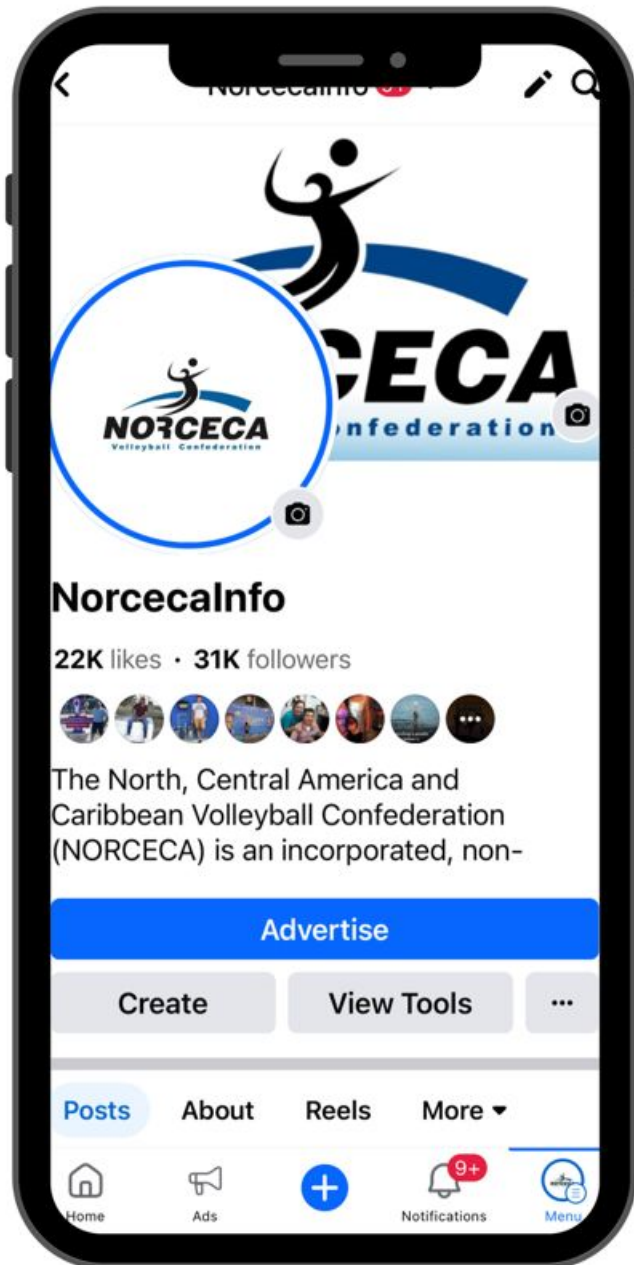




Instagram Reach Stories



FACEBOOK



Username: @NorcecaInfo

2022 Followers: 14,920

2023 Followers: 31,200

Increase: 209.11 %



Facebook Reach

Reach ⓘ

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook reach ⓘ

4,912,727 ↑ 198.4%

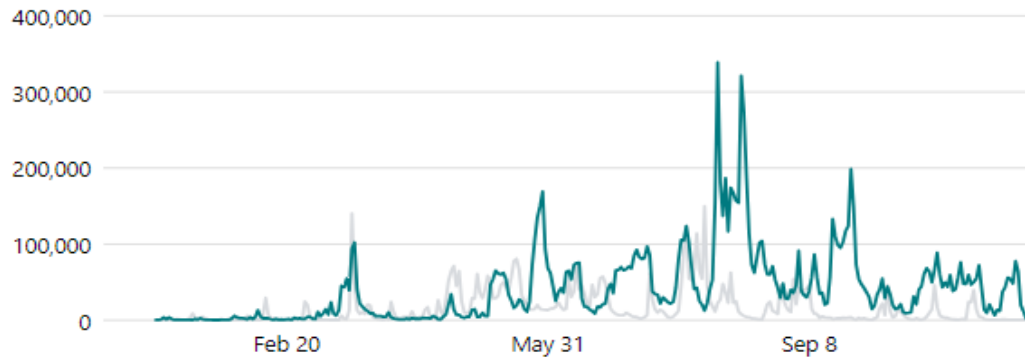
Instagram reach ⓘ

551,508 ↑ 212.9%

Paid reach ⓘ

0 0%

Daily Cumulative ⓘ



Facebook Page Likes

Audience ⓘ

[See audience report](#)

Facebook Page likes ⓘ

22,513

Facebook followers ⓘ

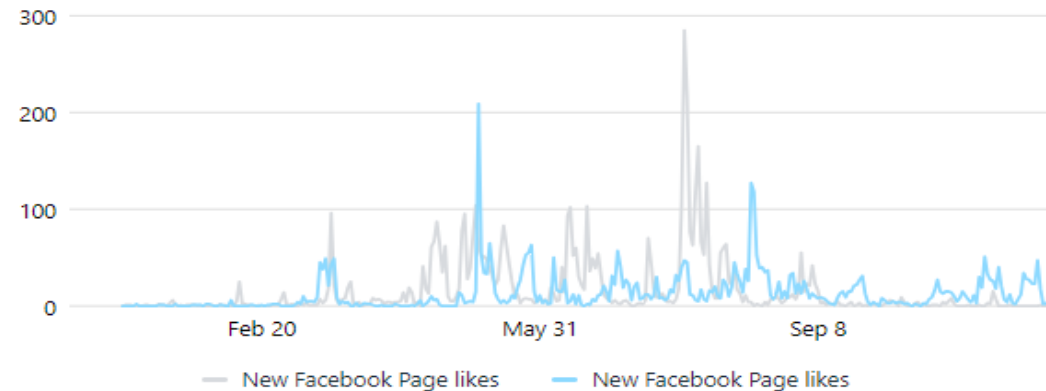
31,151

Instagram followers ⓘ





25,891

New Facebook Page likes ⓘ

4,068 ↓ 22.9%



Popular Content Post Facebook and Instagram

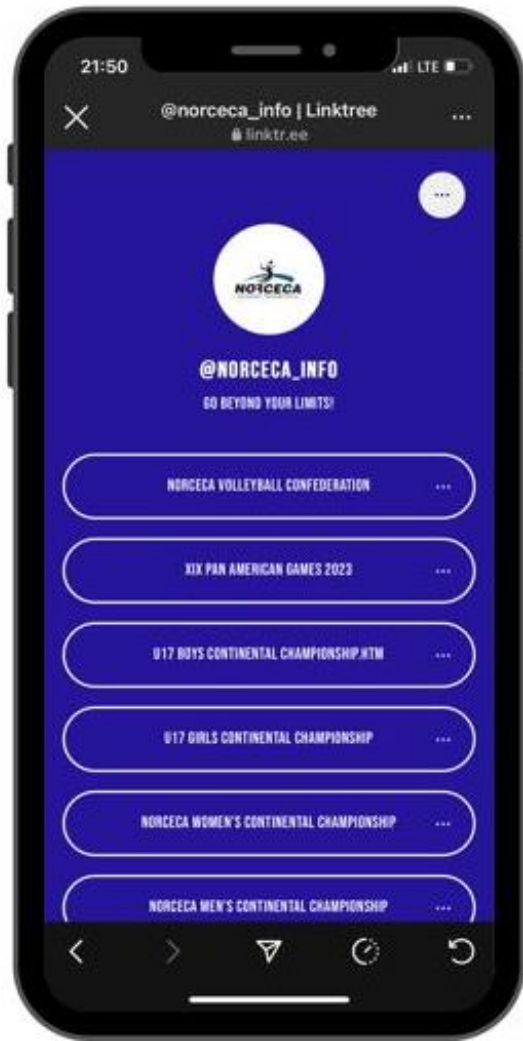
Title	Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
 Mexico mx First-Ever NORCECA U17 Champions Mexi... norceca_info	Boost	Post	Sun Nov 26, 9:16pm	80.7K Accounts Center accou... 3.9K Likes
 Put your hands together 🙌 for the Individual Award... NorcecalInfo	Boost	Post	Sun Nov 12, 8:12pm	62.7K Accounts Center accou... 1.6K Reactions
 Mexico mx First-Ever NORCECA U17 Champion wi... NorcecalInfo	Boost	Post	Sun Nov 26, 9:34pm	57.9K Accounts Center accou... 2.3K Reactions
 Mexico mx Qualifies to the 2024 FIVB World Cha... NorcecalInfo	Boost	Post	Sat Nov 25, 8:18pm	43.8K Accounts Center accou... 1.8K Reactions



New Feature



Linktree*



Linktree allows to create a personalized and customizable page that houses all the important links to share with your audience. It's a link-in-bio solution that can be used on social platforms and will make easier to the audience to browse website links related to the current topics displayed around our Social Media

Improvement and Development

- **Increase of our audience and improving interaction during the events**
- **Increase the use of videos and highlights to capture more audience and impressions**
- **Use of Linktree to capture more clicks to our website**
- **Established more collaboration with FIVB Media**
- **Improve strategies to inform and promote our Beach Volleyball Tournaments**

Goals / Objectives for 2024 Season

- **Improve our collaboration throughout NORCECA's Associations**
- **Keep working with FIVB Media**
- **Work with our photographers on visuals to create standard practices during the events**
- **Increase interactions with athletes and staff of national federations to create attractive content to our audience**
- **Keep working with our Media Staff to boost Beach Volleyball coverage**
- **Work close with the Marketing Commission to align scope y graphic line with media content**

Objectives and Proposals 2022-2023

- **Joint efforts with Marketing Commission to create Public Relations and Marketing Strategies**
- **More digital tools to work the visuals**
- **Create an event guideline for photographers**
- **Improve collaboration and communication with teams, athletes and coaches during competitions in order to create original content**
- **Increase engagement in all platforms with NORCECA Teams and Fans**
- **Create more video content**

Follow us!



@norcecainfo



@norceca_info



@norceca_info



@norcecainfo