

## **2024 APTA BOARD MEETING MEDIA COMMITTEE**

### **MISSION STATEMENT**

To provide compelling content for APTA membership geared towards driving greater awareness of our tournaments, professionals, and the sport overall to increase brand loyalty and create a more emotional relationship with the sport.

### **INTRODUCTION**

The Media Committee is responsible for publishing all the digital content for the APTA. This includes written articles, social media posts, website, and email content. We created an in-season content plan using 10 unique categories and determined the scheduling of content to provide consistent, timely yet not overwhelming relevant content to our members. Below are our accomplishments, results, and recommendations for the 24-25 season.

### **ACCOMPLISHMENTS**

#### **Website Creation**

We designed and went live with a new website with updated content and photos. This included our new tournament events manager and integrated with a new ecommerce system. It is mobile-friendly, video enriched, and user friendly.

#### **Digital Content**

This year we wrote and published 51 written articles and published an additional 98 social posts for non-tournament related content.

#### **Social Media**

- 5,272 Facebook followers up 150
- 6,080 Instagram followers up 1,450
- 8,000 YouTube subscribers up 1,500

#### **Website Analytics**

Our members go to our website for:

- Tournaments – 221,935
- Event Details – 210,130
- News -184,230
- Home Page – 76,118

#### **Email**

Our email campaigns did not change significantly from last year. Our members consistently open the APTA emails at an open rate of 64-72% (similar to last year).

## **RESULTS**

We learned that while our members read our news articles, they prefer to watch our videos. The average news article receives 600 views with an average read time of 46 seconds. Videos posted receive an average view of 1,200 views. We also learned that our courtside & highlight videos are viewed exponentially more, over 10,000 views per video. This year, we had a strong focus on community videos. These videos only averaged approx. 800-1,200 views per video.

## **RECOMMENDATIONS**

The Committee recommends that we continue with a similar content plan as last season but

- Increase social posts to 128 posts
- Reduce the number of written articles to 37
- Have 1-2 highlight videos per APTA Tour event
- Have 1 courtside or vibe video per APTA Tour event
- Reduce the community / volunteer videos

Submitted by Jen Beringer  
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