

Client: Hamilton Lacrosse

Project: 2021 Social Media Summary

Date: October 18, 2021

Revision:

**Hamilton Lacrosse Association
2021 Social Media Report**

Twitter

HLA (@HLALacrosse) followers:

- October 2020 – 1,096
- October 2021 – 1,136

Summary:

- A nearly identical gain in followers (40) as in the previous year. Given the even greater interruption to Hamilton Lacrosse programming, this an expected to better-than-expected outcome.

Hamilton Bengals (@hamlaxjunior) followers:

- October 2020 – 888
- October 2021 - 967

Summary:

- A surprising gain of almost 80 new followers – despite the cancellation of the 2021 season and only minimal exhibition and tournament play.
- We have seen some great pickup, attention, and engagement given to announcements of players drafted into the NLL.
- Positive engagements for socially-based messaging and alignment with relevant initiatives (ie. “Every Child Matters”).
- Mutually-beneficial sharing and engagement with the Hamilton Kilty Bs and Hamilton Steelhawks.

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Facebook

HLA (@HamiltonLacrosseAssociation) followers:

- October 2020 - 496
- October 2021 – 606

Summary:

- We added 90 new followers during the year – a very positive outcome from an unconventional season.
- Like last year, we used this channel as another means of communicating updates and programming news with our membership.
- Community Partner communication has also become an increasing aspect of our Facebook messaging – providing relevant info to our member families, fostering good relationships with our partners, and encouraging our families to support our partners as well as other local businesses.
- Arrival of the Toronto Rock has also resulted in locally-relevant lacrosse news as well as HLA-promo code for ticket purchases.

Hamilton Bengals (@HamiltonBengals) follows:

- October 2020 – 319
- October 2021 - 417

Summary:

- Nearly 100 page followers added during year with very limited lacrosse-based activity.
- Highlighting successful Bengals' alumni in the NLL as well as Bengals' players chosen in the NLL continue to be among the most popular posts.

Hamilton Bengals Alumni Association (@HamiltonBengalsAlumni

- October 2020 – 128
- October 2021 – 145

Summary:

- Moderate growth in just a couple years of existing – initiated and managed by Joel Firmin, this page is becoming solid touchpoint with Bengals' alumni & HLA graduates.

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- Old images and stories from years past have been popular posts on this page, as well as COVID updates, sponsorship information, and volunteer recruitment messaging.

Instagram

HLA (@hamiltonlacrosse) followers:

- October 2020 – 1406
- October 2021 - 1519

Summary:

- This has been a great channel for showcasing our Sixes/ Return-To-Play images.
- Instagram takeover with Hannah Moore had lots of engagement and showcased a day-in-the-life of a college lacrosse player.
- Have used this to highlight community partners' support of Hamilton Lacrosse.

Hamilton Bengals (@hamiltonbengalsjr.b) followers:

- October 2020 – 387
- October 2021 - 400

****Note: This is a player-managed account; and still a mystery as to who manages it.**

Summary:

- Limited growth due to lack of programming.