



# Racquetball Association of Ireland

## PRO Report 2023

### 1. Website

[www.racquetball.ie](http://www.racquetball.ie)

Website has been regularly updated throughout the year with news updates, cancellations, etc.

### 2. Social Media

#### Facebook.com/RacquetballIreland

The platform has been regularly updated throughout the year. Posts include results, tournament updates, Coaching updates, website announcements alongside sharing information from Sport Ireland, International Racquetball Federation and European Racquetball Federation.

The page has a reach of over 15.5K, meaning that over 15.5k are viewing our content.

*Total Likes: 2158*

*Total Follows: 2443 (+260)*

#### Instagram

Another platform that we utilize to increase engagement and knowledge of the sport of racquetball and links with other bodies.

Set up in December 2019.

Current Follower Count: 665 ( +254 since Oct 2022)

***Estimated Audience between two platforms according to Meta 3.4M - 4M.***

#### Twitter/X

#### [twitter.com/racquetballire](https://twitter.com/racquetballire)

Again, regular updates and information has been shared on Twitter. Good platform to connect with other sporting bodies, organizations, local communities etc.

Set up May 2018

Current Follow Count: 315 (+41)

### 3. Live Streaming

Live streaming took place at the Arklow Irish Open. Special thanks to Leinster Racquetball, Arklow Racquetball who streamed a number of matches via their phones in which Racquetball Ireland Facebook could share.

### 4. Brochures/Branding/Marketing

I created new leaflets which were printed in bulk and are available.

I created a number of posters for racquetball events, posters for Junior, women and racquetball promotion. These were also printed in bulk. I designed and printed Garda Vetting

posters as part of the Safeguarding work I was handling outside of this role. These were printed and sent to clubs. I designed and printed promotional material for the Team Dovetail Visit. All materials were available at the All Ireland Championships and posted to clubs on request. New Pop up banners were designed and ordered. All marketing material, posters, brochures, etc. should contain the Racquetball Ireland Logo, social media handles as well as website URL.

## **5. Notes to Clubs**

### **Set up Social Media**

I would encourage all local clubs and provincial councils to create a facebook page for their club/council. It is a great and free way to share information and notices to your members as well as increase the publicity of the sport.

Please contact me if any support is needed.

### **Share Information**

I would also encourage all clubs share with us and on their social media channels any updates, events, news stories, photos, initiatives, etc. As well, I encourage all individuals and our top players to start sharing more racquetball content on their personal pages as this generates more interest and provides content for club pages, etc.

### **Tag Racquetball Ireland**

I encourage you if you are posting anything about racquetball in Ireland, please tag us on the relevant social media platforms - this will increase engagement and publicity of Irish Racquetball. It also makes it easier for us to share your posts.

**Maiella Haverty**

**21/08/2023**