

6- Digital Media Executive Summary for the International Pencak Silat Federation (IPSF)

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The annual report of the IPSF will be posted on the website in the following format:

Date: [Insert Date]

Prepared By: [Your Name]

Position: [Your Position]

Executive Summary

This digital media executive summary provides an overview of the online presence and engagement of the International Pencak Silat Federation (IPSF) over the past year. It highlights key accomplishments, social media strategies, and performance metrics, which are essential for enhancing our outreach and promoting Pencak Silat as a global martial arts combat sport.

1. Introduction

The IPSF is committed to raising awareness and fostering participation in Pencak Silat globally. This summary analyzes our digital media initiatives, focusing on social media performance to engage current and potential members, athletes, and fans.

2. Social Media Overview

- **Platforms Utilized** : The IPSF maintains an active presence on major platforms including Facebook, Instagram, Twitter, and YouTube. Each platform is leveraged for different types of engagement:
 - **Facebook** : Community engagement and event promotion.
 - **Instagram** : Visual storytelling and showcasing competitions.
 - **Twitter** : Real-time updates and interaction with followers.
 - **YouTube** : Video content highlighting events, tutorials, and interviews.

3. Key Accomplishments

- **Increased Followers** : Over the past year, our social media accounts saw a collective increase of [insert percentage or number] in followers, indicating growing interest in Pencak Silat.
- **Engagement Rates** : Achieved an engagement rate of [insert percentage] across platforms, with notable interactions during major events and announcements.
- **Content Production** : Released [insert number] videos showcasing training, competitions, and profiles of prominent athletes, enhancing visibility and encouraging participation.

4. Social Media Statistics

- **Facebook :**
 - Followers: [insert number]
 - Engagements: [insert total engagements]
 - Post Reach: [insert average reach]
- **Instagram :**
 - Followers: [insert number]
 - Engagement Rate: [insert percentage]
 - Most Engaging Post: [Brief description or link]
- **Twitter :**
 - Followers: [insert number]
 - Tweet Impressions: [insert number]
 - Top Tweet: [Brief description or link]
- **YouTube :**
 - Subscribers: [insert number]
 - Total Views: [insert number]
 - Most Viewed Video: [Brief description or link]

5. Strategic Recommendations

- **Content Strategy :** Continue to diversify content types, incorporating more behind-the-scenes features and interactive content like live Q&A sessions and athlete takeovers.
- **Targeted Campaigns :** Develop targeted campaigns to promote upcoming events, using insights from engagement data to reach specific demographics, particularly youth.
- **Collaboration :** Explore partnerships with influencers and organizations to expand reach and attract diverse audiences.

6. Conclusion

The digital media efforts of the IPSF have contributed significantly to promoting Pencak Silat on a global scale. By continuing to develop our online presence and focusing on strategic initiatives, we can further enhance community engagement and participation in the sport.

This report must be published along with the corresponding social media statistics to provide transparency and engagement metrics for stakeholders.