

Client: Hamilton Lacrosse

Project: 2023 Social Media Summary

Date: October 29, 2022

Revision:

**Hamilton Lacrosse Association  
2023 Social Media Report**

**Twitter/ X**

**HLA (@HLALacrosse) followers:**

- October 2020 – 1,096
- October 2021 – 1,136
- October 2022 – 1,179
- October 2023 – 1,201

*Summary:*

- A gain of 22 followers; about half the from last year.
- Overall, this platform has taken a hit. Active users have dropped 15%.
- Sharing lacrosse resources, HLA-grad stories (NLL draftees), HLA updates, community partner messages.

**Hamilton Bengals (@hamlaxjunior) followers:**

- October 2020 – 888
- October 2021 – 967
- October 2022 – 1,093
- October 2023 – 1,132

*Summary:*

- A slight increase of 39 followers.

**Facebook**

**HLA (@HamiltonLacrosseAssociation) followers:**

- October 2020 - 496
- October 2021 – 606
- October 2022 – 680
- October 2023 -- 788

*Summary:*

Chris Sanislo - Copywriter  
chris.sanislo@gmail.com

**Client: Hamilton Lacrosse**

**Project: 2023 Social Media Summary**

**Date: October 29, 2022**

**Revision:**

- A solid gain of 108 new followers over the year.
- This channel is used as another means of communicating updates and programming news with our membership.
- Community Partner/ sponsor communication and support has is a secondary element of our Facebook messaging. This provides relevant info to our member families, helps solidfy our relationship with community partners/ sponsors and showcase HLA social channels to prospective partners.
- Significant cross-promotion work with the Toronto Rock – nurturing that relationship with mutually beneficial results.
- Promoted posts help promote initiatives like Try Lacrosse, Rock events, HLA Skill Development Sessions.

**Hamilton Bengals (@HamiltonBengals) follows:**

- October 2020 – 319
- October 2021 – 417
- October 2022 – 632
- October 2023 -- 697

*Summary:*

- Increase of 65 followers.
- Game day and post-game posts during the Bengals’ regular generates strong engagement.

**Hamilton Bengals Alumni Association (@HamiltonBengalsAlumni)**

- October 2020 – 128
- October 2021 – 145
- October 2022 -- 176
- October 2023 -- 187

*Summary:*

- Moderate growth of 11 new followers.
- A great opportunity to showcase alumni stories and keep former players connected.
- An engaged group that can be a fertile ground for recruiting HLA/ Jr. B Bengal volunteers.

**Instagram**

**HLA (@hamiltonlacrosse) followers:**

Chris Sanislo - Copywriter  
chris.sanislo@gmail.com

**Client: Hamilton Lacrosse**

**Project: 2023 Social Media Summary**

**Date: October 29, 2022**

**Revision:**

- October 2020 – 1,406
- October 2021 – 1,519
- October 2022 – 1,743
- October 2023 – 1,990

*Summary:*

- More solid gains this season with 247 people joining as followers.
- Instagram takeovers have been a resounding success. In the past, these have featured Hannah Moore as well as Michael Grace. Plenty of engagement and inspiration – showcasing life as college lacrosse players.