

Client: Hamilton Lacrosse

Project: 2022 Social Media Summary

Date: October 18, 2022

Revision:

**Hamilton Lacrosse Association
2022 Social Media Report**

Twitter

HLA (@HLALacrosse) followers:

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

Summary:

- A gain of 43 followers; very similar to the increase from last year.

Hamilton Bengals (@hamlaxjunior) followers:

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

Summary:

- A solid increase of 126 followers.
- Positive engagements seen for live-game tweeting, World Junior lacrosse tournament activity that featured Bengals' players/ alum'.

Facebook

HLA (@HamiltonLacrosseAssociation) followers:

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

Summary:

- A gain of 74 new followers over the year.
- Like last year, we used this channel as another means of communicating updates and programming news with our membership.

Client: Hamilton Lacrosse

Project: 2022 Social Media Summary

Date: October 18, 2022

Revision:

- 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.

Hamilton Bengals (@HamiltonBengals) follows:

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

Summary:

- A solid increase of 215 page followers this year.
- World Junior lacrosse tournament posts had significant engagement.
- Game day and post-game posts during the Bengals’ regular season and, moreso, during the playoffs also showed strong engagement.

Hamilton Bengals Alumni Association (@HamiltonBengalsAlumni

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

Summary:

- Continued momentum of moderate growth this year, adding 31 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:

- October 2020 – 1406
- October 2021 – 1519
- October 2022 -- 1743

Summary:

Chris Sanislo - Copywriter
chris.sanislo@gmail.com

Client: Hamilton Lacrosse

Project: 2022 Social Media Summary

Date: October 18, 2022

Revision:

- More solid gains this season with 225 people joining as followers.
- Instagram takeovers have been a resounding success. This past season featured Hannah Moore as well as Michael Grace. Plenty of engagement and inspiration – showcasing life as college lacrosse players.