

BOOSTING BOXING

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WHERE WE ARE

- 91,500 followers on social media
- 8 million impressions a month
- Average of 250 articles per month*
- Competition drives coverage – which peaks during Olympic Games



WHERE WE NEED TO BE

- +20% follower growth, year on year
- 12 million impressions a month
- Double the number of articles
- Competition will always drive public interest: where we compete, we achieve **BUT**
- We need to create and push our own stories





WHY DOES IT MATTER?

How we present ourselves, our boxers, our clubs tells the world who we are and:

Drives public interest

Attracts sponsors

Builds boxing's cultural significance.





HOW DO WE DO THAT?

**WHAT STORIES OF US
SHOULD BE TELL?**



HOW WE GET THERE

1

TALKING TO EACH OTHER

How do share with each other what our clubs, county boards & provincial councils are doing?

2

OUR STORIES

What stories do we tell?
Do we focus on individuals?
If so, which individuals?

3

HOW SHOULD WE TELL THEM?

Film?
Images?
Text?
Podcast?
All of the above?

4

HONOURING OURSELVES

Our sport's social capital is a vast, untapped reservoir

5

SELLING OUR SPORT

We are our stories – but if we tell our best stories in the best way, what happens?

6

INVESTMENT

New website to showcase our sport
Investment in storytelling & contest creation
Media partnerships
Collaboration





THANK YOU

