

Norges Cricketforbund

THE NORWEGIAN CRICKET FEDERATION



MEDIA ANALYSIS June 2023

Website

Background:

The Norwegian Cricket Federation's website, cricketforbundet.no, is currently hosted by Snapper. Snapper has collaborated with NIF over a lengthy period and is currently used by several other federations under the NIF umbrella. In addition to developing and hosting websites, Snapper's main services/business areas are talent management, training and content production.

In December 2022, a first meeting was held with Snapper's manager and one of their developers. The intention of the meeting was to explore opportunities for development for cricketforbundet.no. The administration brought hired communication resource Anne Hofmo Bjølgerud to the meeting. At the time, the administration found Snapper's publishing platform (Lime) satisfactory in terms of daily use. Nevertheless, the site appeared outdated, and there were also certain technical aspects of the platform that needed improvement, when it came to security and user friendliness.

Following the meeting, a plan of progress was set up and agreed upon. This plan was continuously followed up and reviewed at a meeting in February.

Development: Status as of June 2023:

During the first half of 2023, the following improvements to cricketforbundet.no have been made:

- SSL certificate is updated.
- The menu has been reviewed and significantly changed, and better adapted to mobile.
- The front page has been changed both in terms of layout and technical elements/shortcuts:
 - Shortcut to notification information has been added.
 - The federation's logo has been updated.
 - Cover image has been updated.
 - "Anti doping" profiling has been added.
- Static content has been reviewed and updated (among other things, the national team pages have been significantly changed).
- Newsletter sign-up function has been added.
- Several design changes have been made to the article templates (font has been updated, image crediting and date marking have been added) to give the page a more contemporary and appealing look.
- Search function has been added.

In addition to technical changes, news articles have been published more often during the first half of the year than previously: In the second half of 2022, 18 articles were published. During the first five months of 2023, 65 articles have been published.

Statistics:

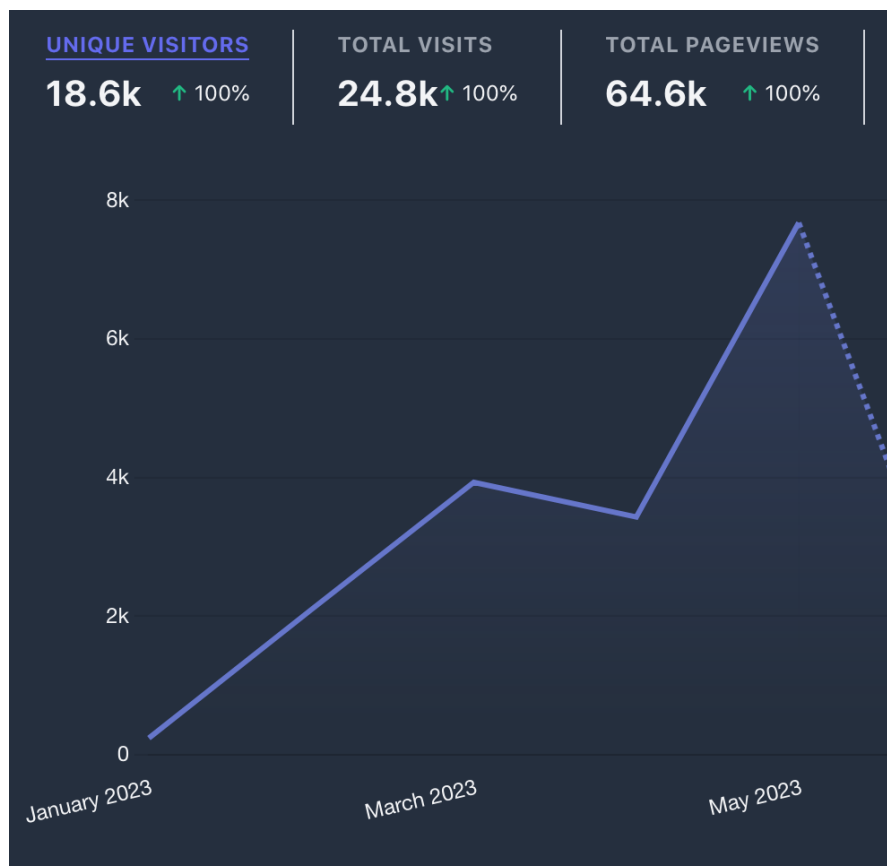
Until January 2023, the federation did not monitor traffic to the site.

As a result, it was difficult to assess which changes needed to/should be made to the site: One did not have insight into which parts of the site received the most traffic, nor where the traffic came from (search, social media shares, direct links via email, etc.), and it was not known *how* the page was visited (via PC/tablet/mobile).

It was therefore decided that a thorough analysis of the site needed to be made. Plausible was chosen for this purpose. When comparing Plausible and Google Analytics, the former was the preferred choice due to GDPR-concerns, as well as the fact that the federation currently has no need for the more detailed statistics that Google Analytics offer.

Users and visits:

In terms of users and the number of visits/hits, the statistics show that the site has had good traffic in 2023:



As there are no figures from previous years to compare with, it is difficult to assess to what extent the improvements made to the site, as well as more frequent publication of articles during the first half of the year, have led to this increased traffic. Nevertheless, the following conclusions can be drawn:

- The number of unique users (18,000 in the first five months of the year) is solid, given the size of the federation.
- Traffic to the site increases considerably towards the start of the season.

Most popular pages (unique users in parenthesis):

Tittel	Nettsideadresse	Unike brukere
Klubbene	https://cricketforbundet.no/klubbene/klubbene	984
Aktiviteter	https://cricketforbundet.no/aktiviteter	813
Administrasjon	https://cricketforbundet.no/forbundet/administrasjon	808
Spillereglement 2023	https://cricketforbundet.no/om-cricket/ncf-spillereglement-2023	699
Om Cricketforbundet	https://cricketforbundet.no/forbundet	638
Komiteer og utvalg	https://cricketforbundet.no/forbundet/komiteer-og-utvalg	520
Dommer og scorer-informasjon	https://cricketforbundet.no/forbundet/dommers-corner	480
Om Cricket	https://cricketforbundet.no/om-cricket	404
Forbundstinget	https://cricketforbundet.no/forbundet/forbundstinget	403
Kurs	https://cricketforbundet.no/kurs	302

Most popular articles (unique users in parenthesis):

Sak	Nettsideadresse	Unike brukere
Kampplanene er klare	https://cricketforbundet.no/nyheter/kampplanene-2023-er-klare	537
Treningstider for Oslo 2023	https://cricketforbundet.no/nyheter/treningstider-for-oslo-2023	429
NCF søker kandidater til komiteer og utvalg	https://cricketforbundet.no/nyheter/ncf-soker-kandidater-til-komiteer-utvalg	410
Yousuf Gilani valgt som president	https://cricketforbundet.no/nyheter/yousuf-gilani-valgt-som-president	321
Kampplanen rett rundt hjørnet	https://cricketforbundet.no/nyheter/kampplanen-rett-rundt-hjornet	275
Klart for Nordic Cup	https://cricketforbundet.no/nyheter/klart-for-nordic-cup	258
Banene ikke klare for bruk	https://cricketforbundet.no/nyheter/banene-ikke-klare-for-bruk	257
Ny markedsparter	https://cricketforbundet.no/nyheter/ny-markedspartner-ncf-inngar-samarbeid-med-rana-enterprise	231
Vellykket informasjonsmøte for jentecricket	https://cricketforbundet.no/nyheter/vellykket-informasjonsmote-for-jentecricket	212
Future Leaders Program	https://cricketforbundet.no/nyheter/100-cricket-future-leaders-program	197

Plan of progress:

The work conducted so far in 2023 shows that cricketforbundet.no is a well-visited site, with great potential for effective communication both with members, officials/clubs, and the cricket-interested public in Norway.

It is therefore important to develop the site continuously, both in terms of design as well as technology. One question that needs to be considered in future, is whether the website should remain developed and hosted by Snapper. Snapper has done a good job of making the previously mentioned changes throughout the first half of the year. However, Lime as a publishing tool is perceived by the administration as somewhat outdated compared to other solutions such as WordPress and Craft.

The latter two solutions are so-called "open source" solutions, which can be transferred to new hosts if necessary. This is an advantage. At the same time, Snapper is a stable company, and the Lime solution is considered satisfactory in the administration's daily work.

In order to decide on the way forward, more information from visitors about the experience of navigating the page is necessary. We also need to know more about the actual visitors (are these athletes, club leaders, coaches or "just" cricket fans?).

To obtain more information, a survey was designed this spring. The survey appears in the form of a pop-up window for all visitors to the website. In the survey, visitors are asked, among other things, why they visit the site. They are also asked what type of information they want more and less of. The survey has also been shared as a direct link via social media and our newsletter and closes at the end of June. A concluding rapport on the survey will be produced, which the administration can use when deciding on the way forward for the site.

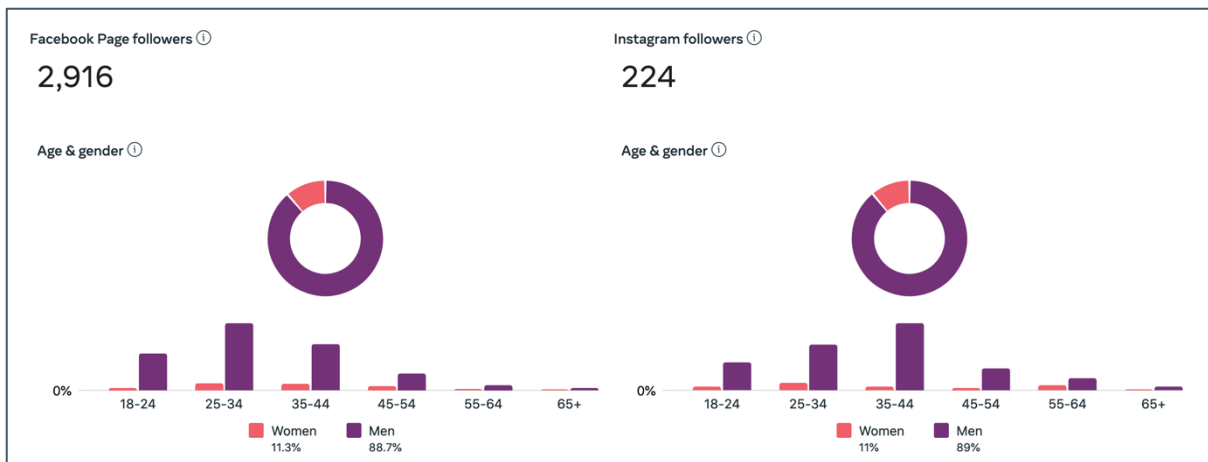
SOCIAL MEDIA

The Norwegian Cricket Federation is currently active on Facebook and Instagram. Facebook is the most important channel. An Instagram account was set up several years ago, but the account has not been actively used until 2023.

Followers and demographics:

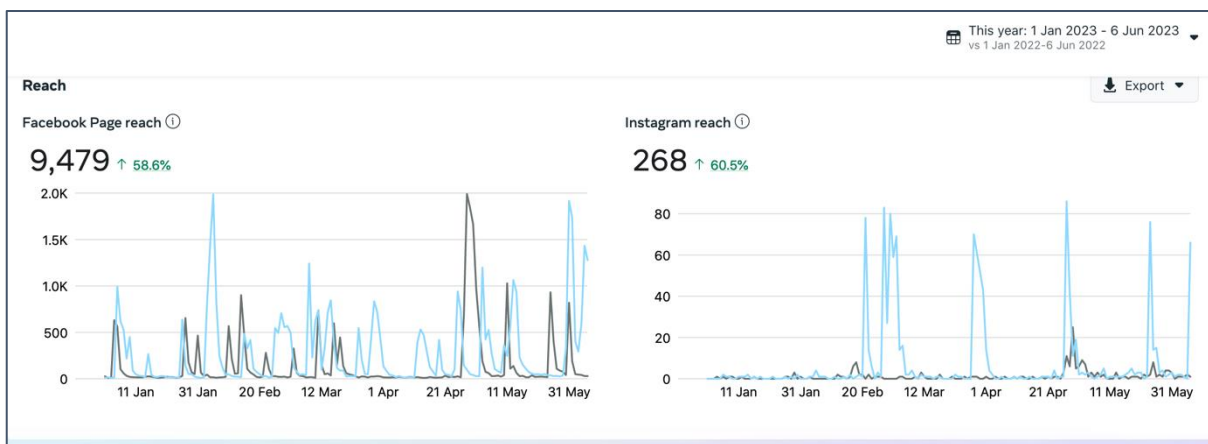
The federation currently has 2,916 followers on Facebook and 216 followers on Instagram.

In terms of demographics, the followers are mainly men between the ages of 18 to 44:



This is the be expected, considering the gender distribution in the federation is 80/20. Nevertheless, one should aspire to increase the female share of followers by 10-15% in the next couple of years.

When it comes to reach/people we have reached via the Facebook and Instagram accounts, we have seen an increase of +/- 60% when compared with the same period last year:



A key step towards ensuring the recruitment of women was the creation of a separate Facebook group for women this spring. The initiative for the group was taken by the Committee for Gender Balance/Women's Committee, which looked to a similar group in Sweden for inspiration. The group is private, in order to ensure as much security and room for discussion as possible. The group is still searchable for everyone, and marketed through the website, newsletter and the federation's own Facebook page.

The group was launched on Women's Day March 8, and the initiative has so far been successful: 150 people are now members. It is important that the federation's own Facebook page is also regularly marketed in this group. This can help even out the demographics of the federation's followers on Facebook when it comes to gender.

Publishing frequency:

In the last 90 days/12 weeks, 39 posts have been shared on Facebook (as of 5 June). This gives an average of just over 3 posts per week. The industry standard when it comes to publishing frequency is 3-5 posts a week. It is therefore important to keep this ratio up: Due to Facebook's algorithms, infrequent posting will negatively affect the reach of each post.

Instagram has been a little-used channel for the federation. In the period 2016 to 2020, 7 posts were published. From 2020 to 2023, the channel was not used at all.









From the end of February to the beginning of June 2023, 12 posts were published. This gives an average of 0.8 posts per week. The industry standard for Instagram-posting is similar to Facebook, at 3-5 posts per week. A decision should therefore be made on whether this channel should be used at all.

Reach and engagement:

When assessing whether your social media presence is successful, it is important to review both reach and engagement.










Reach is the number of people a post has reached, while engagement is the number of people who have liked, clicked on, commented or shared the content. Engagement is, as the current Facebook algorithms are set up, a driver of reach - if your friends' friends react to content, the chance that you will also see the content in your feed increases.

Most popular posts sorted by reach on Facebook:

All content			
Recent content ↑↓	Type	Boost	Reach ⓘ ↓
 Vi sees vel på åpen bane på Stub... 31 May 11:09	Post	Boost Unavailable	4,203
 Vi har fått ny markedspartner, og... 5 June 11:50	Post	Boost Unavailable	1,870
 Neste fredag inviterer Utvalget fo... 13 May 01:00	Post	Boost Unavailable	1,735
 Vi gratulerer Fossum Cricket klub... 8 March 08:18	Post	Boost Unavailable	1,485
 Utvalget for Kjønnbalanse er gla... 25 April 01:00	Post	Boost Unavailable	1,424
 På Norges Cricketforbund (NC... 3 May 00:00	Post	Boost Unavailable	1,231
 Brakker, «cricketakademi» og pr... 27 February 00:00	Post	Boost Unavailable	1,159
 Vi er ikke helt ferdige med å feire... 11 March 00:00	Post	Boost Unavailable	1,119

A good engagement rate on Facebook is often considered to be around 1%. [More information on how to calculate the engagement rate can be found here](#). For a post on the Federation’s Facebook page to have an engagement rate of 1, the post must – given the current number of followers – have 29 reactions (comments, likes, clicks or shares) to the post.

Most popular posts sorted by engagement on Facebook:

All content				
Recent content ↑↓	Type	Boost	Reach ⓘ ↑↓	Likes and reacti... ⓘ ↓
 Vi gratulerer Fossum Cricket klub... 8 March 08:18	Post	Boost Unavailable	1,485	96
 På Norges Cricketforbund (NC... 3 May 00:00	Post	Boost Unavailable	1,231	84
 Neste fredag inviterer Utvalget fo... 13 May 01:00	Post	Boost Unavailable	1,735	58
 Vi har fått ny markedspartner, og... 5 June 11:50	Post	Boost Unavailable	1,870	56
 Utvalget for Kjønnbalanse er gla... 25 April 01:00	Post	Boost Unavailable	1,424	52
 Vi sees vel på åpen bane på Stub... 31 May 11:09	Post	Boost Unavailable	4,203	44
 Vi er ikke helt ferdige med å feire... 11 March 00:00	Post	Boost Unavailable	1,119	32
 Brakker, «cricketakademi» og pr... 27 February 00:00	Post	Boost Unavailable	1,159	30
 Lørdag 22. april ble det avholdt e... 27 April 13:41	Post		176	28

It is noticeable that posts scoring high on both reach and engagement are posts that either promote or report on activity. Organization-related information from NIF, for example, scores poorly on engagement. The latter content must still be shared to meet requirements and expectations from NIF. It is therefore important that the Facebook page continues to deliver engagement-creating content as well as more formal information. This will ensure that the page does not lose engagement and followers overall.

As far as Instagram is concerned, there are only a total of 12 posts to assess during the period. As the pool of information is quite small, one must be careful when drawing conclusions. Nevertheless, one can see that the engagement rate is remarkably high (10%) on posts that report on activity, such as this one:



NEWSLETTER

Digital communication with clubs, volunteers, officials and athletes has, until 2023, been carried out via the website, social media and e-mail. When it comes to the clubs in particular, e-mail has been an important communication channel.

Wanting to reduce the number of emails from the administration to the clubs, the administration decided to establish a regular newsletter service for the clubs. The Norwegian platform [Make](#) was chosen for this purpose. MailChimp was also considered, but GDPR considerations weighed heavily in our choice of platform.

The administration also decided to set up a newsletter service to athletes and general public/fans. All registered athletes were contacted and given the opportunity to have their email removed from the list before the first newsletter was sent. Fewer than ten athletes did so. Two separate mailing lists were then established: One for athletes and fans, and one for clubs/officials.

The first newsletter was sent on 10 February. A total of eight newsletters have been sent out between February and June. Some were sent out only to clubs, some only to athletes and fans, while others were sent to everyone, depending on the type of information included in the newsletter.

Statistics for our newsletters are as follows:

	Kladd: 1	Sendt: 8	Maler: 1	Sorter etter	
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 24. May 2023 19:31	143 Levert	68.5% Åpningsrate	21.4% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 04. May 2023 19:46	2.037 Levert	61.4% Åpningsrate	15.7% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 26. Apr 2023 18:31	145 Levert	65.5% Åpningsrate	16.8% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 15. Apr 2023 12:01	2.038 Levert	62.4% Åpningsrate	11.3% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 28. Mar 2023 13:31	2.044 Levert	69.6% Åpningsrate	8.5% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 08. Mar 2023 13:46	1.962 Levert	67.8% Åpningsrate	16.3% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 28. Feb 2023 13:01	149 Levert	69.1% Åpningsrate	30.1% Klikkrate
<input type="checkbox"/>		Nyhetsbrev fra Norges Crick... ★★★★★ • 10. Feb 2023 14:01	2.056 Levert	61.7% Åpningsrate	7.6% Klikkrate

These results are good, and far above industry standard, where opening rates of 21 and click rates of 2 are the benchmark figures for non-profit organizations: <https://www.campaignmonitor.com/resources/knowledge-base/what-are-good-email-metrics/>.

It is to be expected that newsletters to clubs have a higher opening and click-through rate than newsletters sent to traditional customers. It is nevertheless positive that clubs to such a considerable extent open and read the information they receive from the federation. It is of course also very positive that so many athletes and fans do the same.

A total of 92 people has signed up for the newsletter via the marketing carried out via social media and the website. The overall conclusion is that the newsletters will remain an important channel for the federation going forward, and one that needs to be developed and marketed further.

MEDIA COVERAGE AND MONITORING

As of today, the federation has no media monitoring service, such as Retriever, Meltwater and similar provide. Nor does the administration have the resources necessary to plan and ensure extensive media coverage.