

Interior Running Association – Digital Marketing Report (AGM)

Reporting Period: Jan–Dec 2025

Platforms: Facebook & Instagram

This year's digital marketing efforts focused on promoting races, engaging the running community, and providing timely event updates across Facebook and Instagram. Engagement remained strongest around race-day content and community-focused posts.

The 'boost' investment for races doesn't really promote or attract more people compared to regular posts on our page (followers) and local groups as the amount spent is minimum, my advice is not to increase what to spend just to maintain it, on an analysis done in Facebook it suggests spending 10 times more so my belief is that 'boosting' is not really attracting more runners, paid ads are expensive and I think that using local groups and posting from the Running Clubs has more reach than boosting with our budget.

Highlights of What Was Done

- Regular posting of **race announcements**, **event reminders**, and **results**.
- Photo content showcasing **runners**, **volunteers**, and **race-day energy**.
- Instagram and Facebook are our channels. Sponsors seem to be happy with the way they are promoted.
- Consistent use of branded visuals and race photos to maintain recognition.

I think Social Media is a tool to keep runners engaged, however there are many other organizations promoting races that they directly organize (Dirty Feet, Pace, Bush Babes, etc.) Running Clubs have to be on top of when Registration Dates are open so we can promote it.

My plan is also to start using Strava as a way to promote the races there.

Thanks

Emilio