



SURFING
ENGLAND

Surfing England – The Brand

Rob Tibbles

1YEAR AGO



ENGLISH SURFING

F E D E R A T I O N

2017

Birth of a brand



SURFING
ENGLAND

New logo unveiled - 16/03/2017



SURFING
ENGLAND

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ENGLAND

SINCE THEN

BRANDED

TEAM



SURFING ENGLAND



2017 ENGLISH ADAPTIVE SURFING OPEN
 SURFING ENGLAND WATERGATE BAY, CORNWALL SATURDAY 16 SEPTEMBER

HELP for HEROES | wave | SURF | PACT

www.surfingengland.org

THE TIMES
 Monday 12th September 2017 £10

Britain's 20 best pubs for foodies | Expert guide | Jumbo bank holiday crossword

May renews threat to walk away from EU without a deal

Wimbledon prize smashes £2m after pounds fall

2017 ENGLISH NATIONAL SURFING CHAMPIONSHIPS
 29 April - 1 May PERRANPORTH

EVENT PARTNERS: surfdome, KOREV, BILLABONG, etc.

SURFING ENGLAND ENGLISH SURF COACH AWARD

THIS IS TO CERTIFY THAT _____ HAS BEEN AWARDED THE **SURF COACH AWARD**

DATE ISSUED: _____ EXPIRY DATE: _____

On behalf of Surfing England
 The Yacht Club, Exmouth, Devon EX33 1AA
 Surfing England, for the support & development of Surfing in England

GROWTH

28 day summary with change over previous period



Jan 2018 • 30 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 13.1K impressions
Good luck to the English longboard team off to the @isa_surfing Longboard World Championships in China #ISAworlds #teamengland
@thewave @Lovetregenna @korevlager @dryrobe @pacsafe @blu_longboard @boardmasters @tubestationcrew
Follow all the action on isa.worlds.com pic.twitter.com/D4OgoWiEhm

Top mention earned 428
Fantastic news to welcome sponsor for the @Surfing heading out to the @ISA Longboard Games in Sur you so much @boardma so much appreciate your #nottongto pic.twitter



View Tweet activity View all Tweet activity

Top Follower followed by 70.4K people



PE Scholar @PE_Scholar 70,400 followers
#PEScholar | A #PhysicalEducation community for sharing high quality #LessonPlans #Teaching Ideas #PE & #Sports #Coaching #Resources #PhysEd Blogs Videos & More

View profile View followers dashboard



ISIC FESTIVAL

View Tweet activity

Top media Tweet

Fantastic news to welcome sponsor for the @Surf heading out to the @ISA Longboard Games in Sur you so much @boardma so much appreciate yo #nottongto pic.twitter



ISIC FESTIVAL ON THE CORN

View Tweet activity

INSTAGRAM USER



@surfingengland
Surfing England <https://www.surfingengland.org/surfing-england-annual-general-meeting/>

1,330 posts 9,334 followers 770 following



JAN 2018 SUMMARY



☆ INFLUENCE SCORE

59

What's this?

f t p

Metrics for this page are off the charts!

100%



per day
A page should collect its number of day in order to increase user activity. Posting too little or too much can negatively impact.

437 Average post length
The length of a post matters. Our research shows that posts whose length ranges between 43 - 103 characters on average will produce more engagement with users.

100+ Pages liked
Curiosity and dialogue between pages encourage cross content interest and improves overall engagement.

Facebook videos
Facebook Videos are the most engaging type of content on Facebook. Pages that take advantage of them are very likely to improve their overall engagement from using their followers.

100% ORGANIC



ACHIEVED BY
OUR TEAM
THROUGH



PLANNING
STRATEGY
REACTION



USING HIGH
QUALITY
CONTENT



CREATED OR
COMMISSIONED
BY US

*99% OF THE TIME ISH



OR SUPPLIED
BY OUR EPIC
CREATIVE
COMMUNITY



WE GOT TO SHOUT
ABOUT

TEAM



SURFING
ENGLAND







OUR SURF SCHOOLS



OUR SURF CLUBS



OUR MEMBERS



2018

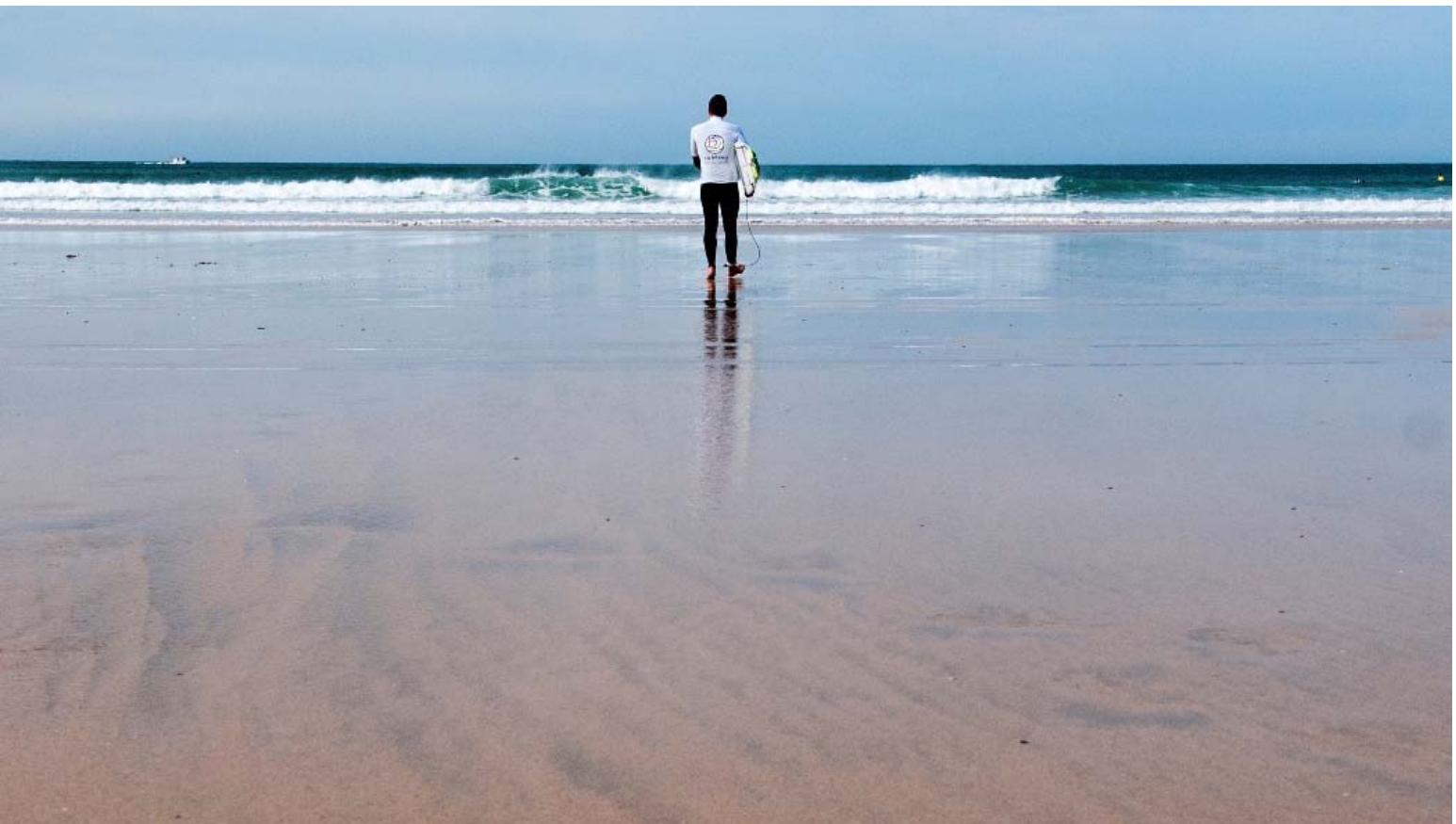


SURFING
ENGLAND

STARTED WELL



MORE OF
THE SAME



BUT BETTER



THE TEAM IS
SMALL...

BUT OUR
REACH
IS GLOBAL

AND OUR
DREAMS
UNLIMITED

WE WANT
TO CHANGE
THE
WORLD

HEALTHY
SURFING
COMMUNITY



SURFING
ENGLAND