



Marketing & Communications - Annual Report
Annual General Meeting
November 19, 2025

Board/Staff:

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Director of Marketing & Communications

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Youth Development Coordinator

Social Media Summary

Facebook			Instagram		
Metric	Total	Comparison to 2024	Metric	Total	Comparison to 2024
Followers	2485	2333	Followers	2145	1705
Views	150 K		Views	410.2 K	
Content Interactions	1.5 k	8.6%	Content Interactions	4.1 K	100%
Link Clicks	511	32.7%	Link Clicks	714	240%
Profile Visits	6.9 k	11.6%	Profile Visits	5.8 K	39.7%
New Follows	152	13.4%	New Follows	440	

Our 2025 social media results show clear growth across both Facebook and Instagram, reflecting the success of our strategy to boost posts and use social media more intentionally as a communication tool. Engagement, link clicks, and profile visits all increased, with a particularly strong rise in link clicks that aligns with the timing of our boosted content. This suggests that our efforts to promote key messages and events are effectively reaching new audiences and driving them to learn more about the Manitoba Cycling Association.



Overview	
	2025 was the first year the MCA had a dedicated marketing and communications role on the Board of Directors. This allowed for a more strategic approach to promoting cycling in Manitoba. Social media was used more intentionally to share stories, highlight events and programs, and strengthen community connection.
Key Metrics	
	Facebook 150K views, +8.6% interactions, +32.7% link clicks, +11.6% profile visits Instagram 410.2K views, +100% interactions, +240% link clicks, +39.7% profile visits, 440 new followers - Boosted posts were used to promote race events and programs directly linked to registration pages, helping reach more people and drive participation.
Highlights & Achievements	
	- First year using social media strategically to support MCA goals. - Introduced boosted posts tied to race events and program registration. - Built a consistent look and tone across MCA communication channels. - Increased engagement, website visits, and interest in MCA programs.
Issues Resolved	
	- Added a marketing and communications position to the Board of Directors. - Established a more structured and consistent approach to posting and promotion. - Improved how MCA shares information with members, clubs, and the broader community.



Challenges

- Limited time and capacity to maintain a consistent posting schedule.
- No existing sponsorship or promotional materials to support outreach.
- Need for stronger links between marketing efforts and membership, coach, and volunteer recruitment.
- Need for a more coordinated promotion strategy between clubs and the MCA to boost participation and engagement at all levels.

Goals for Next Year

- Develop sponsorship packages and promotional tools.
- Run targeted campaigns to grow membership, coaches, and volunteers.
- Maintain a content calendar aligned with programs and events.
- Use social media analytics to track progress and refine strategies.