



Ask Us Anything – Facebook Live Event Evaluation Document

15 September 2020

This document provides an evaluation of our Facebook Live panel event 'Ask Us Anything' held on Sunday 6 September, including key statistics and recommendations for hosting similar online events/panel discussions in the future.

This was the first time Table Tennis England had hosted a live panel discussion, answering a variety of questions sent in from the table tennis community. The objective was to showcase our transparency, but also communicate to engaged stakeholders what we are doing behind the scenes across the business and set some things straight.

A high-level summary was posted on our website the day after the event (Monday 7th September), which included a link to the recording that we uploaded on YouTube. You can view this here:

<https://tabletennisengland.co.uk/news/archived/catch-up-ask-us-anything-panel/>

Since the article was published to date (14 September) we've had 387 unique visitors spending an average of 3min 48sec on the page.

Marketing:

- As the event was held on Facebook the majority of the promotion was on our social media channels
- The initial tweet which announced the event was our best-performing of the last 28 days with more than 10,000 impressions and 512 engagements (retweets, likes, detail expands, clicks).
- The initial Facebook post reached 7,234 people, had 48 shares and 40 reactions (likes)
- We also promoted the event in our weekly Over the Net that is sent directly to members

The Questions:

- The table tennis community were encouraged to send in questions directly to Table Tennis England and were given a window of 12 days to do so
- A total of 59 questions submitted in advance by 46 people via the askusanything@ mailbox
- Table Tennis England have replied individually to everyone who sent a question via email
- During the live event, there were 431 comments and questions. Live questions were grouped into common themes and there were an extra six to seven questions answered during the night.



Table Tennis England

Bradwell Road, Loughton Lodge, Milton Keynes, MK8 9LA

T 01908 208860 E help@tabletennisengland.co.uk

www.tabletennisengland.co.uk

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Key statistics:

Facebook Live Event:

- **Total minutes viewed:** 20,028. Of these, 83% were direct on our page and 17% on shares of the page. 75% of the minutes were watched by people who follow us and 25% by non-followers.
- Total of 5.4k views (of these, 880 have been 1min+ in duration)
- **Peak live viewers:** 236. The figure held steady at over 200 for virtually the whole broadcast, after building steadily over the first 5 minutes.
- **Reach:** just under 14,000 - this is essentially the number of unique users who saw the content.
- **Average watch time:** 1min 11sec, which rises to 3min 01sec among our followers. It is reasonable to assume that most of the 200+ viewers were on for a good part of the broadcast, if not the duration, and the watch-time average is low because of those who watched only a few seconds as it passed through their feed.
- **Post Engagement:** This engagement is to do with the post on our page when we went live on the night. We had 431 comments and there were 108 reactions - 104 of which were positive (96 likes; 7 loves and 1 ha-ha; 2 were sad and 2 were angry).
- **Audience demographic:** the audience was 71% male and 25% female - presumably the other 4% have not specified on their profiles. The top segment of viewers was men aged 45-54. The same age bracket was the best-performing female demographic. The lowest proportion of viewers was the under-25 bracket.
- **Geographics:** 92% of the audience was in England.

YouTube

The live event was recorded and then uploaded to YouTube after the event. This showed higher viewership vs. the live event itself. The content included chapter marks to help viewers navigate to particular questions.

There have been **528 views** as at 15 September, since upload on 7 September. Average watch time of 9min 49sec

Evaluation and Recommendation

Based on the summary above, we deem this a worthwhile and successful event, as it met our objectives of what we set out to achieve. However, it is important to note that it appealed to the more engaged table tennis stakeholders – so we need to consider how we can adapt and create other events and panel discussions that appeal to a wider audience.

Also, it's worth noting that staff time required to plan and implement such event needs consideration



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amongst other priorities of the business. Proactive planning is key to this whilst having a structured timeline in place.

Part of this evaluation is considering the channel. It is interesting that we had more views on YouTube after the event was held. This raises the question of do we need to host live events only or can we do some pre-recorded panel discussions also/instead of. An idea is to host a podcast series, which covers various topics that are pre-determined and cover all aspects of our business. This was something which started before lockdown but was put on hold.

We believe that it is worth holding similar events in the future, however it needs to be part of our wider communications and content strategy and not treated in isolation. We also need to understand what channels and content resonate with our audiences by testing and learning.

This plan and strategy will be a priority for our new Digital Marketing and Communications Executive role.



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