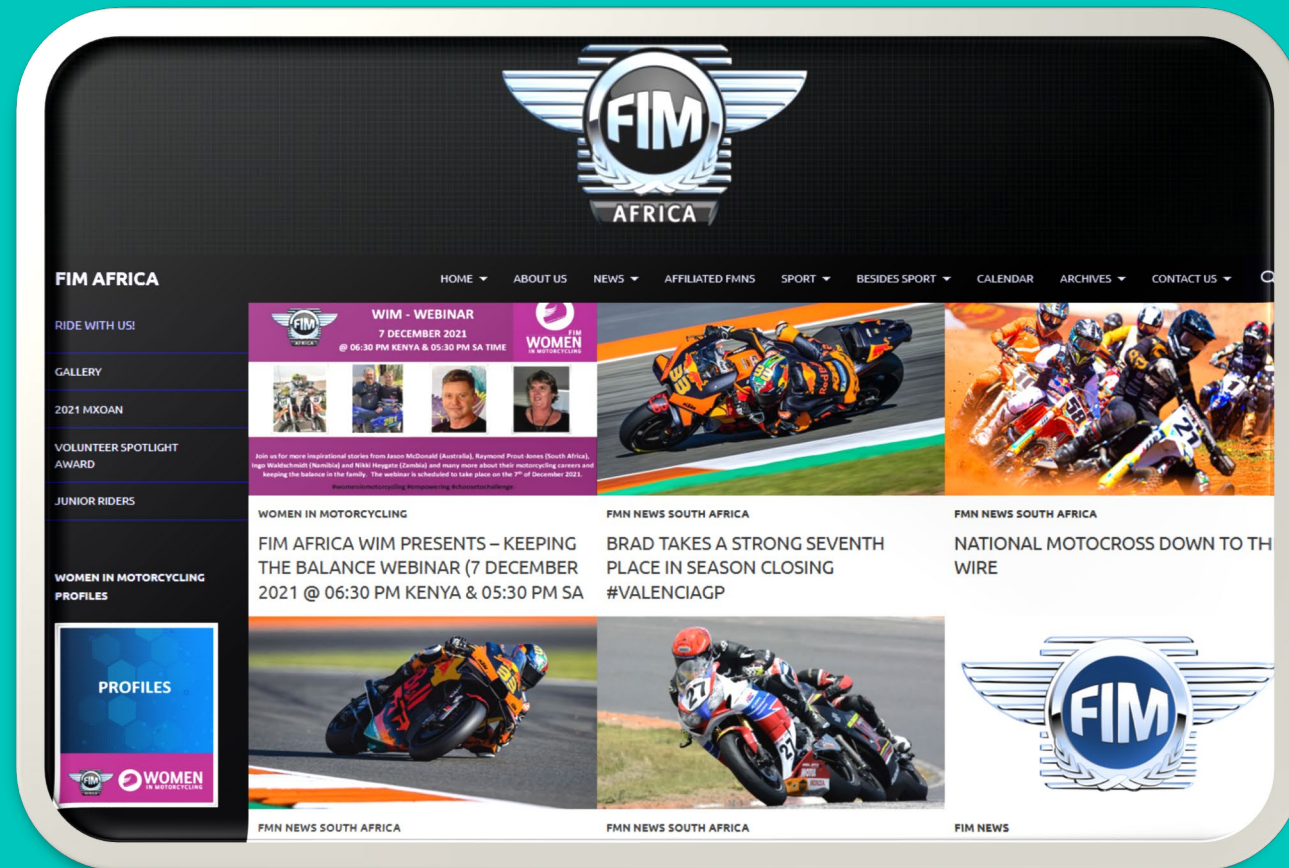




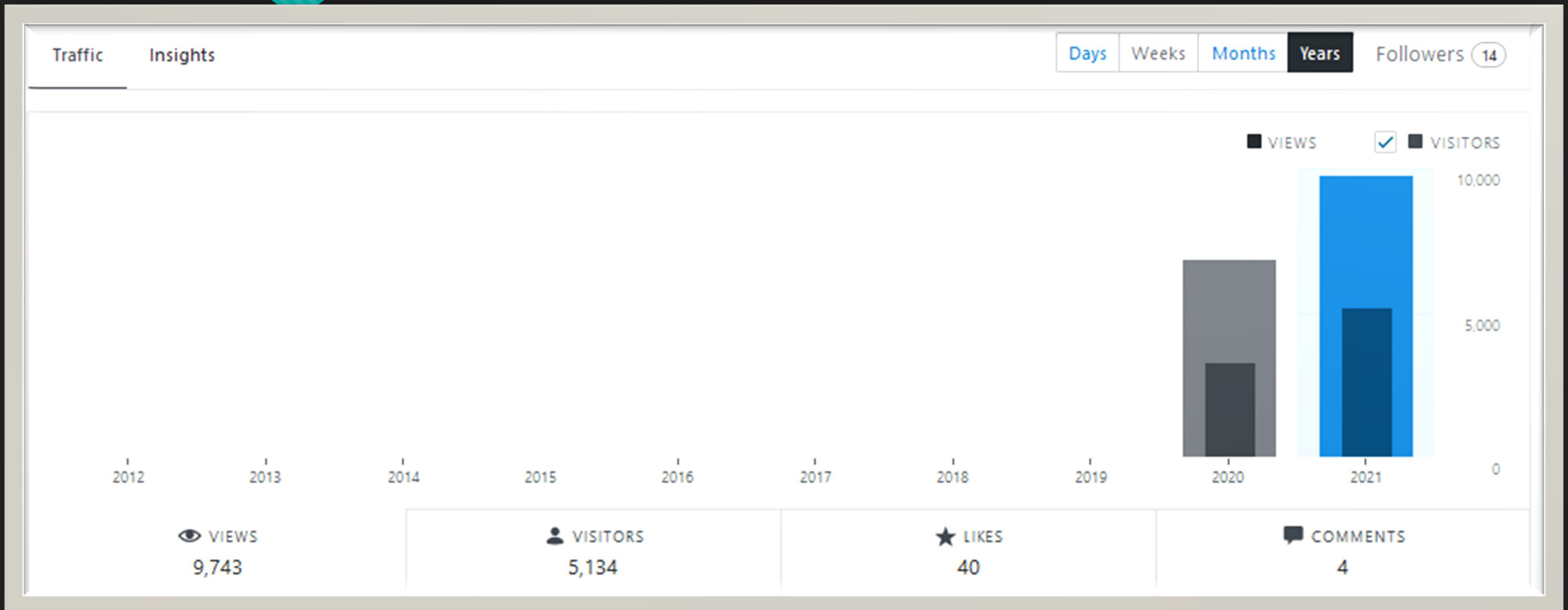
WEBSITE AND SOCIAL
MEDIA INFORMATION



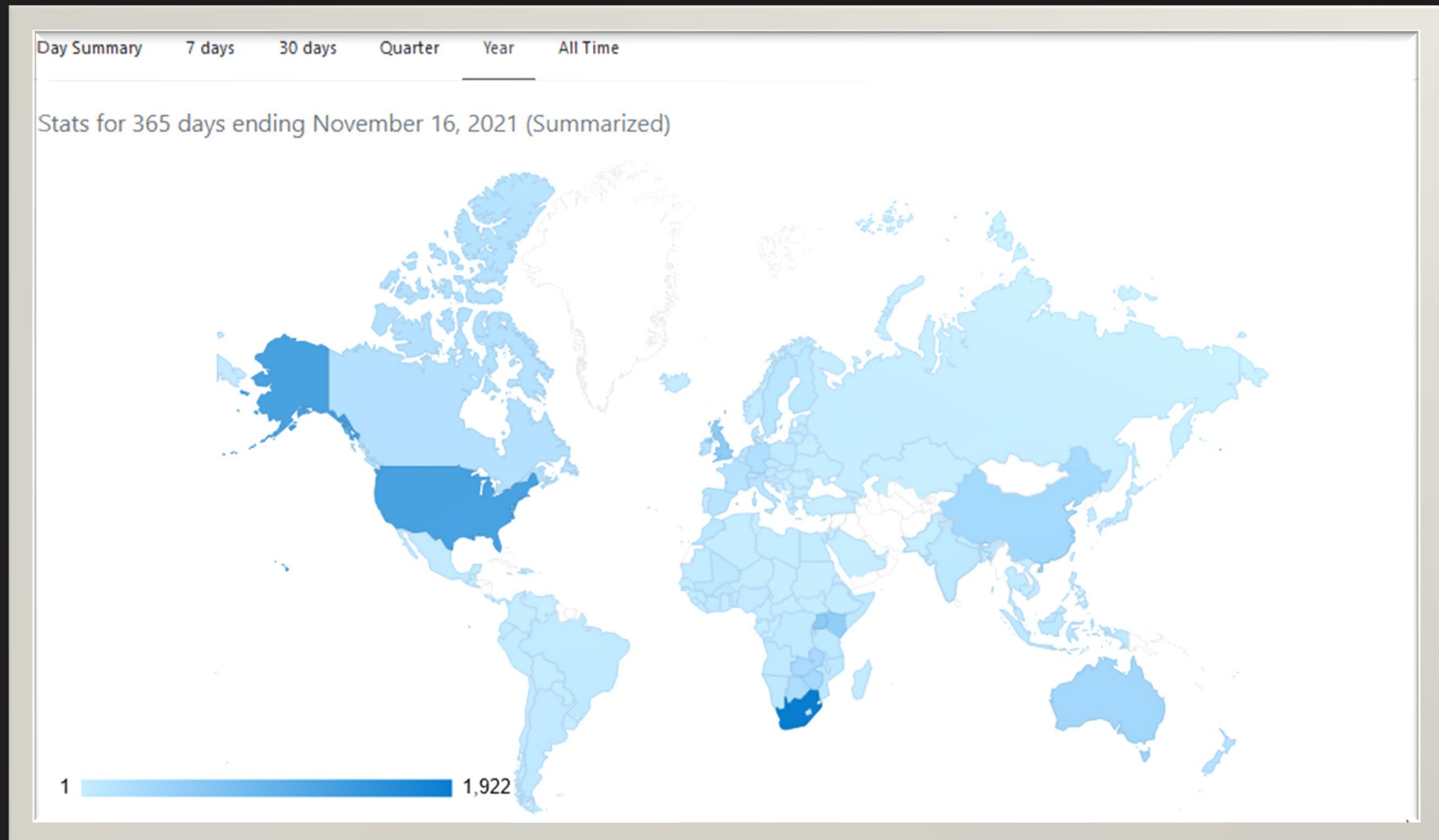
FIM AFRICA

www.fim-africa.com

WEBSITE STATISTICS – 2021



TOP VISITING COUNTRIES



COUNTRIES AND THE NUMBER OF VIEWS



South Africa	1922	Morocco	103	Brazil	51	Libya	24	Djibouti	13
United States	1273	Mali	100	Congo - Kinshasa	50	Thailand	24	South Korea	12
Uganda	572	Finland	99	Belgium	48	Slovenia	24	Ghana	12
United Kingdom	560	Denmark	93	Nigeria	47	Hungary	24	Algeria	12
Kenya	542	India	90	Argentina	47	Peru	23	Niger	11
China	346	Mozambique	80	Malaysia	46	Slovakia	23	Eritrea	11
Australia	341	Netherlands	79	Sierra Leone	42	European Union	23	Estonia	10
Zimbabwe	317	Namibia	76	Ecuador	42	Senegal	22	Bangladesh	10
Zambia	301	Tanzania	73	Philippines	41	Benin	19	Singapore	9
Botswana	268	Somalia	71	Portugal	37	Haiti	17	Qatar	9
Germany	238	Rwanda	70	Ethiopia	34	Armenia	17	Burundi	9
Canada	172	Latvia	68	Mexico	34	Congo - Brazzaville	15	Colombia	9
France	161	Switzerland	65	Norway	34	Israel	15	Iceland	9
Spain	145	Poland	63	Guinea	33	Croatia	15	Ukraine	8
Ireland	144	Indonesia	62	Mauritania	30	Bulgaria	15	Northern Mariana Islands	8
Italy	138	Angola	55	Japan	30	Russia	15	Hong Kong SAR China	8
Sweden	126	Czech Republic	54	Egypt	29	Cameroon	14	El Salvador	7
New Zealand	122	Côte d'Ivoire	53	Lithuania	25	Chile	13	United Arab Emirates	7
Burkina Faso	105	Austria	52	Togo	24	Mauritius	13	Madagascar	7

COUNTRIES AND THE NUMBER OF VIEWS



Chad	7	Tunisia	4	Jordan	2
Nepal	7	Georgia	3	Monaco	2
Turkey	6	Dominican Republic	3	Costa Rica	2
Cape Verde	6	Cyprus	3	Guam	2
Guatemala	6	Taiwan	3	Liechtenstein	1
Uruguay	6	Jamaica	3	Cambodia	1
Greece	6	Saudi Arabia	3	Belarus	1
Panama	6	Lesotho	3	American Samoa	1
Comoros	5	Guernsey	3	Moldova	1
Kazakhstan	5	South Sudan	3	Pakistan	1
Paraguay	5	Bolivia	3	Venezuela	1
Gambia	5	Equatorial Guinea	2	Jersey	1
Romania	5	Macedonia	2	Vietnam	1
Andorra	5	Isle of Man	2		
Serbia	5	Luxembourg	2		
Malta	4	Gabon	2		
Curaçao	4	Bosnia & Herzegovina	2		
Liberia	4	Central African Republic	2		
Sudan	4	Malawi	2		

TOP 10 SITE REFERRALS



Search Engines: (5645)

- Google Search
- Bing
- Yahoo Search
- Duckduckgo.com

Other:

- Facebook (2155)
- Twitter (125)
- Instagram (51)
- Eamsc.org (33)
- Fim-live.com (32)
- Motorsport.co.za (23)

TOP POST AND PAGES



HOME PAGE / ARCHIVES AND NEWS FEED	4116
MX START GATE FABRICATIONS	1771
BRAD BINDER, BROTHER DARRYN AND FATHER ALL TAKING PART IN CLASSIC MOTORCYCLE RALLY FROM HEIDELBERG TO DURBAN	819
RISING STARS	736
INFORMATION - FIM SPEEDWAY GRAND PRIX WORLD CHAMPIONSHIP 2021 PROVISIONAL CALENDAR, UPDATE 14 APRIL	427
RESULTS	391
AFFILIATED FMNS	337
MOTOCROSS OF AFRICAN NATIONS (MXOAN)	301
ABOUT US	236
VAN DER VYVER DOMINATES IN MUDDY MARITZBURG	236
POSTPONEMENT OF 2020 EVENTS AND MEETINGS / REPORT DES ÉVÉNEMENTS ET RÉUNIONS DE 2020	215
CALENDAR	183
INFORMATION - FIM SPEEDWAY GRAND PRIX WORLD CHAMPIONSHIP - 2021 PROVISIONAL CALENDAR, UPDATE 20 APRIL	178
SPORTING AND BEYOND SPORT COMMISSION	130
RIP - CLIVE MAWSON	115
WOMEN IN MOTORCYCLING	107
REGULATIONS	93
ZAMBIA PUTS ENTRY FOR MXOAN AS THE FIRST FGN NATION	91
WIM ACTIVITIES	91

NUMBER OF NEWS FEED POST PER YEAR:

2020 – 338
2021 - 283

TOP POST AND PAGES CONTINUES



SECRETARY GENERALS	90
FIM AND FIM AFRICA OFFICIALS	86
PRO MINI CHAMPIONSHIP COMES DOWN TO THE WIRE	85
2021 FIM AFRICA GENERAL ASSEMBLY	81
EVENT DOCUMENTATION	78
GENERAL SPORTING REGULATIONS (GSR'S)	78
FIM ENDURO VINTAGE TROPHY ON ELBA ISLAND FROM 20 TO 23 OCTOBER 2021	77
VAN DER VYVER EDGES HIS WAY BACK TO THE TOP	76
LICENCES	75
50th Trout Rally Zimbabwe (1-3 October 2021)	73
CONTACT US	71
RESULTS AND CHAMPIONSHIP LOGS	71
GALLERY	71
RIDERS AND ORGANISERS	69
MATTHEW MEYER	68
ENVIRONMENT	66
ES APPROVAL FROM FIM AFRICA TO HOST THE 2021 MXOAN.	65
2021 MXOAN	59
FIM AFRICA HOLDS ITS FIRST VIRTUAL GENERAL ASSEMBLY.	58

FIM AFRICA



○ SOCIAL MEDIA
FACEBOOK & INSTAGRAM





SOCIAL MEDIA – FACEBOOK & INSTAGRAM REACH



Results

Facebook Page Reach ⓘ

250,371 ↑ 17.8%



Instagram Reach ⓘ

1,240 ↓ 92.8%



AUDIENCE LIKES AND FOLLOWERS

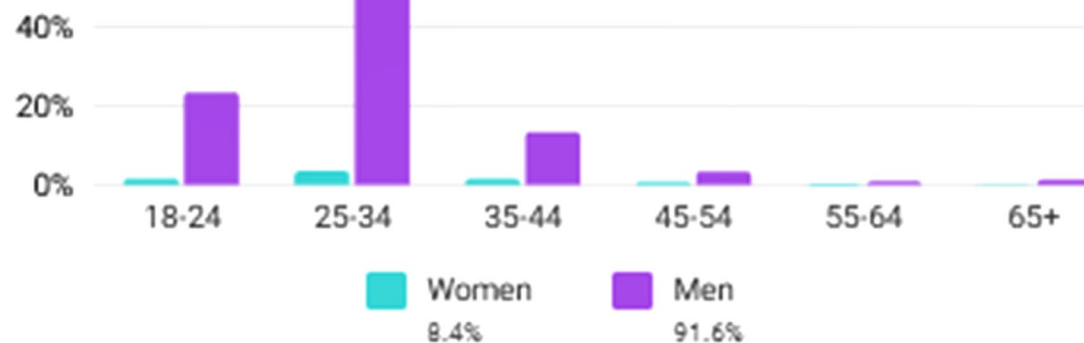


Audience ⓘ

Facebook Page Likes ⓘ

20.4K

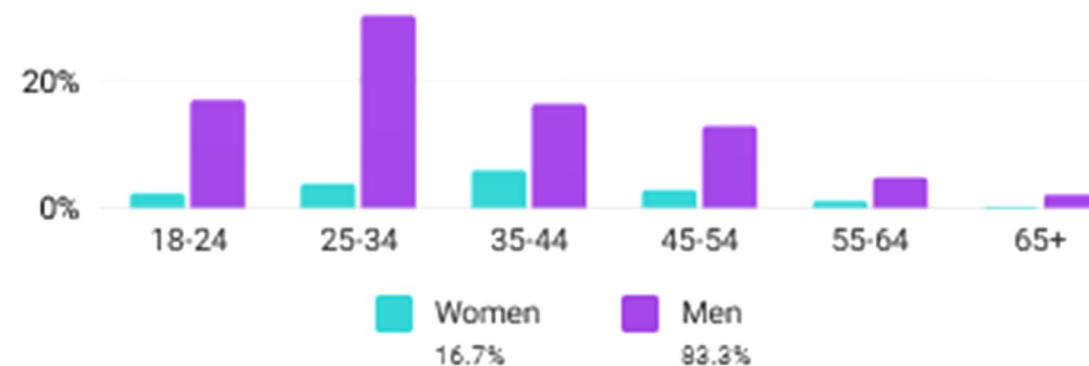
Age & Gender ⓘ



Instagram Followers ⓘ

996

Age & Gender ⓘ

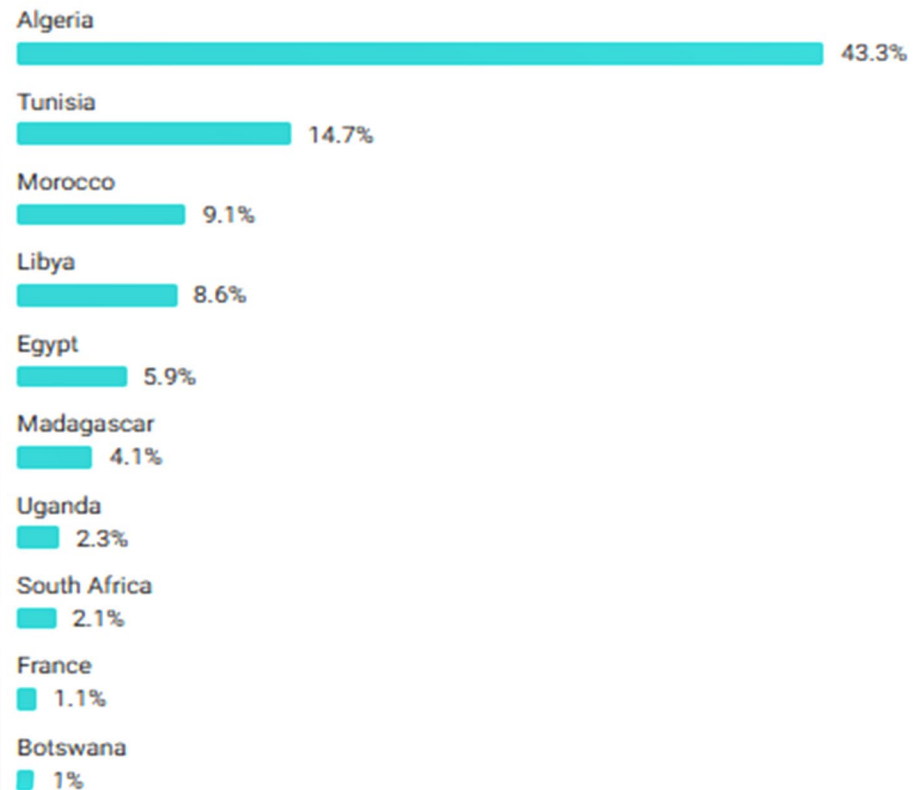




AUDIENCE TOP CITIES AND COUNTRIES CONTINUE

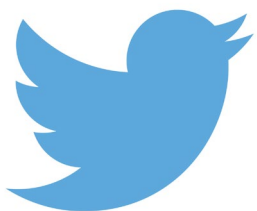


Top Countries



Top Countries





TOP 10 TWEETS AND IMPRESSIONS



 **Fim Africa** @fim_africa · Nov 8 37
BRAD BINDER RECOVERS TO TENTH PLACE IN THE
#ALGARVEGP fim-africa.com/2021/11/08/bra...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 22 29
ROCKSTAR ENERGY HUSQVARNA READY TO TAP
INTO NEW GEARS fim-africa.com/2021/10/22/roc...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 26 25
RED BULL KTM DOMINATES IN BLOEMFONTEIN fim-africa.com/2021/10/26/red...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Nov 10 23
MOTOKIDS - 14 NOVEMBER 2021 @ LEGENDS
MX/RHINO PARK

For more information, please email noleen@mxsa.co.za
pic.twitter.com/K0UicN2Cy1
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 20 16
COCKER CROWNED OR3 CHAMPION
fim-africa.com/2021/10/20/coc...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 20 16
INFORMATION - FIM SUPERENDURO WORLD
CHAMPIONSHIP & WORLD CUP - 2022 PROVISIONAL
CALENDAR, 20 OCTOBER fim-africa.com/2021/10/20/inf...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Nov 8 15
INFORMATION - FIM MXGP/MX2 MOTOCROSS WORLD
CHAMPIONSHIPS ENTRY LIST MANTOVA (ITA) -
UPDATE, 10 NOVEMBER fim-africa.com/2021/11/09/inf...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 26 14
INFORMATION - FIM MXGP/MX2 MOTOCROSS WORLD
CHAMPIONSHIPS - ENTRY LIST - PIETRAMURATA
(ITA), 27 OCTOBER fim-africa.com/2021/10/26/inf...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 22 14
INFORMATION - FIM ENDURO WORLD
CHAMPIONSHIPS & FIM ENDURO WORLD CUPS - 2022
PROVISIONAL CALENDARS fim-africa.com/2021/10/22/inf...
[View Tweet activity](#)

 **Fim Africa** @fim_africa · Oct 22 13
RED BULL KTM EDGES CLOSER TO NATIONAL GLORY
fim-africa.com/2021/10/22/red...
[View Tweet activity](#)



SOCIAL MEDIA LINKS AND HANDLES



Updates from your federations can be sent to webmaster@fim-africa.com for publication on the FIM AFRICA website and social media pages. Alternatively you can tag us on your post using our social media handles below:

SOCIAL MEDIA CHANNEL	LINK	HANDLE	HASHTAG
Facebook	https://www.facebook.com/FimAfrica/	@fim-africa	#fimafrica
Instagram	https://www.instagram.com/fimafrica/	@fimafrica	#fimafrica
Twitter	https://twitter.com/fim_africa	@fim_africa	#fimafrica
LinkedIn	https://www.linkedin.com/company/2902216	@fim-africa	#fimafrica
You Tube	https://www.youtube.com/channel/UCBz5XDazCyva6bUT0mAZdw?view_as=subscriber		