

FALKLAND ISLANDS DEVELOPMENT BOARD



FOR PUBLIC DISTRIBUTION

Title: FIDC 6 Month Marketing Report: July 2025 - December 2025

Author: Marketing & Communications Officer

Date of Meeting: 18th March 2026

APPENDIX

A FIDC 6 Month Marketing Report

1.0 PURPOSE

1.1 To inform the FIDC Board of the Marketing activity of FIDC for the first six (6) months of the 2025/26 financial year;

2.0 RECOMMENDATIONS

2.1 The Falkland Islands Development Corporation Board is recommended to;

- i. Note the contents of this paper and report.

3.0 STRATEGY

3.1 The FIDC Corporate Plan 2024-2029 states that the purpose of FIDC is to:

1. *To advise on and implement the economic strategies of the Falkland Islands Government;*
2. *To take what further steps are required to ensure the successful development of businesses and a positive business environment in the Falkland Islands.*

3.2 The Corporate Plan also contains the following objectives that are relevant to the work of the Business Development Team and the Green Business Programme:

1. *Lead in supporting and facilitating a Green Economy for the Falkland Islands;*
2. *Stimulate capital investment and build resilience in key sectors by providing assistance, incentives, and projects;*

3. *Lead in identifying new opportunities and removing barriers to economic growth;*
4. *Focus on supporting the development of a sustainable Camp economy;*
5. *Maintain a positive and collaborative relationship with FIG and key business associations to ensure coordination and a common purpose, acting as an advocate for the private sector;*
6. *Ensure FIDC is a credible, productive, capable, and effective economic delivery vehicle for the Falkland Islands; and*
7. *Provide excellent business support, advice and mentoring across traditional, emerging, and new industries of the economy.*

4.0 SUMMARY OF IMPLICATIONS

- 4.1 Financial: None for the purposes of this paper.
- 4.2 Legal: None for the purposes of this paper.
- 4.3 Human Resource: None for the purposes of this paper.

5.0 BACKGROUND

- 5.1 Following the FIDC Review, and the subsequent Strategic Implementation Plan as agreed by Executive Council, FIDC implemented a more robust marketing strategy to better promote the available support that FIDC can provide to the business community, and to highlight the activities of the organisation better publicly.
- 5.2 FIDC have since increased marketing capabilities with more frequent content publication, re-designed the FIDC website, incorporated a new branding strategy, and assisted clients to establish or improve their own marketing and online presence.

6.0 HIGHLIGHTS

- 6.1 Content Creation: FIDC produced 59 unique pieces of content in the period, a 26 percent (%) decrease from the same period in 2024, a slight increase of 14 percent (%) to 2023.
- 6.2 Audience Reach and Impressions: FIDC content Reach grew by 17 percent (%) to 155,427, and Impressions decreased by 7 percent (%) to 504,206.
- 6.3 Cost-Effective Promotion: Paid promotion expenditure was reduced by 42 percent (%) in the period.
- 6.4 Digital Growth: Online Reach for the period has increased by 92 percent (%) since 2020, reflecting continued enhancements in digital communication driven by team expansions, a redesigned website and improved branding.

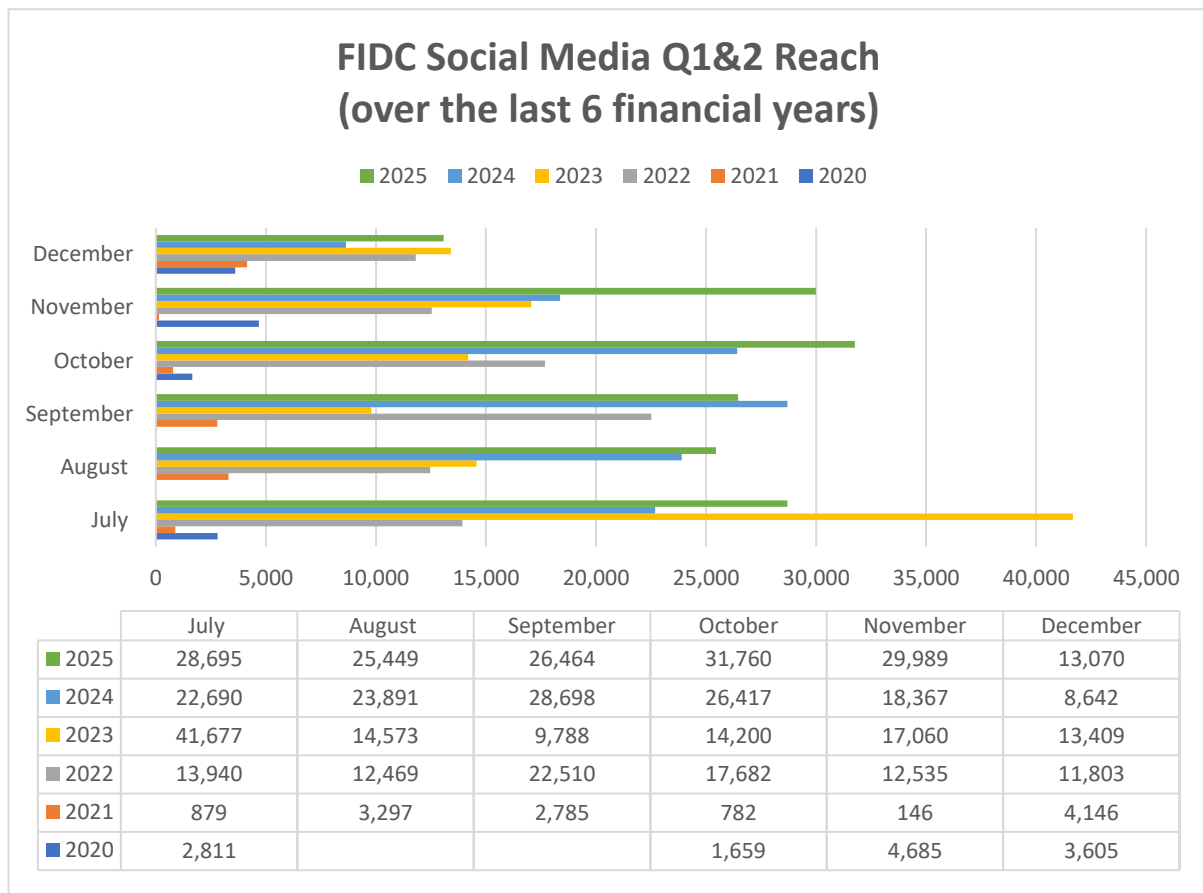
- 6.5 Video Content: In the period, FIDC published 14 videos, marking 24 percent (%) of all content created, and an increase of 10 percent (%).
- 6.6 LinkedIn: FIDC's LinkedIn account grew by 18 percent (%) to 973 followers without any paid promotion. The platform achieved 10,509 organic impressions, and 290 reactions from 27 posts tailored to a professional audience.
- 6.8 FIDC's Website: The website recorded 3,934 unique visitors with 14 articles published.
- 6.9 Marketing Essentials Training: During the first half of the 2025/2026 financial year, the Marketing & Communications Officer provided personalised marketing assistance to 10 clients.
- 6.10 Additionally, in June/July and September, the Marketing & Communications Officer delivered a series of Canva Design Workshops over 16 sessions to 23 participants.
- 6.11 Additional Capacity: The addition of the Strategic Projects Intern in October 2025 to support the Marketing & Communications Officer enabled the team to continue to producing content during a period where the team was unexpectedly at a lower capacity.

FIDC 6 Month Marketing Report

(July to December 2025)

SOCIAL MEDIA PERFORMANCE

In the first six (6) months of 2025 (July to December), FIDC produced 59 pieces of unique content. These were shared across Facebook and Instagram in the form of posts, reels, and stories. This represents a decrease of 26 percent (%) compared to the same period in 2024, during which 80 pieces of content were created, however is slight increase of 14 percent (%) to the 51 pieces posted in 2023.



SOCIAL MEDIA METRICS MEASURED

1. Reach

The number of unique users who have seen the content. It measures the size of FIDC’s audience, with higher reach boosting brand awareness.

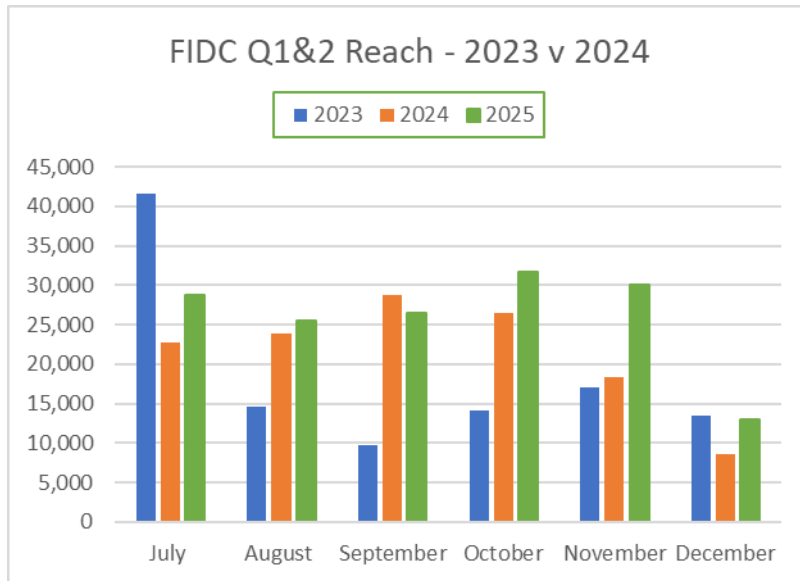
Example: A post reaching 1,000 unique users covers approximately 30% of the Falkland Islands population.

2. Views

The total number of times content is displayed, including multiple views by the same user. High views enhance brand recall.

Example: A post displayed 1,000 times, equals 1,000 views.

These metrics help analyse performance, refine content strategies, and achieve marketing goals.



In Q1 and Q2 2025, the reach of FIDC’s content increased by 17 percent (%), climbing from 128,705 in 2024 to 155,427 in 2025. Compared with the same period in 2023 (110,218), social media reach has shown a steady upward trend over the past three years. This growth has occurred across a mix of organic and paid content, despite variations in the total number of posts published.

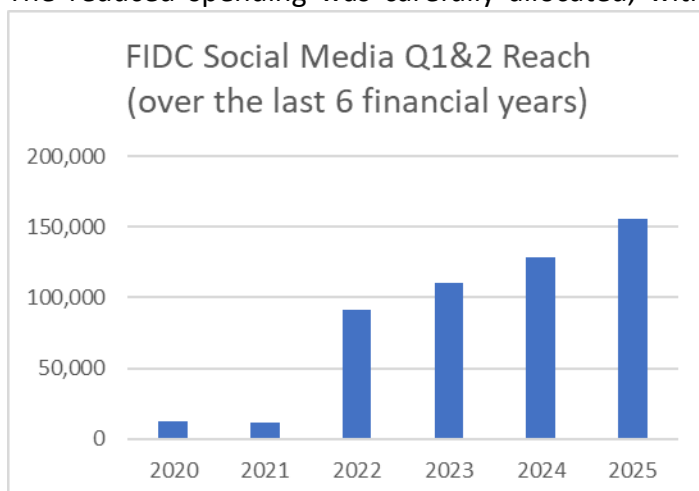
This growth demonstrates the success of FIDC’s evolving content strategies and audience-targeting efforts.

The views of FIDC content saw a decrease of 7 percent (%) from 541,219 in Q1 and Q2 2024 to 504,206 in 2025. Compared with 487,580 views 2023, this is not a concerning decrease and could be in part owed to a change in metrics/analytics with Meta in Q1 and Q2, with a change from impressions to views and how their estimated totals are calculated.

FIDC’s approach to paid social media promotion also continued to evolve. In Q1 and Q2 2024, FIDC invested £105.54 to boost 32 posts, an activity that was complemented by 48 organic posts. By contrast, during the same period in 2025, the investment in boosting was reduced to £61.16, boosting 24 posts with 35 organic posts, marking a decrease of 42 percent (%). It should be noted that 6 of the 24 pieces of boosted content were created and boosted on behalf of the Tri-Nations Competition, and £15.35 was re-charged to Falkland Shears.

Year	Number of Paid Posts	Number of Organic Posts	Total £
2023	30	21	£231.00
2024	32	48	£105.54
2025	24	35	£61.16

The reduced spending was carefully allocated, with



boosts applied selectively at varying times, amounts, and durations. This approach allowed FIDC to maximise the impact of each boost and gain valuable insights into what strategies work best.

FIDC’s online reach statistics for Q1 and Q2 have increased by a substantial 92 percent (%) between 2020 and 2025. This growth stems from several key initiatives, including the appointment of a Marketing &

Communications Officer in 2022 (the first dedicated marketing role within FIDC) and a Communications Assistant in 2024, as well as the launch of a redesigned user-first website, improvements in content quality, and the strategic use of data-driven insights.

The appointment of a Communications Assistant in August 2024 to support the Marketing & Communications Officer expanded the team's capacity to deliver impactful results, and along with the appointment of the Strategic Projects Intern in September 2025 (who supported the marketing/communications activities of FIDC after the departure of the Communications Assistant in September 2025), allowed the team to work with a higher number of clients, and develop other larger projects.

By using data collection and analysis, this has enabled FIDC to optimise posting schedules, create content tailored for maximum engagement, and apply effective boosting strategies. Collectively, these efforts have not only amplified FIDC's online presence but also empowered clients by offering actionable insights and strategies for thriving in the digital space.

VIDEO CONTENT

In the first half of the 2025/26 financial year, FIDC published 59 individual pieces of content. Of these, 14 posts (24 percent (%)) were video based. This included a mix of reels, live streams, and three videos produced by Oly Dempster of the Falkland Islands Film Company highlighting tenants at Hillside Business Park.

By comparison, during the same period in 2024, 80 pieces of content were published in total, of which 11 were videos, representing 14 percent (%) of all posts.

LINKEDIN

As of the 31st of December 2025, the FIDC LinkedIn account has shown consistent growth, reaching a total of 973 followers, a grow of 18 percent (%) from the 824 followers reported as of 31st December 2024. This marks a 38 percent (%) increase from the 704 followers recorded on the 1st of July 2024.

FIDC has refined its LinkedIn strategy to prioritise content tailored to the platform's professional and industry-focused audience. While content is cross posted from Instagram and Facebook, the team carefully selects only the posts that are expected to generate the most engagement and relevance on LinkedIn. This approach ensures that the content resonates with followers, focusing on topics and updates most likely to foster meaningful interactions.

LinkedIn Stats July to December			
Year	Number of Posts	Impressions	Reactions
2024	19	7,622	176
2025	27	10,509	290

From July – December 2024, FIDC published 27 posts on LinkedIn (up 30 percent (%) on the same period of 2024), achieving a total of 10,509 organic impressions (up 27 percent (%) on 2024), and generating 290 reactions (up 39 percent (%) on 2024).

FIDC is actively building a stronger digital presence on LinkedIn and increasing its reach among stakeholders and potential collaborators with only organic posts.

WEBSITE

The revamped website, introduced in July 2023, has enhanced user experience and accessibility, making it easier for clients and interested parties to access relevant information and services.

FIDC implemented its website analytics system in September 2024 to gain deeper insights into user behaviour, engagement, and traffic patterns on its website. Over the subsequent period, spanning September - December 2024 (Q2 of the financial year), the website recorded a total of 2,084 unique visitors, and in the same period of 2025 the 2,637 unique visitors were recorded, with a total of 3,934 between July – December 2025.

The team continued to focus on curating website articles of the Corporations activities during the first six months of the financial year. FIDC published a total of 14 articles, closely matching the 15 articles published in the same period of 2024.

The team have future content planned to further promote the website, specifically the contact form and the information available.

TRAINING: MARKETING ESSENTIALS

During the first six (6) months of the 2025/26 financial year, FIDC's Marketing & Communications Officer provided personalised marketing support to 10 clients through 1-2-1 sessions. These sessions covered a range of topics including social media support, general marketing guidance, tutorials on Meta Business Suite and the design platform Canva, as well as assistance resolving Facebook and Instagram access issues.

In 2024/25, a decision was made to develop and deliver a Canva Design Workshop series to reduce the time spent on individual Canva tutorials. Canva is a user-friendly online design platform well suited to small businesses and quick marketing needs. Drawing on common themes from previous 1-2-1 sessions, a structured workshop programme was created. Participants attended one-hour sessions once per week over a four-week period, covering different elements of content creation and design alongside practical marketing guidance.

The workshop structure was as follows:

- **Week 1:** Introduction to Canva and its basic features
- **Week 2:** More advanced tools and a deeper exploration of content creation
- **Week 3:** Video and reel design, including the use of animated elements
- **Week 4:** Participants completed a short Canva Design course and received a certificate. The final session also provided an opportunity for additional support, review of topics that required further clarification, and feedback on designs created during the series.

The first workshop series was delivered in June - July 2025 to 17 participants split into three groups, offered in time slots covering morning, afternoon, and evening. Initially, three groups were run concurrently, resulting in 12 sessions over the course of one month. However, this approach proved unsustainable given team capacity and popularity of the workshops, and it was subsequently decided that future series would be delivered to a single group each month.

A fourth workshop series was delivered in September 2025 with six participants. Two further series were originally planned for October and November, but due to an unexpected reduction in team capacity these were postponed until 2026.

There are currently 17 participants in Stanley, and three (3) in Camp, on the waitlist for the Canva workshops. As many prospective attendees are busy during the tourist season, the next workshops are planned to take place after April 2026.

Each workshop series was tailored to the needs and requests of participants and evolved as the programme progressed. The Communications Assistant also provided attendees with a collection of resources for post-workshop reference, along with opportunities to ask follow-up questions. Feedback following each series was positive, particularly regarding the session length and the topics covered.

Marketing Essentials Clients July to December		
Year	1-2-1 Clients	Workshop Clients
2023	4	18
2024	17	30
2025	10	22

over 30 in-person attendees and a significant online audience via live stream. In the same period of 2023, the Marketing & Communications Officer saw four (4) clients on a 1-2-1 basis, and hosted a Marketing Workshop to 18 participants during Farmers Week in July 2023.

In the same period of 2024, the Marketing & Communications Officer saw 17 clients on a 1-2-1 basis, and in partnership with the Falkland Islands Tourism Association (FITA), hosted a 'Marketing the Falkland Islands' presentation in November 2024 attracting