



COMMUNICATIONS MAINTENANCE OF THE COMMUNICATIONS OF THE COMMUNICAT

FY24 | JULY 2023 - JUNE 2024



ABOUT

IFMA Members

+24K IFMA Members

123 Countries

67:33 US and International

839+ Billion square feet of property managed

\$774+ Billion in products and services purchased annually

16 Councils

Similar industries or facility types

7 Communities

Similar interests in FM or topics of practice







IFMA.org Web Traffic

1.84M+ Annual Page Views

471K+ Annual Users

1.31M+ Sessions Annually

3.3 Pages/session

JobNet FM Job Board

1.8K+ Page Views

11.4K+ Employers

25.7K+ Job Seekers

24.3K+ Resumes

20K+ Users

180K+ Job Views

FMJ Magazine

25K+ Circulation in US & Global

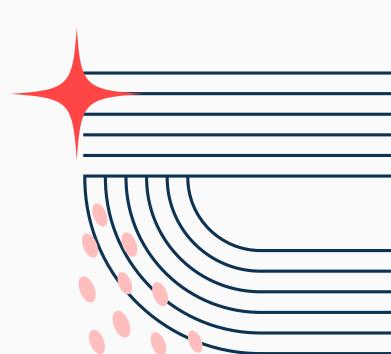
60K+ Unique Page Views Per Issue

10K+ Followers on X & Facebook

25K+ Emails sent 2X per issue

22%+ Email Open Rate

Submit an Article





Channels





Knowledge Library



Available to all IFMA members and subscribers



Detailed reporting for content submissions provided



How to Submit Content Guide



IFMA Newsletters

The WIRE



Weekly email sent each Tuesday

25K+ subscribers

32% open rate

Submit content at <u>csp.ifma.org</u>

The Insider



Weekly email

Sent globally on Fridays & regionally on Mondays

39K+ subscribers

46% open rate

Submit content at <u>csp.ifma.org</u>

Start Building Your Community

Engage Forum



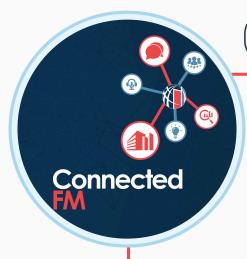
Available to full IFMA members

42K+ Total logins

78K+ Library resource views

11.5K+ Library resource downloads

4K+ Discussion posts



Connected FM

Connected FM Blog



Bi-weekly Publication

25K+ views

19K+ sessions

3.8 min per view

Connected FM Podcast



Bi-weekly Publication

15K+ downloads (242% increase)



Current Stories



IFMA Content · <u>Sustainability</u>.

What is ESG? The 7 Steps Model

There has been a growing emphasis o considerations across industries; facili'

https://blog.ifma.org - 7d



IFMA Content

Cybersecurity and Collaborat
to Safeguard Tech Choicer

Podcast powered and distr

Advocacy & Influencer platform to amplify your content through social media using IFMA thought-leaders



Email <u>csp@ifma.org</u> for more information and how to join

Webinars & Events

Webinars

Co-branding opportunities

• Platinum & Gold CSPs only

Promote and amplify your company's webinar exposure through IFMA's communication channels, including our dedicated webinar site.

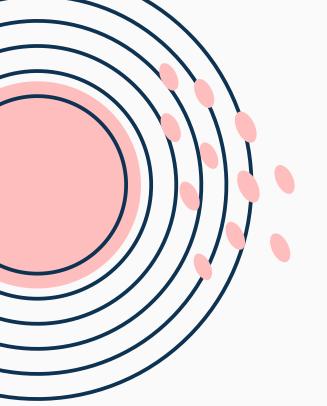


Events

<u>Learn more</u>

Submit content at csp.ifma.org





Social Media



@IFMA



FY2024 **Performance**

4.45M+ Impressions

320K+ Engagements

1M+ Video Views

47.2% Net Audience Growth

113.2% Post Click Increase



LinkedIn

77K+ Followers



YouTube

7.7K+ Followers

853K+ Channel Views

1.5M+ Impressions

1.8K+ New Subscribers

14.3K+ Watch Hours



56.8% Net Follower Growth

121K+ Impressions

2.6% Engagement Rate



21.5% Increase in Followers

18.2K+ Followers

398K+ Impressions

16K Engagements

Facebook



Instagram

2.7K+ Followers

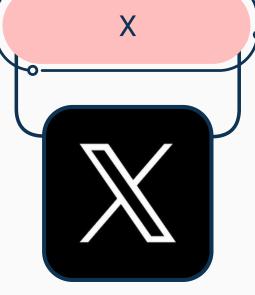
55.2% Net Follower Growth

97.2K+ Impressions

4.5% Engagement Rate

34.5% Engagement Rate Increase

*Created in January 2020









Kim Jackson

Executive Director,
Business Development

Ashley Tucker

Director, Marketing and Communications

Kelsey Barrett

Marketing Manager, Membership **Cassandra Warholak**

Partner Support Manager



