



CRONULLA TRIATHLON CLUB
PO BOX 645
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WWW.CRONULLATRICLUB.COM.AU

CRONULLA TRIATHLON CLUB

Social Media Performance Report

1 July 2025 – 14 June 2026

Facebook | Instagram – Compiled by Will Beukes -Social Media Manager

EXECUTIVE SUMMARY

This report presents a comprehensive analysis of Cronulla Triathlon Club's social media performance across Facebook and Instagram for the period 1 July 2025 to 14 June 2026. Over this 12-month window, the club delivered a strong and growing digital presence, reaching nearly 100,000 unique accounts on Facebook while driving over 420,000 combined content views across both platforms.

February 2026 was the standout month of the year — a viral peak that saw Instagram views spike to over 96,000 in a single month, driven by high-engagement content. This demonstrates the club's strong potential to break through to new audiences when content connects.

Overall, Instagram is emerging as the club's growth engine, with stronger follower acquisition (+216 new followers vs +143 on Facebook) and significantly higher content interactions. Facebook remains important for community engagement and reach.

Combined Platform Snapshot

424,267 Total Views <i>FB + Instagram</i>	9,194 Total Interactions <i>FB + Instagram</i>	359 New Followers <i>FB + Instagram</i>	93,459 Facebook Reach <i>Unique accounts</i>	518 Content Pieces <i>307 Stories + 211 Posts</i>
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PLATFORM BREAKDOWN

Facebook Performance

Period	1 Jul 2025 – 14 Jun 2026
Total Views	193,059
Total Interactions	4,061
New Page Followers	143
Page Visits	7,302
Link Clicks	173
Total Reach (unique accounts)	93,459
Peak Month (Views)	February 2026 — 32,188 views
Peak Month (Reach)	February 2026 — 40,560 unique accounts
Avg. Monthly Interactions	338

Facebook continues to be the club's primary channel for broad community reach. The platform delivered nearly 93,500 unique account impressions across the year. November 2025 and May 2026 were quieter months likely reflecting lower posting frequency or off-season activity, while the summer/triathlon season months (Oct, Jan–Feb) saw strong spikes.

Instagram Performance

Period	1 Jul 2025 – 14 Jun 2026
Total Views	231,208
Total Interactions	5,133
New Followers	216
Profile Visits	2,450
Link Clicks	2
Peak Month (Views)	February 2026 — 96,806 views
Peak Month (Interactions)	February 2026 — 1,194 interactions
Avg. Monthly Interactions	428
Audience Geography	100% Australian



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Instagram is clearly the club's most dynamic platform. It attracted more interactions and views than Facebook despite being a younger platform for the club. The February 2026 peak is extraordinary — 96,806 views in a single month represents over 40% of the platform's annual total, suggesting a piece of content went viral within the triathlon or local sporting community.

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PERFORMANCE CHARTS

Monthly Views: Facebook vs Instagram

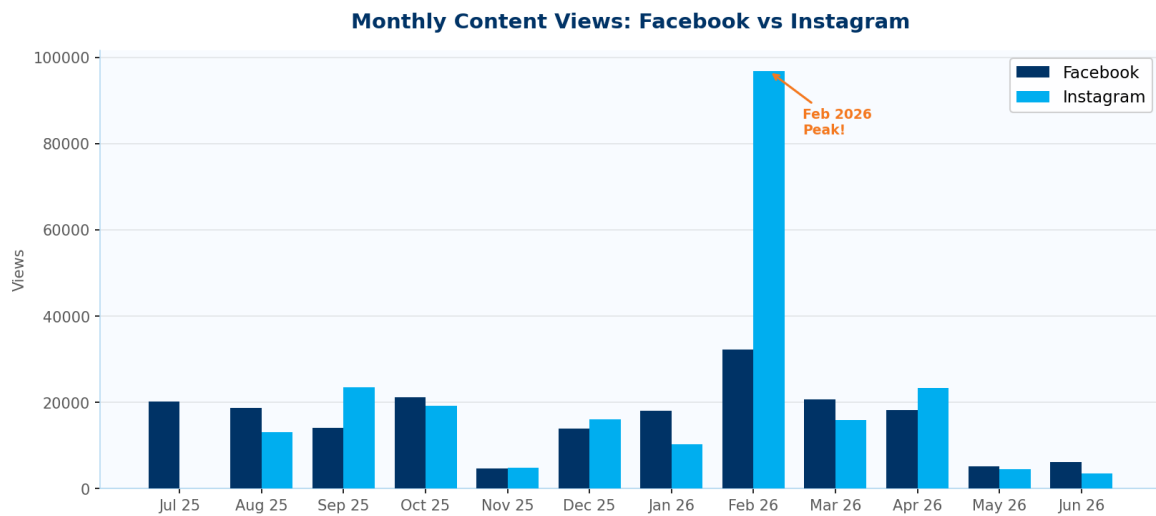


Figure 1: Monthly content views across both platforms. Note the extraordinary February 2026 Instagram spike.

Monthly Interactions: Facebook vs Instagram

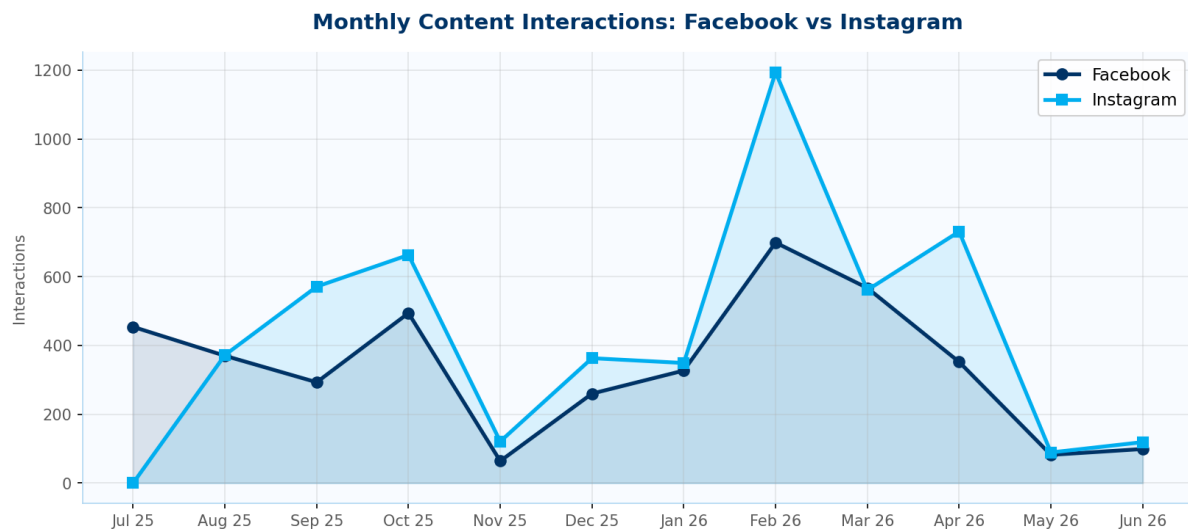


Figure 2: Monthly content interactions trend. Instagram overtook Facebook from August 2025 onwards.

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Facebook Monthly Reach

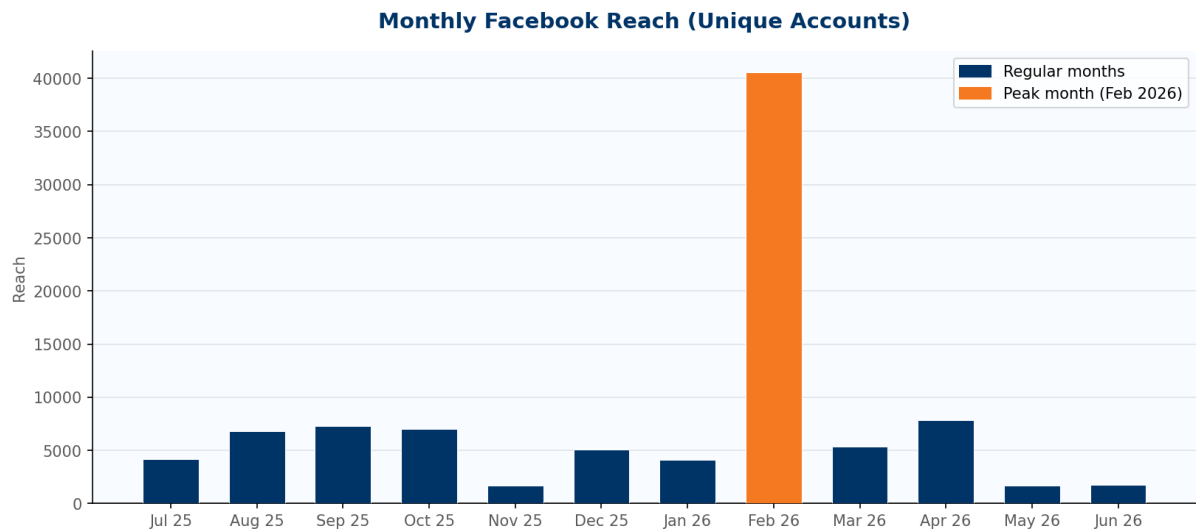


Figure 3: Facebook reach (unique accounts). February 2026 peak at 40,560 unique accounts.

New Followers by Month

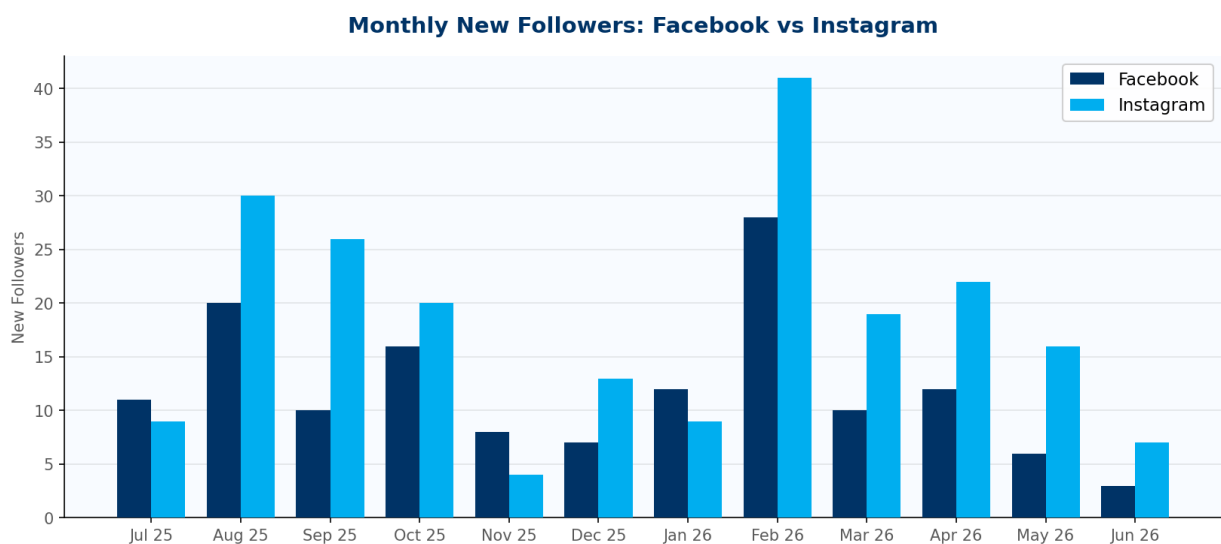


Figure 4: New followers gained each month across both platforms.



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Audience Demographics

Audience Demographics by Platform

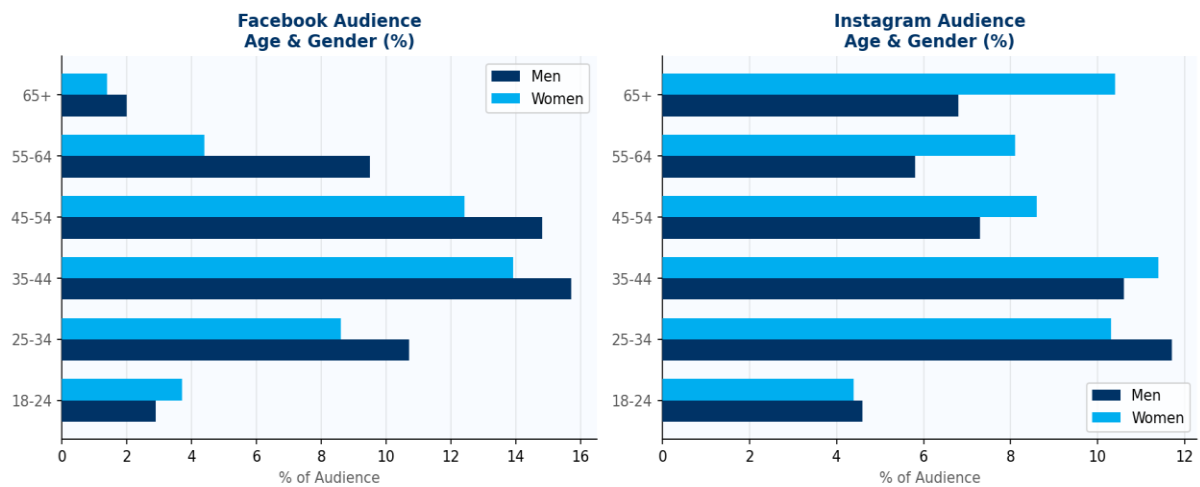


Figure 5: Audience age and gender split for Facebook (left) and Instagram (right).

Content Format Mix

Content Mix: Stories vs Posts (Jul 2025 - Jun 2026)

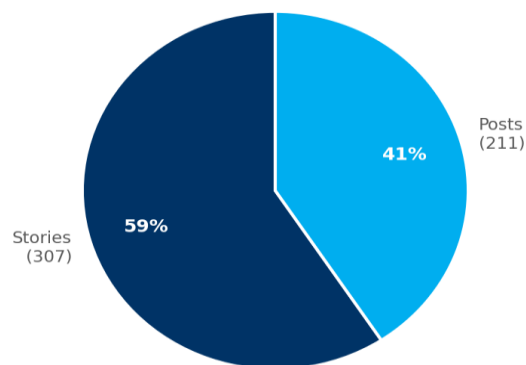


Figure 6: Stories (307) vs Posts (211) published across the year.

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KEY WINS 🏆

The 2025–26 season delivered several standout achievements for the club's social media presence:

🕒 **February 2026 Viral Moment** — Instagram views hit 96,806 in a single month, more than 4× the next best month. This is a breakthrough moment that proves the club's content can reach far beyond its core following.

🕒 **93,500+ Unique Accounts Reached on Facebook** — The club's Facebook page reached nearly 100,000 individual accounts over the year, a significant organic reach achievement for a community sporting club.

🕒 **Instagram Outperforming Facebook on Engagement** — Instagram delivered 5,133 interactions vs 4,061 on Facebook, showing that the Instagram audience is more active and engaged. This is a positive sign for the club's growth trajectory.

🕒 **216 New Instagram Followers** — A healthy growth rate for an account in its build phase, with consistent weekly follows showing sustained audience interest.

🕒 **Over 400K Combined Views** — 424,267 total content views across both platforms in 12 months is a strong foundation for a community triathlon club, demonstrating meaningful content reach.

🕒 **518 Pieces of Content Published** — The club maintained an impressive content cadence with 307 Stories and 211 Posts, showing consistent digital activity across the year.

🕒 **Strong Local Audience** — Facebook audience is 87.6% Australian with 67.5% in Sydney. Instagram audience is 100% Australian. This highly local composition is ideal for club membership drives and event promotion.

🕒 **Core Age Demographic is Triathlon-Ready** — The 35–54 age bracket is the largest demographic across both platforms, aligning perfectly with the typical triathlon participant profile.

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AUDIENCE INSIGHTS

Facebook Audience

Primary Location	Sydney, NSW (67.5% of audience)
Secondary Locations	Wollongong (2.8%), Melbourne (2%), Gold Coast (1.2%)
Top Country	Australia (87.6%), followed by USA (1.7%), Taiwan (1.4%)
Largest Age Group (Men)	35–44 years (15.7%)
Largest Age Group (Women)	35–44 years (13.9%)
Gender Split	Fairly balanced; slight male majority in 35–54 bracket

Instagram Audience

Country	100% Australia
Top Cities	Sydney (19.4%), Melbourne (18.0%), Perth (7.1%), Adelaide (5.9%), Brisbane (5.7%)
Largest Age Group	25–34 (both genders), and women 65+ are notably strong
Gender Note	More balanced across all age groups compared to Facebook
Reach	Broader city distribution than Facebook — strong presence outside Sydney

The Instagram audience skews younger and is more broadly distributed across Australian cities, suggesting it attracts interest from triathletes outside the immediate Cronulla/Sutherland area. This is a valuable asset for national event visibility and community building.

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TOP PERFORMING POSTS

 Top content by views

Boost content

See all content



Club Pres taking no prisoners!

7 February 11:21

43.9K 127

3 10



Petra leading the women looking strong

7 February 11:24

10.9K 38

0 1



A big thank you to the volunteers behind th...

12 February 13:44

10K 28

0 0



A massive night at TR Shire Run Club last...

31 August 16:09

5.2K 80

4 3



A massive night at TR Shire Run Club last...

26 March 11:07

3.6K 83

2 5

 Top posts by interactions

Boost content

See all content



Big things start small... and this is one of tho...

16 April 14:41

153 130

4 13



Club Pres taking no prisoners!

7 February 11:21

142 127

3 10



Multiple nations, one passion AUGUST A...

6 October 10:50

81 77

2 1



Cronulla tri club 2026! #ctc...

9 August 18:31

98 81

2 13



A massive night at TR Shire Run Club last...

31 August 16:09

88 80

4 3

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 Top stories by views

Boost content

See all content



Well done
@lindbom_harry...

19 April 14:41

👁 942 ❤️ 5
👍 0 ➡ 2



Absolute legend of our
Club @mattgarvey01

26 March 18:02

👁 495 ❤️ 11
👍 0 ➡ 1



7 February 10:33

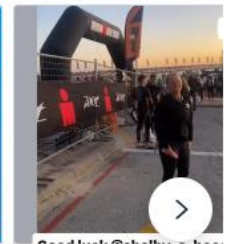
👁 477 ❤️ 2
👍 0 ➡ 1



DATE & TIME
MON 8 JUN,
10M JUNIORS

5 June 18:37

👁 392 ❤️ 6
👍 0 ➡ 1



Good luck
@shelby_a_hood

19 April 14:52

👁 259 ❤️ 7
👍 0 ➡ 1

 Top content by views

Boost content

See all content



Two amazing World
Champions - Go...

16 October 20:56

👁 9.2K ❤️ 185
👍 28 ➡ 0



What an amazing
morning!! Massive...

31 January 11:46

👁 4.4K ❤️ 59
👍 5 ➡ 0



Happiest of Birthdays
to one of our legends...

6 March 09:27

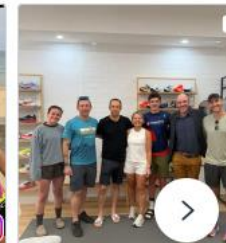
👁 3.6K ❤️ 108
👍 32 ➡ 1



Ready to take on Club
Champs, Seniors & th...

18 February 21:40

👁 4.1K ❤️ 43
👍 4 ➡ 1



Massive thanks to The
Running Company -...

4 December 20:23

👁 2.9K ❤️ 22
👍 0 ➡ 1

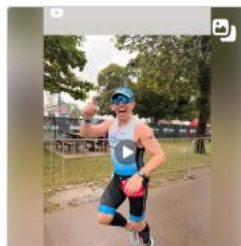
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Top stories by views

[Boost content](#)[See all content](#)

Your story

14 June 11:58

178 5
0 0



Your story

12 June 21:19

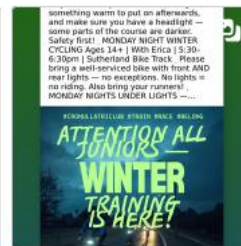
74 6
0 0



Your story

4 June 18:38

151 4
0 0



Your story

29 May 14:27

69 1
0 0



Your story

1 June 17:01

60 1
0 0

Top reels by views

[Boost content](#)[See all content](#)

Big things start small... and this is one of tho...

16 April 14:41

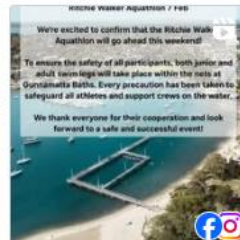
4.1K 130
4 13



Your reel

14 June 11:58

2.4K 28
1 1



Ritchie Walker Aquathlon 7 Feb 202...

3 February 12:08

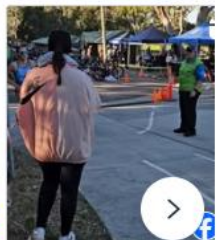
3.2K 34
2 7



Massive congratulations to ou...

28 September 12:05

2.4K 59
5 0



Your reel

31 August 16:09

5.2K 80
4 3

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Top live by minutes viewed

Boost content

See all content



Big things start small... and this is one of tho...

16 April 14:41

32.6M 130
4 13



Cronulla tri club awards evening...

10 August 08:10

15.4M 86
4 2



Blistering. Wet. Brutal. The Robertson...

17 January 20:55

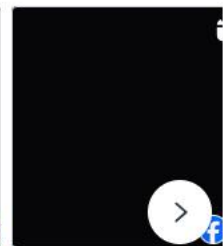
11.6M 49
3 2



We didn't bring home the title this year — b...

23 February 07:29

10.1M 70
9 2



Congratulation to all the winners and.

7 February 21:54

10M 56
4 2

CLOSING NOTE

The 2025–26 season represents a strong foundation for Cronulla Triathlon Club's digital presence. The combination of consistent content output, a loyal local audience, and the breakthrough February 2026 moment demonstrates real momentum. With a more structured content strategy, focused Instagram growth, and seasonal planning, the club is well positioned to significantly grow its digital community in the year ahead.

Prepared for Cronulla Triathlon Club | June 2026 | Based on Meta Business Suite Data

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