



Digital Media & Online Presence – Executive Summary (2024–2028)

1. Overview

RollBall France is launching its digital strategy to increase the visibility of Roll Ball among youth, clubs, and national sports stakeholders.

We aim to build a strong and modern online presence to grow the sport in France and abroad.

Our digital vision aligns with accessibility, inclusion, and innovation.

2. Official Digital Platforms

- Website: www.rollball-france.fr (under development)
- Facebook: @RollBallFrance
- Instagram: @RollBallFrance
- YouTube Channel: RollBall France

3. Key Features of the Digital Strategy

- Live coverage of events via Instagram, YouTube, and Facebook.
- Weekly posts on players, coaches, and women in Roll Ball.
- Tutorials and rule explanations to educate new audiences.
- Interactive campaigns: quizzes, awareness days, challenges.
- Representation of diverse regions, youth, and female athletes.
- Use of analytics tools (Meta Insights, YouTube Studio) for optimization.
- Unified branding across all communication assets.

4. Website Capabilities

- News & announcements (events, selections)
- Coach and player registration portals
- Media gallery and documents section
- E-learning platform (to be developed)

- Tournament calendar and ranking results
- Mobile-responsive interface planned for 2025

5. Forecasted Impact & Reach (2024–2026)

- 1,000+ monthly website visitors in year 1
- 3,000+ combined followers on social media by 2025
- Digital reach extended to 10+ countries by 2026
- Partnership with clubs to produce local content
- 30% increase in youth engagement via Instagram reels

6. Upcoming Initiatives (2025–2026)

- Development of RollBall France mobile app
- Creation of a digital sponsorship deck
- Webinars for referees and coaches (regional access)
- Bilingual content strategy (FR/EN)
- Launch of a documentary mini-series on RollBall in France