

2025

PRESS & MASS MEDIA

NORCECA

Volleyball Confederation

NORCECA
Volleyball Confederation

OUR MISSION

The Press Commission ensures accurate and timely communication, promotes transparency, enhances NORCECA’s visibility, and strengthens engagement with the media, stakeholders, and the volleyball community





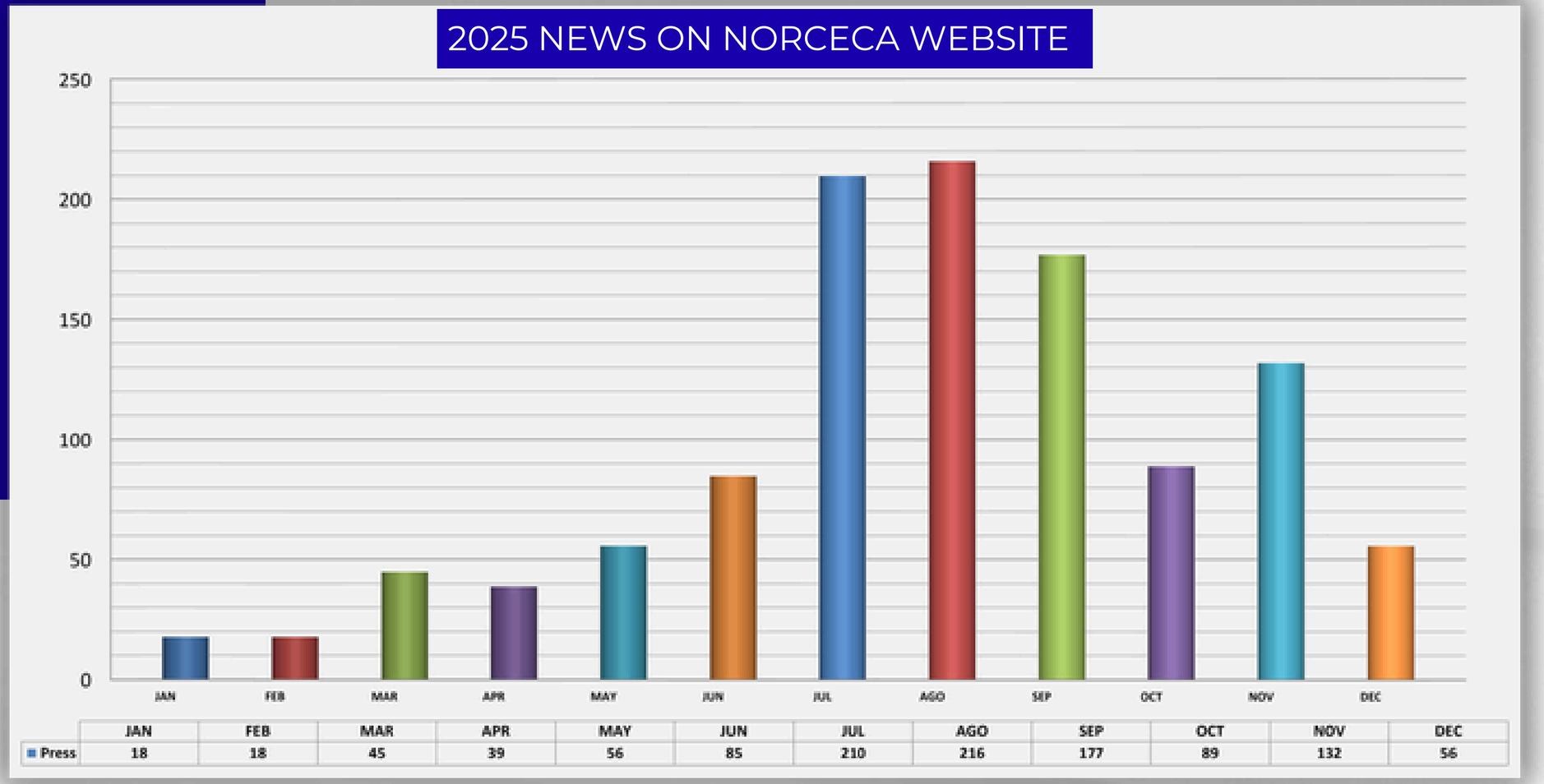
GOAL

Coordinate media coverage and strategic communications to enhance NORCECA’s visibility, promote key events, and strengthen engagement with media and audiences

WHAT WE'VE ACHIEVED

2025

2025 NEWS ON NORCECA WEBSITE



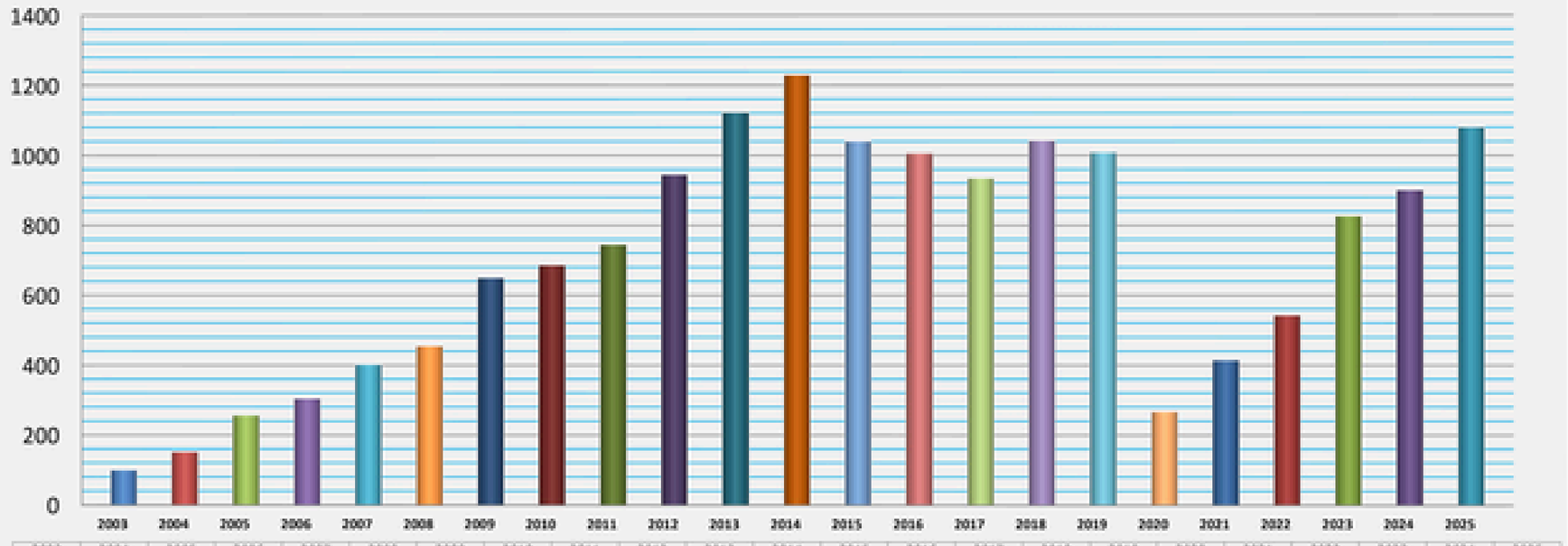
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC
Press	18	18	45	39	56	85	210	216	177	89	132	56

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Volleyball Confederation

WHAT WE'VE ACHIEVED

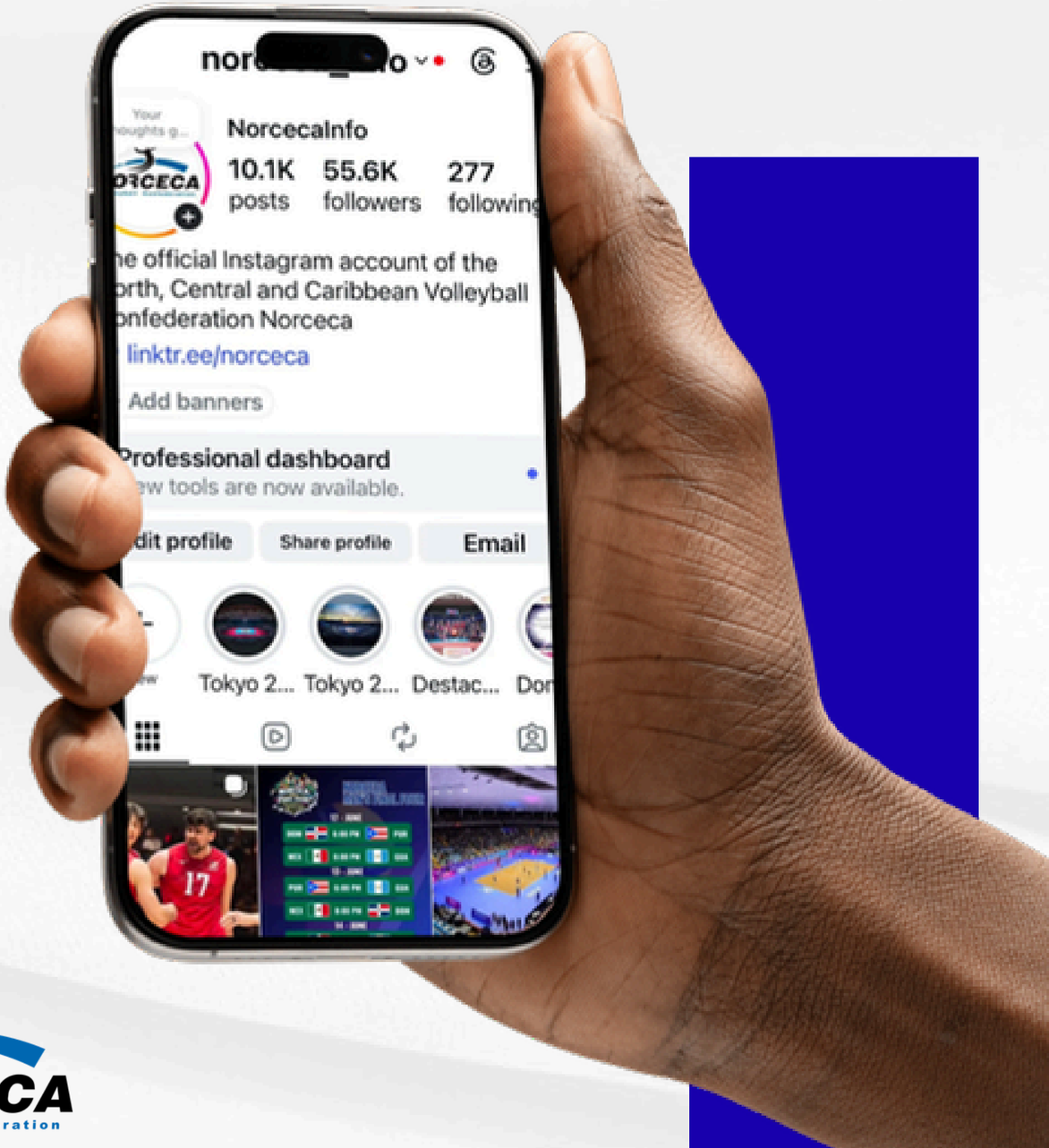
YEAR BY YEAR

2023-2025 NEWS ON NORCECA WEBSITE BY YEARS



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Press	101	153	258	306	403	456	651	687	746	946	1123	1230	1041	1007	935	1043	1009	267	415	544	827	902	1081

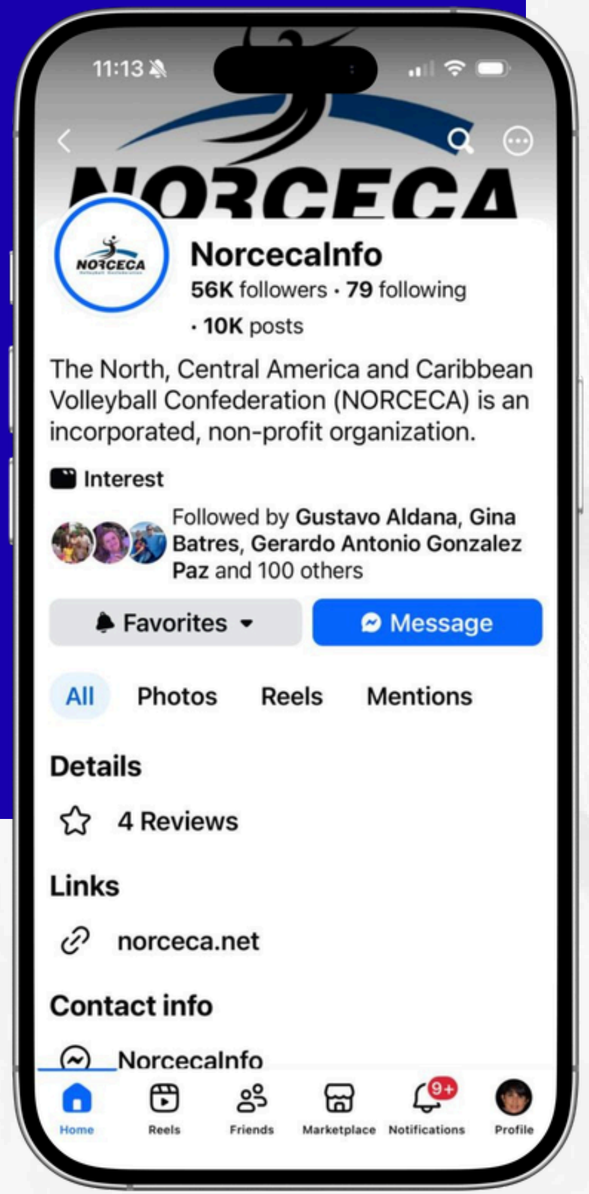
SOCIAL MEDIA



NORCECA
Volleyball Confederation

FACEBOOK

WHAT WE'VE
ACHIEVED



@NORCECAINFO

2023 FOLLOWERS: 31,200
2024 FOLLOWERS: 36,000
2025 FOLLOWERS: 56,363

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WHAT WE'VE ACHIEVED

Top posts by views

Boost content

See all con



Cuba to the finals! Cuba prevailed again...

Sat Nov 22, 8:25pm

182.4K 3.1K

182 148



PUERTO RICO PR Back-to-Back...

Sun Nov 23, 8:26pm

143.2K 1.9K

91 212



Cuba cu defeats Dominican Republic ...

Tue Nov 18, 5:49pm

112.4K 516

12 14



Christopher and Yoel Guardado Win...

Sun Nov 30, 5:03pm

133.8K 3.4K

45 204



DAY 1 NORCECA Boys' U17 Continental...

Tue Nov 18, 9:51am

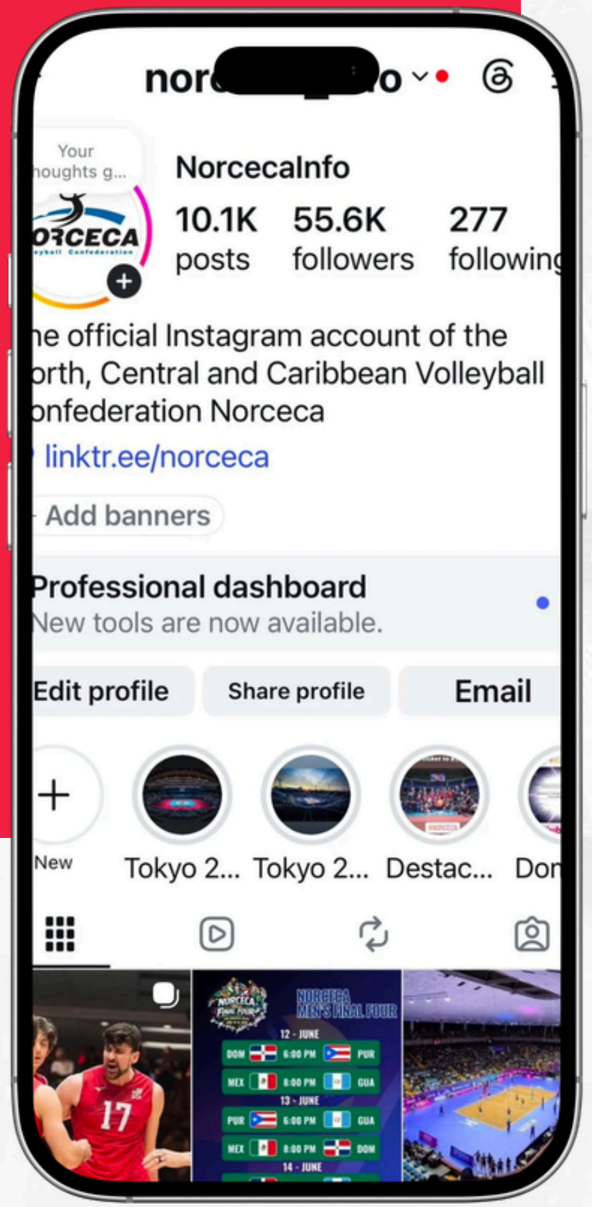
91.5K 336

7 55

NORCECA Volleyball Confederation

INSTAGRAM

WHAT WE'VE
ACHIEVED



@NORCECA_INFO

2023 FOLLOWERS: 25,892
2024 FOLLOWERS: 34,700
2025 FOLLOWERS: 55,603

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WHAT WE'VE ACHIEVED

Top content by views

Boost content

See all cor



#VNL2025 cu: CONCEP-SHOOOOK...

Wed Dec 3, 2:25pm

733.2K 24.5K
63 4.2K



#VNL2025: 🍁 SKYLER VARGA 🔥 ...

Tue Dec 2, 11:55am

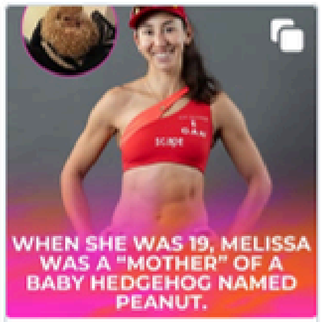
389.3K 8.3K
8 280



Isaac Heslinga brings fearless power to...

Sun Dec 21, 11:01am

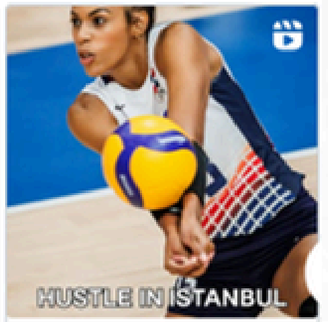
357.6K 5.7K
9 127



THE DAILY 08: PART 6 Fun and fascinati...

Tue Nov 18, 1:30pm

270.1K 2.5K
25 165



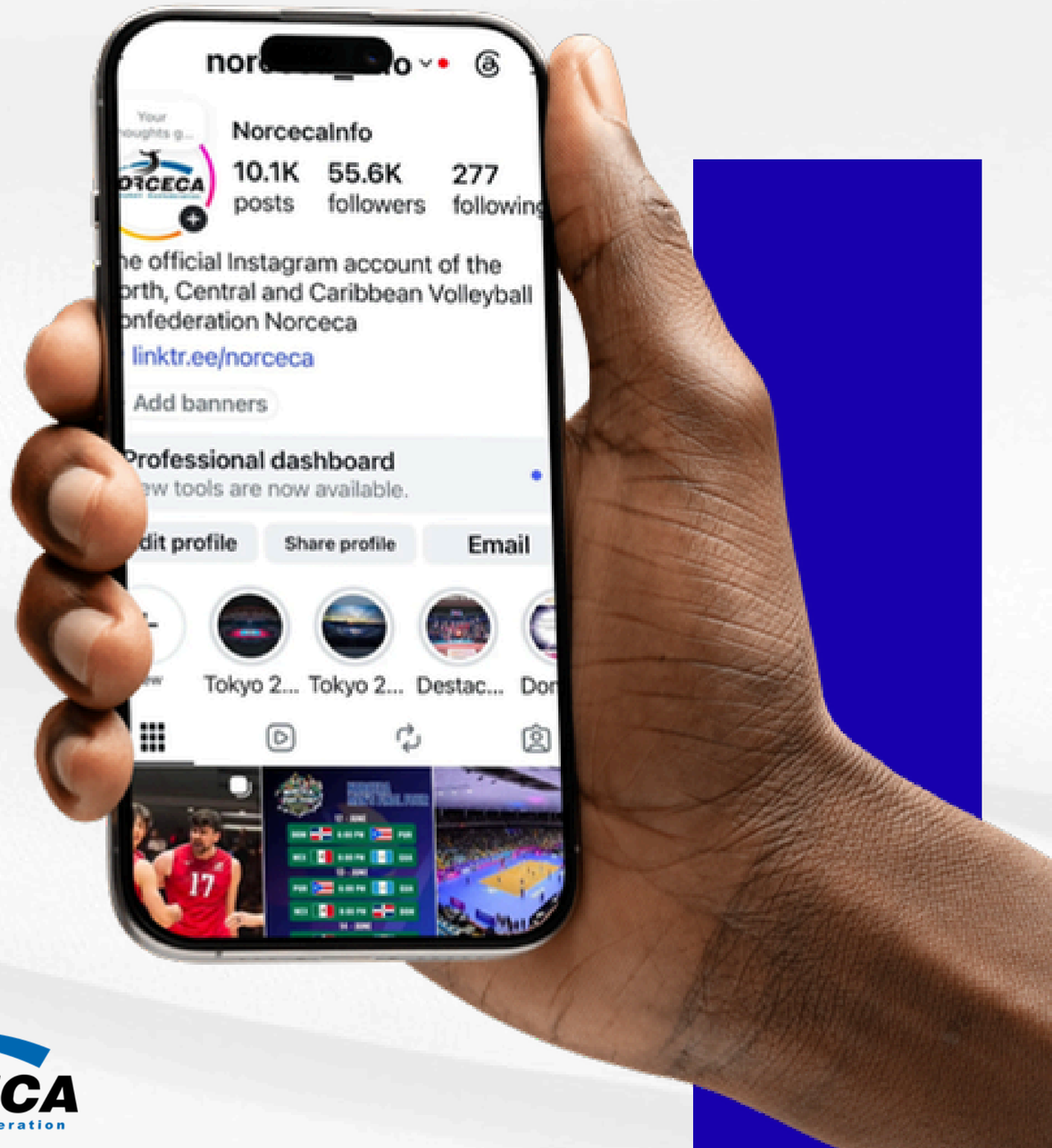
Matos throws herself on the floor for a...

Wed Dec 17, 11:48am

215.2K 4.6K
46 51

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- POSTS WITH MORE THAN 100K VIEWS
- SOCIAL MEDIA ACCOUNTS HAVE INVITED US AS COLLABORATORS: FIVB, VNL, FIVB JUNIOR, NATIONAL FEDERATIONS



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WHAT WE'VE ACHIEVED



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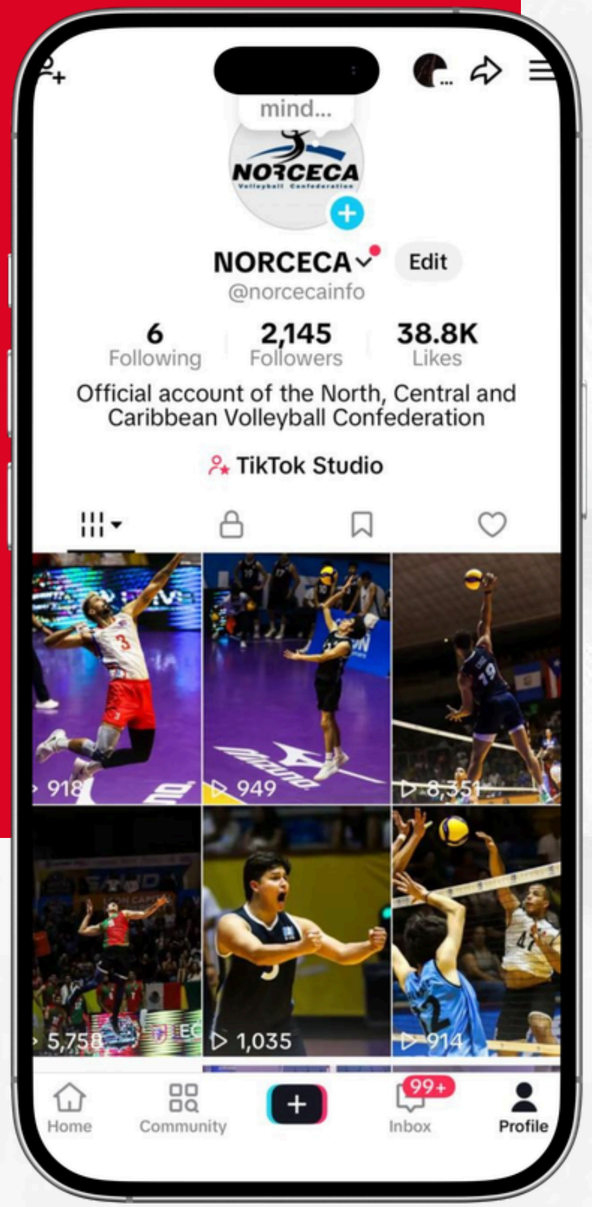
@NORCECA_INFO

2023 FOLLOWERS: 3,241
2024 FOLLOWERS: 3,520
2025 FOLLOWERS: 3,718

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TIK TOK

WHAT WE'VE ACHIEVED



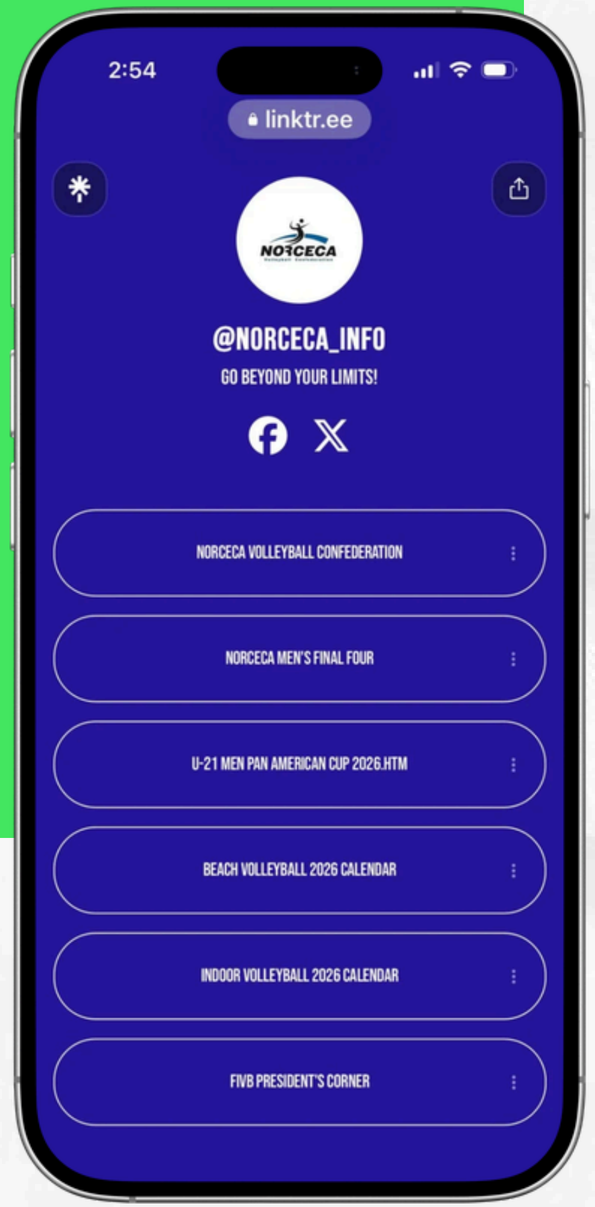
@NORCECAINFO

2023 FOLLOWERS: 1,552
2024 FOLLOWERS: 1,953
2025 FOLLOWERS: 2,145

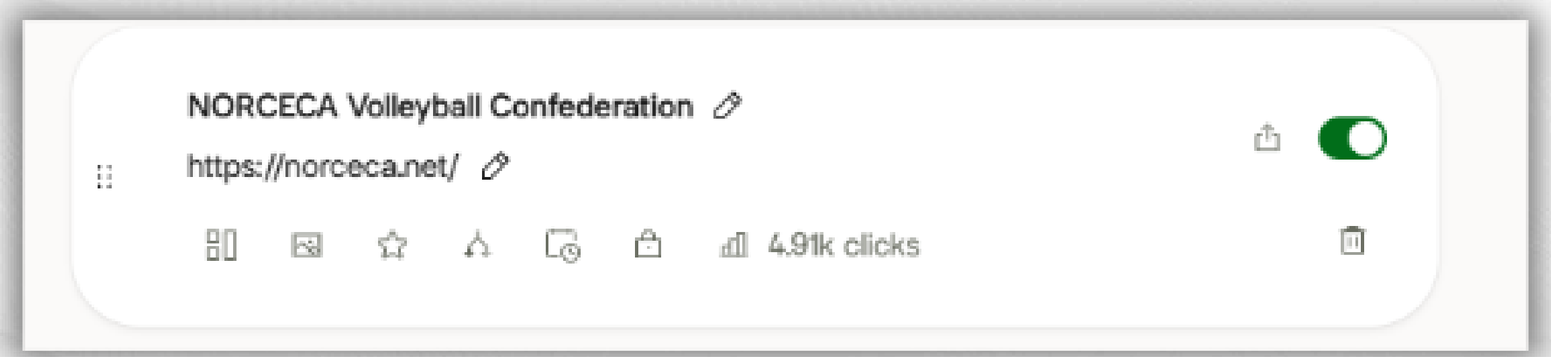
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LINK TREE

WHAT WE'VE
ACHIEVED



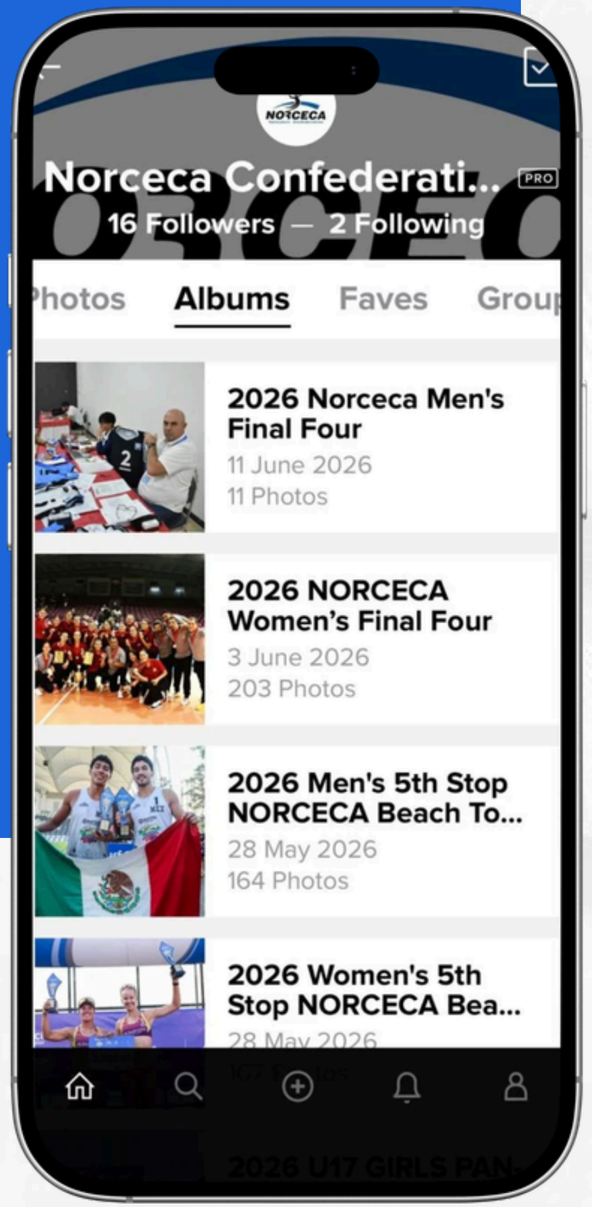
HTTPS://LINKTR.EE/NORCECA



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FLICKR

WHAT WE'VE ACHIEVED



NORCECA CONFEDERATION



2025 TOTAL VISITS: 334,163

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PRESS DELEGATE

- Part of the official NORCECA delegation (control committee)
- Has experience in media, journalism and social media managment
- Provides daily content for the NORCECA web site during the tournament
- Ensures accuracy of information
- Helps facilitate requests of media on site

- Area for press delegate, official photographer and media to work
- Power and internet
- Mixed zone with back drop
- Manage zones for press photographers and video journalists
- Coordinate work flow with official photographer

- Ensure correct branding on site
- Quotes from coaches before tournament
- Match reports for each match (score, key stats, quotes, keep an eye on interesting facts)
- Ensures photos and scores are sent to social media manager
- Press release to VIS manager for Daily Bulletin
- Coordinate Livestream

PHOTOGRAPHER

- Part of the official NORCECA delegation (control committee)
- Work in coordination with press delegate
- Attention to branding and sponsors
- Variety of photos: attacking, receiving, setting, blocking, emotions
- Most photos in landscape

- Photos of coaches, anthems
- Awards: individual and group
- Medalists
- Venue
- Crowd
- Side activities
- Creativity
- Captions

- Ensures photos are sent to social media manager
- Selection of photos to be sent by email
- Upload photos to Flickr: Album per Event / Album per gender for Beach events
- NORCECA owns content rights
- Team work



THANK YOU

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