



ROLL BALL FEDERATION OF INDIA

Affiliated to International Roll Ball Federation & Asian Roll Ball Federation
Recognized by Ministry of Youth Affairs & Sports, Govt. of India

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Digital Media / Online Presence – Executive Summary

1. Overview

The Roll Ball Federation of India (RBF) has established a **strong and growing digital media presence** to engage stakeholders, showcase events, promote players, and drive grassroots awareness of the sport nationally and globally. Aligned with the AIMS principle of digital transparency, youth engagement, and global visibility, RBF leverages modern platforms to position Roll Ball as a dynamic and inclusive sport.

2. Official Digital Platforms

Platform	Link	Follower/Subscriber Stats* (As of May 2025)
Website	www.rollballindia.org	~30,000+ monthly visitors
Facebook	@rollballindia	25,000+ followers
Instagram	@rollballindia	19,000+ followers
Twitter/X	@rollballindia	7,500+ followers
YouTube	RBFI Channel	6,200+ subscribers

*Follower stats are based on latest engagement data and expected organic growth.

3. Key Features of RBF Digital Media Strategy

A. Real-Time Event Coverage & Updates

- Live posting and streaming of **national tournaments, zonal matches, and international Roll Ball engagements**.
- Use of **Facebook Live, YouTube broadcasts, and Instagram Stories** during major championships.

B. Athlete-Centric Content

- Weekly features on **top athletes, youth players, and women in Roll Ball** via posts, reels, and interviews.
- Launch of **#RollBallChampions** and **#FacesOfRollBall** hashtags to build athlete identity.



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C. Educational and Training Content

- Uploading of **coaching tutorials**, **rules explanations**, and **skills videos** on YouTube and Instagram.
- Use of carousel posts and infographics to explain Roll Ball basics.

D. Engagement and Awareness Campaigns

- **Monthly contests** and **quiz campaigns** (e.g., #RollBallTrivia) to increase interaction.
- Regular campaigns on **International Sports Day**, **Women's Day**, **Men's Day** etc.
- Collaborations with influencers and ex-players to reach new audiences.

E. Inclusion & Diversity Representation

- Regular digital campaigns highlighting **female athletes**, **para-athletes**, and **players from tribal/rural areas**.
- Spotlight series on **North-East India Roll Ball talent** and underrepresented regions.

F. Data-Driven Analytics & Feedback

- Use of analytics tools (Meta Insights, YouTube Studio, Instagram Insights) to track:
 - Engagement rate per post
 - Demographics of followers (age, region, gender)
 - Video watch time and reach
- Feedback from **online polls**, **fan surveys**, and live Q&A sessions used for continuous improvement.

G. Centralized Digital Branding

- Unified visual branding and tone of voice across platforms: event posters, jersey designs, hashtags.
- National and state-level federations aligned with RBF India brand kit.



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4. Website Capabilities: www.rollballindia.org

The official website acts as the central hub of information and services:

Key Features:

- **News & Announcements** (Events, Selections, Notices)
- **Player & Coach Registration Portal**
- **Calendar of Championships**
- **National Rankings & Results** (Upcoming)
- **E-learning Section** (Upcoming)
- **Media Gallery** (Photos/Videos of Events)
- **Downloads Section** (Forms, Rules, etc.)

Planned Upgrades by 2026:

- **AI-based Match Analysis Tool**
- **Digital Player Profile Cards & Analysis**
- **Mobile-responsive app integration**
- **Roll Ball Tournament Software (RBTS)**

5. Key Achievements through Digital Media

- Over **1 million total impressions** across platforms during National Championships.
- Digital content reached **35+ countries** during 2023 IRBF events.
- RBF featured on **IRBF platforms** through shared content.
- Increased **youth engagement** by 40% through Instagram reels and short-form content.

6. Upcoming Digital Initiatives (2025–2026)

- **Launch of "RBF Mobile App"** with live scores, training videos, rankings.
- **Roll Ball Documentary Series:** Telling the story of Roll Ball in India.
- **Digital Sponsorship Deck** for corporates with analytics-driven ROI visibility.
- **Webinars for Coaches & Referees** in regional languages.
- **Bilingual Content Strategy** (English + Hindi/Regional Languages).

Conclusion

The Roll Ball Federation of India has built a sustainable, engaging, and rapidly expanding **digital ecosystem** to support the sport's visibility, growth, and modernization in line with global standards. RBF continues to evolve its digital strategy to meet the expectations of the modern sports audience while promoting Indian Roll Ball at every level.