

**Hamilton Lacrosse Association
2025 Social Media Report**

Overview:

Similar to previous seasons, the HLA relies heavily on Meta platforms for social-media presence.

Facebook

HLA (@Hamilton Lacrosse Association) followers:

- October 2024 – 964
- October 2025 – 1,120

Summary:

- A gain of 156 new followers over the year – close to the same increase as previous year. .
- This channel is the primary channel for communicating updates and programming news with our membership. Community Partner/ sponsor communication and support is a secondary element of our Facebook messaging.
- Promotion of initiatives like Try Lacrosse, Rock events, HLA Skill Development Sessions.
- Sharing of game day information for Jr. B and Sr. B Bengals

Hamilton Bengals Jr. B (@Hamilton Junior B Bengals Lacrosse Club) follows:

- October 2024 – 876
- October 2025 – 903

Summary:

- Moderate gain of 27 followers after large increase previous year (Founders Cup factor).
- Game day posts/ creative, video/ reels, and post-game posts during the Bengals' regular season generates and playoffs strong engagement. Instagram creative shared on this channel as well.
- Promotion of game day activity, promotion/ Bengal Lager.

Hamilton Bengals Alumni Association (@HamiltonBengalsAlumni)

- October 2023 -- 187
- October 2024 – 206

Summary:

- Small gain of 6 new followers.
- The primary objective of this page is to keep our former players engaged and connected.
- A good group that has helped with volunteer efforts for both the HLA & Jr. B Bengals.
- Sharing of Jr. B/ Sr. B game day information, HLA news, and alumni announcements.

Hamilton Lacrosse

2025 Social Media Summary

Date: October 18, 2025

Instagram

HLA (@hamiltonlacrosse) followers:

- October 2024 – 2,385
- October 2025 – 2,894

Summary:

- Exceptional growth this year with 509 people joining as followers.
- This channel provides programming updates/ calls-to-action, and news to the HLA network.
- We showcase success stories of HLA teams and players.
- Sharing stories from rep team accounts, player achievements, OLA and lacrosse news.
- Communicating Jr. B and Sr. B Bengals news and game-day announcements.

Hamilton Bengals Jr. B (@hamiltonbengalsjrb) followers:

- October 2024 – 853
- October 2025 – 1,255

Summary:

- Impressive growth of 402 followers.
- This channel houses all things Hamilton Jr. B Bengals
- Showcases the game-day creative, promotional video work, and in-game video creative – provided by videographer/ designer, Connor McVey.
- Quick growth of followers; provides a great face for the Jr. B Bengals' brand.

Hamilton Bengals Sr. B (@hamiltonsrbbengals)

- October 2025 - 1,440

Summary:

- Quickly established 1,440 followers
- Channel managed by Dave Colbourne & team
- Promotion of game day information, promotions, sponsorship.

Twitter/ X

These are primarily dormant accounts. Used to share content on occasion.

HLA (@HLALacrosse) followers - October 2025 – 1,191

HLA Girls Field Lacrosse (@HLAgirlsfield) followers – October 2025 – 272

Hamilton Bengals (@hamlaxjunior) followers - October 2025 – 1,158