

13th FIS Youth and Children's Seminar

Social Media in Sports

Hotel Hilton Zurich Airport, Hohenbühlstrasse 10, 8152 Zürich, Switzerland
29th – 30th September 2015

13th FIS Youth and Children's Seminar

Programme

Tuesday, 29th September 2015

Room Zurich A/B

19.00 Networking Evening
 Opening by Gian Franco Kasper – FIS President
 Welcome by Ken Read – Chair FIS Coordination Group Youth & Children

Wednesday, 30th September 2015

Room Panorama C

09:00 – 09:15 **Introduction**
 Opening by Sarah Lewis – FIS Secretary General and Josef Zenhäusern – FIS Development Programme Consultant

09:15 – 09:45 **Ethical use of social media**
 Walter Fust – Ambassador and Head of The Swiss Agency for Development and Cooperation, member of ITU/UNESCO Broadband Commission, President of globethics.net

09:45 – 10:15 **Social Media**
 MA. BSC. Martin Kaswurm – Management Chaka²

10:15 – 10:30 **Coffee Break**

10:30 – 12:00 **Working Groups: Putting Social Media Theory into Practice**
 Participants will be split into four groups. The groups will rotate in 20 minute blocks around following stations:

A) Facebook [*Room Panorama C*]
 B) Instagram, Twitter [*Room Brussels*]
 C) Youtube [*Room Paris*]

12:00 – 13:30 **Lunch**

13:30 – 14:00 **Welfare for Children and Social Media**
 Charlotte Aynsley – Director e-safety

14:00 – 15:30 **Bring Children to the Snow Update**
 Andrew Cholinski – Coordinator Bring Children to the Snow

- Ole Rauch – Director Schneesport Initiative Schweiz

15:30 – 16:00 **Summary and Conclusions**
 Ken Read - Chair FIS Coordination Group Youth & Children

Organisation: Ken Read, Chairman of the Coordination Group Youth & Children
 Josef Zenhäusern, FIS Development Programme Consultant
 Andrew Cholinski, Coordinator Bring Children to the Snow
 Sabrina Aebischer, FIS Development Programme Coordinator

Please note that the seminar will be conducted in English only.



Ethical use of social Media

Presentation of Walter Fust, former Ambassador and
Director General of SDC, President of globethics.net
and member of ITU/UNESCO Broadband Commission

Social Media

- Platforms, Digital Media and Technologies for Communication between people and institutions
- Facebook, Twitter, LinkedIn, Blogs, Video Portals, YouTube, etc.
- Social informatics: scientific discipline related to the study of social media
- Technologies: weblogs, webinars, news groups, instant messengers, podcasts, wikis, apps, etc.

Democratization of Information

- Communication one to one and one to many
- No hierarchical gap between sender and receiver
- Difference with „old media“: the one editing a text and sending it out is responsible.
- No institutional editorial responsibility like in newspaper publishing or TV and Radio broadcasting: hence potential risk in liability!

Concept of Place and Space

- Place is where you act in a network or where you communicate and where messages are dispatched
- What you do at your place and your local network goes out to „space“
- It stays out there and Space will always remember
- Be aware of what you do and what you communicate in what form to whom (texts/ language use and pictures alike)

Ethics in the Information Society

- Globethics basic paper on 9 Ps (principles (ethical values), **participation** (access to knowledge for all), **people** (community, identity, education), **profession** (ethics of information professions), **privacy** (from dignity to data mining), **piracy** (intellectual property and cybercrime), **protection** (children and young people), **power** (economic power, technology, media and consumer), **policy** (ethics of regulation and freedom)) see: globethics.net/publications
- Applied Ethics: concerns what a person is obligated or permitted to do in a specific situation or in a particular action

Connectivity and Communication

- Being connected is not communication
- Successful communication needs media competence and readiness to understand each other
- Communication across different cultures requests language skills and intercultural competence
- Communication is based on personal and institutional identity (real, virtual). Avoid an authenticity gap. Be true, honest, fair and respectful.

Be responsible in using social media

- You can use private space for your communication, but there is no full privacy anymore
- Do not misuse social media.....the risks of backfiring is high and what is out in space can be brought back.....also against you!
- Make utmost use of the possibilities technically offered, but avoid posting things you might regret instantly or over time.
- Virtual identities can be decoded
- Beware of big data!

Opportunities and Risks

**Charlotte Aynsley – Director
E-safety Training and
Consultancy**



Global Internet Use



Do you recognise these....?



What children and young people like about being online...

Stay in contact
with friends

You can socialise!

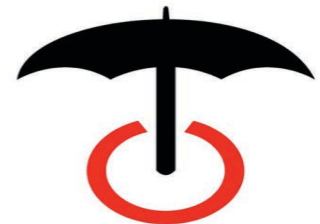
Organise
events

Share pictures
and capture
memories

You can play
games and its
educational

Its fun and easy
to use!

Watch films
and funny
clips



What children and young people don't like about being online...

Bullying

Hacking of accounts

People they don't know viewing their photos

Sexual content

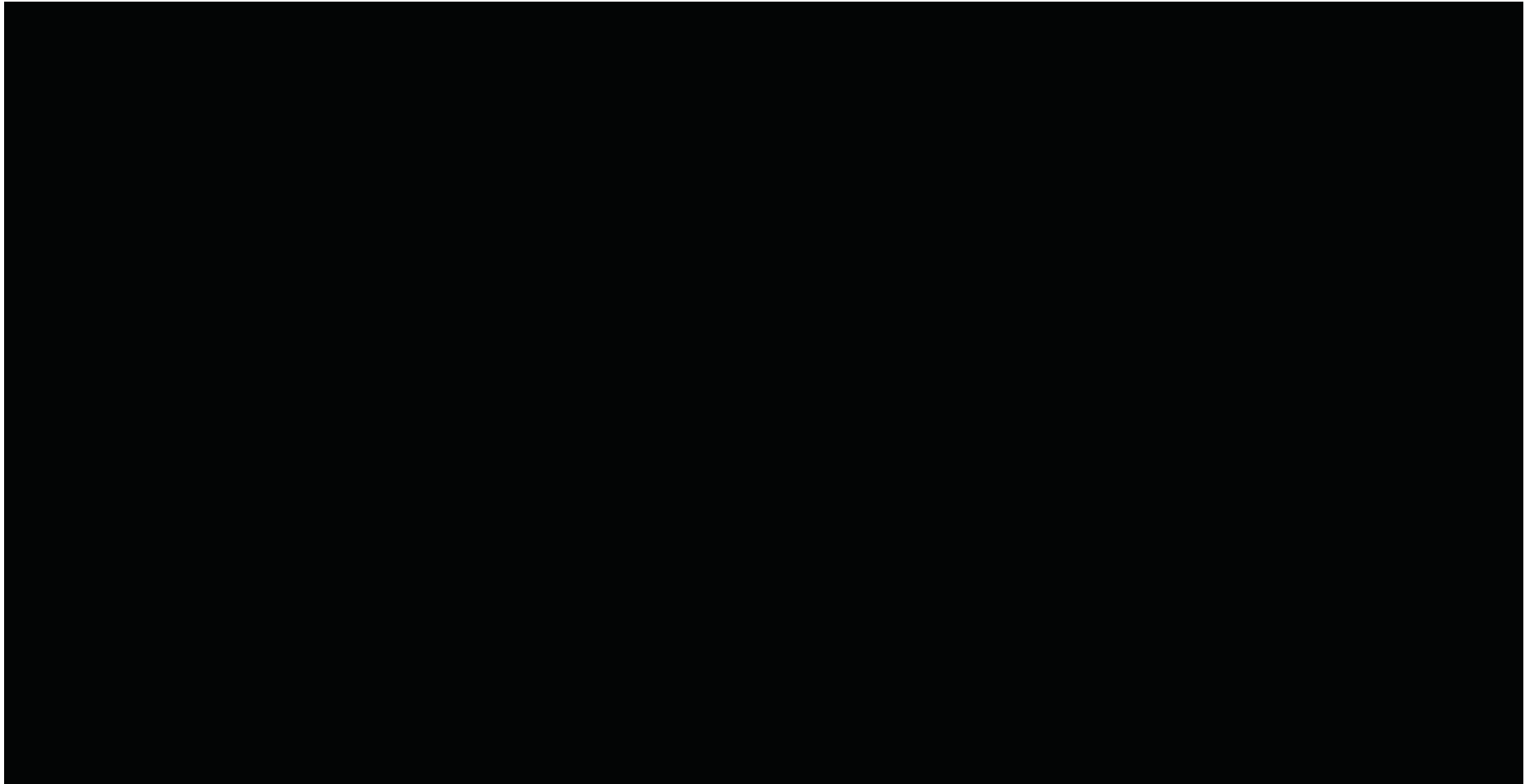
Privacy

Violent content

Talking to strangers

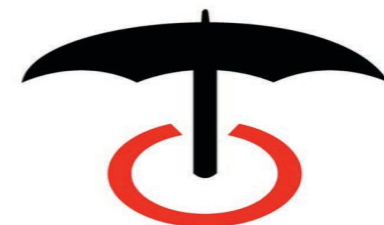


Risks to children and young people

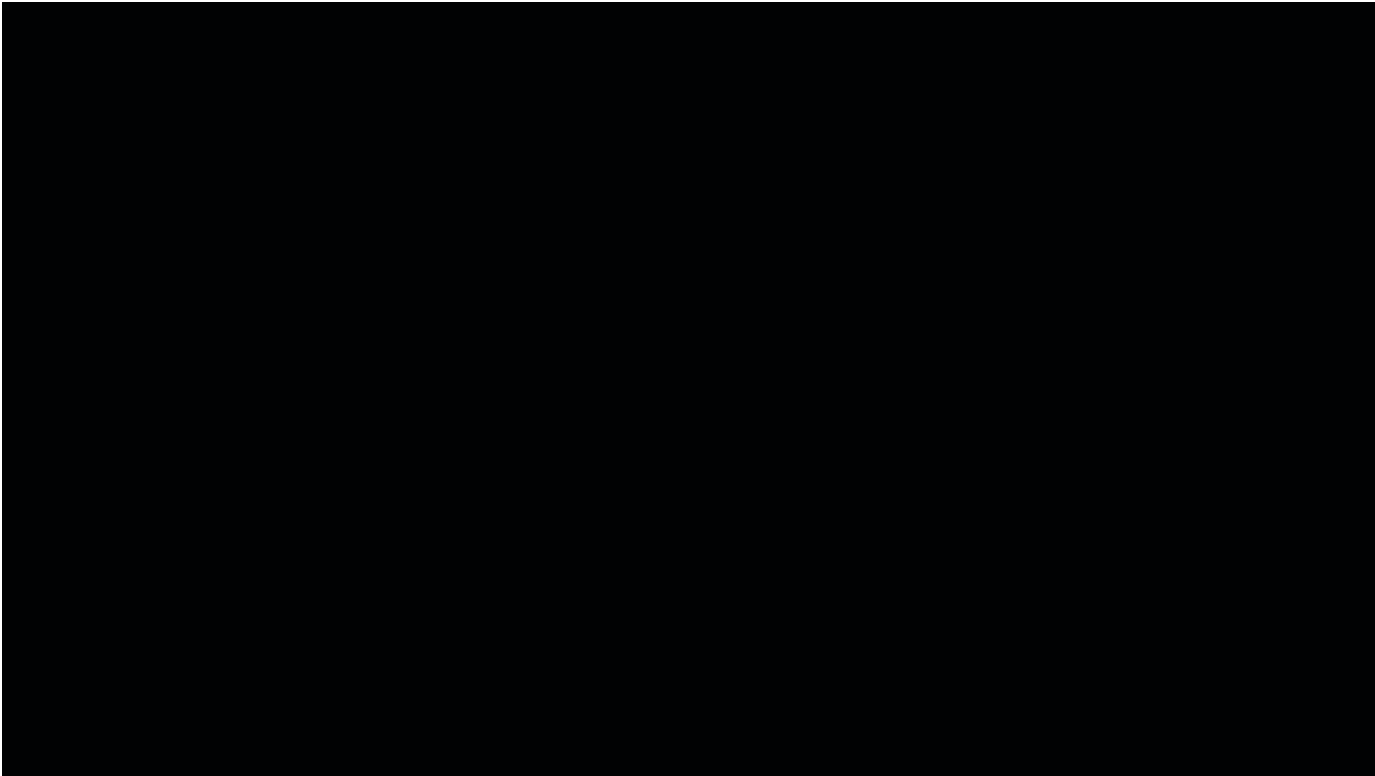


A framework of risks

	Commercial	Aggressive	Sexual	Values
Content (child as recipient)	Adverts Spam Sponsorship Personal info	Violent/hateful content	Pornographic or unwelcome sexual content	Bias Racist Misleading info or advice
Contact (child as participant)	Tracking Harvesting personal info	Being bullied, harassed or stalked	Meeting strangers Being groomed	Self-harm Unwelcome persuasions
Conduct (child as actor)	Illegal downloading Hacking Gambling Financial scams Terrorism	Bullying or harassing another	Creating and uploading inappropriate material	Providing misleading info/ advice

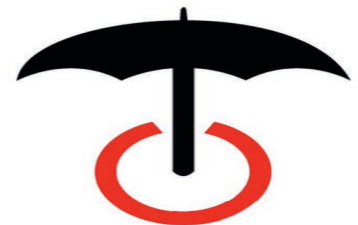


Specific risks - Sexting

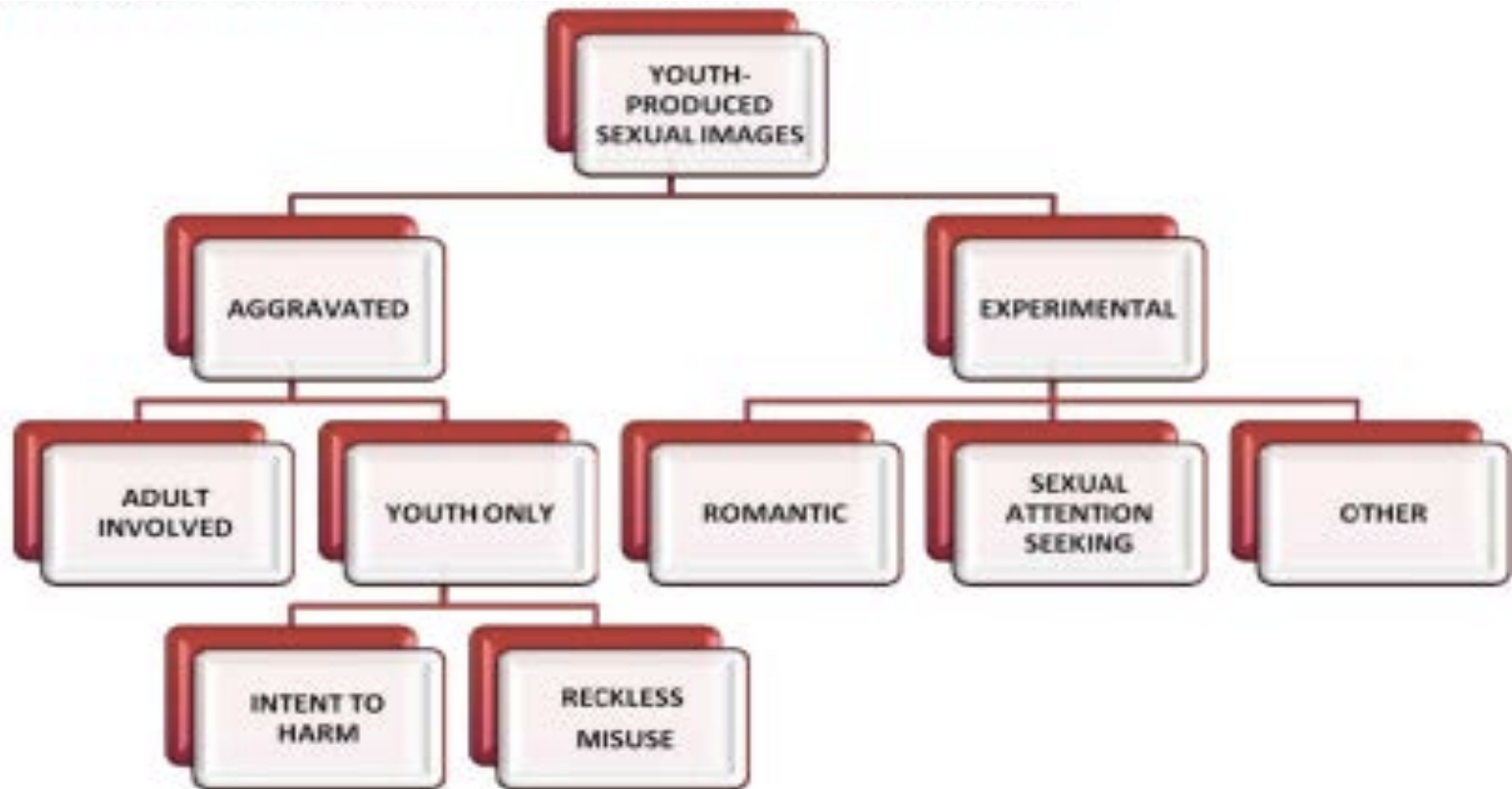


Specific risks - Sexting

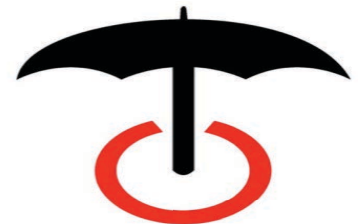
- 38% had received a sexually explicit text or email, majority were peers. 54% of teachers were aware of pupils creating these images
- *'sharing is reinforcing age old stereotypes between girls and boys. For boys its currency.'*



Specific risks - Sexting

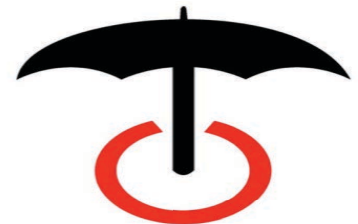


Specific risks - Online Bullying



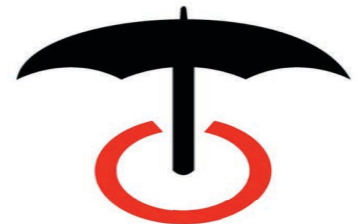
Specific risks - Online Bullying

- Bullying is the thing that most young people worry about
- Statistics range across EU countries from 6% to 30% (1 in 3)
- It can happen across a variety of platforms especially social networks
- Its 24/7 and all encompassing
- It can be shared and quickly go viral
- Bullying can be done anonymously so the perpetrator remains unknown
- It can tarnish their digital footprint
- Children 'more likely' to bully in the online world



Specific risks - Grooming and Sexual Abuse

- Emotional connections are built with children
- Target specific children at specific times
- Non contact abuse
- Quickly moves from a public platform to a private platform
- Children can be resilient



Specific risks - Oversharing

- The 'selfie' phenomena (1.8 billion per day)
- Can be targeted because of 'the way they share'
- Personal information overload
- Right to be forgotten

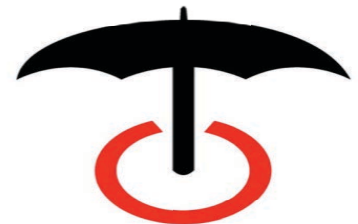


Specific risks - Exposure to Inappropriate Content

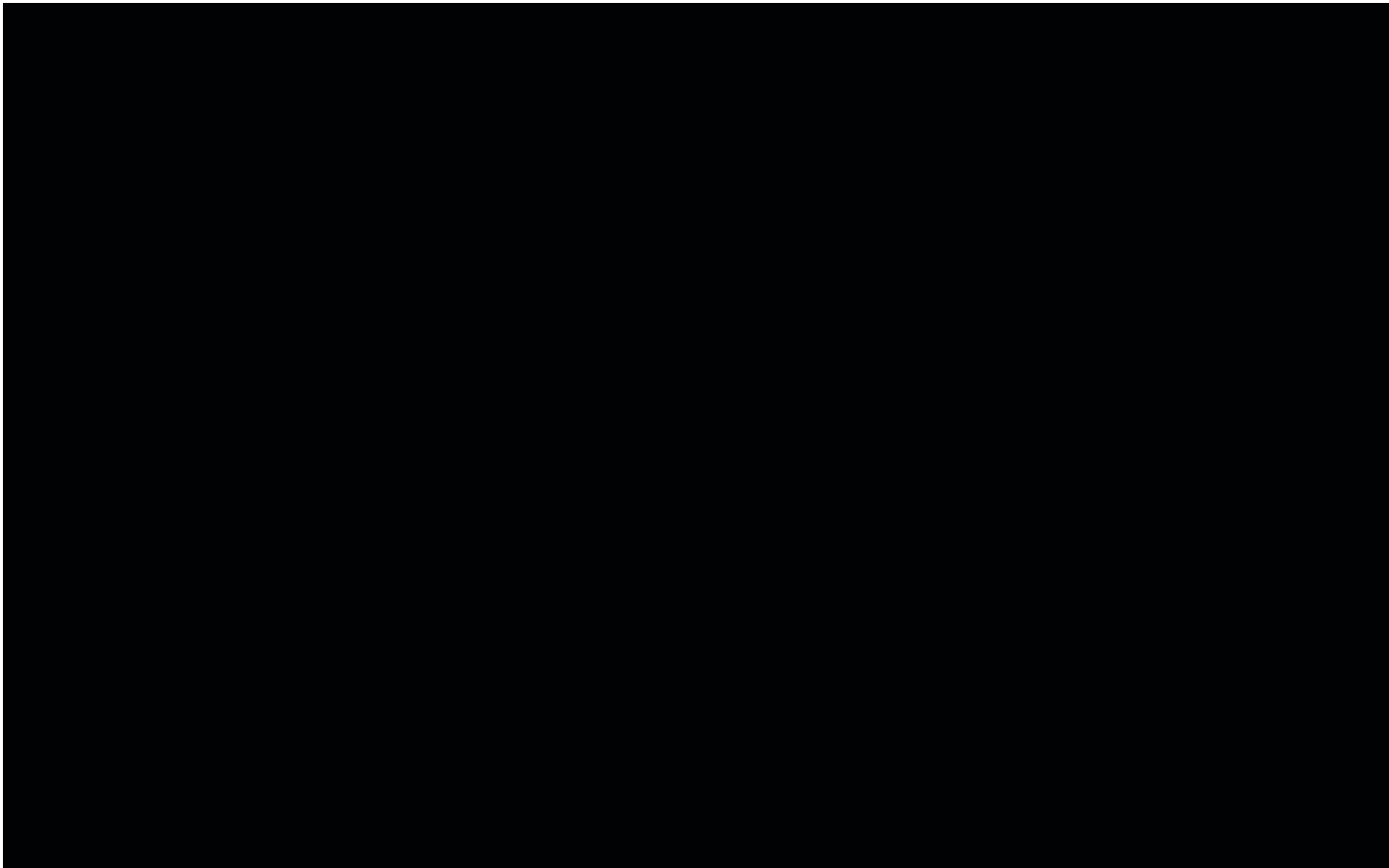
- Violent content
- Distorted and doctored images
- Extremist and hateful content
- Pornography
- Pro ana content
- Challenges and dares

I'm always watching porn and some of it is quite aggressive. I didn't think it was affecting me at first but I've started to view girls a differently recently and its making me worried. I would like to get married in the future but I'm scared it might never happen if I carry on thinking about girls the way I do.

Boy 12-15



Specific risks - Exposure to Inappropriate Content



Safe online environments for young people

- ✓ Sign up and verification
- ✓ Reporting and escalation
- ✓ Easy to understand and age appropriate privacy
- ✓ Education and promotion of safe use
- ✓ Moderation and management



Safe online environments for young people

- ✓ Ask for parental permission - Facebook is aged 13!!
- ✓ Think about your naming policy
- ✓ Avoid private interactions
- ✓ Think about the information you are sharing and with whom
- ✓ Think about the management of 'content' and posts
- ✓ Rehearse what to do if something goes wrong



Net Aware – A Guide to Social Networking

NSPCC Net Aware)))

Type and select network

Explore all networks

[A-Z](#) [Most popular](#)

Questions?
[Contact us](#)

Your guide to the social networks your kids use

Stay up to date and keep your child safe in today's digital world



Search for a site, game or app to find out more

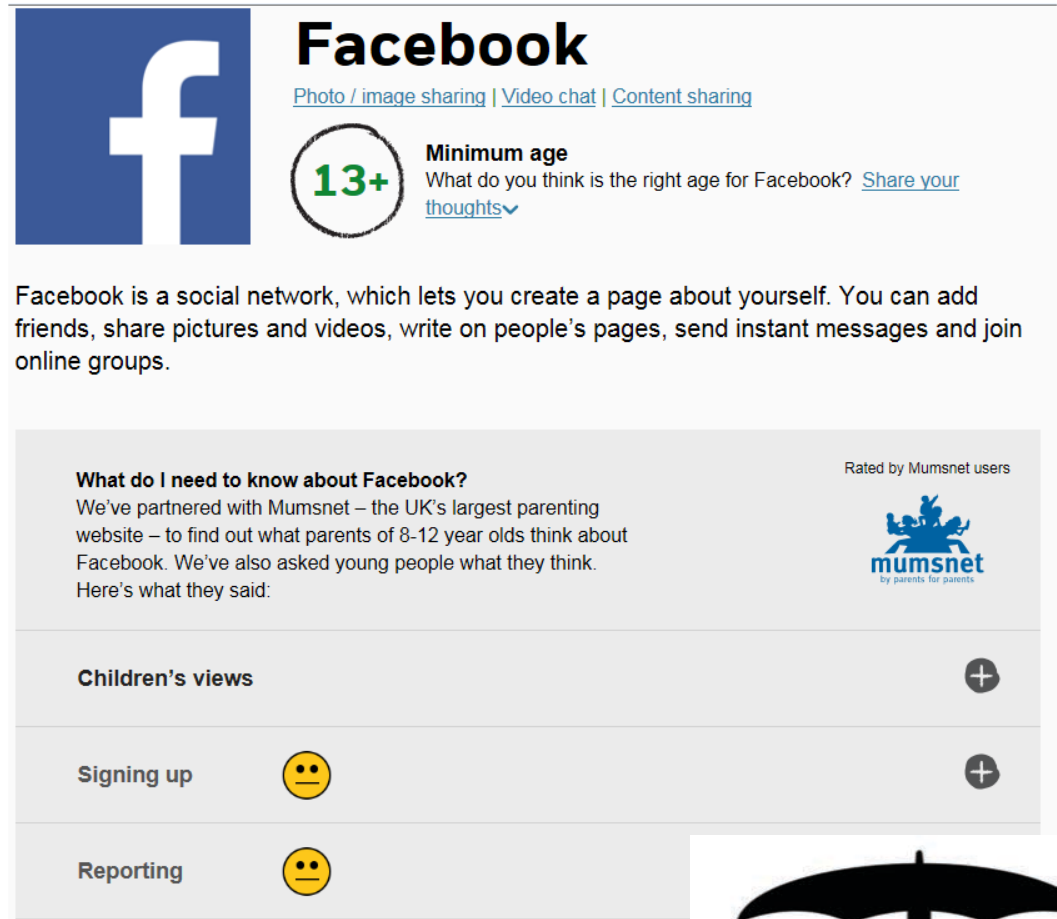
Explore other networks

[All networks A-Z](#) [Most popular](#)



Net Aware – A Guide to Social Networking

- Net Aware is a simple guide to the social networks, sites and apps children use – based on parents' experiences and the views of young people.
- Over 500 parents from Mumsnet and over 1850 young people tested the sites against criteria such as reporting mechanisms, privacy and prevalence of inappropriate content.



Facebook
[Photo / image sharing](#) | [Video chat](#) | [Content sharing](#)

13+ **Minimum age**
What do you think is the right age for Facebook? [Share your thoughts](#)▼

Facebook is a social network, which lets you create a page about yourself. You can add friends, share pictures and videos, write on people's pages, send instant messages and join online groups.

What do I need to know about Facebook? Rated by Mumsnet users

We've partnered with Mumsnet – the UK's largest parenting website – to find out what parents of 8-12 year olds think about Facebook. We've also asked young people what they think. Here's what they said:



Children's views		+
Signing up	☹️	+
Reporting	☹️	



Net Aware – A Guide to Social Networking

13+

Facebook says
This is taken from Facebook's own guidelines and is accurate as of October 2014.

15+

Our panel says
Based on our independent panel surveyed in November 2014.

13+

Children say
Based on 1554 votes from children and young people we asked in September 2014.

9+

Parents say
Based on 111 votes from parents who have visited this site – you can vote too!

What do you think?

Adjust the slider and tell us what you think is the right age to join Facebook.



Submit my vote

Is content on Facebook suitable for 8 to 12 year olds?

37% of parents reported seeing content that might be unsuitable for children aged 8-12 on this site. Here are the types of inappropriate content that they reported:

Sexual



Low

Includes sexually explicit material that was both commercial (adverts, links or promotion of adult material), as well as user generated images, videos and text.

Violence and hatred



Medium

Includes material that was overtly violent and contained images, videos and text that incited hatred on the grounds of race, religion and sexuality.

Bullying



Low

Includes text, images and videos that are used to threaten, tease, upset or humiliate someone else.

Suicide and self-harm



Low

Includes text, images and videos that highlight, promote and support self-harm. Includes cutting, burning, bruising, scratching.

Other



Low

Includes offensive language, gambling, promotion of in-app purchases, suggestions to exchange personal details, external links to adult sites.



Safer Internet Centres

CO-FUNDED BY
THE EUROPEAN UNION

COMMUNITY

SIGN IN

SUBSCRIBE TO NEWSLETTER

HOME | ONLINE ISSUES | RESOURCES | COUNTRIES | SAFER INTERNET DAY | NEWS & EVENTS

Search...

ins@fe



SAFER INTERNET FORUM 2015

Join us for SIF in Luxembourg, 28-29 October 2015, where we'll be 'Breaking down barriers for a better internet'.

REGISTER ONLINE...

LATEST NEWS



eSafety Label Conference at the Flemish Ministry of Education

Insafe coordinator | 24/09/2015

On 22 September 2015, the Flemish Ministry of Education organised a conference about the eSafety Label project!

[Read more](#)



Safer Internet Day has a brand new logo!

Insafe coordinator | 17/09/2015

CREATING A SAFER - AND BETTER - INTERNET

Under the framework of the European Commission's Safer Internet Programme, Insafe and INHOPE work together to deliver a safer and better internet. The two networks promote safe, responsible use of the internet and mobile devices to children, young people and families.... [Read more](#)

[Report](#)
Illegal content

[Helplines](#)
Contact now

FIND AN AWARENESS CENTRE IN YOUR COUNTRY



Select Centre

NEXT EVENT

Further sources of support

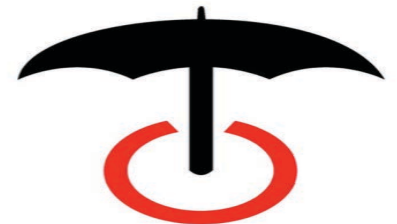
www.thinkuknow.co.uk

www.common sense media.org

www.nspcc.org.uk/onlinesafety

www.childline.org.uk

www.insafe.eu



Thank you

E: aynsleycharlotte@gmail.com

Twitter: @CaynsleyEsafety



FIS Youth & Children's Seminar 2015

Social Media in Sports

DATE 30.09.2015
PARTNER FIS

Martin Kaswurm, 29, Austrian

Bachelor of Science in Sport- & Event Management,
University Schloss Seeburg, Austria

International MA in Humanities, Marketing & Law of Sport
*SDA Bocconi Milano / Italy, De Montfort Leicester / United Kingdom,
Universite Neuchatel / Switzerland*

10+ years in Sports Management

6+ years in Business Economics as a managing director

Managing Director, Chaka2 GmbH, Germany/Switzerland/Austria

Project Manager, Red Bull GmbH, Fuschl/Austria

FIFA Master Alumni Association committee board member



CHAKA2 IS AN INTERNATIONAL MARKETING AGENCY HEAD-QUARTERED IN SALZBURG, AUSTRIA. **BRAND MARKETING AND ITS ACTIVATION** ARE AMONG THE CORE COMPETENCES OF CHAKA2. THEREON RELY STRONG PARTNERS LIKE ADIDAS, RED BULL, TOMTOM & AUDI.





**WE
CREATE
FEELINGS**

MUSIC / SPORT / BRAND MARKETING

5 GOOD REASONS

TO WORK WITH CHAKA²

1

MOTIVATION

full motivation for our clients to go the extra mile

2

IDENTIFICATION

owner-operated company, therefore 100% identification

3

EXPERIENCE

20+ years of international event experience

4

MAVERICK

"out of the box" solutions for our clients

5

MARKETING

360 ° event marketing from one source



PERFORMANCE

- ▶ 360 ° event marketing from one source
- ▶ slim structures, high flexibility and fast response time
- ▶ excellent market knowledge in the fields of sports, events and brands
- ▶ 20+ years of experience in the international event marketing
- ▶ global network through sport federations

SERVICE

- ▶ sport-, event- & brand marketing services
- ▶ event logistics & warehousing
- ▶ digital event solutions
- ▶ TV- & photo production
- ▶ execution of sport & music events
- ▶ specific sponsoring conception

Chaka2 & Red Bull International are working together since 2010 in hosting sports and music events. Up to 20,000 visitors attend this interactive brand activations globally.

Red Bull projects:

Red Bull Crashed Ice / Riders Cup

FC Red Bull Salzburg

Red Bull Copa Del Toro

Red Bull Brandwagen

Red Bull Beat Boat

Red Bull Flight Deck

Red Bull Bar Staff Challenge



Chaka2 & Audi quattro are working together in a very close partnership since 2013. Annually around 100 event days in form of customer events or brand activations are implemented. Besides the classic event execution also the social media integration is on of the key roles of Chaka2.

Audi quattro projects:

Activation of “home of quattro” destinations
 Audi FIS Ski World Cup
 4 Hills Tournament
 Swatch Freeride World Tour
 FIS Freestyle & Snowboard World Cup
 Kreischberg



Audi

2016 CEV European Snow Volleyball Tour

Thousands of athletes from more than 20 nations participated in the Snow Volleyball events during the last years in the top winter sport destinations all over Europe. Due to professionalization, media attraction and international TV coverage the movement grew enormously on a global scale.

In 2016 the European Volleyball Federation joins forces with this rapidly growing sport and proudly presents the: "2016 CEV EUROPEAN SNOW VOLLEYBALL TOUR"



CHAKA²

MOTIVATION. DEDICATION. EXPERIENCE. DETERMINATION.

AMBITION. PASSION. INSPIRATION.

SOCIAL MEDIA MANAGEMENT AND CONTENT STRATEGY



IT'S ALL ABOUT WEBSITES

**IT'S ALL ABOUT
~~WEBSITES~~**

Our behavior constantly changes in the digital world.

We know that **your fans' behavior changes** so you have to constantly monitor the evolving nature of people, markets and technology. We discover patterns through the observation of changing behavior in society due to the **digital revolution and anticipating opportunities** for brands and business.

A website and a basic social media approach aren't enough to make your organization or business visible anymore.

User behavior has changed within the last years. **Instead of searching things on search engines, people discover interesting things today.** This means that brands get more and more disconnected from their target audience, with websites waiting for users while our core audience is spending their time on social networks consuming content that seems to be relevant for them.

JAN
2015

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

7.210
BILLION

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

3.010
BILLION

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

2.078
BILLION

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

3.649
BILLION

PENETRATION: 51%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

1.685
BILLION

PENETRATION: 23%

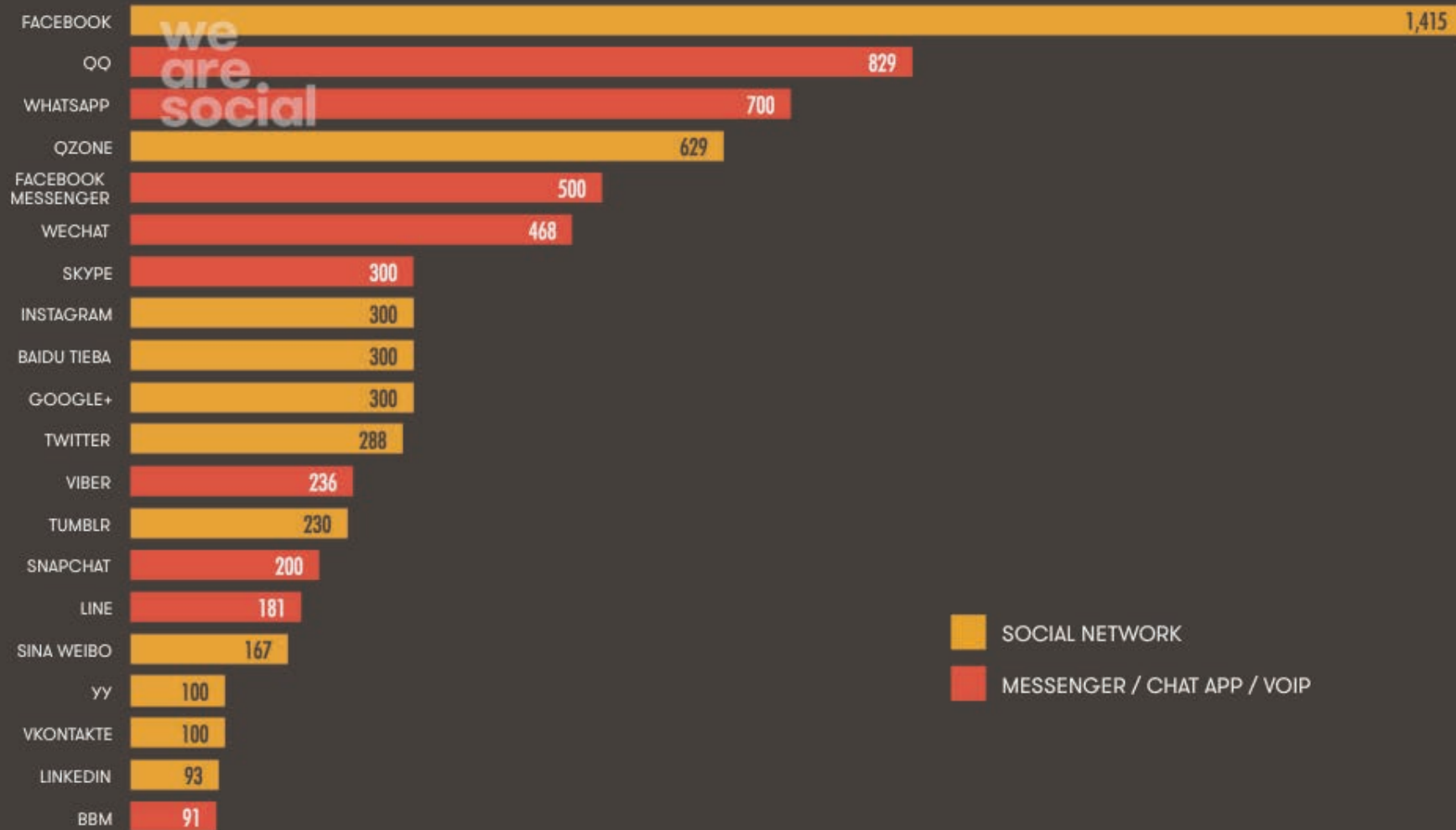
FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

MAR
2015

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

09 MAR 2015

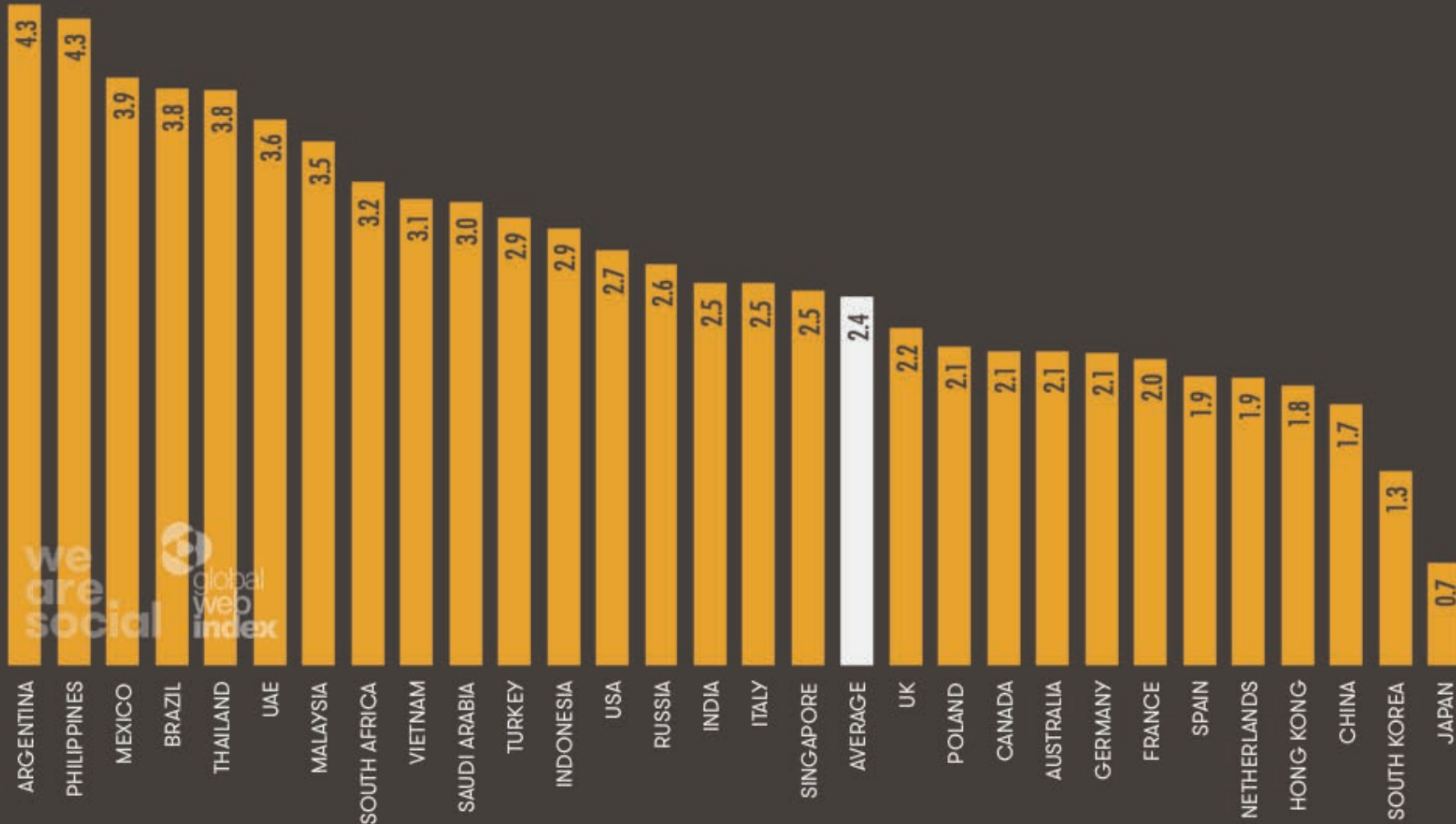


JAN
2015

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE SOCIAL MEDIA, AND DO NOT FACTOR NON-USERS



**BUT WHAT DOES THAT
MEAN FOR BRANDS*?**

*ATHLETES & SPORTSMEN

**IN FACT, LOTS OF BRANDS
GET MORE AND MORE
DISCONNECTED FROM
THEIR CONSUMERS* TODAY.**

CHAKA²

**THE TIMES YOUR CONSUMERS/
FANS ARE LOOKING AT YOUR
WEBSITES EVERY DAY OR
„SURFING“ THROUGH THE
INTERNET ARE GONE.**

**WHAT? WAIT, THEY 'RE NOT EVEN
SURFING THE INTERNET ANYMORE?**

TODAY CONSUMERS DISCOVER BRANDS, PRODUCTS AND CONTENT ON THEIR TIMELINES, BASED ON THINGS THAT ARE RELEVANT FOR THEM AND THEIR PEERS.

A large crowd of people is gathered at a sports event, likely a winter sports competition. In the foreground, three people are posing for a photo. They are wearing colorful, knitted hats and scarves. The person on the left is a young man with blue and white face paint, wearing a blue and orange hat and a grey jacket. The person in the middle is a man with red sunglasses and a red and orange hat, wearing a yellow and black jacket. The person on the right is a woman with blonde hair, wearing a red and orange hat, black sunglasses, and a colorful scarf, with a small French flag on her cheek. She is holding a camera. The background is filled with a dense crowd of people, many wearing similar colorful gear. A large building with many windows is visible in the distance.

CHAKA²

**SO THE MOST IMPORTANT
QUESTION: WHAT IS RELEVANT
FOR YOUR FANS/SPONSORS
IN TODAY'S WORLD?**

ADVERTISING

~~ADVERTISING~~

**ADVERTISING ISN'T THE PRIMARY WAY
TO CHATCH YOUR FANS/SPONSORS
ATTENTION ANYMORE. STORIES WORK.
CONTENT WORKS. CONVERSATION
WORKS. AND IT'S YOUR JOB TO DESIGN
THIS CONVERSATIONS IF YOU WANT TO
CREATE A BRAND.**

**THE SOLUTION.
BE RELEVANT AND
GET ON EYE-LEVEL**

SOLVED WITH
CONTENT AND STORIES

THE SOLUTION.
BE RELEVANT AND
GET ON EYE-LEVEL

SOLVED WITH
COMMUNITY MANAGEMENT

**CONTENT
PRODUCTION**
CREATE RELEVANCE






To seed your brand throughout the internet and give users something to think about, share and talk, **a constant noise is important.** Your stories/content should contain photos, stories, blogs and videos to take care that your brand has a constant stream of content.

**COMMUNITY
MANAGEMENT**
DRIVE CONVERSATIONS

When content is once out there, people will start talking about your brand, sharing graphics and discussing articles. **Managing this community multiplies this conversations.** This ensures that your brand is on eye level with consumers, conversations are led by you instead of others and users are engaged in an ongoing process.

Your work should focus on at least 3 social media channels, while you should constantly explore new mediums for your profile to use



-  **Facebook**
-  **Twitter**
-  **Google+**
-  **Instagram**
-  **Pinterest**

.....

SOCIAL MEDIA HOW IT WORKS

CHAKA²

	FACEBOOK	INSTAGRAM	YOUTUBE	SNAPCHAT	PINTEREST	TWITTER
REGULAR CONTENT	●	○			○	●
VISUAL CANDY		●			●	
VIDEOS	●	●	●	○		
STORYTELLING	●		●	●		○
EVENTS AND DATES	●		○	○		
LIVE COVERAGE	○	○		●		●

WHICH CHANNELS TO USE

CHAKA²



Facebook for **overall communication** around the athlete, building up hype and reaching a broad audience.



Twitter for **real-time communication and interaction** with potential influencers.



Instagram for **visual content and inspiring asset** sharing with football interested people out there.

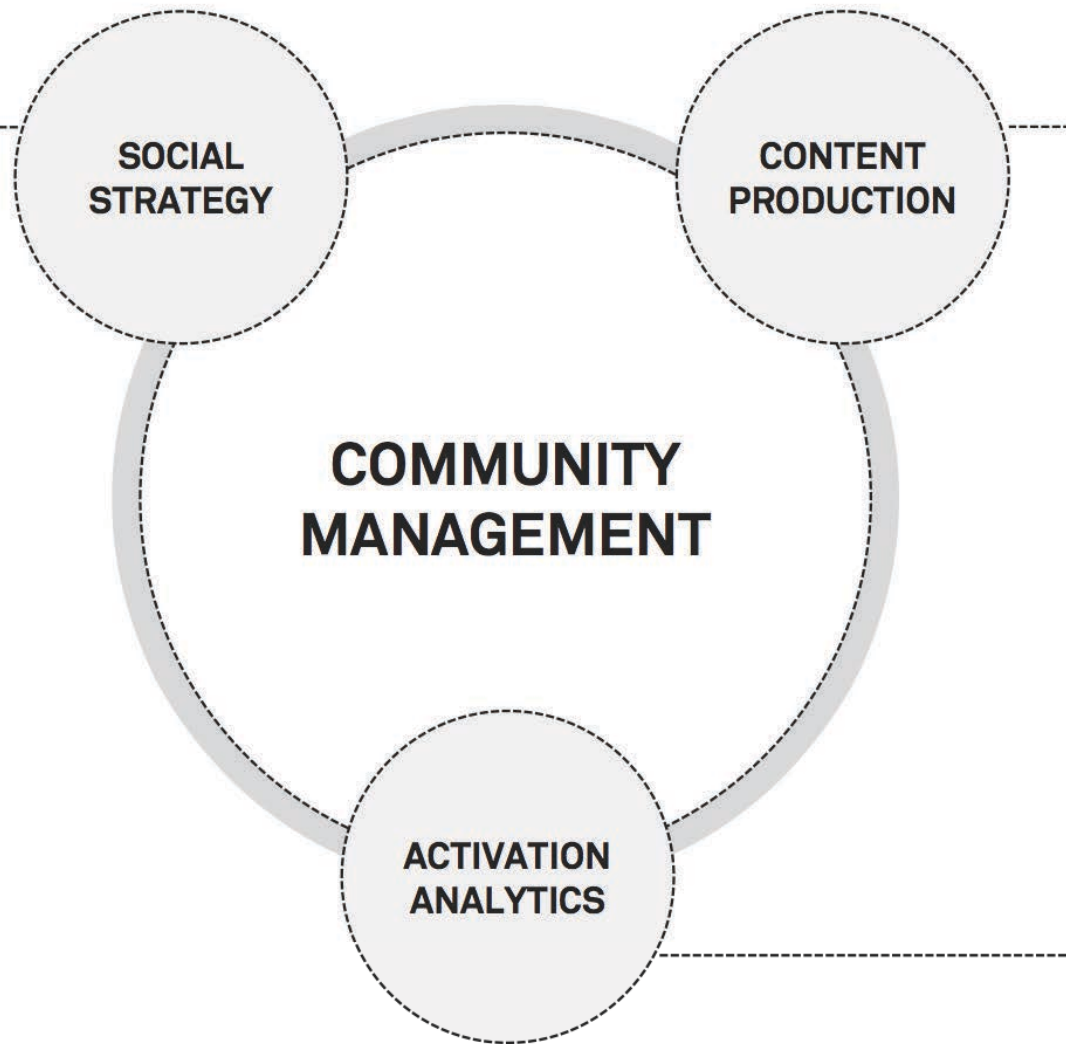
BRAND VALUES 2006

- Awareness at a high level throughout close cooperations with sponsors, networks and federations
- A strong and sharp defined brand identity mediated with **one way communication**
- The brand **talks to** the observer

BRAND VALUES 2016

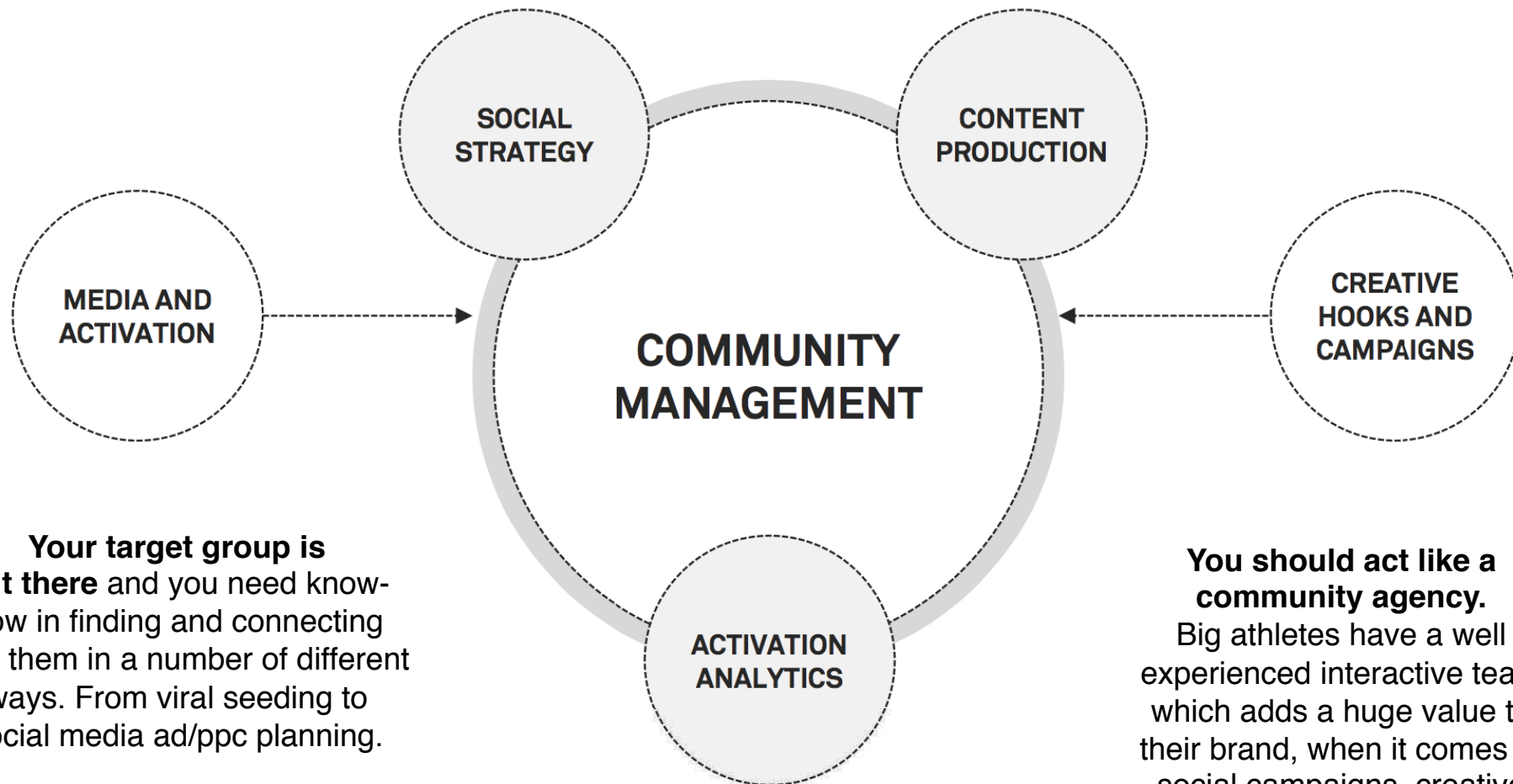
- Awareness at a high level throughout close cooperations with sponsors, networks and federations
- Awareness at a high level throughout **User-Generated Content**
- A flexible brand identity which invites the user to interact with the brand & create his own story
- Tonality is on eye-level to the target group with a strong focus on storytelling
- The brand **talks with** the observer

Every brand has a story.
You should create a social strategy that meets your brand's approach.



Social media needs content.
Whether it's a small video shoot or regularly produced visual content, you should find the right fit

Monitoring and measuring. Your activities should be monitored continuously. Platforms provide detailed statistics on a regular basis. Important for sponsors.



Your target group is out there and you need know-how in finding and connecting with them in a number of different ways. From viral seeding to social media ad/ppc planning.

You should act like a community agency. Big athletes have a well experienced interactive team which adds a huge value to their brand, when it comes to social campaigns, creative ideas and the creation of activities that are worth being shared.

FACEBOOK HOW IT WORKS

CHAKA²



Anna Fenninger 600.000 Likes



Tina Maze 433.000 Likes



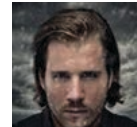
Lindsey Vonn 1.070.000 Likes



Marcel Hirscher 460.000 Likes



Alexis Pinturault 81.000 Likes



Kjetil Jansrud 131.000 Likes

FACEBOOK HOW IT WORKS

CHAKA²



Anna Fenninger 600.000 Likes



Tina Maze 433.000 Likes



Lindsey Vonn 1.070.000 Likes



Julia Mancuso 360.000 Likes



Mikaela Shiffrin 260.000 Likes



Anja Pärson 252 Likes



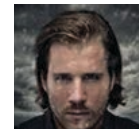
Maria Höfl Riesch 217.000 Likes



Marcel Hirscher 460.000 Likes



Alexis Pinturault 81.000 Likes



Kjetil Jansrud 131.000 Likes



Felix Neureuther 510.000 Likes



Axel Lund Svindal 320.000 Likes



Maier Hermann 5.100 Likes



Didier Cuche 192.000 Likes

FIND YOUR BALLANCE ON FACEBOOK

CHAKA²

Sport



9,6k

Private



7,4k

Sponsors



0,6k

FIND YOUR BALLANCE ON FACEBOOK

CHAKA²

Sport



Private



Sponsors



17,5k

Best Practice for a social media campaign with sponsored content:

Skiing in Colour – Marcel Hirscher

Youtube: 380k views (26.09.2015)

Generated a huge social buzz in the social networks all around the world. Also media reported about the colour run in many ways.

<http://www.youtube.com/watch?v=iOfN1TaMX6g>



SOCIAL MEDIA AND CONTENT

CHAKA²



Inform yourself about all **current trending social media platforms** and know how to use them to create brand engagement.

Get knowledge about **strategic community management** with engaging applications in addition to launching campaigns and tools to create brand advocacy.

Focus on **strong storytelling** based on the idea of your brand's footprint.

Together with your stakeholders (sponsors, federations, coaches) **you should define KPI's** to measure the success of all social media activities.

Information is key, but **engagement and involvement** is even better.

**„I WANT TO BE THE ATHLETE
MOST TALKED ABOUT
OUT THERE.“**

YOU CAN MAKE IT HAPPEN

CHAKA²

THANK YOU



#chaka2com



@chaka2com



fb.com/chaka2com



FACEBOOK



What is Facebook?

It is place where poeple go to interact digitally.

TIP: Upload once a day

How do people or kids use it?

- Use it to find information on their friends and interests
- Use it for entertainment
- Use it to stay connected with their friends
- Self gratification

TIP: Think social

How do I use it?

- To begin with you set up an account – Personal or Business/organisation
- Anything placed on Facebook is a *Post*
- Post pictures, videos and text
- Share other peoples content

TIP: Keep it simple

What clubs can do with Facebook

- Ask clubs to start a Facebook page for the club. Its free.
- Make content
 - Post action shots of the team members
 - Produce an end of season video
 - Inform club members of upcoming race dates
 - Post important news from the club
- Share posts from other Facebook pages

TIP: Save it for later

Interactive Questions

Be social !

INSTAGRAM & TWITTER

Silke Tegethof, FIS Media Coordinator Nordic Combined



What is Instagram?



- Free photo/video sharing and social network platform.
- Photos and videos as the central medium
- Filters and editing tools for photos and videos

What can clubs do with Instagram?

- Connect with the younger members & audience
- Enjoy high interaction rates: likes & comments
- Post backstage/behind the scenes picture/videos from club life: office, top of ski jump, during training
- Keep track of elite athlete club members and interact with them, share their success stories via external app (e.g. „repost for instagram“)
- Access impressions from a race weekend posted by spectators and participants by using an official event hashtag, this can even be displayed in real time on a big screen
- Make club/event more well-known

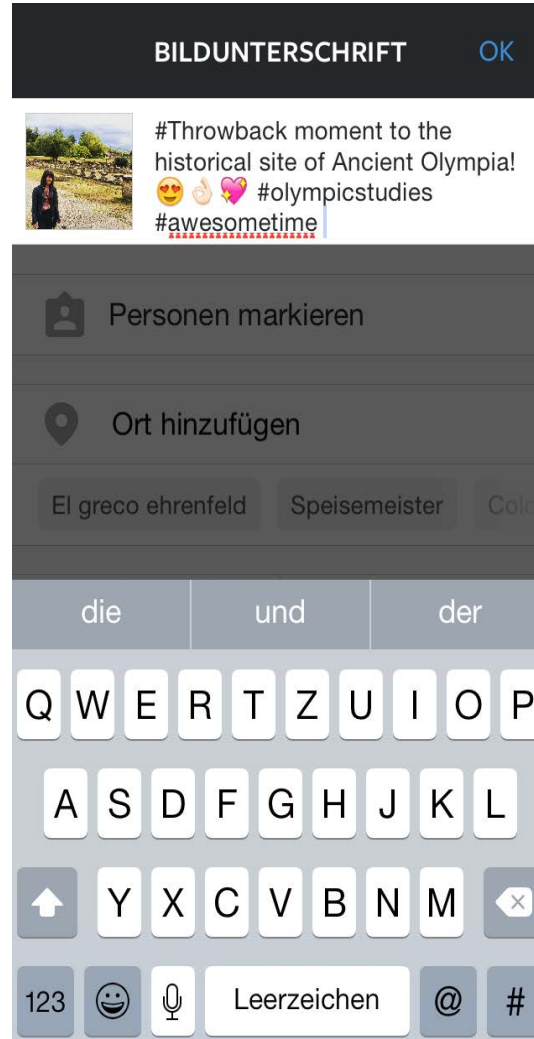
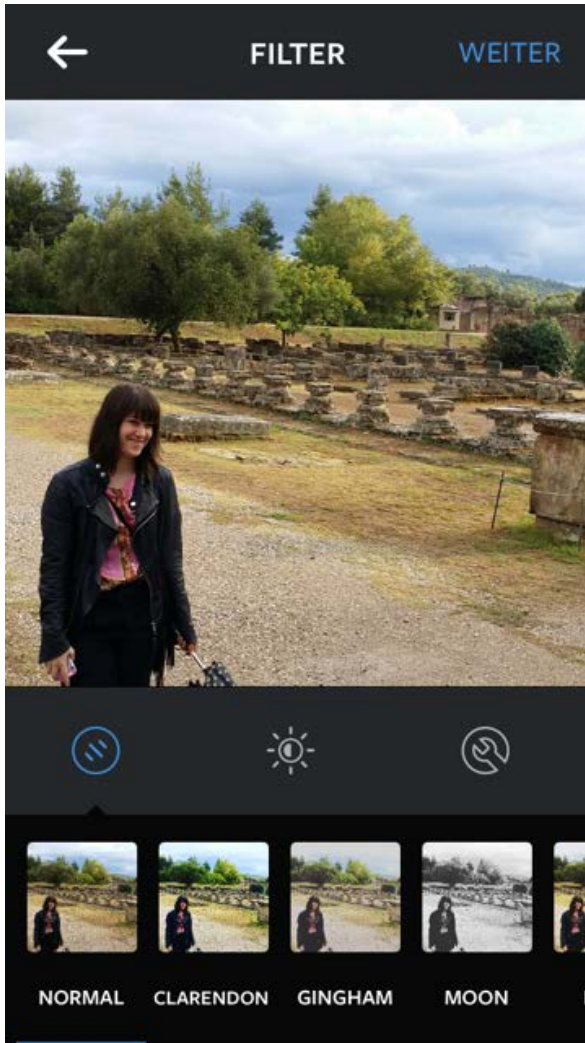
How is Instagram used?

- **Mobile based** service, is used from your smartphone, not your desktop computer
- Take photo or use phone's photo library, put a filter on to make it look nice, used editing tools if needed and post with a caption
- Videos: Maximum duration of 15 seconds. Longer videos can be shortened and edited

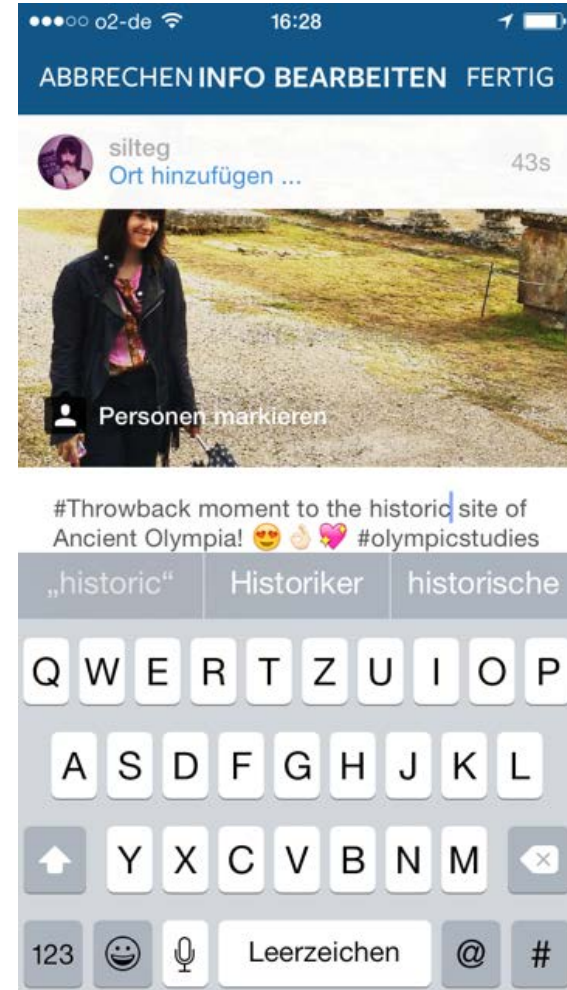
GETTING ATTENTION ON INSTAGRAM

- Use **hashtags**: makes content searchable, e.g. #snow #ski #bluebird #winter
- Find out & use official FIS hashtags for your sport: e.g. #fisnoco #nordiccombined
- Name an official hashtag for your event/club: e.g. #wclhmr #falun2015
- **@-tagging**: You can address people by mentioning their username with @ in the caption, e.g. @fisnordiccombined, maybe they will share your pic
- People can also be tagged in the pictures

POSTING PICTURES



CORRECTING MISTAKES



What is Twitter?



- Free online social network
- „news channel“ among social media
- Limited to „tweets“ with max. 140 characters
- Photos, videos & links possible, too.
- Can be used with phone and desktop computer

What can clubs do with Twitter ?

- Spread news about recent events quickly to your followers
- „News ticker“-style, you can „live-tweet“ full events
- Post backstage/behind the scenes picture/videos from club life: office, top of ski jump, during training
- Keep track of elite athlete club members and interact with them, share their success stories
- Make club/event more well-known

How is Twitter used?

- Works pretty much like instagram, without the option to modify pictures:
 - Use hashtags # to make content searchable
 - Use @-tags to include/address followers
- You can create lists with specific follower groups
- Keep messages short: 140 character limit & no chance to change anything later
- You can „favourite“ or retweet tweets of others. If you retweet you can do this without an own statement or comment on it

CREATE YOUR TWITTER / INSTAGRAM PROFILE

- TWITTER:
 - Good cover & profile picture
 - Informative profile text featuring official hashtag
 - Find followers you know and engage with their content (like, retweet)
- INSTAGRAM:
 - Informative profile text featuring official hashtag; this is the only place on instagram where links work!
 - Find follower you know and follow then, engage with their content

TWEETING/RETWEETING



Preparing for a #twitter / #Instagram workshop at the @FIS_news autumn meetings in Zürich... yep, being the presenter 🤯!



FIS Alpine @fisalpine

1m



Leif Kristian Haugen @LeifHaugen



It's not like you guys think! It's actually a good POV or should I say POD 🤔 #GoPro 2.0 📷: @bsaxe68



20

Twittern

ich

und

die

1 2 3 4 5 6 7 8 9 0

THE PROFILE & LISTS

●●○○○ o2-de 📶 21:37 📶 🔋

< Listen +

Abonniert Mitglied von

FIS NC Venues von FIS Nordic Combined World Cup and Continental Cup venues for Nordic Combined
21 Mitglieder



Journalisten von FIS Nordic Combined 🔒
43 Mitglieder



FIS NC Athletes von FIS Nordic Combined
67 Mitglieder



Profil bearbeiten

FIS Nordic Combined

@fisnc

The latest news from the FIS Nordic Combined World Cup presented by Viessmann! #fisnoco #NCTRIPLE

📍 Oberhofen, Bern, Switzerland

🔗 fis-ski.com/nordic-combine...

282 FOLGE ICH

2.522 FOLLOWER

NOW IT'S YOUR TURN!

- Task
 - Create your own post **on twitter or instagram** about today's seminar/workshop
 - (if not everybody has an own account on either platform, pair up or create groups)
 - E.g. take photo/video & edit it
 - Think of a fitting post (twitter) /caption for the photo/video (instagram)
 - Use hashtag #fismmeetings and others and @-tags (e.g. @silteg... that's me 😊)

FIS YOUTH & CHILDREN'S SEMINAR

Social Media in Sport - YouTube



"A picture is worth a thousand words"

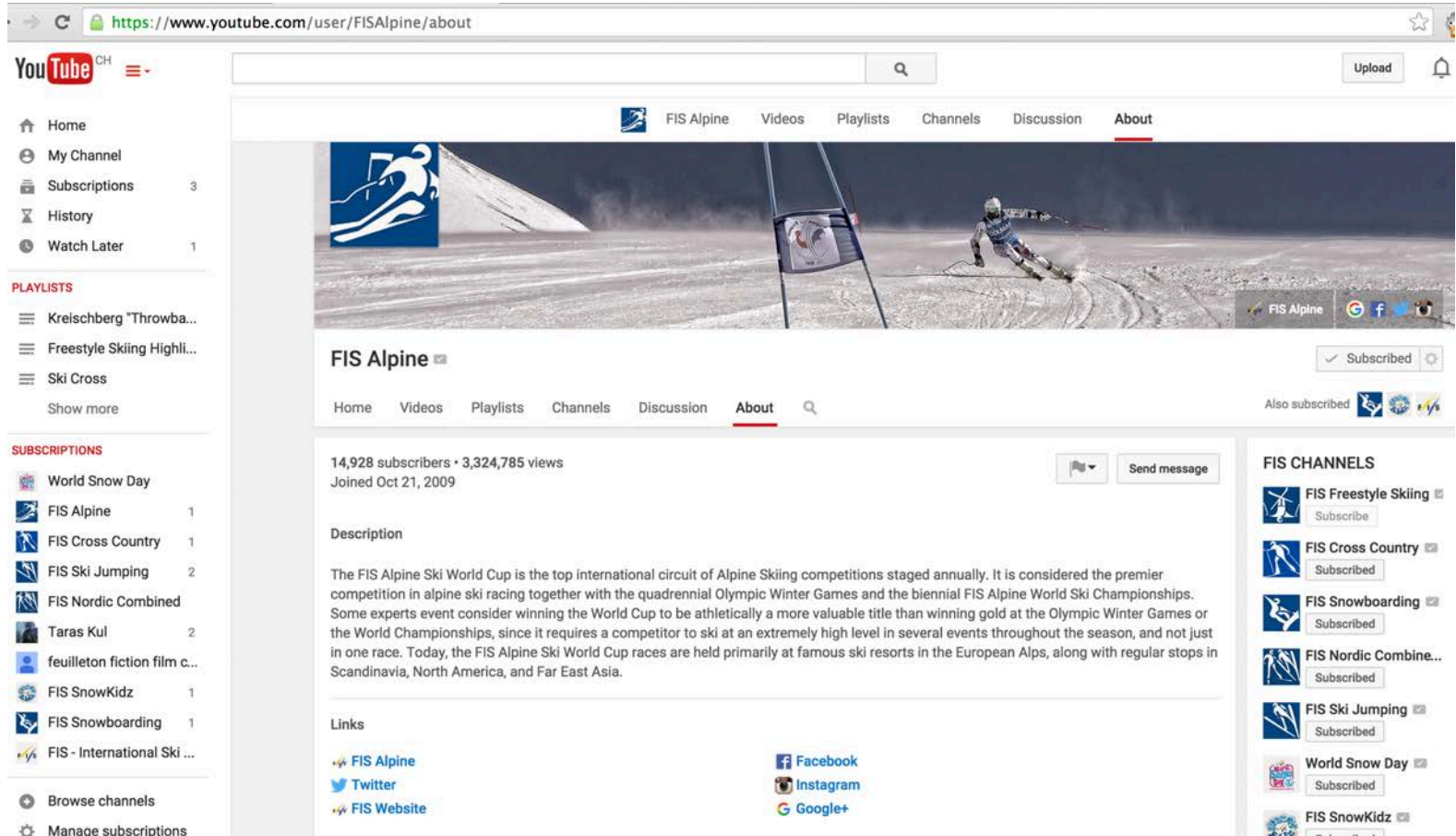
If a picture paints 1,000 words then one minute of video is worth 1.8 million

YouTube

- Largest video sharing platform
- Second biggest search engine

- Statistics: 1 billion unique users a month with 6 billion hours of video every month.

Create your channel



The screenshot shows the YouTube channel page for FIS Alpine. The browser address bar displays <https://www.youtube.com/user/FISAlpine/about>. The channel banner features a skier in action on a snowy slope. The channel name is "FIS Alpine" with a verified badge. The page shows 14,928 subscribers and 3,324,785 views, with the channel joined on Oct 21, 2009. The description states: "The FIS Alpine Ski World Cup is the top international circuit of Alpine Skiing competitions staged annually. It is considered the premier competition in alpine ski racing together with the quadrennial Olympic Winter Games and the biennial FIS Alpine World Ski Championships. Some experts even consider winning the World Cup to be athletically a more valuable title than winning gold at the Olympic Winter Games or the World Championships, since it requires a competitor to ski at an extremely high level in several events throughout the season, and not just in one race. Today, the FIS Alpine Ski World Cup races are held primarily at famous ski resorts in the European Alps, along with regular stops in Scandinavia, North America, and Far East Asia." The page includes navigation tabs for Home, Videos, Playlists, Channels, Discussion, and About. A sidebar on the left lists subscriptions, including World Snow Day, FIS Alpine, FIS Cross Country, FIS Ski Jumping, FIS Nordic Combined, Taras Kul, feuilleton fiction film c..., FIS SnowKidz, FIS Snowboarding, and FIS - International Ski ... The right sidebar lists FIS Channels such as FIS Freestyle Skiing, FIS Cross Country, FIS Snowboarding, FIS Nordic Combine..., FIS Ski Jumping, World Snow Day, and FIS SnowKidz. Social media links for Facebook, Instagram, and Google+ are also present.

Create your channel

- Focus on visual design – logo and cover photo, thumbnails
- Link your website, facebook and other social media pages
- Update channel info - description
- Create custom URL

Develop and optimize the content

- Create playlist that covers relevant topics
- Optimize your content
 - Keyword-focused title and description
 - Tags
 - Add annotations including link to your website etc
 - Default descriptions

Develop and optimize the content

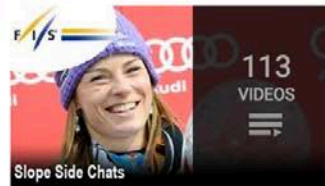
Playlists by FIS Alpine



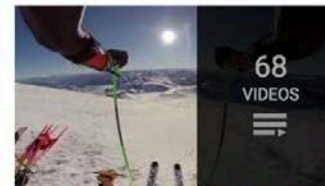
Skiing To Sochi: Alpine



FIS Alpine Race Highlights



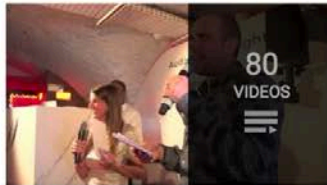
Slope Side Chats



Behind the Scenes FIS Alpine - Mens & Ladies



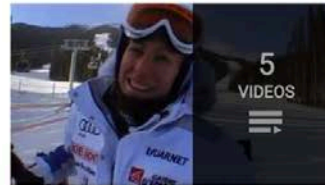
Behind the Scenes FIS Alpine - Ladies



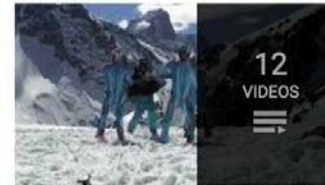
Behind the Scenes FIS Alpine - Mens



FIS Alpine Ski World Cup venues



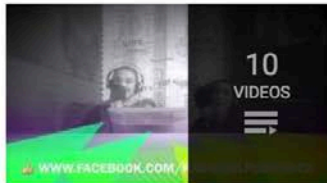
FIS Alpine Ski World Cup ladies



FIS Alpine Ski World Cup men



Favorites



Liked videos

Analyze

- Views over time
- Audience retention
- Demographics
- Traffic source and social sharing

- Keep track of likes, dislikes and comments

Analyze

Demographics

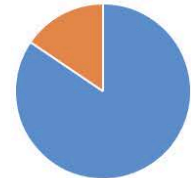
TOP GEOGRAPHIES

- Japan
- United States
- Italy
- Poland
- Germany



GENDER

- Male 84%
- Female 16%



Discovery

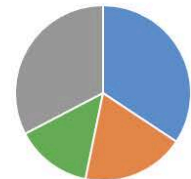
TOP PLAYBACK LOCATIONS

- YouTube watch page 92%
- Embedded in external websites and apps 6.1%
- YouTube channel page 1.4%
- YouTube other 0.0%



TOP TRAFFIC SOURCES

- Suggested videos 34%
- YouTube search 19%
- External 14%
- Other 33%



Quick Tips

- Use technology
- Get people involved
- Share, share, share
- Be creative

Bring Children to the Snow

13th FIS Youth and Children's Seminar



TODAY'S AGENDA

- Bring Children to the Snow Overview
- SnowKidz
- World Snow Day
- Next Steps

Bring Children to the Snow Overview

THE MODEL

Bring Children to the Snow

Website: www.bringchildrentothesnow.com



Website: www.snowkidz.com

Social Media: Facebook, Youtube, Twitter and Flickr

Newsletter System

National Ski Association Notification System

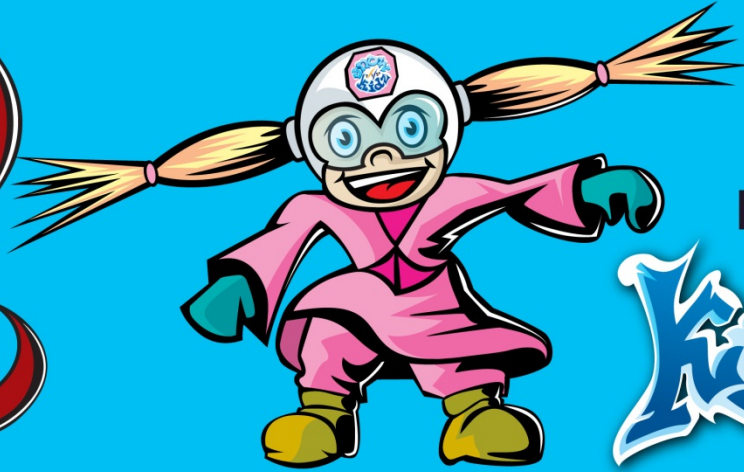


Website: www.world-snow-day.com

Social Media: Facebook, Youtube, Twitter and Flickr

Newsletter System

National Ski Association Notification System



F I S[®] SNOW
Kidz



Anywhere....anytime

SnowKidz Trailer

953 Events
248 Organisers
45 Countries

176 Events
19 Countries

Example Events:



Throughout Switzerland: FaMigros Ski Day

Lahti (FIN): Kids events during Cross-Country World Cup + 2017 World Champs

Davos (SUI): Kids events during Cross-Country World Cup

Throughout Sweden: Alle pa Snow

Falcade (ITA): Kids Snow festival

Throughout Netherland: Wintersport Experience



17th
January
2016



EXPLORE
EXPERIENCE

ENJOY



F I S[®]
World[®]
SNOW
Day



17th January 2016

World Snow Day Trailer

17th
January 2016



109 Days

17th
January 2016



435 Events
39 Countries
200,000 participants

17th
January 2016



Fast Numbers

- 1 Day around the world.
- 39 Participating countries.
- More than 100 resorts with free skiing and snowboarding.
- 645 events.
- 1'915 World Snow Day events over two editions.
- 15'000 people reached weekly on social media.
- More than 120,000 participants at the largest event.
- More than 300,000 website visits per month.
- More than 591,200 participants in the 4th Edition of World Snow Day!

17th
January 2016



Example Events

- **Bansko (BUL):** Discounted lift passes for children.
- **Ice Mountain (BEL):** Burton Riglet park and free lessons
- **Saas Grund (SUI):** Children's Snow Festival with free lessons and discounted tickets.
- **Wengen (SUI):** Free entrance for children to World Cup.
- **Cortina d'Ampezzo (ITA):** Children's Carnival for World Cup.
- **Sky Tavern (USA):** Children's snow festival.
- **Shymbulak (KZA):** Cross Country festival for children with free lessons, games and entertainment.
- **Vatra Dornei (ROM):** discounted lessons for children and children's games.

17th
January 2016



Partners

Confirmed

- Audi
- European Broadcasting Union
- Infront Sports and Media
- FESI – i.e Atomic, Head, Nordica
- WFSGI

New Partners

- LISKI
- Skis.com and snowboards.com
- Amwerk Internova
- APA





Social Media



- Operational on 4 platforms – YouTube, Facebook, Twitter and Instagram
- Daily posts that are social
- 15'000 persons weekly reach
- Enables us to spread the word very fast!



Next Steps



FIS SNOWKIDZ

- Speak to Ski Clubs
- Discuss with Ski resorts
- Deliberate with local governments
- Inform local media including family media
- Get on social media!
- Ensure organizers register

WORLD SNOW DAY

- Speak to Ski Clubs
- Discuss with Ski resorts
- Deliberate with local governments
- Inform local media including family media
- Get on social media!
- Ensure organizers register
- **Ensure organizers register: Deadline –**
- **15th December 2015 !**



Let's Bring Children to the
Snow together

Thank you





SCHNEESPORTINITIATIVE SCHWEIZ
INITIATIVE SPORTS DE NEIGE SUISSE
INIZIATIVA SPORT SULLA NEVE SVIZZERA

15 minutes of your precious time ...

- ★ Who we are and what we want
- ★ How we are achieving our goals



The origin

- ★ Industry and government together take actions
 - Two workshops with over 100 decision makers from all branches take place (Federal Office of Sports; End 2013 / beginning 2014)
- ★ The Snow Sports Initiative is founded
 - The whole snow sports industry and the government join for a public-private partner partnership



Who's behind the Snow Sports Initiative?

Founder

STV + FST

Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione svizzera del turismo
Federaziun svizra dal turissem

SPAF



Seilbahnen Schweiz
Remontées Mécaniques Suisses
Funivie Svizzere



ASMAS
Sportfachhandel Schweiz
Magasins de sport Suisse



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Bundesamt für Sport BASPO



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Staatssekretariat für Wirtschaft SECO

innovation
tourism



arbeitsgemeinschaft
schweizerischer sportämter
association suisse
des services des sports
associazione svizzera
dei servizi dello sport



DACHVERBAND
LEHRERINNEN
UND LEHRER
SCHWEIZ

SWISS  SNOWSPORTS

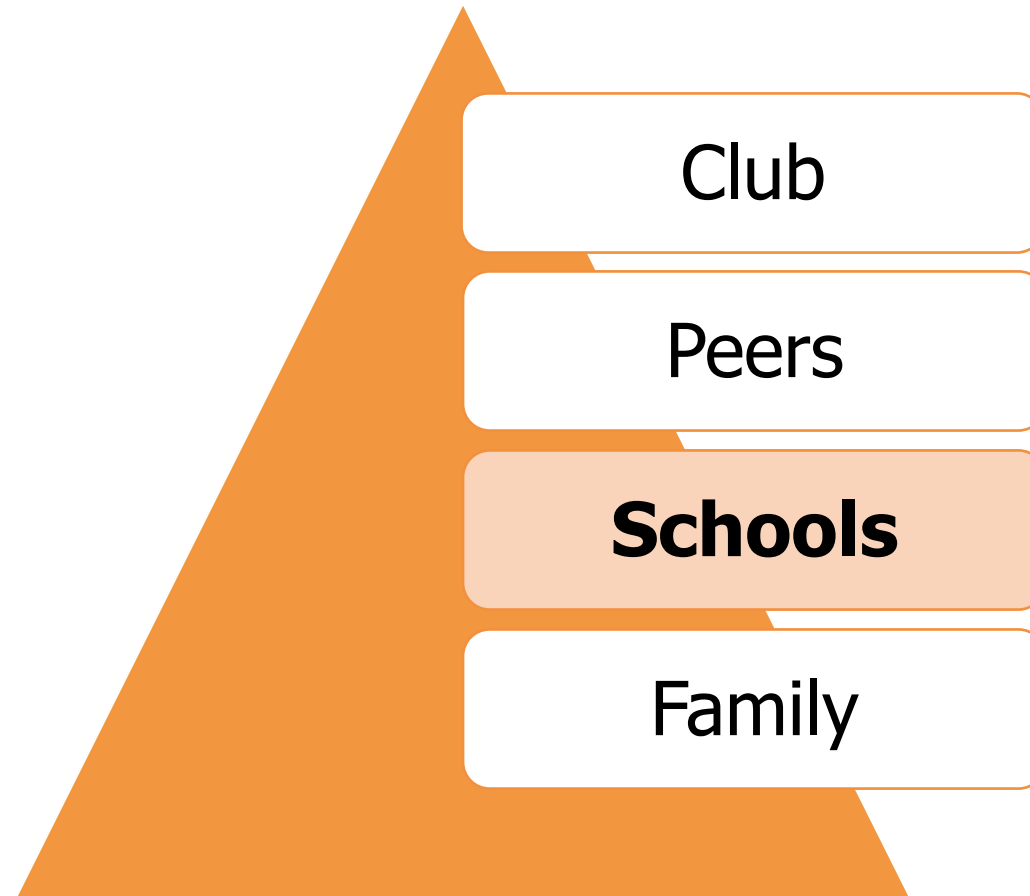
SWISSski+

KKS CRCS CICS

Konferenz der kantonalen Sportbeauftragten
Conférence des répondants cantonaux du sport
Conferenza dei rappresentanti cantonali dello sport
Conferenza de las incumbensadas e dals incumbensads chantunals da sport



Motivate kids through snow sport days and snow sport camps in schools



Ziel der Schneesportinitiative

★ Purpose

- Snow sports is a Swiss cultural good – it has to be lived and promoted!

★ Goals

- Promotion of sport activities within the population (health promotion)
- Promotion of sociocultural exchange and the integration in schools by snow sport activities
- Strengthening winter tourism (the heart of Swiss tourism)

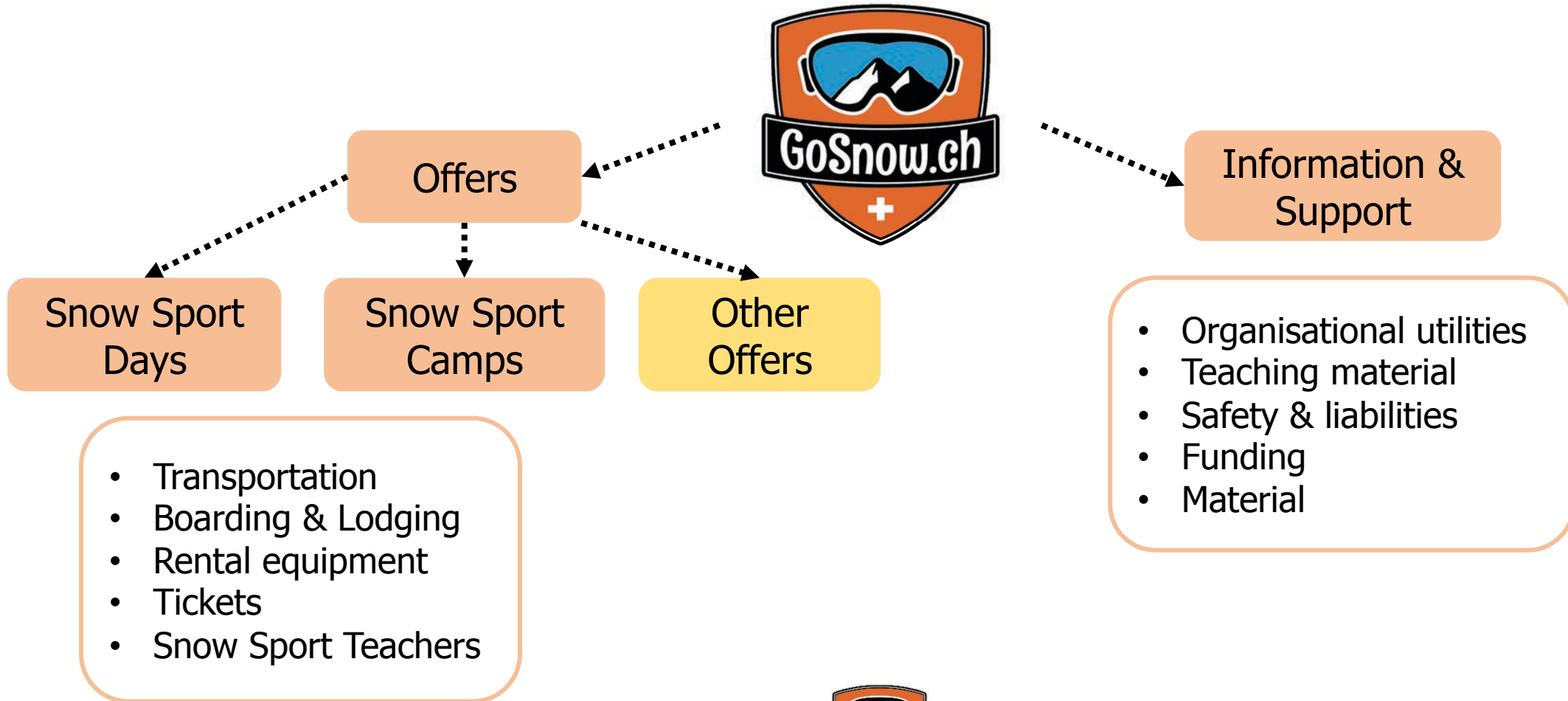


How do we achieve these goals?

- ★ Target group: Schools (Teachers)
 - All Swiss schools (all grades)
 - ★ During compulsory class – mainly January and from March
- ★ Supporting teachers
 - Minimize the organisational efforts
 - All inclusive offers → three clicks for a snow sports camp
- ★ Attractive prices & additional benefits
 - Investing in the future



What do we offer exactly?



What's already existing?

There exist over 30 Es bestehen mehr als 30 assistance measures – unfortunately not coordinated yet!

Programm	Organisator	Schneesportaktivität	Form der Förderung
Programme spezifisch für Jugendliche			
Rivella Family Contest	Swiss Ski	Skifahren	Wettkampf
Sarlio Cologna Fun Parcours	Swiss Ski	Langlauf	Schneesporttage
Grand Prix Migros	Swiss Ski/Migros	Skifahren	Wettkampf
Biathlon RWS Kidz Trophy	Swiss Ski	Biathlon	Wettkampf
Helvetia Nordic Trophy LL	Swiss Ski	Langlauf	Wettkampf
Ludi Snowboard Series	Swiss Snowboard	Snowboard	Wettkampf
Schneesporttage	Swiss Ski	Ski - Snowboard	Schneesporttage
Helvetia Nordic Trophy Skisprung	Swiss Ski	Skisprung	Wettkampf
Swiss Freeski Open/Days	Swiss Ski	Freeski	Wettkampf/Schneesporttage
Lead Hunt Day	Swiss Snowboard	Snowboard	Schneesporttage
uskila	Swiss Ski	Skifahren	Schneesportlager
ulala	Swiss Julala	Langlauf	Schneesportlager
Ludi Skicross Tour	Swiss Ski	Skicross	Wettkampf
Ludi Skicross Tour Kidz	Swiss Ski	Skicross	Wettkampf
Leens Camp- Schneesportlager für Jugendliche**	Seilbahnen Schweiz	Ski - Snowboard	Schneesportlager
Tickets4friends	Mitglieder IG Schnee	Kombi	Kombiangebot
Snow for Free (Bernhard Russi)	Bernhard Russi/Cleven Stiftung	Ski - Snowboard	Schneesporttage
Jörally	Graubünden Bergbahnen/Stift. Foundation	Kombi	Kombiangebot
Jugendportcamps Zürich	Sportamt Zürich	Ski - Snowboard	Schneesportlager
Jugendportcamps Thurgau	Sportamt Thurgau	Ski - Snowboard	Schneesportlager
Rivella GiantXTour Classic	Rivella GiantXTour	Ski - Snowboard	Wettkampf
Alpscape Junior Camps	Swissmate	Ski - Snowboard	Wettkampf
Alpscape Tour	European Ski Federation	Kombi	Wettkampf
Alpschule inklusive	Arosa Tourismus	Ski	Kombiangebot
Alpschule*	Arosa Tourismus	Ski	?
Schweizer Fleisch Sommer Trophy	Swiss Ski	Langlauf	Kombiangebot
Schulen an den Engadiner	Engadin Ski Marathon	Langlauf	Wettkampf
Snowcamps	Ueli Lüscher (Thomont & Lüscher Sport AG)/ Swiss Ski	Ski - Snowboard	Schneesportlager
Weitere Programme (nicht spezifisch für Jugendliche)			
Alps-Loppet	Swiss Ski mit Langlaufclubs (Loipe Schweiz)	Langlauf	Wettkampf
Alps Touren Wettbewerb	Swiss Ski mit Skiclubs und Regionalverbänden	Langlauf	Wettkampf
Amateur Schweizermeisterschaft	Swiss Ski	Ski	Wettkampf
Rivella GiantXTour Open&Pro	Rivella GiantXTour	Ski - Snowboard	Wettkampf
Alpscom Nordic Days	Swiss Ski	Langlauf, Biathlon	Schneesporttage
Internationale Programme/Programme aus dem Ausland			
Tiroler Skischulstage	Landesschulrat für Tirol, der Fachgruppe der Seilbahnen und dem Österreichischen Skiverband	Ski	Schneesporttage
Bring the children to the snow	FIS	Ski - Snowboard	Schneesporttage
IS World Snow Day	FIS	Ski - Snowboard	Schneesporttage
Young Austria	Young Austria Österreichs Erlebnisgasthäuser GmbH	Kombi	Kombiangebote
Infrastrukturen			
Schneesportzentrum	Bund		Infrastruktur

State / Canton / Community

Private organisations

Foundations

Associations

Tourism organisations



What's already existing?

1. Snowdays

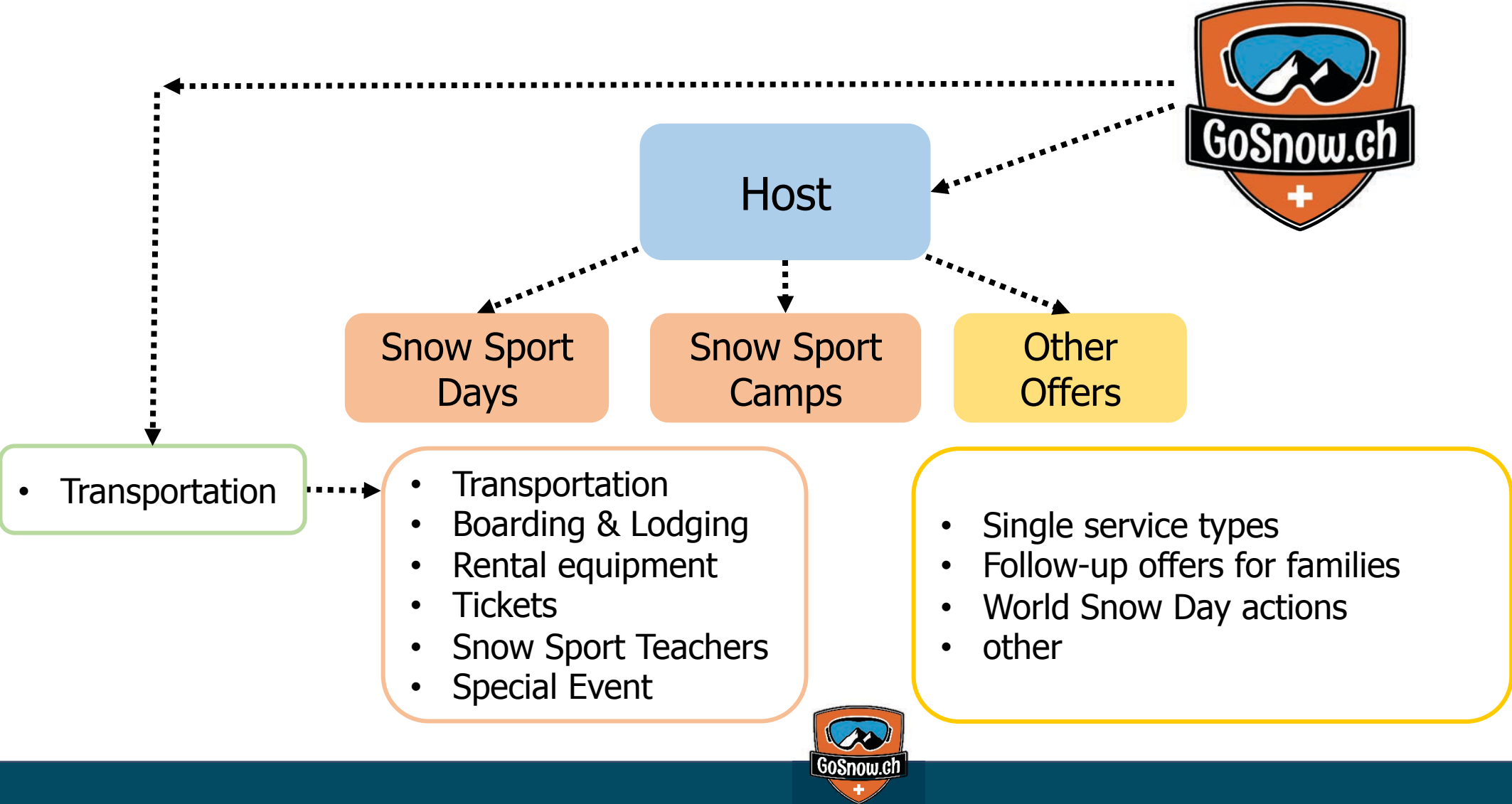
- ★ Snow sport days for schools
- ★ Organised by Swiss Ski together with the local ski club
- ★ > 5'000 pupils

2. Teen Camps

- ★ Snow sport camps for schools
- ★ Organised by Swiss Cable Car Association together with a local host (Cable Car/Destination)
- ★ > 60 camps last season



GoSnow.ch is a broker



The host



The host: local coordinator

- ★ Tourism organisations, Cable Car, Snow Sport Schools, ...
- ★ Coordinates the local providers and develops the offer
 - Board & Lodging (FB, HB, self catering)
 - Cable car tickets
 - Rental equipment
 - Snow sport lessons
 - Special event
 - (Transportation)
- ★ Is the SPOC for teachers and for us
 - Before, during and after



What's next?

- ★ Develop more offers together with the destinations
 - Snow Sport Days (Kids 6 – 9 years old)
 - Snow Sport Camps (Kids 10 – 16 years old)
- ★ Sensitisation of the teachers
 - Communicating the platform/offers target-orientated
 - Events / Congresses / Fairs
 - Direct Mailings
 - PR
 - Using the channels of members and partners



What's next?

- ★ National solutions for
 - Rental equipment
 - Transportation (public transportation & private buses)
- ★ Funding for the future
 - Members
 - Partnerships / Sponsoring
 - Foundations
- ★ Advancements from spring 2016
 - Platform
 - Offers





THANK YOU FOR YOUR ATTENTION