

# Social Media for Sporting Events

Tips, Tools & Resources

*Provided by*



*in partnership with*

sparkloft

# Why Social Media?

## Create Buzz

Ensure that your event receives maximum exposure



## Drive Attendance

Enhance and broadcast the benefits of the event experience

## Improve Experience

Improve event outcomes, enhance and broadcast the benefits of the sporting event experience



# Planning is Critical

## Determine Your Social Media Objectives

- Attendee marketing
- Sponsor procurement
- Industry outreach
- Attendee communications



## Evaluate Tools & Functionality

- Facebook content posting
- Twitter conversation engagement
- Linkedin discussion groups
- Rich content (Instagram/YouTube)



## Develop a Plan

- Do a few things well
- Assign specific tasks to specific people
- Pre-produce content and monitor for opportunities
- Have fun AND...



# Measure It!



- New Attendees
- New Sponsors
- Increased Satisfaction
- Improved Social Assets
- New Social Fans and Followers

# Platform Development

## Functionality and Opportunity

Increasingly, event attendees are requesting that social media tools and resources be integrated into their experience. It is important to note that what you don't provide, attendees will often create for themselves. In addition, many attendees who are less social savvy really appreciate when the event experience provides them with exposure to and some training in this medium. For that reason, the following section provides some best practice suggestions.





# Facebook

Reaches the largest audience with the most functionality of any platform.

## Best practice suggestions to consider:

- Post about the games and upcoming events: game days, teams, athletes and additional events around the events. Post teasers about games, events, teams, athletes, etc. from the dedicated Eugene Sports Facebook account.
- Create specific places on Facebook Locations for the events that fans can check-in to using their smart phone or laptop during the event.
- Create custom Facebook tab on the organization Facebook page with all event details, social media links. A custom tab can serve as a social concierge for the events.
- Create a Facebook group for all fans to get involved in real time. Post photos, videos, and start discussions.



# Twitter

Discover, monitor and engage in conversations related to the event.

## Best practice suggestions to consider:

- Use the Twitter @handle to provide fans with links to engage their social networks (Twitter Followers) e.g. Tweet this: "I'm going to see the Ducks play this weekend. Who else is coming?"
- Introduce a hashtag specific to the venues and sporting events around Eugene and place it on the home page next to the venue information, use it in all the tweets. Place hashtag in all the emails that go out to supporters and on your other web properties (e.g. Facebook page, LinkedIn event profile, etc.)
- Follow the conversations happening in Twitter about your games and events. Engage in those conversations by answering questions and thanking participants. Re-Tweet relevant messages that use the hashtag and/or your event's account.
- Set up a Twitterwall(s) visible to all fans during the events so that the conversations can be viewed and discussions can continue face-to-face.



# LinkedIn

Connect your event with companies and business leaders.

## Best practice suggestions to consider:

- Conduct pre-event research of LinkedIn to find discussion groups taking place on subjects related to your event topics. Engage in those discussions while taking care not to be too push with your event pitch.
- Create an event for your event on LinkedIn and invite professionals to attend.
- Use LinkedIn to share summaries of the day's events and encourage attendees to share their thoughts and insights gained.
- Continue the conversations post event by moderating discussion groups, involving your staff to maintain momentum for other organization objectives and future event participation.





# YouTube

Easily create and post content on social media's most engaging platform.

## Best practice suggestions to consider:

- Film short athlete profiles to be used as teasers. Put video on YouTube/Facebook, promote through Twitter/ website)
- Create a short "welcome" video with information on how to be social at the event: "join the buzz about the event" Plus hashtag, Facebook account name etc.
- Run highlights from previous events to drive interest for the current event. Promote on Twitter, Facebook and company website.
- Create short training videos on how to use event social tools (i.e. the Twitter hashtag, Pinterest Boards, Facebook discussions, etc.)

*It is important to note that social videos do not need to have high production value. Using a simple consumer HD camera and mic can produce footage that can be up loaded straight to the organization/event YouTube channel or fast edited through a variety of consumer editing products like iMovie.*



# Pinterest

Create a visual library of your athletes or events.

## Best practice suggestions to consider:

- Create boards based on themes from the event and highlight the athletes and location. Boards showcasing athletes and past events during the current event will increase excitement among fans.
- During the event, pin photos daily in almost real-time so fans can get an enhanced event experience and non-attendees can still feel like they are participating.
- Encourage fans to share in collaborative boards. Connect with these fans on Pinterest by adding them as followers.
- Pin event news articles and information from the event for attendees to refer back to.



# Instagram

Create a unique, visual experience of your athletes or events.

## Best practice suggestions to consider:

- Upload photos from previous events and add interesting filters, descriptions and use event hashtag. This will allow fans to get an inside look and will generate excitement before events.
- During the event, upload photos daily in almost real-time so fans can get an enhanced experience and non-attendees can still feel like they are participating.
- Encourage fans to share their photos using the event hashtag. Connect with these fans on Instagram by adding them as followers.
- Embed photos from your photostream onto your website, newsletters and other forms of electronic marketing.



# Foursquare

Use location based services like Foursquare to encourage fans to visit venues and events.

## Best practice suggestions to consider:

- Create special locations on Foursquare for fans to check-in to the event. Provide instruction and give incentives for check-ins.
- Encourage fans to leave tips at the venues or events they attend. This feedback can be accessed later to help evaluate the success and future opportunities for those functions.
- Work with your exhibitors and sponsors to develop social scavenger hunts, which will encourage fans to visit sponsored events at the event. Prizes can be awarded for the most check-ins or most tips generated.
- Create badges on Foursquare that fans receive for checking-in at your event (Note: Badge creation does come with an additional cost from Foursquare)

# ...and Many More!!

Social media tools are ever changing and the pool of new tools is ever expanding. For every unique event objective, there is a unique tool or tactic in social media to apply.



## How Can Travel Lane County Help?

We have “social” content and want to share it with you and your attendees.



**Facilities Listing:** See a list of facilities for Eugene Cascades & Coast Sports here: [CLICK FOR FACILITIES](#).

**Video:** Our destination video for Eugene Cascades & Coast Sports can be found on our YouTube channel: [CLICK FOR VIDEOS](#).

*You can link to this page or we can send you video files by disc.*

**Photos:** Please feel free to link to photos from our Sports Collection: [CLICK TO VIEW PHOTOS](#).

**Twitter:** We have a few accounts on twitter, but for your attendees, you may want to recommend [@EugeneSports](#) and [@TravelLaneCo](#).

**Website:** Check out our sports page for Eugene Cascades & Coast for more information: [CLICK TO VISIT](#).



# Who is Sparkloft Media?

Sparkloft Media is a strategic marketing partner of Travel Lane County

## What does Sparkloft Media do?

Sparkloft Media is a social media marketing and consulting firm with a specialized product of services for the meeting and events industry called *ConferenceConnect™*.

## How does *ConferenceConnect™* Work?

This document has shared a number of best practice ideas and Eugene Cascades & Coast Sports resources to build into your next event. For those who are looking to incorporate a social media program which goes beyond their own internal resources, Sparkloft Media can develop a proposal of services and provide full-service management of that program of work. The services offered are tailored to the unique needs and goals of each event.

## Who should I contact at Travel Lane County and/or Sparkloft Media for more information and assistance?



### **Janis Ross**

Executive Director

[Janis@EugeneCascadesCoast.org](mailto:Janis@EugeneCascadesCoast.org)

(541) 743-8753

### **Aaron Babbie**

V.P. of Business Development - Sparkloft Media

[aaron@sparkloftmedia.com](mailto:aaron@sparkloftmedia.com)

(971) 246-0776

**sparkloft**