

Preparing Sport Professionals to Use Social Media



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Xavier University



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Indiana State University



Google Changes Everything

what is the meaning of
Groups

Search results for Linda Schoenstedt:

- Xavier University Faculty - Linda Schoenstedt**
www.xavier.edu/academic/academicaffairs/faculty/...
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- Linda Schoenstedt | LinkedIn**
www.linkedin.com/in/linda-schoenstedt
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doi.org/10.1080/00207179.2011.587444
- Dr. Linda Schoenstedt, Dr. Tom ... Dr. Linda Schoenstedt received her EdD in Higher Education Administration from Marquette State University in 1991. She is an ...**
- 1 person named Linda Schoenstedt in the US | WhitePages**
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- Kimberly J. Bodey, EdD**
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- Kimberly J. Bodey, EdD**, Indiana State University, Department of Recreation & Sport Management, 863 Arena, Terre Haute, IN 47809 kbodey@indstate.edu ...
- Kimberly Bodey - Indiana State University**
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File Format: PDF | Adobe Acrobat - Quick View
- Kimberly Bodey - Indiana State University**, Dr. Kimberly J. Bodey is an assistant professor, member of the graduate faculty, and sport management concentrator ...
- Four receive Cate Mills Distinguished Teaching Award**
www.indstate.edu/news/news.php?newsid=2253
Apr 25, 2010 - The recipients are Kimberly J. Bodey, associate professor of sport management, Arthur Farnoff, professor of teacher education, and ...
- Kimberly J. Bodey - Indiana State University**
www.indstate.edu/academicaffairs/faculty/...
Dr. Kimberly J. Bodey is an associate professor, member of the graduate faculty, independent research coordinator, and undergraduate sport management ...
- Kimberly Bodey - Indiana State University - YouTube**
www.youtube.com/watch?v=6DNCLDUBA
Apr 25, 2010, 3:46 min. Uploaded by gshelton
Organizational Justice: A Case Study of Female Sport Managers in Division Women, Gender and Sport in Africa ...

Today's purpose

- To gain knowledge about how to use social media by reviewing the tools and technologies available.
- To explore the usage of social media that includes both personal and professional use.

Let's explore for a minute...

A (Brief) Video of the Digital World...

This changes daily...

[Socialfreakonomics](#)

If Facebook Were A Country, It Would Be The 3rd Most Populated

BY XAVIER LUI - MARCH 18, 2010
POSTED IN: SOCIAL WEB

facebook's population ranked 3rd in the world.

1. China	1,336,450,000	6. Brazil	192,651,000
2. India	1,178,436,000	7. Pakistan	189,010,500
3. Facebook	400,000,000	8. Bangladesh	162,221,000
4. United States	308,898,000	9. Nigeria	154,729,000
5. Indonesia	231,369,500	10. Russia	141,927,297

Data Source: Wikipedia

Design: TechXav / Zhou Tong

Social media tools

- Laptop or desk-top computer
- Camera phone/digital camera
- Flip camera
- Smart phone



Social media platforms

Decide which platforms you will use to create your **NETWORK**:

- Blogspot, Tumblr
- Podcasts
- YouTube
- Facebook
- LinkedIn
- Twitter, Tweetdeck, Hootsuite
- Shutterfly, Flickr, Instagram
- Pinterest



Recommended

LinkedIn.com: Make sure your profile is at or near 100% completion, join professional groups of interest, share interesting story links

Facebook.com: Keep it professional, create private groups for private information, use it as your information aggregator

Twitter.com: Have a purpose, use it to share professional updates or position yourself as an authority, link to your Facebook

Youtube.com: Create your own channel, use a flip video camera or smart phone to capture video of your projects

Phone apps!

Update all regularly !!!

LinkedIn example

Linda J. Schoensted
Associate Professor at Xavier University
Cincinnati, Ohio · Higher Education

Current Associate Professor at Xavier University?
Adjunct Professor at Ohio University?
Post Chair, Sport Management Department at College of Mount St. Joseph?
Head Volleyball Coach at The University of Iowa
Head Volleyball Coach at Wright State University?

Education
Montana State University-Bozeman
The University of Montana
Craigston University

Connections 318 connections
Websites Facebook, Blog
Public Profile: <http://www.linkedin.com/in/lindschoensted>

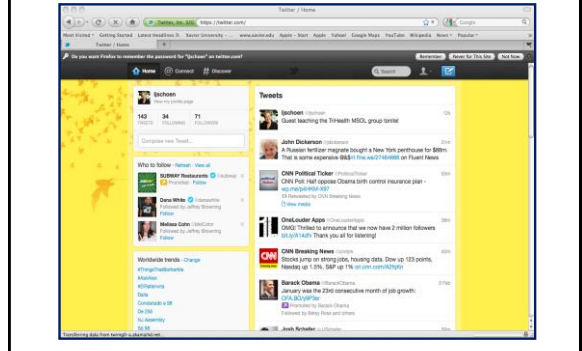
Ads by LinkedIn Members
Become a School Counselor
Accredited Online Master's Degree Program. Apply Now & Start a New Career!
PhD Education Leadership
Earn Your Degree Online. Methods to Lead Your School. Sign Up Here!
Female Executive Network
Apply now to appear in the circles who for Female Executives. It's Free!

Linda J.'s Activity
Linda J. Schoensted is now connected to Nancy Waddock, Assistant Professor at College of Mount St. Joseph and Steve Rosen, Manager at Learning Systems, Xerox Healthcare

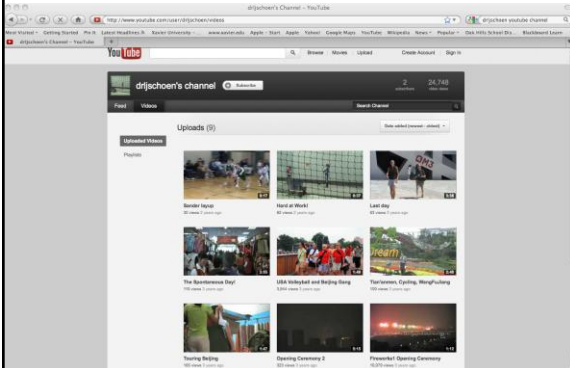
Facebook example



Twitter example



YouTube example



Social media resources

- www.mashable.com
- www.shankman.com
- www.womma.org/
- www.technorati.com
- Google alerts with key words of industry interest
- HARO, Help A Reporter Out



Steps to using social media

- Engage your audience
- Conduct social media consumption study
- Conduct content audit
- Create editorial schedule
- Create new audiences



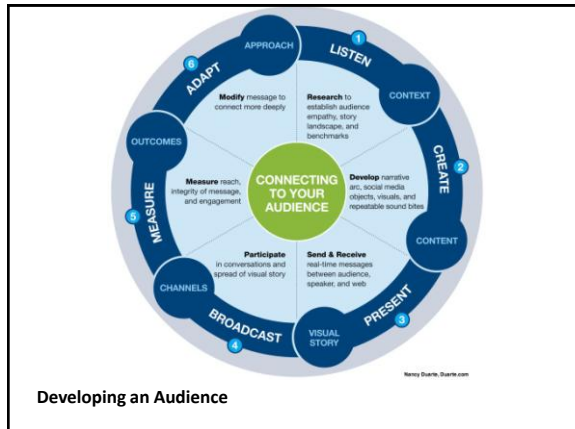
#1 Find and engage your audience

Demographics

- Age, Sex, Race, Education, Zip Code/Community of Residence

Psychographics

- Based on your needs, i.e. smart phone ownership, top three hobbies, core values



#2 Conduct consumption survey

Social Media

- E-mail newsletters, Facebook, Twitter, YouTube, LinkedIn, smart phone applications
- Frequency of use, frequency in sharing/posting content (shared or original content)

Search Engine Usage

- How do they use search engines, which ones do they use (Google, YouTube, Bing, Wikipedia)

Information on Specific Industry/Company

- Intent to purchase, motivation to attend, competitive questions
- Use current and prospective friends/consumers to benchmark

#3 Conduct content audit

Review the content you created

- Analyze Google or website analytics from 2011, 2012, the future.
- How many blog posts did you write/share on your website?
- Did you write any case studies or white papers on your industry or organization?
- How many e-mail blasts did you send to current clients and prospects?
- Did some content from your Facebook get shared or liked? If so, what was the content?
- Did you get re-tweeted? If so, what was the nature of the content?



Align Social Media efforts with your organization or event.

Social Media Influence

Awareness/Engagement: Blog posts, social media updates

Research: e-books, webinars, industry reports

Comparison: Case studies, product demos, customer testimonials

Purchase: Analyst reports, detailed product information

Tag content to drive search engine optimization.

#4 Create editorial schedule

- Record your editorial plans on a Google calendar, Gantt chart or spreadsheet
- Plan for six months to one year
- Theme your content based on the participation, registration or sport industry cycle and your participant's or event's needs
- The goal is to create a good mix of content types (blogs, photos, videos), topics to make sure you are reaching all of your stakeholders
- Tag your content with your company name or keywords on a consistent basis and use hashtags
- Repurpose content: i.e. use snippets from a white paper or information on Twitter

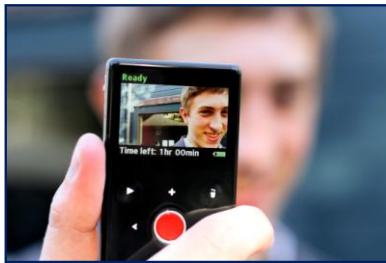
Tricks for Facebook

- Create a fan page for general consumer use and a group page for specific consumer use
- Add applications to your page to make it more interactive, i.e. video, links to other social media
- Post updates from your smart phone



Tricks for Twitter

- Use Tweetdeck, Hootsuite to manage your Tweets
- Create lists on Twitter to manage updates, interact with specific groups, topics
- Use a smart phone to send, manage updates



Create videos and maintain a YouTube Channel

Tricks for YouTube

- Create and name the channel
- Purchase a \$100 mini video camera for the office
- Upload videos regularly, per your schedule
 - Testimonials
 - New projects, results, instructions, activities etc.
- Tag and name videos properly
- Share your videos via Facebook, Twitter



#5 Create new audiences Social Media Landscape



QUESTIONS?

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