

Preparing Sport Professionals to Use Social Media



Dr. Linda J. Schoenstedt
Xavier University

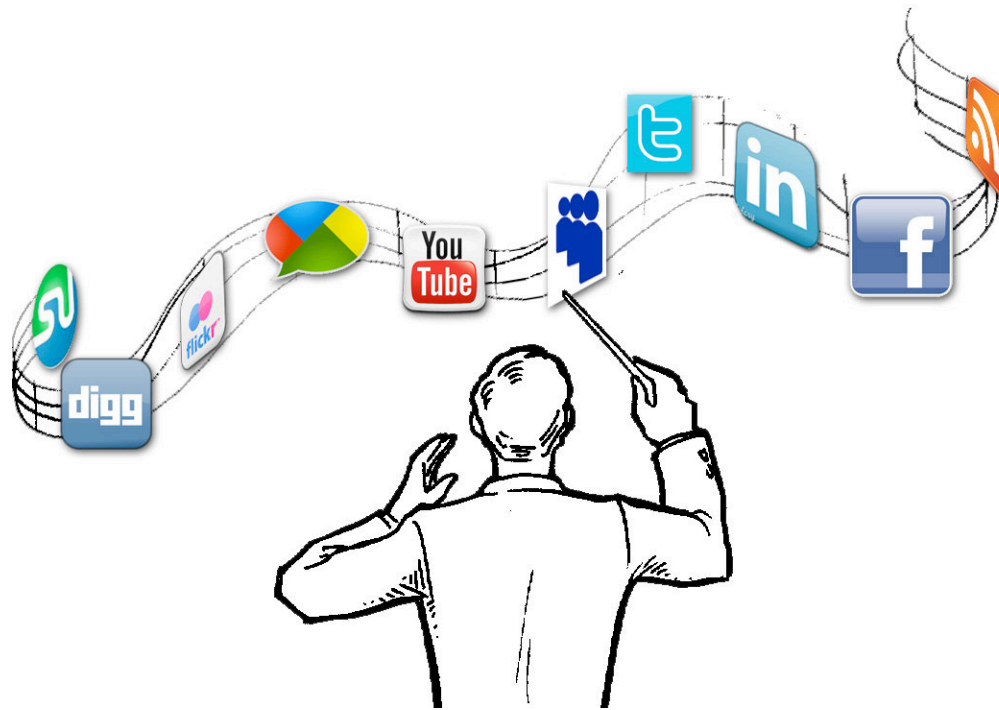


Dr. Kimberly J. Bodey
Indiana State University



Today' s Purpose

- Review the tools and technology available for use of social media.
- Increase the scope for usage of social media for personal and professional use.



A recent survey by Forrester Research, the market research company, found that 77% of the managers of small and medium businesses are concerned about building their social-marketing presence.

But nearly all of them say they are so bewildered about what to do and so overwhelmed with the ordinary chores of running their businesses that they want someone to help.

Let's explore for a minute first...


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

This changes daily...

Socialfreakonomics

SOCIAL MEDIA IS LIVING

NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING






@equalman 

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

BY XAVIER LUR - MARCH 19, 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 169,010,500
 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

Founded in 2004, Facebook has evolved from a Harvard University start-up to the world's most popular social networking website. The Palo Alto-based company has also recently hit a significant milestone — more Americans visited Facebook than Google for the week ending March 13, according to web monitoring site HitWise. It found out that Facebook.com got 7.07 per cent of all Internet traffic for that week, while Google.com got 7.03 per cent. That signifies a market increase of an impressive 185 per cent for Facebook compared to the same week last year, but just a 9 per cent jump for the search juggernaut.



Social Media Tools

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





Google Changes Everything

what is the meaning of...

Groups



Linda Schoenstedt



Sign in

Search

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Everything

[Xavier University: Faculty - Linda Schoenstedt](#)
www.xavier.edu/campusuite/modules/faculty.cfm?faculty_id...
Dr. **Linda Schoenstedt**. View HiRes Photo. Location 3rd floor, Joseph Building. Mail Location 6311. Phone: (513) 745-3955. Fax: (513) 745-4291. Website ...

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[Linda Schoenstedt | LinkedIn](#)
www.linkedin.com/in/lindaschoenstedt
Cincinnati Area - Associate Professor at Xavier University
View **Linda Schoenstedt's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Linda Schoenstedt** ...

Cincinnati, OH
Change location

[Blogger: User Profile: Linda Schoenstedt, EdD](#)
www.blogger.com/profile/11052181436664196566
Blogger is a free blog publishing tool from Google for easily sharing your thoughts with the world. Blogger makes it simple to post text, photos and video onto ...

Show search tools

[Linda Schoenstedt | Athletic Administration and Coaching Education ...](#)
coaching-athleticadministration.ohio.edu/.../linda-schoenstedt/
Home > Coaching Education > Coaching Education Faculty > **Linda Schoenstedt** ... 0 Responses to "**Linda Schoenstedt**". Feed for this Entry Trackback Address ...

[Mathematics Anxiety, Socio-Economic Status, and Attribution: Are ...](#)
108.cgpublisher.com/proposals/238/manage_workspace
Dr. **Linda Schoenstedt**, Dr. Tsila ... Dr. **Linda Schoenstedt** received her EdD in Higher Education Administration from Montana State University in 1991. She is an ...

[1 person named Linda Schoenstedt in the US | WhitePages](#)
names.whitepages.com > Name Popularity
Find **Linda Schoenstedt** on WhitePages. There is 1 person named **Linda Schoenstedt** in Cincinnati, OH.

[Linda Schoenstedt athletic career, photos, articles, and videos ...](#)
www.fanbase.com/Linda-Schoenstedt
Find articles, photos, videos, and career history for Find articles, photos, videos, and career history for **Linda Schoenstedt** from Creighton Bluejays Women's ...



Kimberly Bodey



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[PDF] [Kimberly J. Bodey, EdD](#)

recreationdevelopmentnetwork.com/uploads/Dr._Bodey_Vita.pdf

File Format: PDF/Adobe Acrobat - Quick View

Kimberly J. Bodey, EdD. Indiana State University. Department of Recreation & Sport Management. B63 Arena. Terre Haute, IN 47809 kbodey@indstate.edu ...

[PDF] [Kimberly Bodey - Indiana State University](#)

www.aahperd.org/naspe/.../upload/Kimberly-Bodey.pdf

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 concentration ...

Cincinnati, OH

Change location

Show search tools

[Four receive Caleb Mills Distinguished Teaching Award](#)

www.indstate.edu/news/news.php?newsid=2235

Apr 29, 2010 - The recipients are **Kimberly J. Bodey**, associate professor of sport management; Arthur Feinsod, professor of theater; Beth Whitaker, professor ...

[Kimberly J Bodey - Indiana State University](#)

www.indstate.edu/krs/personnel/k-bodey.htm

Dr. **Kimberly J. Bodey** is an associate professor, member of the graduate faculty, undergraduate internship coordinator, and undergraduate sport management ...

[Kimberly Bodey - Indiana State University - YouTube](#)

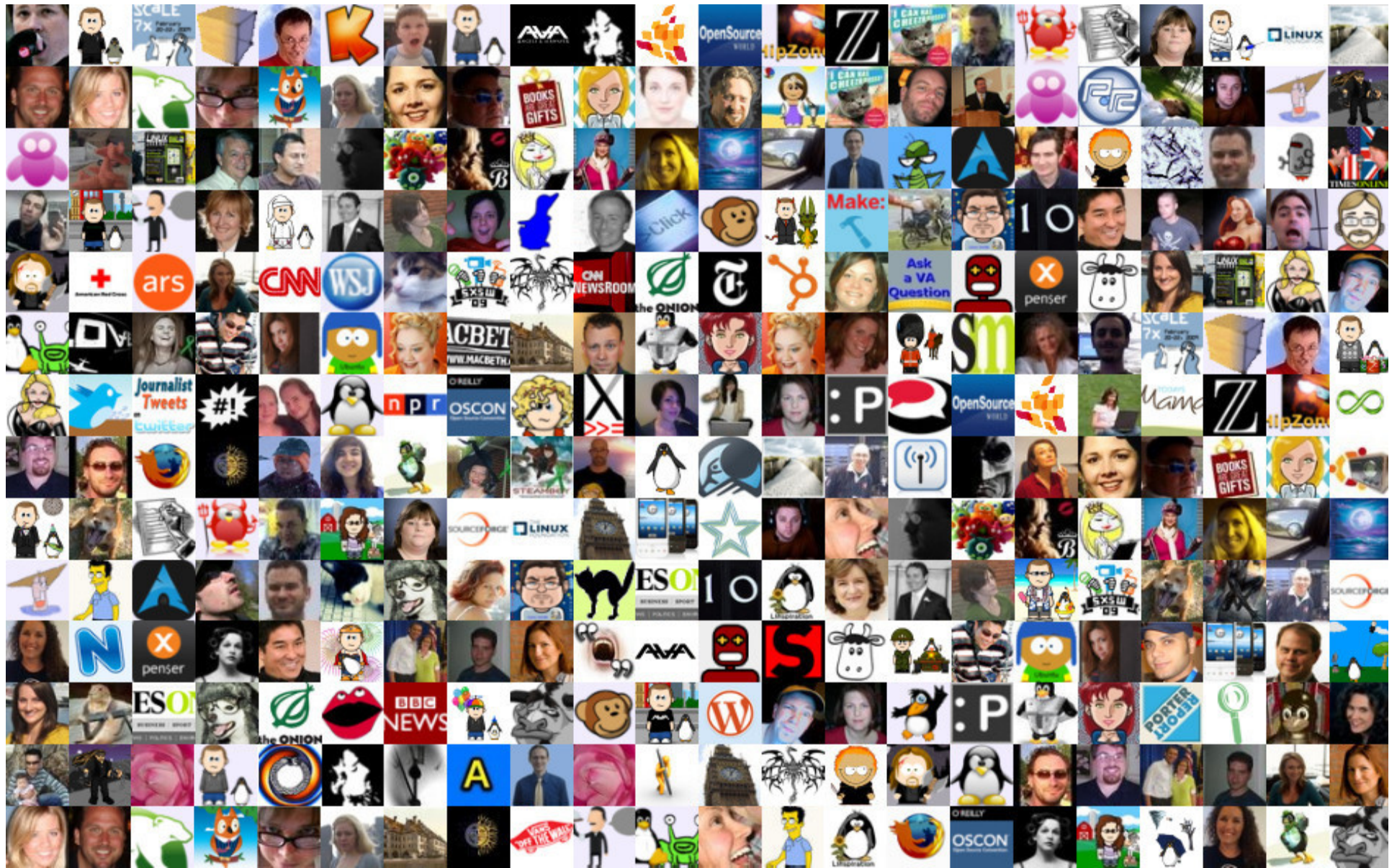


www.youtube.com/watch?v=e4pNCL0u6aA

Jan 25, 2011 - 3 min - Uploaded by gakinde

Organizational justice: A Case Study of Female Sport Managers in Morocco Women, Gender and Sport in Africa ...

More videos for [Kimberly Bodey](#) »



Ideas on building audiences with social media

Getting Started

- Decide which social media platforms you will use to create your Network for personal and/or professional use.
 - Blogspot, Tumblr
 - Podcasts
 - YouTube
 - Facebook
 - LinkedIn
 - Twitter
 - Shutterfly, Flickr, Instagram
 - Pinterest

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR-SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Recommended for all...

Linkedin.com: Make sure your profile is at or near 100% completion, join professional of 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 !!!

Don't Outsource Strategy! - Learn to do it yourself. Strategic Boost program by John Warden.



Linda J. Schoenstedt

Associate Professor at Xavier University
Cincinnati, Ohio | Higher Education

- Current: Xavier University, Ohio University
- Previous: College of Mount St. Joseph, The University of Iowa, Wright State University
- Education: Montana State University-Bozeman

Improve your profile

Edit

423 connections

www.linkedin.com/in/lindaschoenstedt/

Contact Info

Activity

Share an update...

Linda J. Schoenstedt is now connected to Larry Marrs, JV Head Football Coach/Security at Millennium High School

6 hours ago

Linda J. Schoenstedt is now connected to Sarah Brown, Volleyball Representative at Xavier University Athlete Advisory Council and Malissa Martin, Professor, Graduate Program Director, Athletic Training at Rocky Mountain University of Health Professions

5 days ago

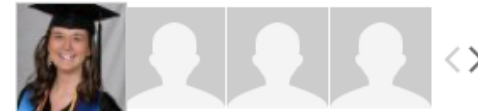
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Background



Experience

People You May Know



Molly Robinson Academic Advisor at Miami University Hamilt...
Connect 61

LinkedIn Polls

Apps on a smartphone – how important are they to you?

- Very important
- Important
- Neutral
- Not very important
- Not important at all

Vote or see results

Sponsored By



People Also Viewed



Doug Olberding Professor, Sport Management at Xavier University



Ronald Quinn Associate Professor, Sport Studies at Xavier University



Betsy Ross President at Game Day Communications



Matt Ivory

Become a School Counselor - Accredited Online Master's Degree Program. Apply Now & Start a New Career! From: University of the Southwest



Linda J. Schoenstedt

Associate Professor at Xavier University
Cincinnati, Ohio | Higher Education

Improve your Profile

Edit profile

Ask for recommendations

Create your profile in another language

- Current **Associate Professor at Xavier University**
- Adjunct Professor at Ohio University**
- Past **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**
- Montana State University-Northern**
- The University of Montana**
- Creighton University**
- [see less ^](#)

Connections **318 connections**

- Websites **Facebook**
- Blog**

Public Profile <http://www.linkedin.com/in/lindaschoenstedt>

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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 Who's Who for Female Executives. It's Free!

Linda J.'s Activity

[edit](#)

Linda J. Schoenstedt is now connected to **Nancy Waldeck**, Assistant Professor at College of Mount St. Joseph and **Steve Rose**, Manager e-Learning Systems, Alere Healthcare

5 days ago



Kim Bodey

Worked at Indiana State University Studied at University of Arkansas at Fayetteville
 Lives in Terre Haute, Indiana From Oak Lawn, Illinois Born on December 21



Write Post Add Photo / Video

Write something...

- Wall
- Info
- Photos (10)
- Friends

Friends (153)

- Tracy Gibson
- Rick Balkin
TAMU Commerce
- Rich Lisak Jr.
- Lisa Everson



Kim Bodey

2 manuscripts in press, 4 manuscripts in review, and 2 position papers in final review...feeling like I have money all over the craps table. Hot roll comin'!

Like · Comment · 19 hours ago near Terre Haute, IN ·

3 people like this.

View all 6 comments

Leah Jarski WOW! GOOD FOR YOU!
17 hours ago · Like

Judi Lisak to Kim: not at liberty to use that term on anyone else but moi!!!
6 hours ago · Like

Write a comment...



Kim Bodey

Just got home after another incredibly long day. Just want to sleep.

Like · Comment · Wednesday at 8:54pm via mobile ·

Friends Subscribed Message

People You May Know See All

Paula Hayden
17 mutual friends
Add Friend

Joseph Carlo Rodriguez
Add Friend

Chuck Thorson
3 mutual friends
Add Friend

Jacob Seiwert
2 mutual friends
Add Friend

Sponsored See All

Nordstrom Spring Denim
 Check out six of-the-moment denim trends from Nordstrom.

 Eileen Hughes-Palmer likes Nordstrom.

Jellyfish Aquarium
 fab.com

 Jellyfish are awesome. Join Fab.com and save 15% on this jellyfish tank

- Leah Schroeder I don't play for the scholarships or for the money, I simply play for the LOVE O...
 - Juli Phelps commented on her own photo: "Hahaha!"
 - Pat Fettig pinned to Half Marathons I Have Done on Pinterest.
 - Jenna Duebber listened to Manifesto by The City Harmonic on Spotify.
 - Lisa Desatnik commented on her own status: "Sounds like everyone is going..."
 - Betsy Ross
 - DeAnna Wall
 - Evie Edwards
 - Jackie Reau
 - Linda England
 - Lisa Dockray
 - Lisa Smith
 - Nancy Rembold
 - Tammy Kathmann Sherida
 - Tim McCarthy
- MORE ONLINE FRIENDS (6)

ljschoen
View my profile page

143 TWEETS 34 FOLLOWING 71 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

- SUBWAY Restaurants** @subway
Promoted · Follow
- Dana White** @danawhite
Followed by Jeffrey Browning
Follow
- Melissa Cohn** @MelCohn
Followed by Jeffrey Browning
Follow

Worldwide trends · Change

- #ThingsThatBotherMe
- #AskAlex
- #ElRafainvita
- Dalla
- Condenado a 98
- De 256
- NJ Assembly
- Só 98

Tweets

- ljschoen** @ljschoen 12s
Guest teaching the TriHealth MSOL group tonite!
- John Dickerson** @jdickerson 31m
A Russian fertilizer magnate bought a New York penthouse for \$88m. That is some expensive @&\$#t fine.ws/27464666 on Fluent News
- CNN Political Ticker** @PoliticalTicker 53m
CNN Poll: Half oppose Obama birth control insurance plan - wp.me/p4HKM-X97
Retweeted by CNN Breaking News
[View media](#)
- OneLouder Apps** @OneLouderApps 38m
OMG! Thrilled to announce that we now have 2 million followers bit.ly/A14dfv Thank you all for listening!
- CNN Breaking News** @cnnbrk 40m
Stocks jump on strong jobs, housing data. Dow up 123 points, Nasdaq up 1.5%, S&P up 1% on.cnn.com/A2fqKn
- Barack Obama** @BarackObama 3 Feb
January was the 23rd consecutive month of job growth: OFA.BO/y9P3sr
Promoted by Barack Obama
Followed by Betsy Ross and others
- Josh Schafer** @JJSchafer 56m



Upload

Linda Schoenstedt

Watch Later

Watch History

Playlists

What to watch

My subscriptions

Social

SUBSCRIPTIONS

Add channels

Popular on YouTube

Music

Sports

Gaming

yougenerationtv

The Ellen DeGen...

Rose Ellen Dix

Heather and Mari...

Browse channels



Linda Schoenstedt

View channel

Video Manager

All activity

Uploads only



Linda Schoenstedt uploaded a video 1 year ago



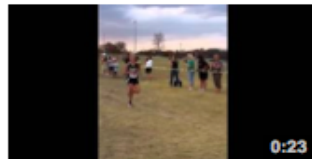
Sander Vest Basketball Highlights .mp4

132 views

2011-12 Oak Hills Jr. Pro Select Team



Linda Schoenstedt uploaded a video 1 year ago



Syd Part 2

17 views



Linda Schoenstedt uploaded a video 1 year ago



Sydney cross country

16 views



Linda Schoenstedt uploaded a video 1 year ago



Sander's 2nd Touchdown copy

40 views

Related Channels



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Jenna Marbles

Subscribe 8M



nigahiga

Subscribe 7M



Rihanna

Subscribe 7M



Machinima

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YouTube example

The screenshot shows a web browser window displaying the YouTube channel page for 'drjlschoen's Channel'. The browser's address bar shows the URL 'http://www.youtube.com/user/drjlschoen/videos'. The channel header includes the name 'drjlschoen's channel', a 'Subscribe' button, and statistics: '2 subscribers' and '24,748 video views'. Below the header, there are navigation tabs for 'Feed' and 'Videos', and a search bar labeled 'Search Channel'. The main content area is titled 'Uploads (9)' and features a dropdown menu set to 'Date added (newest - oldest)'. A sidebar on the left contains 'Uploaded Videos' and 'Playlists' sections. The main grid displays nine video thumbnails with their titles, view counts, and upload dates:

- Sander layup**: 30 views 2 years ago (0:17)
- Hard at Work!**: 82 views 2 years ago (0:37)
- Last day**: 63 views 3 years ago (3:36)
- The Spontaneous Day!**: 119 views 3 years ago (2:55)
- USA Volleyball and Beijing Gang**: 3,844 views 3 years ago (1:49)
- Tian'anmen, Cycling, WangFuJiang**: 109 views 3 years ago (2:40)
- Touring Beijing**: 165 views 3 years ago (1:47)
- Opening Ceremony 2**: 323 views 3 years ago (5:15)
- Fireworks1 Opening Ceremony**: 19,979 views 3 years ago (1:12)

Social Media Resources

- www.mashable.com
- www.shankman.com
- www.womma.org/
- www.technorati.com
- Google alerts with key words of industry interest



Create videos and maintain a YouTube Channel

YouTube

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

Blogs

- Use Blogspot or Tumblr and link to Twitter feeds and Facebook
- Great for interacting with students and classes when you are at a conference
- Sport Management clubs

Steps to using social media

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



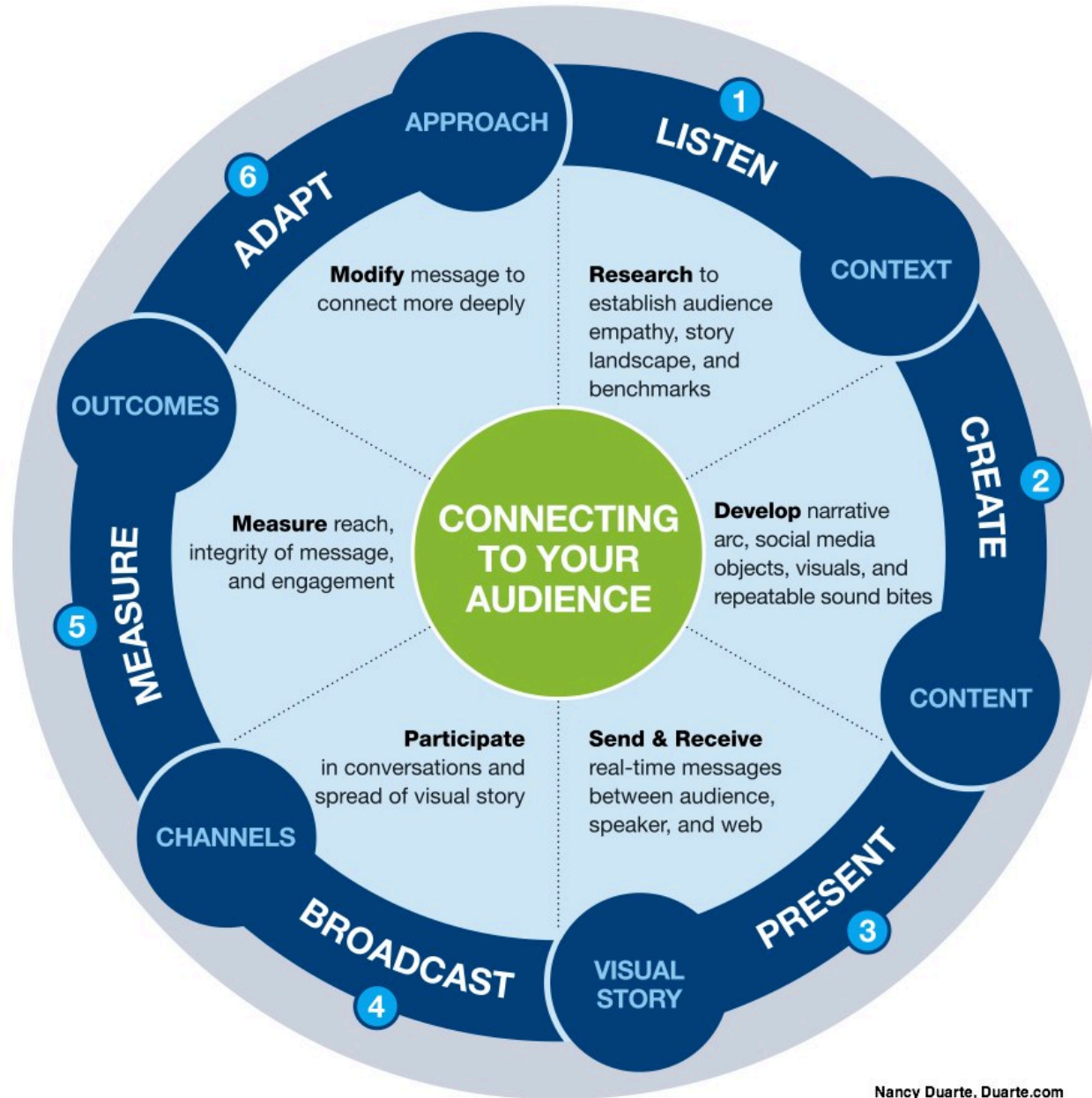
#1 Find and engage your audience

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



Nancy Duarte, Duarte.com

Developing an Audience

#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, 2013 & 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?



Track repeat business and retention



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

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

facebook

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



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



**Reasons that US Facebook Users Join Fan Pages,
March 2010 (% of respondents)**

To let my friends know what products I support

41%

To receive coupons and discount offers

37%

To stay current on available new products

35%

To learn more about the company/organization

31%

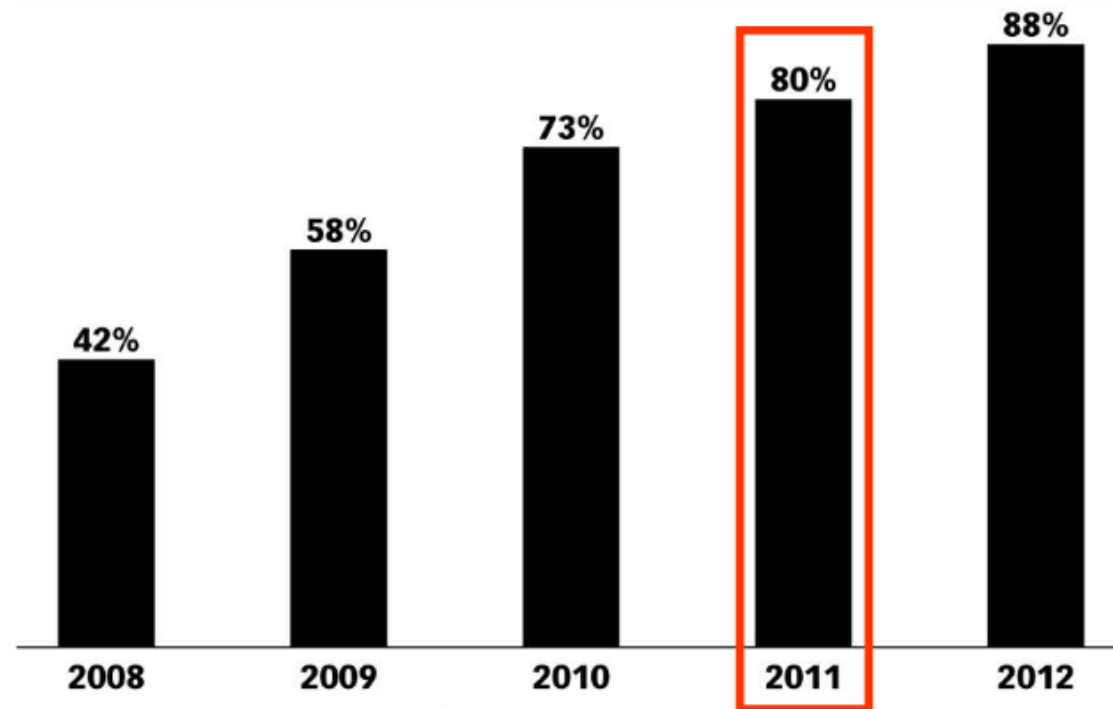
To meet with people who have interests similar to mine

28%

*Source: Morpace, "Facebook's Impact on Retailers," provided to eMarketer,
April 1, 2010*

US Companies Using Social Media Tools for Marketing Purposes, 2008-2012

% of total



Note: includes companies with 100+ employees

Source: eMarketer, Nov 1, 2010

Valuating Your Social Media Platforms

Sponsorship valuation for social media platforms can include the following:

- # of current impressions (Fans, Followers, Views, Downloads)
- Frequency of content updates, photo/video sharing
- Exclusivity of the sponsorship deal
- Activation links
- Add traditional sponsorship opportunities to the mix



Valuating Your Facebook Fan Page

Your Facebook Fans are valued for sponsorship at \$1.33 per person

Sources for Valuation:

- One Fan of your Facebook Fan Page is valued at \$3.60 per person *
- A recent study estimates that 37 percent of your fans are interested in deals/discounts offered on your Fan Page **

Sample Sponsor Benefit Analysis:

The Flying Pig Marathon has 11,650 Facebook Fans and has been averaging monthly growth of 240 fans (2,880 annual growth) or 14,530 fans @ \$1.33/person for an exclusive sponsorship value of \$19,325.

*<http://www.adweek.com/news/technology/value-fan-social-media-360-102063>

**http://www.emarketer.com/Report.aspx?code=emarketer_2000694



Valuating Your Twitter Profile

Your Twitter Followers are valued for sponsorship at \$.24 per person

Sources for Valuation:

- One Follower of your Twitter Profile is valued at \$.24 per person *

*<http://kluriganalytics.com/2010/04/15/social-media-roi-value-of-a-twitter-follower/>

KLURIGANALYTICS

Sample Sponsor Benefit Analysis:

The Flying Pig Marathon has 6,300 followers on Twitter and is averaging monthly growth of 200 new followers (2,400) or 8,700 followers @ \$.24 for an exclusive sponsorship opportunity valued at \$2,523.



Valuating Your YouTube Channel

Your YouTube video views are valued at \$2.50/thousand views

Sources for Valuation:

- YouTube videos are valued at \$2.50 per thousand views *

Sample Sponsor Benefit Analysis:

The Flying Pig Marathon has 70,000 views on its YouTube channel and is averaging monthly growth of 2,500 new views (30,000) or 100,000 views @ \$2.50/thousand for an exclusive sponsorship opportunity valued at \$2,500.



Measurement

- Create a quarterly scorecard to add to your marketing matrix
 - Web site traffic
 - Facebook Fan Page fans, offers, engagements
 - Twitter followers, engagements
 - Youtube views, comments
 - Blog views, comments
 - Response to exclusive offers with promo codes

Conclusion

- Makes for a great semester long project linking almost any element of the sport industry to social media.
- There is something new almost everyday...

QUESTIONS?

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- www.twitter.com/ljschoen
- www.YouTube.com/drljschoen
- Skype ID: linda.schoenstedt

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