Preparing Sport Professionals to Use Social Media

Dr. Linda J. Schoenstedt
Xavier University

Dr. Kimberly J. Bodey
Indiana State University

What is social media…today?

http://www.youtube.com/watch?v=sIFYPQjYhv8

Presented by
Jackie Reau, Game Day Communications

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
Social media tools
- Laptop or desktop 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 smartphone to capture video of your projects
Phone apps!

Update all regularly !!!
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
- Email 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?

#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

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.*
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

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?

Linda Schoenstedt, EdD
Associate Professor
Department of Sport Studies
Xavier University
3800 Victory Parkway
Cincinnati, OH 45207-6311
513.745.3955 (O)
513.745.4291
schoenstedt@xavier.edu
www.linkedin.com/in/linda.schoenstedt
www.facebook.com/linda.schoenstedt
www.twitter.com/ljschoen
www.YouTube.com/drljschoen
Skype: linda.schoenstedt

Kimberly Bodey, EdD
Associate Professor
Department of Kines., Rec., & Sport
Indiana State University
C21 HHS Bldg
Terre Haute, IN 47809
812-237-2186 (O)
812-237-2493 (F)
Kim.Bodey@indstate.edu
www.linkedin.com/in/kimbodey
www.facebook.com/drkimbodey
Skype: Kim.Bodey