



Custom Interactive Media Consulting

## iConvo - Interactive Conversation

Social media is the sunlight and rain water that helps grow the passion of fans

When someone mentions interactive media or Web 2.0, more often than not, you think of social media. Arguably the most visible and widely known of the interactive media tools, social media is the likely starting point for any interactive media campaign. A high number of participants increases the odds of a successful venture into interactive media – more people means a better chance of getting a decent ROI.

People are clamoring for this, ... [fans] want to be communicated with, not at

One driver behind the use of social media is it giving organizations the ability to pull an end-around on traditional media, allowing them to present their message on their terms. In addition, it is a means to enhance brands, building and strengthening a connection with fans that is irresistible to sponsors. By helping fans connect to one another, in turn adding value to fans' online experiences, you strengthen and deepen their connection with the team.

Before we rush headlong into the social media arena, a few tips for using social media effectively:

- offer behind the scenes access
- directly engage fans
- stay away from airing beefs/complaints on your social media
- develop a comprehensive plan
- get trained

Utilizing social media to build your fan base gives a great return on investment. Build awareness using your most passionate fans acting as evangelists, creating limitless social actions

We'll take a closer look at two major players when it comes to social media – [Twitter](#) and [Facebook](#) – as well as blogs.

## What Twitter Brings to the Game:

- real-time updates, providing unparalleled behind-the-scenes access
- keeps 'brand enthusiasts' (fans) active through engagement, deepening the fan relationship
- personal, conversational
- free to sign up and use

## How Twitter Can Go Wrong:

- the immediacy and availability of Twitter raises the risk of tweeting something you shouldn't have; people don't always think before they tweet, say something in the heat of the moment, only to regret it later
- behind every tweet is a human, and mistakes can happen; organizations can find themselves in the crosshairs for tweeting the wrong thing

## FYI: Facebook

- 56% of social media users check Facebook at least once a day
- 12% check/use Facebook every couple hours
- fans are 51% more likely to buy from a 'brand' they follow on Facebook
- fans are 60% more likely to recommend their Facebook follows to a friend

## What Facebook Brings to the Game:

- Self-identification – fans choose to follow or like their favorite organizations, voluntarily identifying themselves as fans, in the same way that donning a jersey or having a shopping club card identifies them as fans
- Fan page administrators get a level of analytics – number of fans added, comments, likes, visits – through weekly reports (details about demographics, longer-term growth and engagement trends through the Insights feature)
- Possible contest platform – drive traffic to the Facebook or team page, offering something more to those fans already engaged with your organization
- Free to sign up and use

## How Facebook Can Go Wrong:

- the immediacy Facebook raises the risk of posting something you come to regret
- behind every Facebook page is a human, and mistakes can happen; individuals and organizations can find themselves in the crosshairs for posting something others view as 'questionable'
- Facebook's open nature – you may be tagged in other's photos, posts and pages are linked to and preserved longer than anticipated

## What Blogs Bring to the Game:

- can feed fan appetite for more information, more interaction, more behind-the-scenes content while still allowing the author of the posts to control the level of intimacy
- flexible format that allows for videos, links and photos
- The ability to 'subscribe' – getting alerts via RSS every time the blog updates
- highly customizable and personal means of engaging your fans
- can be launched with little or no cost

## How Blogs Can Go Wrong:

- requires a certain degree of writing ability to be effective
- behind every blog posting is a person, and there is always the risk of sharing too much, spilling a secret or generally posting something one may come to regret later, particularly an issue with journal-style blogs
- difficult to monitor and regulate postings, especially fan-driven and journal-style; run the risk of being associated with something inflammatory or potentially libelous
- blogs, particularly the journal-style, can get personal; requires a certain comfort level with writing and sharing information to walk the line of behind-the-scenes and personal diary

## FYI: Twitter

- fans are 67% more likely to buy from 'brand' they follow on Twitter
- fans are 79% more likely to recommend their Twitter followers to a friend
- globally, the average twitter user conducts three unique sessions, total of 36 minutes/month

## FYI: Blogs

Blogs coming from sports tend to be one or more of the following three types:

- a platform for press releases, an online stream of official team news
- a journal-style, behind the scenes, personal thoughts sharing experience
- fan-driven, using posts and comments coming from fans