Social Media: How Players and Athletic Organizations Can Use Social Media Technology for Positive Brand Awareness

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Social Media: How Players and Athletic organizations can use social media technology for positive brand awareness.

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For the Degree of Master of Arts,

With a Major in Communications and Training (concentration Media Communications)

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Abstract

Player transgressions and sponsorships were examined lightly using rhetorical and secondary research to consider the impact social media technology has had on sports marketing and communications. In discussing the impact, I was able to uncover the negative and positive implications for social media’s involvement in sports, and how understanding it is imperative for individuals looking to become professionals in athletics. From my research, I will create a presentation which will assist professional athletes and their organization in creating a positive brand image using social media technology.

Keywords: sports, communications, marketing, transgressions, media, sponsorships, social media, technology, professional, athletes
The Research Aim & Introduction

Sports fans, and those that abhor sports, are well aware that the National Football League (NFL), the National Basketball Association (NBA), and Major League Baseball (MLB) have each had their share of ethical problems in the past. Image hits have come from a range of player transgressions, for example, the scandal involving the Atlanta Falcons quarterback Michael Vick’s dog fighting charges, the uncovering of Barry Bond’s steroid usage in the MLB and a previous rape charge against major NBA player Kobe Bryant.

Additional problems questioning morality have come from the level of coaches and programs as well, with previous speculations rising about the New England Patriots breaking rules on videotaping opponents' signals. In spite of all the aforementioned problems broadcasted around the world, what most are unaware of is that promotional spending by these leagues’ key sponsors has not taken a hit. Companies want to be seen as new and exciting; that’s what sports bring (Yong, 2008). As mentioned in USA Today, The NFL alone has 21 major marketing sponsors that will pour a record $1.1 billion into NFL-themed promotions, which is a 10% boost from 2007. “Every year you think the league can't get any bigger and any more pervasive, and it does,’ says sports marketing expert Terry Lefton, an editor with the SportsBusiness Daily” (Howard, Sep 24, 2007, “NFL’s Got the Right Stuff for Advertisers,” para. 3).

Image is everything; it even means the difference between just being an athlete or being a high profile athlete. While some sponsors remain faithful overall to the sports leagues and their large audiences, some of the player transgressions do affect player image, either with the companies involved in sponsorships and endorsements or the fans receiving new information quickly through social media. On the other hand, because much of what is received is controlled by the fans and athletes that use social sites, major organizations are reconsidering what it means
to be “in the limelight.” My capstone investigates social media involved with sports marketing: fans and consumer involvement contribute to the influence social networks have on sponsorships, player images, athletic organizations’ images and endorsements. The literary review will discuss the social networks, particularly Twitter and Facebook, as new and innovative forms of communications technology. Considering the aforementioned, I will cover four parameters for my research: 1) The Technologies, 2) History and Development, 3) How player transgressions, fans and consumer involvement contribute to the influence social media has on sponsorships and endorsements and 4) How communications professionals can help athletes and athletic organizations optimize social media. I will examine these social networks and their relevance to sports, more so the way athletes and teams are monitoring and leveraging the usage of these social networks. After considering the substantial contribution to knowledge of information, I will create a workshop developed specifically to inform athletes about ways to capitalize on this form of media and use it to create various avenues of income and to negate the media put out by major networks and/or fans.

**Substantial Contribution to Knowledge**

The proposed research topic has not fully been investigated entirely and thoroughly and while sports and sports marketing is not a new concept, sports communications and its relation to social media is a relatively new area of interest. Jason Sheppard mentions how social media created a major change in the Southeaster Conference in “The Thrill of Victory, and the Agony of the Tweet: Online Social Media, the Non-Copyright Ability of Event, and How to Avoid a Looming Crisis”:

Every Saturday during the fall, tens of thousands of students, alumni, and fans pour into the football stadiums of the member schools of the Southeastern Conference (SEC). In
their desire to capture and share the enthusiasm of the moment, those fans take pictures and short videos of themselves and the game action, and send text and other messages intended to regale others with tales of the excitement (para. 1).

Situations of “raving fans” happen more often with the increase in technology, and fans then end up uploading much of the recorded content to the Internet in order to better preserve the memories of that day and share them with friends and fellow fans (Sheppard, 2010). Specifically dealing with the aforementioned, in the summer of 2009, the SEC circulated a draft of a media policy that, on its face, would have made all such activity by ticketed fans at SEC sporting events a violation of the ticket policy and subjected those fans to the threat of legal action. “Though the policy was subsequently amended to include less draconian language regarding fan behavior at games, the policy as adopted still contains considerable restrictions on fan behavior” (Sheppard, 2010, para. 1).

With the continuously changing concept of social media, it is rather difficult to fully conceive how it can affect athletic events, athletes, endorsements and sponsorships. Social networks, such as Twitter and Facebook, along with live streaming of games and events, expedites the process to disseminate information to fans and other social media concepts have forever changed the way a sport is covered and operated (Steinbach, 2005).

Considering the impact social media has had on sports marketing and communications, it is imperative to not only investigating player transgressions, but to also discuss the impact consumers and fans fully involved with social media can make on endorsements and sponsorships. In discussing consumer and fan impact, one can uncover the negative and positive implications for social media’s involvement in sports, and how understanding it is imperative for
individuals looking to become a professional in the field of sports communications and/or marketing.

**Research Context**

**Sponsorships and Player Transgressions on the Field**

One should uncover the negative and positive implications for social media’s involvement in sports by acknowledging the presence of player actions, specifically transgressions, and how it relates to the discussion. Research by the *SportsBusiness Daily* found that generally, leagues are not hurt by scandals and that it is difficult to relate special issues back to any consumer backlash (Howard, 2007). If consumers are not backlashing, and there is no current or foreseen monetary loss, sponsors do not feel the need to pull out of commitments with the leagues, according to Chadwick (2008) because of the unforeseen benefits the sponsor/team association can bring the sponsor in the future. As mentioned in Westburg’s investigation (2008):

> …benefits from (a sponsorship) association are likely both during and beyond the period covered by a contract… such as the enduring association people may make between club and sponsor. (p. 127)

Westburg (2008) also argues that most organizations specifically distinguished between on- and off-field transgressions. It is considered that the latter of the two are easily controlled, but sponsors expected teams to hold players accountable in both. If players are being held accountable for their blunders, then it is perceived by the sponsors that they share similar cultural or corporate values. Previously, Serena Williams was called for a foot fault on her second serve to fall behind 15-40 in the final game, in which she was also issued a warning for racket abuse, and consequently unleashed a profanity-laced tirade and gestured toward a line judge:
If I could, I would take this (expletive) ball and shove it down your (expletive) throat,” Williams said. She also said, "You better be (expletive) right! You don't (expletive) know me! (Douglas, 2009, p. 14c).

As a result of her outburst, Williams was docked around $10,000 by the U.S. Open and the committee administrator opened an investigation to determine whether it could be considered a “major offense” (Douglas, 2009). But we all remember the McEnroe and Connors tirades, so what makes this so different? We may never know, but one can take a look at whether or not the fine and further investigation was a way for the U.S. Open to comfort sponsors with the idea of shared values.

Having shared values has a positive impact on each party’s commitment to the sponsorship dyad, and is another reason that in spite of scandals, most sponsors will not pull out of a deal (Chadwick, 2006). Sponsors are clearly looking for relationships to add to their brand, not take away from it (Westburg, 2008) and from the literature, it appears benefits, both immediate and long-term, and shared values are major reasons sponsors will generally not back out of commitments. However, if one applies the latter, shared values, to commitments between sponsors and individual players, the argument does not hold true. The marketing managers indicated that sponsors were more likely to accept on-field transgressions when they related to reactions by players in the course of a game, rather than incidents that were self-instigated (Westburg, 2008). As you will read in future sections of this review, the impact of social media affects the way dyads of transgressions are viewed. Incidents that occurred on the field happen in a more controlled environment, the field, and even if broadcasted on national television the incident can be written off as “just a part of the world of sports”.

**The Technology**
The two social networks that I will apply for this paper will be Twitter and Facebook. Twitter was created and publicly released in August of 2006 by a startup company called Obvious. (Farhi, 2009) It can be easily defined as “a free social networking service that enables anyone to post pithy messages, known as tweets, to groups of self-designated followers” (Farhi, 2009, para 4). Individuals can reach their followers and be reached by their followers in a form of ‘one-to-many’ from various devices including, but not limited to, laptops, cell phones and desktops (Farhi, 2009).

Facebook, introduced in February of 2004, is very similar to the formerly popular MySpace in that it is a site that allows users to upload photos, add people as “friends” and connect with other users all over the globe (Conner, 2009). The imperative to note as differences are its applications, functions, programs and games that each user can add to personalize their profile a little more; Twitter however, does not yet have those functions (Thomas, 2008). It can also be accessed from the same devices as Twitter. I think the unmet potential for both of these social networks, that most companies are beginning to understand a little more, is the ability to leverage these sites to market to a larger group of highly-interested individuals faster and more cost effectively. As mentioned by Barwise and Meehan in “The One Thing You Must Get Right When Building a Brand”:

The rise of social media makes it more important than ever to get the branding fundamentals right. Companies that succeed in this environment judiciously revise the marketing playbook rather than rewriting it, and exploit social media opportunities while keeping an unwavering focus on meeting customers’ needs. (p. 1, 2010)

These sites are very similar to other current, new and emerging technologies in the social realm, social networking is the newest and best thing presented to the Internet. As our society
becomes more global, the need and desire for technology that gives us easy access to our peers, and others around the world, will only increase. For example, our online discussion about the newest technology added to the vehicles that allow us to talk on the phone, listen to sports, watch games in the car and even access Twitter by simply speaking to our car, shows how imperative it is to individuals in our society that he or she can access their social networks more efficiently. Third-party programs live on Facebook, but not so much on Twitter. “There’s a software development kit (SDK) that allows users to create programs and post them on Facebook” (Thomas, 2008). While there are tons of applications to add, only certain ones will be of interest to certain users depending upon their interests.

The best service these social sites provide is simply their presence. Facebook was able to harness the hardest-to-reach demographic, 18- to 25- year old, and in 2004 it was 52% of Facebook’s users (Thomas, 2008). That number continues to increase; not only was that demographic harnessed, but they are not simply unique visitors, which means they are faithful consumers of the social network. Additionally the social networks harness another demographic, young and college-educated, which attracts marketers willing to place their ads on the sites.

**History & Development**

As previously mentioned, both networks were created in response to our society’s increasing desire to network with individuals within our immediate circles and others around the globe. Mark Zuckerberg, a former student at Harvard University, developed Facebook as a way for fellow Harvard students to connect with one another (Thomas, 2008). As mentioned in the *New York Times*, “It has since evolved into a broadly popular online destination used by both teenagers and adults of all ages. In country after country, Facebook is cementing itself as the
leader and often displacing other social networks, much as it outflanked MySpace in the United States” (2011, para 2).

Both Twitter and Facebook allow users to upload photos to share with friends and family in real time from their exact location; Facebook also allows video uploads (Thomas, 2008). The ability to share and disseminate information promptly is changing social structures all over the globe. Twitter has grown with astounding speed, attracting 17 million visitors in April [2009], an 83 percent gain over the previous month, according to the research firm comScore (Conner, 2009). Facebook, in 2008, had more than 60 million active users; active being those defined as who accessed the site within the last 30 days, and statistics show that the average user spends about 20 minutes a day on the site (Thomas, 2008). In 2010, Zuckerberg launched Facebook Messages, a new unified messaging system that allows people to communicate or instant message each other on the Web and on mobile phones (New York Times, 2011). Today, Facebook is the world’s largest social network and had 500 million users around the world in July of 2010 (New York Times, 2011).

News organizations and reporters are quickly adopting Twitter and Facebook for the most obvious reason; the same reasons as the average user: its speed and brevity make it ideal for pushing out scoops and breaking news to Facebook and Twitter-savvy readers (Conner, 2009). “Reporters now routinely tweet from all kinds of events--speeches, meetings and conferences, sports events” (Farhi, 2009, para 6). CBSSports.com opened its live Internet broadcast of the NCAA Division I Men’s Basketball Championship tournament to the likes of Facebook, and other social sites like it. Live events, streamed via the web, allows organizations to gain financial leads from ad revenue, dropping the cost normally incurred by subscribers, which is a perk.

Other networks joined the bandwagon; TNT produces PGA.com, which during the tournament
integrated the social media sites (Twitter, Facebook and MySpace) on its site in what it claimed was the first official golf site to integrate all three of those platforms. It allowed all its announcers to tweet live from the event, which is exactly what viewers are looking for.

In its development, these social media sites are increasing the services available to consumers. These social sites allow consumers to feel more involved; therefore, increasing brand awareness. The more appealing companies are to the masses, then the more “raving fans” you get because they feel as though they are the brand; instead of just watching the brand do whatever it does with no concern for them and their ideas. Currently working as a web coordinator with FOX, I see how imperative it is for companies to leverage Facebook and Twitter. If the demographic you intend to leverage lives, breaths and eat these sites, then you need to be there in the middle of the action.

Problems do arise, however, from this easy access; particularly with sports events is that even the average citizen can become a journalist of sorts. Sports teams, athletes and fans, a social structure with a mind of its own, has recently altered its existing institutions, rules and regulations in order to both leverage and attempt to control the social networks on the web.

The Influence Social Media has on Sponsorships and Endorsements

One reason for the increase in sports sponsorships and endorsements can be contributed to the large demographics that it reaches (Yong, 2008). Some suggested that off-field transgressions attract the attention of the broader community (media focus), making them more difficult to deal with and providing greater concern. Much of this has to do with the repackaging of social media and the new marketing strategies that come along with it. The Internet has changed the way sports is covered and operated, and everyone has to adapt to the changes in order to efficiently survive.
As the market for sports media entertainment boomed at the turn of the twenty-first century, new challenges emerged with sports marketers. The runaway success of sports had created the potential for immense profits. But the growth has also created new challenges for sports marketers (Oats, 2009, p. 36).

With the ever evolving concept of social media, sports marketers find it more difficult to control athlete, product and organization images. The most prolific example of this is ESPN (Entertainment and Sports Programming Network); the sport-media brand has sprawled sister networks (ESPN2, ESPNEWS, ESPN Classic, ESPN Deportes), syndicated ESPN Radio, ESPN the Magazine and an interactive Web site with multi-media attributes such as streaming video, audio, insider information, fantasy games and Mobile ESPN (Kotler, 2007). Social networks, such as Twitter and Facebook, allow anyone involved to become a “journalist” by simply uploading video, comments and pictures of something they witness.

As social media goes in the same direction, the ability to upload audio, pictures and video, it expedites the dissemination of information to fans because they are doing what that consumer audience does well, being tribal and sharing their passion for the sport and team with other fans (Steinbach, 2009). Kathleen Kessert, president of Sports Media Challenge, a Charlotte, NC - based consultancy, asserts that as result of this social media era, there have been multiple stories just in the past year that have broken in the national media because something appeared in a chat room or on a discussion board— good and bad, true or false— and as a result of that, marketers (teams, athletes and sponsors) must find a way to survive in it or else they will fail (Steinbach, 2005). According to Kessert, Sports Media Challenge has identified around 2,500 sports blogs, and that does not include mainstream sites such as espn.com or foxsports.com (Steinbach, 2005). To counteract any negative national media coverage, many sports properties
have become their own media company, posting live video, audio and discussion boards for the fans to enjoy, but that also allows the actual organization to control the propagation of information (Kotler, 2007). Additionally, the NFL has threatened to fine any player tweeting on the sideline during a game, as occasionally it can somehow throw the game. It is now easily assumed that if you are doing something near cameras or microphones and in the range of journalists, even if you stated it was “off the record”, then it can easily be posted and you will be held accountable for it (Steinbach, 2005).

Particularly dealing with football, much of this social media focus has become widespread with the introduction of such things as Fantasy Football, *Madden NFL*, and the heavily broadcasted NFL draft (Clavio, 2009). Anctil (2006) discusses how television has manipulated college football and has become a dominant feature that makes players known in homes across America before they even reach the NFL. The same goes for social media, as fans become more involved with their careers from beginning (college football and drafts) to end (Hall of Famers), athletes are presented more and more as commodities to be consumed selectively by sports fans (Oates, 2009). But how does that factor into the effects of transgressions on endorsements and sponsorships? The concepts involved with social media are ever evolving; there continuously seems to be new and improved ways to communicate and share information via the Internet, taking into consideration it is an idea that needs to be studied continuously.

Being presented as a commodity makes individual players more visible and more readily disposable than entire leagues. For analysis, I offer up Michael Vick’s conviction. Before his official sentencing; the media was heavily saturated with speculation, which resulted in many of his sponsors dropping him (Wertheim, 2009). Meenaghan (2001) asserted that since highly
motivated fans are best able to comprehend the meanings associated with sports events, they are most capable of transferring the meanings to the sponsor through the association, both negative and positive. As noted in Westberg’s 2008 article on player transgressions and the impact it has on business to business deals, given the propensity for fans to transfer images in a sponsorship arrangement, transgressions can potentially cause sponsors to review their deals. It is evident that the perceived severity of self-instigated incidents is much greater than that of incidents on the field or incidents only involving an actual game, and can result in sponsors severing ties in contractual agreements. Fans seek a get-away from everyday life and hassle, if they cannot find that in sports, then it defeats the purpose of being a fan (Lane, 1996). Basically, if the celebrity’s image is tarnished, the brand’s image is tarnished as well; sponsors and endorsers must re-think how they handle situations and look for higher expectations from players if they expect their behavior to change (Kim, 2009).

Many athletic endorsers are rethinking the role of sports stars in their marketing campaigns because of the public backlash against transgressions of pro athletes. David Falk, who managed Michael Jordan’s business career, stated that, “If you’re going to be marketed over the long term, it can’t be a circus act” (Lane, 1996, para. 20). Another recent transgression that heavily involved multi-media influence was when a photo of the Olympic swimmer, Michael Phelps surfaced of him participating in a bong hit in the U.K.’s News of the World. Once highly sought after for endorsements, with an earning potential gauged to be about $100 million, Phelps was dropped from major brands like Kellogg (Hein, 2009). Kellogg stated that his behavior was not consistent with their image (Hein, 2009). Some athletes maintain that their attempt is to “keep it real”, but that can often get misinterpreted and lead to trouble (“Why So Many”, 2000). Terrell Owens asserted that “football is entertainment,” adding that it is a part of his job to tap
into the energy of the fans, recycle it and reiterate it in a manner that best fits his personality and showcase, even if it occasionally means taking the heat with criticism (Harris, 2004). His ideal about entertaining fans, from my research, can be directly correlated to the intense saturation of sports in the media to pacify fans and increase consumer involvement.

While plenty of examples highlight why self-instigated incidents can result in sponsors severing ties, contrarily, there are examples of incidents that did not end with similar results. We have seen players like Deion Sanders, Dennis Rodman, Charles Barkley and a plethora of other thuggish professional athletes come into the media limelight, get million dollar sponsorships and continue on to have successful and financially promising careers (Lane, 1996). In 2004 a 19-year-old woman filed criminal charges against Kobe Bryant, reporting that he had sexually assaulted her. After denying that he had either raped or had sex with the woman, Bryant eventually confirmed that he had sex with her but continued to deny that he raped her. The charges were eventually dropped and a civil suit was settled in 2004 (Markovitz, 2006). Kobe, from what media consumers are aware of, has not suffered any severe endorsement consequences from the incident. While many remain torn over Bryant, since the incident he remained sponsored by Nike and has gone on to win championship rings, play in All-Star games and has also been named MVP (Markovitz, 2006). There are plenty of examples opposing the argument that sponsors will sever ties with organizations and athletes when an incident occurs that can cause the consumers to re-evaluate the relationship the sponsors have with the athlete or organization.

For example, if the relationship is close to dissolution, the transgression may provide a level of substantiation to terminating relations. However, in earlier states of the relationship there may be a greater tolerance to transgressions (Westburg, 2008, pt. 131).
However this negates all of the research done to establish, and literature confirming, why athletes should try to stay away from transgressions and consider new personal standards to promote good public ideals of them, using social media as a catalyst. Regardless of isolated examples in which player transgressions do not change endorsement deals, overwhelmingly the argument is strong when attempting to prove the great things that can happen as a result of its usage.

**How to Optimize Social Media: “If you can’t beat ‘em, join ‘em!”**

As a user of Twitter and Facebook, I have personally seen players use their pages as a way to make themselves a household name. They are used in a positive way to increase their fans and possibly increase endorsements. In this case, I do not think technology is outpacing us; I believe technology is simply giving consumers what they want.

The future for these social networks in relation to sports is for them to make honest efforts to overpower the efforts of the fans, harness them and direct their energy in a more controlled environment. NFL.com launched a new social media section designed to spotlight fan experiences at this past Super Bowl XLIV in Miami (Sports Business Journal, 2010). The new offering included an aggregation of Twitter posts and Flickr photo feeds. The league also provided live video feeds from each of the 12 player and coach podiums during media day, as well as video from a 13th roaming camera covering the event (Sports Business Journal, 2010).

On the opposite end, Virtue, an Atlanta marketing company, is trying to track mentions of brands—including sports brands—on Facebook, MySpace, Twitter, YouTube and numerous blogs. The NBA was the leader in rated sports brands for Virtue’s first year-end ranking, and it generated 26.8% of the online buzz, finishing 35th overall. The NBA was followed by the NFL (19.2%), NASCAR (16.1%), the NHL (11.2%), BMX racing (10.1%), MLB (9.7%), PGA Tour (3.5%), ATP men’s tennis (1.9%) and AVP volleyball (1.5%). This added demographic means
new responsibilities for leagues and PR professionals attempting to leverage this beast called social media. These professionals have to develop new skills and talents in order to fully harness what communications experts once considered to be a fad. The next level of micro media, technology applications allowing us to use things like smart phone and tablet apps in conjunction with Twitter and Facebook, change the rules of engagement.

New skills are required to deliver communication that can build reputations and sell produces and ideas. As White Sox manager Ozzie Guillen quickly found out, many of the fundamentals of public relations still apply. But because of the intricate details that continue to develop, professionals must evolve with the technology. Many of them are not willing to do that; they assume it is the next generation’s responsibility, and would rather outsource or hire contractors to handle the problem on site for a temporary time. This causes them to spend more money than needed because the problem is not going anywhere anytime soon and will only become increasingly powerful and popular. Conversely, Ozzie Guillen quickly learned, as mentioned in “Quick Pitch: Ozzie Guillen's Twitter Account Getting Him in Hot Water”, that if one in the athletic field has tweets that deal with the organization, they must tread lightly or not tweet about their organization at all.

One of the most recent incidents that drew plenty of social media attention, particularly Twitter, was that of NBA star LeBron James and his decision to leave the Cleveland Cavaliers. It was tweeted about and anticipated by millions of NBA fans and non-fans; in the end, his original “Decision,” on ESPN, really smashed the popularity he had acquired so naturally (Gregory, 2011). It was noted that former fans posted tweets mentioning LeBron and their disdain for his decision, while LeBron countered them by saying how hurt he was about the fans turning their back on him and not respecting his decision. LeBron, months later, after a major
loss by the Cavs, tweeted a comment that put him further in the negative graces of fans: “Crazy. Karma is a b****. Gets you every time. It's not good to wish bad on anybody. God sees everything!” (Gregory, 2011) Incidents like this happen more often than not. What LeBron failed to realize is that by making his decision a public spectacle in today’s age of social communications technology, he opened himself up to banter.

I do not believe that visionaries predicted social media to rise to the extent that it has become. It grew so quickly and is much more diverse than any of us could have expected. Major companies were not ready for this influx of new media communication, which is why many of them are not adequately prepared to use it efficiently. News forecasters are living amongst consumers. Regular, every-day, individuals are learning how to create websites, create platforms, and are beginning to design things on their own, which means those who can truly benefit from social media (athletic organizations and athletes) need to increase their knowledge of the technologies and take classes on ways to optimize on them.

**Major Points and Workshop**

We see a change in the way our society communicates, as more and more people are beginning to use these social media outlets as a means to correspond with one another. In discussing the impact throughout this paper, I was able to uncover the negative and positive repercussions for social media’s involvement in sports, and how understanding it is vital for individuals looking to become a professional in athletics. Most teams generate consistent revenue, without having to do much community outreach, because of the goodwill previously established with fans, but realizing these changes in social media as a way to earn the highest potential profit for their respected organizations is an advantage.
By understanding my four researched parameters—1) The Technologies, 2) History and Development, 3) How player transgressions, fans and consumer involvement contribute to the influence social media has on sponsorships and endorsements and 4) How communications professionals can help athletes and athletic organizations optimize social media—professionals in athletics and their institutions will be prepared to take advantage of this newly acquired social media market. I will break down each point in a presentation to simplify notions and ease each individual into the idea of social media, provide examples/campaigns in which the usage of social media has helped athletic professionals and institutions capitalize a situation and finally, open the floor for additional questions and discussions.
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SOCIAL MEDIA COMMUNICATIONS INVOLVED IN SPORTS
How Players and Athletic organizations can use social media technology for positive brand awareness.

Workshop Rationale: The workshop was specifically created to inform you about ways to capitalize on social media and use it to create various avenues of income and to navigate the media put out by major networks and/or fans.

Workshop Timeline:
- Intro (5 min)
SESSION ONE (270min)
- Social Media & Sports: History and Development PowerPoint & Discussion (60 min)
- Social Media & You PowerPoint and Discussion (60 min)
- Social Media & Transgressions PowerPoint and Discussion (60min)
- Present groups with a social media scenario (30 min)
- Group cluster discussion to solve problem (30 min)
- Present results from each group (20 min per group, includes question and answers from other groups, with 30 people totals to about 30 min)
- Break (60 min)
SESSION TWO (210min)
- Enhancing your network PowerPoint & Discussion (60 min)
- Using Social Media Features PowerPoint and Discussion (60 min)
- Use Computer Lab to work on social media sites (60 min)
- Closing discussion, questions and concerns (30 min)
SESSION ONE

QUESTIONS TO CONSIDER:
• What is your definition of social media
• When was your first encounter with social media?
• Do you use twitter? If so, how and has it benefited you?
• Do you use facebook? If so, how and has it benefited you?
• What other social networking sites do you use?
• How do you use your social sites?

IMPORTANT CONCEPT: People act on their own view of the facts before them, which leads to unsurprising behaviors about which something can be done.

• SCENARIO ONE (ON FIELD/COURT TRANSGRESSION)
  After years of positive press, there’s a misunderstanding about your winning shot (or touchdown) celebration during a game. Officials say it was unsportsmanlike and the opposing team players offend you, which lead to a slight altercation on the field. You toned down your celebration; however, the media run with the incident in a negative way. How would you use social media to turn the tables in your favor?

• SCENARIO TWO (OFF FIELD/COURT OPPORTUNITY TO CREATE POSITIVE PRESS)
  You are visiting a city for a game and have extra tickets to giveaway. How would you use social media to leverage the situation and create goodwill for yourself among your fans?

• SCENARIO THREE (OFF FIELD/COURT TRANSGRESSION)
  You have a history of being the bad guy but your PR team is doing a great job of turning your image around. One night, while out with your friends, you have an altercation with a patron at the bar; the media run with the incident in a negative way. How would you use social media to turn the tables in your favor?
SCENARIO DISCUSSION: Things to consider

Situational Analysis
Discuss the situation and all things that went wrong.

Business Description
Objectives
- Analyze the market (the media and your fans).
- Promote yourself.
- Increase revenue if possible.
- Increase and sustain current fan base.

Market Analysis
The need to maintain goodwill with your fans
Demographics (of your fans)
- Age
- Sex
- Interests aside from your sport.
Geographical market
- Who will your tweets cater to?
- Which medium is best to use for this situation? Or should you use both and more?
- How do your fans typically act?

Social Media Strategies and Implementation
The campaign will be driven by social media and in turn, community participation, promotions, and word of mouth.

Social Media Strategy
Promotion strategies depend on the requirements of the target market. Initiatives, nonetheless, will center on creating awareness of the existence of any campaign or promotion you have going on already regarding your brand. Social media will be used to increase brand recognition, so how can you do that?

Evaluation
How do you know you succeeded when using the avenues of social media?
SESSION TWO

ENHANCING YOUR SOCIAL MEDIA NETWORK:

If you do not participate in social networking, things to consider before using social media:
- Prospect preferences.
- Content
- Resources
- Long-term commitment
- Connection points.

If you already participate in social networking, things enhancing your social media network can do:
- improve overall image
- differentiate YOUR brand
- build YOUR brand awareness
- build YOUR brand image
- stimulate YOUR brand preference and loyalty
- increase YOUR profits
SOCIAL MEDIA COMMUNICATIONS INVOLVED IN SPORTS
How Players and Athletic organizations can use social media technology for positive brand awareness.

Workshop Rationale: The workshop was specifically developed to inform athletes about ways to capitalize on social media and use it to create various avenues of income and to navigate the media put out by major networks and/or fans.

Activity Rationale: I wanted them to consider real life situations. While it’s good, it’s not enough to set up an account and just tweet or post things. They truly need to understand how it can be used in various situations. By presenting them with three different scenarios, I’m offering them time to think, discuss and ask questions in case it does truly happen. After discussing the scenarios, I will help each player develop their twitter, facebook and blog pages.

Materials:
- Built for a group of 30
- Projector and screen for PowerPoint
- black sharpies (can read at a distance)
- big white board
- Digital camera (to capture ideas after they're generated)
- video camera/tripod (to film any presentations at the end)
- Pen and paper for scenario discussion and notes if attendees need them.
- Computer Lab

Potential Timeline:
- Intro (5 min)
SESSION ONE (270min)
- Social Media & Sports: History and Development PowerPoint & Discussion (60 min)
- Social Media & You PowerPoint and Discussion (60 min)
- Social Media & Transgressions PowerPoint and Discussion (60 min)
- Present groups with a social media scenario (30 min)
- Group cluster discussion to solve problem (30 min)
- Present results from each group (20 min per group, includes question and answers from other groups, with 30 people totals to about 30 min)
- Break (60 min)
SESSION TWO (210min)
- Enhancing your network PowerPoint & Discussion (60 min)
- Using Social Media Features PowerPoint and Discussion (60 min)
- Use Computer Lab to work on social media sites (60 min)
- Closing discussion, questions and concerns (30 min)

Intro (5min):
Good Morning, my name is Nina Bell and I’m a media communications
professional. My goal today is to discuss the examination of player transgressions and sponsorships to considering the impact social media technology has had on sports marketing and communications. In discussing the impact, I want to tell you the negative and positive sides for social media’s involvement in sports, and how understanding it is beneficial for individuals like yourself. I will also explain how it can assist you in creating a positive brand image.

We will begin with a Power Point presentation, the floor is open for discussion and questions throughout the presentation. Afterwards, I will give you three possible scenarios ranging from those involving transgressions or incidents, to simply being able to market your brand. From that point I will break you up into three groups, assign a scenario to each, and after an hour or so you will present your results and relay how you can use social media to solve the problem or leverage good press from the situation.

SESSION ONE (270 min.)

Part 1. Social Media History & Development in Sports PowerPoint and Discussion (60 min.)

QUESTIONS TO POSE BEFORE AND DURING POWER POINT FOR DISCUSSION (broken down to correlate with slides):

- Present slides one
- What is your definition of social media?
- What were your first encounter with social media?
- Present slides one
- How many of you use twitter?
- How many do you use facebook?
- Present slides two
- The two social networks that I will apply for this workshop will be twitter and facebook.com. Twitter was created and publicly released in August of 2006 by a startup company called Obvious. It can be easily defined as “a free social networking service that enables anyone to post pithy messages, known as tweets, to groups of self-designated followers.” Individuals can reach their followers, and be reached by their followers in a form that ‘one-to-many’ from various devices including, but not limited to, laptops, cell phones and desktops.
- Present slides three
- Facebook, introduced in February of 2004, is very similar to the formerly popular MySpace in that it is a site that allows users to upload photos, add people as “friends” and connect with other users all over the globe. The imperative to note differences are its applications, functions, programs and games that each user can add to personalize their profile a little more; twitter however, does not yet have those functions. It can also be accessed from the same devices as Twitter. I think the unmet potential for both of these social networks, that most companies are beginning to understand a little more, is the ability to leverage these sites to market to a larger group of individuals faster and more cost effectively.
- What other social networking sites do you use?
- How do you use your social sites?
- Present slide four.
These sites are very similar to other current, new and emerging technologies in the social realm, social networking is the newest and best thing presented to the Internet. As our society becomes more global, the need and desire for technology that gives us easy access to our peers, and others around the world, will only increase.

- The best service these social sites provide is simply their presence. Facebook was able to harness the hardest to reach demographic, from 18 to 25 years old, and in 2004 they were 52% of Facebook’s users. That number only continues to increase; not only was that demographic harnessed, but they are not simply unique visitors, which means they are faithful consumers of the social network. Additionally the social networks harness another demographic, young and college-educated, which attracts marketers willing to place their ads on the sites.

- **Present slide five**

- Considering the amount of access your fans get, why not use it to either turn negative situations into something positive or keep them heavily involved and possibly gain more “raving fans”?

- **(watch 3 minute “How Social Media Impacts Sports Marketing” Mike Germano video).**
  - [http://www.youtube.com/watch?v=sqHzSRS7uOU](http://www.youtube.com/watch?v=sqHzSRS7uOU)
Part 2. Social Media & You PowerPoint and Discussion (60 min.)
QUESTIONS TO POSE BEFORE AND DURING POWER POINT FOR DISCUSSION
(broken down to correlate with slides):

- **Present slide six**
  - “The rise of social media makes it more important than ever to get the branding fundamentals right. Companies that succeed in this environment judiciously revise the marketing playbook rather than rewrite it, and exploit social media opportunities while keeping an unwavering focus on meeting customer’s needs.”

- **Present slide seven.**
  - “Raving fans” are key! They generally enjoy their experience at games or while on your blog or reading your twitter, so much so that they’ll come back for more. This sincere enjoyment leads to them spreading the word. We see how quickly negative information spreads through the media, it’s not always the same with positive information. You have to consciously make an effort to almost force fans to see you’re doing something right. YOU CONTROL YOUR IMAGE! We’ll get more into that later.

- **Present slide eight.**
  - The most important fact is that as a business or manager (because let’s face it you on any given day fulfill both roles) if you don’t get your most important audiences on your side, you will fail. This is where the fundamentals of Public Relations come in. Understand your audience, they simply want to glorify you or have something to talk about. The option that benefits you the most is to give them something GLORIFYING to talk about.

- **Present slide nine.**
  - We’ve seen it happen, all the love your “fans” have for you can change in a New York minute if you do something they feel is terrible wrong. When you base your efforts on this simple idea: People act on their own view of the facts before them, which leads to unsurprising behaviors about which something can be done. When we create, change or reinforce that opinion by reaching and persuading via social media, those fans whose behaviors affect you, you have accomplished your mission.

      In order to get and keep them on your side, you have to meet them where they are, on social media. This means you have to keep yourself informed of what’s going on in the social media world, the same as in sports “Practice makes perfect!” in order to stay on your game!

- **Present slide ten (watch 5 minute E:60 Cooley Zone video).**
- **Present slide eleven.**
  - (Go over Chris Cooley’s ability to use social media: twitter, facebook and personal blog). How having a blog or using twitter can help their sponsors get more press and possibly help them (the player) make more money. Invite them to ask questions.
Part 3. Social Media & Transgressions (60min)

- Present slides twelve & thirteen
  - Considering Cooley’s use of social media, do you use it as efficiently?
  - If no, what ways can you change your usage?

- Present slides fourteen
  - One reason for the increase in sports sponsorships and endorsements can be contributed to the large demographics that it reaches. As brushed upon earlier, much of that has to do with social media and the web. Considering the amount of access your fans get, why not use it to your benefit? Transgressions can destroy your image, but as mentioned earlier and as Cooley displayed, it’s important to control your image.

- Present slide fifteen
  - Most organizations specifically distinguish between on- and off-field transgressions. It is considered that the latter of the two are easily controlled, but sponsors expected teams to hold players accountable in both. If players are being held accountable for their blunder, then it is perceived by the sponsors that they share similar cultural or corporate values. Previously, Serena Williams was called for a foot fault on her second serve to fall behind 15-40 in the final game, in which she was also issued a warning for racket abuse, and consequently unleashed a profanity-laced tirade and gestured toward a line judge. As a result of her outburst, Williams was docked around $10,000 by the U.S. Open and the committee administrator opened an investigation to determine whether it could be considered a “major offense”.
  - Serena subsequently discussed her book and went on talk shows displaying her kinder side and even seemed apologetic for her actions. Instead of hiding from the news, she cleaned the situation up swiftly; exposing herself as a person (strengths and weaknesses) and didn’t lose sponsors. The most important thing that she understood was something we mentioned earlier: You have to consciously make an effort to almost force fans to see you’re doing something right.
  - Having shared values with your sponsors have a positive impact on each party’s commitment to the sponsorship dyad, and is another reason that in spite of scandals most sponsors will not pull out of a deal. Sponsors are clearly looking for relationships to add to their brand, not take away from it and it appears benefits, both immediate and long-term, and shared values are major reasons sponsors will generally not back out of commitments.

- Present slide sixteen.
  - Let’s just be clear! Serena’s actions were on-field. Incidents that occur on the field happen in a more controlled environment, the field, and even if broadcasted on national television the incident can be written off as “just a part of the world of sports”.

- Present slide seventeen.
  - What about off-field?
  - While plenty of examples highlight why self-instigated incidents can result in sponsors severing ties, contrarily, there are examples of incidents that did not end
with similar results. We have seen players like Deion Sanders, Dennis Rodman, Charles Barkley and a plethora of other thuggish professional athletes come into the media limelight, get million dollar sponsorships and continue on to have a successful and financially promising career. In 2004 a 19-year-old woman who filed criminal charges against Kobe Bryant, reporting that he had sexually assaulted her. After denying that he had either raped or had sex with the woman, Bryant eventually confirmed that he had sex with her but continued to deny that he raped her. The charges were eventually dropped and a civil suit was settled in 2004 Kobe, from what we are aware of, has not suffered any severe endorsement consequences from the incident. While many remain torn over Bryant, since the incident he remained sponsored by Nike and has gone on to win championship rings, play in All-Star games and has also been named MVP. Contrarily, we saw Tiger Woods lose most of his endorsers; all but Nike.

- Your thoughts?
- Questions?
- Concerns?
Part 4. Let’s figure it out!!! (60 min.)

: (Present slide eighteen) Groups are given three scenarios (30 min)

- **SCENARIO ONE (ON FIELD/COURT TRANSGRESSION)**
  - After years of positive press, there’s a misunderstanding about your winning shot (or touchdown) celebration during a game. Officials say it was unsportsmanlike and the opposing team players offend you, which lead to an slight altercation on the field. Officials threaten to fine you if you, but no one else. You toned down your celebration; however, the media run with the incident in a negative way. How would you use social media to turn the tables in your favor?

- **SCENARIO TWO (OFF FIELD/COURT OPPORTUNITY TO CREATE POSITIVE PRESS)**
  - You are visiting a city for a game and have extra tickets to giveaway. How would you use social media to leverage the situation and create goodwill for yourself among your fans?

- **SCENARIO THREE (OFF FIELD/COURT TRANSGRESSION)**
  - You have a history of being the bad guy but your pr team is doing a great job of turning your image around. One night, while out with your friends, you have an altercation with a patron at the bar; the media run with the incident in a negative way. How would you use social media to turn the tables in your favor?

Hand out set up for plan and allow group cluster discussion to solve problem (60 min)

Present results from each group (20 min per group totals 60 min)

Break (60min.)
SESSION TWO (180 min)

Part 1. Enhancing your network PowerPoint and discussion (60min)

Your twitter and Facebook should be enhanced to generate more traffic to help with exposure for future situations. This will help you compete in the social media influenced industry. This is a low-cost way of increasing awareness while also building goodwill to with your fans, and also a chance to really let your personality shine. Basic information about your can be provided, as well as some stories for those interested in reading additional information on your history. Brand exposure will be achieved using the aforementioned media. Anyone that add you as a friend on Facebook or follows you on Twitter will have access to information regarding your appearances, games, lifestyle, interests; all the things that make you human. The goal is to push human interest on your fans, so they see you as a human being and can grow with you, your career and brand.

Slide nineteen

Things to consider before using social media:

- **Prospect Preferences.**
  Do you know where your fans hang out online? Do they engage in social media? If so, is their involvement based on personal or professional reasons? (e.g. many people use Facebook for family and friends, keeping it separate from business)

- **Content.** How much of it do you have? Do you have plans to continuously develop a flow of content with the variety of contexts you need to meet expectations in different social media venues? Is your stance to gate content or make it freely available? Is all this content focused on your fans’ perspectives? Is it helpful? Do your fans engage well with the content you already share with them? In other words, will they be receptive to more of it? If not, fix that first.

- **Resources.** How many people do you have that can spend time working on social media efforts? What? Just you? How much free time do you have in your current schedule? Social media is not free. Take a look at #2 above and then consider how much time it actually takes to keep up with conversational threads, developing and sharing your content—as well as that of others—contributing to conversations, answering questions, etc.

  Are you a writer? If not, make sure you line up writing resources to contribute content you can use. If you think you can force people (engineers, product managers, customer service agents, executives, etc. to write blog posts, think again. It's harder to get busy people to make time to write than you'd ever imagine.) Solely interacting in social media by curating other people's content (not your own) may make you a relied-upon resource, but it won't make you a thought leader that people seek out for ideas.

- **Long-term Commitment.** Social media is not something you start and expect to see amazing results with in 3 months or less. It's definitely the turtle that beats the hare in this race. It can take 6 months to a year to develop the following, engagement
and participation that leads to directly attributed sales gains.

And, if you start, what impression will you make if you stop and your accounts become inactive? Social media requires commitment. You must be prepared to measure short-term wins and long-term goals accordingly. And those goals must be reasonable and achievable or you'll be setting yourself up for failure. Getting pushy and trying to make it happen faster can (will) backfire.

- **Connection Points.** How can you integrate your social media efforts with your existing marketing programs? Set up a plan to develop cross-over and help your fans find the content they're searching for regardless of where they look. Make sure you've got calls to action designed to help them migrate from one platform to another to follow your ideas and engage with your content—and your company.

**Slide twenty**

*If you already participate in social networking, things enhancing your social media network can do:*

- improve **YOUR** overall image
- differentiate **YOUR** brand
- build **YOUR** brand awareness
- build **YOUR** brand image
- stimulate **YOUR** brand preference and loyalty
- increase **YOUR** profits
Part 2. Using social media features PowerPoint and discussion (60min)

- **Slide twenty-one**
  - Our discussion about the newest technology added to the vehicles that allow us to talk on the phone, listen to sports, watch games in the car and even access twitter by simply speaking to our car, shows how imperative it is to individuals in our society that he or she can access their social networks more efficiently. Third-Party programs live on Facebook, but not so much on Twitter. “There’s a software development kit (SDK) that allows users to create programs and post them on Facebook. While there are tons of applications to add, only certain ones will be of interest to certain users depending upon their interest.

- News organizations and reporters are quickly adopting Twitter and Facebook for the most obvious reason; the same reasons as the average user: its speed and brevity make it ideal for pushing out scoops and breaking news to Facebook and Twitter-savvy readers. “Reporters now routinely tweet from all kinds of events—speeches, meetings and conferences, sports events.” CBSSports.com opened its live Internet broadcast of the NCAA Division I Men’s Basketball Championship tournament to the likes of Facebook, and other social sites like it. Live events, streamed via the web, allows organizations to gain financial leads from ad revenue, dropping the cost normally incurred by subscribers, which is a perk. Other networks join the bandwagon, TNT produces PGA.com, which during the tournament integrated the social media sites (twitter, facebook and MySpace) on its site in what it claimed was the first official golf site to integrate all three of those platforms. It allowed all its announcers to tweet live from the event, which is exactly what viewers are looking for.

- In its development, these social media sites are increasing the services available to consumers. These social sites allow consumers to feel more involved; therefore, making brand awareness increase. The more appealing companies are to the masses, then the more “raving fans” you get because they feel as though they are the brand; instead of just watching the brand do whatever it does with no concern for them and their ideas. Currently working as a web coordinator with FOX, I see how imperative it is for companies to leverage Facebook.com and Twitter. If the demographic you intend to leverage lives, breaths and eats these sites, then you need to be there in the middle of the action.

- Problems do arise, however, from this easy access; particularly with sports events is that even the average citizen can become a journalist of sorts. Sports teams, athletes and fans, a social structure with a mind of its own, has recently altered its existing institutions, rules and regulations in order to both leverage and attempt to control the social networks on the web.

- **Slide Twenty-two**
  - 5 Facebook Features To Jazz Up Your Marketing:
    - 1. High Resolution: Facebook photos are easy to overlook as an effective brand utility, especially now that high-resolution photos are on the site. Some of what you need to know: you can upload high-res photos up to 2048 pixels wide and high. This makes for immensely improved photo quality in JPG downloads, as well as print. Reporters seeking your company’s images can
easily find them on your Facebook page and download from there. Oscar de la Renta saw the value in pretty Facebook pictures, evidenced in the international designer’s recent perfume launch on the site, using colorful photos as part of the campaign. The brand’s page now reports 162,000 users, a 30 percent increase in less than a week. Tell me pictures don’t motivate purchasing action!

- 2. Focused Groups: The groups feature allows marketers to utilize these one-to-many communication channels for more efficient branding. You can group chat with other members, share notes on products and notify group members of product updates. You can invite customers in for tailored feedback sessions to gain quick insight into product changes or events.

- 3. Riddle Me This: Facebook Questions is another new feature promoted to the same ranks as status updates, posting photos and sharing links. The Q&A application lets page owners answer questions on behalf of their business, with administrators able to post questions directly on their pages, and the activity surfaces in the news feeds of your Facebook fans. You ask the question, your friends can answer and their friends follow the Q&A session. This activity surfaces in the news feeds of your Facebook fans. You can also conduct a poll to gather opinions, not to mention sharing what you know about your product, in turn pointing potential customers in the right direction to drive your bottom line. Best advice here is to avoid the hard sell, which can just as easily drive the potentials away. Demonstrating your expertise in a gentle manner encourages them to listen. Nobody loves a know it all (KIA—killed in action).

- 4. Places And Deals: How do you create a great digital footprint that actually leads to boots on the ground in your brick and mortar stores? Office Max already has a line on this technique, just announcing that the company will reward customers who check in at physical locations via Facebook places. Do this on a smart phone, receive a value card and you’ll be entered into a sweepstakes to win free ink for a year. “We garner these Facebook ‘likes, get awareness out and give customers great value,” says Mark Andeer, vice president of brand strategy for OfficeMax. Place check-ins should be shared by your customers with their Facebook friends and posted to your place page; then, you can allow for in-store check-ins at special events to get the customers through your doors.

- 5. Just For The Like Of It: Don’t forget the importance of those Facebook like buttons. The better your content, the better the action in getting customers to like your page. Integrating the like buttons into your company site is a great way to get referral traffic. Sending out like invitations is a good way to invite everyone to the party. So, what do you think? Let us know if you have other Facebook branding techniques. Smart marketers are always one step ahead of the competition.
Part 3. Practice what you preach (60 min.)

Use Computer Lab to work on social media networks. (45-60min)
Social media Communications Involved with Sports Marketing:
How Players and Athletic organizations can use social media technology for positive brand awareness.
The Kings of Social Media

- Created and publicly released in August of 2006
- "A free social networking service that enables anyone to post pithy messages, known as tweets, to groups of followers. Photos can be attached to those tweets."
The Kings of Social Media

- Introduced in February of 2004
- A free social networking site that allows users to upload photos, video, add people as "friends" and connect with other users all over the globe.
- Hundreds of applications allow users to personalize their page and interact with their "friends".
TECHNOLOGY

**PROCEED WITH CAUTION**

CONTROL HOW THE MASSES VIEW YOU

FANS, ATHLETES, TEAMS AND ATHLETIC EVENTS BECOME EASILY ACCESSIBLE
Considering the amount of access your fans get, why not use it to either turn negative situations into something positive or keep them heavily involved and possibly gain more “raving fans”

“How Social Media Impacts Sports Marketing” Mike Germano video. – http://www.youtube.com/watch?v=sqHzSRS7uOU
SOCIAL MEDIA & YOU

• What other social networking sites do you use?
• How do you use your social sites?
INFLUENCES OF SOCIAL MEDIA

The Internet has changed the way sports is covered and operated, and everyone has to adapt to the changes in order to efficiently survive. With the ever evolving concept of social media, sports marketers find it more difficult to control athlete, product and organization images.

YOUR GOAL: CONTROL YOUR IMAGE!!!
HOW CAN SOCIAL MEDIA HELP YOU?

• Many of the fundamentals of public relations still apply, but because of the intricate details that continue to develop; professionals must evolve with the technology.

• Make honest efforts to overpower the efforts of the fans, harness them and direct their energy in a more controlled environment.
THE FACT IS:

People act on their own view of the facts before them, which leads to unsurprising behaviors about which something can be done.

“STAY IN THE GAME!!!”
E:60 "The Cooley Zone"

http://www.youtube.com/watch?v=ukJD8zpN6CE
CHRIS COOLEY

http://chriscooley47.blogspot.com/

http://twitter.com/thecooleyzone

Chris Cooley is doing a great job of displaying what we should expect in the future, but of course there are some more ethical concerns that general marketers should follow:

• **Be open and transparent** about who you are and who you represent.
• **Show respect for the fans**— who they are and what their interests are.
• **Only do relevant outreach** — don't try to pitch popcorn to an iPhone expert.
THE FUTURE ETHICS PROTOCOL

• Know what the "value exchange" is — why should a blogger give you his attention or even write about you? (This goes beyond relevance and is its own social media topic.)

• Work with the influencers to find the right opportunity and the right way for them to engage with a brand — don't assume one approach fits all.

• If you provide a product or service at no charge, disclose this fact and request that the blogger do the same.(2010)
Social Media & Transgressions

Transgressions can destroy your image, but as mentioned earlier and as Cooley displayed, it’s important to control your image.
Social Media & Transgressions

Distinguishing between on- and off-field transgressions
Social Media & Transgressions

“Just a part of the world of sports”
Social Media & Transgressions

QUESTIONS?

COMMENTS?
SCENARIOS

• SCENARIO ONE (ON FIELD/COURT TRANSGRESSION)
  – After years of positive press, there’s a misunderstanding about your winning shot (or touchdown) celebration during a game. Officials say it was unsportsmanlike and the opposing team players offend you, which lead to a slight altercation on the field. Officials threaten to fine you if you, but no one else. You toned down your celebration; however, the media run with the incident in a negative way. How would you use social media to turn the tables in your favor?
SCENARIOS

• SCENARIO TWO (OFF FIELD/COURT OPPORTUNITY TO CREATE POSITIVE PRESS)

  – You are visiting a city for a game and have extra tickets to giveaway. How would you use social media to leverage the situation and create goodwill for yourself among your fans?
• SCENARIO THREE (OFF FIELD/COURT TRANSGRESSION)

– You have a history of being the bad guy but your pr team is doing a great job of turning your image around. One night, while out with your friends, you have an altercation with a patron at the bar; the media run with the incident in a negative way. How would you use social media to turn the tables in your favor?
THINGS TO CONSIDER BEFORE USING SOCIAL MEDIA

• Prospect preferences
• Content
• Resources
• Long-term commitment
• Connection points

THINGS ENHANCING YOUR SOCIAL NETWORK CAN DO:

• Improve YOUR overall image
• differentiating YOUR brand
• building YOUR brand awareness
• building YOUR brand image
• stimulating YOUR brand preference and loyalty
• increasing YOUR profits

IT’S ABOUT YOU & YOUR BRAND!!!!!
Using social media features

- Outside parties
- News/ reporters
- “RAVING FANS”

They all lead to easy access!!!
Facebook features that jazz up your marketing

- High resolution
- Focused groups
- Facebook questions
- Places & deals
- “Liking”

http://www.allfacebook.com/5-new-ways-to-market-your-brand-on-facebook-2011-04
LET'S GET TO WORK!!
QUESTIONS?

• What problems did you come across while setting up your blog?
• Quick fixes you noticed that could help out your classmates?
• Let’s discuss possible ways to retain your fan base.
• Final questions for me?