Building Your Brand Through Social Media

Kimi Davidson
Objectives

- Be aware of the rules
- Who are you trying to reach?
- How are you trying to reach them?
- Why are you trying to reach them?
- When are you trying to reach them?
- Statistics of four of the biggest sites
“The committee recognizes that social networking sites are a preferred method of communication in present society, particularly so among college-age individuals. While we do not impose an absolute duty upon member institutions to regularly monitor such sites, the duty to do so may arise as part of an institution's heightened awareness when it has or should have a reasonable suspicion of rules violations. If the membership desires that the duty to monitor social networking sites extend further than we state here, the matter is best dealt with through NCAA legislation.”

- Division I Committee on Infractions Report
Not much more a decade and a half ago, coaches communicated to parents through one parent, who would then call another, who would then call another… you get the picture.

The next step was the tedious newsletter. Coaches would often again involve parents and sometimes it would be a last minute effort to make sure the articles were relevant and the content was full. These were either weekly, bi weekly, or monthly and took a lot of time to put together and print or scan and e-mail.

Now, communication is in our pocket at all times. We can use our smart phone to send out practice cancelations and reminders about what to wear on picture day. It can be set up through TU/On Deck, and it only takes a matter of seconds.
What are you trying to achieve?

**Audience**
- A group you give information to
- A group you talk at, not with
- A group you are separated from
- Requires no participation

**Community**
- A group you listen to and respond
- A group who shares your passion
- A group you get from as much as you give to
- A group where more than one person contributes

“Building a community requires you to be intentional, to be present. An audience listens to you, while a community engages and moves with you. A community has a purpose.”

-Kevin Deshazo
Founder of Fieldhouse Media
Who is in your community?

**Team**

1. These are your program’s athletes, coaches, parents, and volunteers.

**Fans**

2. These are your program’s family’s friends, alumni, and people who follow you because they want to be involved with what you do.

**Anybody Else**

3. These could be fellow coaches or swimmers you meet on deck, reporters, local businesses, or even people on the other side of the world.

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Real Life Community vs. Virtual Community
What is appropriate and what isn’t?

### Grandmother Rule

1. Probably like you tell your swimmers, you should also follow the Grandmother rule. Make sure you would be willing to let your grandmother read your posts. Some people say Mom, but nowadays some parents allow their children to curse.

### When to Use Privacy Settings

2. All four media outlets we’ll talk about today have privacy settings. If you’re trying to build your brand, you do not want to be private, as that limits the amount of followers you could have.

### Be professional

3. You want feedback to your posts. That’s what builds your reliability and ultimately your brand. When you respond, be professional and keep things swimming/sport related.
How to engage your core community

**Entertain**
- Post pictures of activities that feature real life community members.
- Share videos of athletes who are doing drills correctly or a skill that is hard to master.
- Share a story
- Know what demographic you’re trying to target
- Use humor
- VIP access

**Inform**
- Promote an upcoming event
- Live tweet meet results
- Copy a link of an article that features your team or one of the members
- Send out a message about practice being canceled due to lightning or a change in meet warm-up time
- Announce Swimmer of the Month or a swimmer’s birthday

**Interact**
- Use a hashtag
- Tag someone in a post
- Include an enticing headline, to get the reader to click on a link
- Ask a question/take a poll
- Like, Retweet, or Share a post from someone else
- Promote or give recognition
- Use posting as incentive
Swim specific tips for online interaction
Angel Trimble with SwimMAC Carolina

1. Be clear with what you're using social media for

2. Parents on Facebook   Teens on Twitter   Preteens on Instagram

3. Not used to build membership. Used to reinforce positive brand image

4. Helps build a sense of community within the membership

5. Twitter is the most immediate and has the most immediate response

6. Including a short video or picture in your post will increase it's likeliness to be shared

7. Highest retweet: photo of a little kid - nostalgia for senior swimmers and their parents
Things to keep in mind

There are a lot of charts and infographics when it comes to analyzing social media.

If you’re using them to help you gauge responses, remember to find out if it’s coming from a credible source and the age range and location of those who were polled.

The best way to figure out your own community’s trend is to survey them yourself.
Facebook

- About 300,000 status updates every minute
- 58% of users return daily
- 68% of posts are made via mobile phone
- 1/5 of members are from US/Canada

18% of women update their Facebook status daily, compared to only 11% of men. Women are also more likely to comment on posts and photos several times daily than men.

Users share 2.5 billion pieces of content each day.

A Facebook Minute

- 1-4 PM
- 12-8 AM

What social networks teens use (%)

- Spring 2014
- Fall 2014

- Facebook
- Instagram
- Twitter
- Other
- Google+
- Tumblr
- Pinterest
- Reddit
- None
Twitter

- 300,000 users are added every day
- 500 million Tweets sent each day
- 86% of Tweets are made via mobile phone
- 1 in 5 Americans ages 18-35

Tweet on the weekends.

I found that tweets posted on Friday, Saturday and Sunday had higher CTRs than those posted during the rest of the week.
Instagram

75 million daily active users
55 million photos daily
98% of pics are made via mobile phone
1.2 billion daily likes

68% of Instagram Users are FEMALES

U.S. Teens Prefer Instagram Over Twitter And Facebook
% of U.S. teens who consider Facebook/Twitter/Instagram the most important social network

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5-6 PM

12-8 AM

users spent 257 MINUTES accessing the photo-sharing site via mobile device

Avg User Behavior

Participates in #hashtags as a way to connect with like-minded users

Spends at least twice as much time liking, commenting, and searching than posting

There are
575 likes
81 comments
by Instagram users
EVERY SECOND

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO
YouTube

Second largest search engine on the web
4 billion views each day (1/4 on mobile phone
50% of users visit at least once a week
100 hours of video are uploaded each minute

Nearly
One out of every two people on the Internet visits YouTube

HUMOROUS VIDEOS are prominent within the social video space, and they are effective.

4 in 10 SOCIAL VIDEOS ARE HUMOROUS.

Those who watch a HUMOROUS VIDEO are more than 3 times as likely to click to a brand’s Facebook page after viewing than those who watch other types of video content.

% OF USERS WHO GO TO BRAND’S FACEBOOK PAGE

HUMOROUS VIDEO: 2.47%
NON-HUMOROUS VIDEO: 0.76%

100 million people PERFORM A SOCIAL ACTION
on YouTube every week (likes, shares and comments)

The average visitor spends 15 minutes a day

MOST PEOPLE RETAIN 95% OF THE MESSAGE IN A VIDEO

COMPARSED TO ONLY 10% OF WHAT THEY READ IN TEXT
About 1 out of 6 who use the Internet are on Pinterest. These users typically are well educated and 18% have an annual income of $75,000 or more. Pinterest drives twice the website referral traffic of Twitter, LinkedIn and Google + combined.

Every second, 5 Vines are Tweeted. It’s projected that videos will be 55% of all internet traffic by 2016. It peaks on weekends, and 57% of users are females. Branded Vines receive 400% more shares than branded videos.

Of kids ages 12-17, 53% use Snapchat. For college students, 77% use it daily, but mostly on Friday and Saturday, especially late afternoon and into the night. The most popular reason given for using Snapchat? 37% of college students say creativity.
Sources

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Questions?
THANK YOU!