

GAME PLAN?

AND YOUR SOCIAL MEDIA
SUPER BOWL 2018

WHAT'S

Nº3

This is the **third** piece in a three-part series about capturing all of the marketing opportunities associated with the Super Bowl.

If you'd like to see the other two pieces, check out nisonline.org/professional-resources



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POSTGAME:

WHAT YOU SHOULD KNOW ABOUT SOCIAL MEDIA AFTER THE SUPER BOWL

The Super Bowl wraps up after four quarters (or overtime). All the planning and posting for brands on social media surrounding the big game wraps up, too, right? Not quite. The book doesn't close on a Super Bowl social media campaign just because the clock hits zero.

Once the game ends, post whatever was planned for the end-of-game content. Maybe it's the "congratulations!" graphic that was created as part of the pregame prep (just make sure it's for the correct team!), or maybe it's a simple reaction GIF about what a great game it turned out to be. If there was a lot of conversation and engagement with the social media audience, issuing individual or a blanket "thank-you" message/Tweet/post is a great way to show some love for users that took time to engage with the brand in some way during the game. Whatever it is, posting something to signify the end of the game is a good way to bookend the Super Bowl Sunday effort.

FAST REACTIONS, FAST RESPONSE

ENGAGEMENT  ANALYTICS, TRENDS, TRACKING
DISCUSS AND BRAINSTORM  LONG-TERM EFFECTS

WITH SOCIAL MEDIA, IT'S EASY TO SEE HOW USERS REACT TO THE SOCIAL MEDIA CAMPAIGNS IN REAL-TIME. Within the next day or so after the game, try to capitalize on some of the most talked-about moments, commercials, hashtags, etc. from the game. Monday morning, the talk at the watercoolers (whether actual or social watercoolers) will be the Super Bowl. Keep the conversations going with additional postgame posts that could be relevant to brands.

Also, if there was a Super Bowl ad during the game or online from your company, definitely make sure to capitalize by continuing to discuss the ad, re-post it or share thoughts about what others found most interesting about the ad. This is especially true for brands that saw some immediate popularity with ads or social posts. Don't be like some of the top brands during the 2017 Super Bowl like Budweiser, Mr. Clean, Kia or 84 Lumber; they stayed quiet on their social accounts on Twitter and Facebook the morning after the game. It was exactly the time they should have capitalized on their viral success with more posts talking about the ads.

FAST REACTIONS, FAST RESPONSE **ENGAGEMENT** ANALYTICS, TRENDS, TRACKING DISCUSS AND BRAINSTORM LONG-TERM EFFECTS

ENGAGEMENT REMAINS ONE OF THE BEST THINGS A BRAND CAN DO TO KEEP USERS AWARE OF THEIR BRAND AND IN THEIR GOOD GRACES. Again, engagement should not stop just because the game ends. Interact with people who engage with any Super Bowl content you put out there on the social platforms. Be ready to follow-up with users as needed, too. Maybe a call-to-action is in order, like directing people to the brand's website, or specific links to certain products or articles. It should go without saying, but make sure any link that's sent out is a page that is correct and up-to-date.

Failing to stay on top of the social media aspect after the game, or even following up with the social media campaign in general, could be detrimental to the brand. It could mean lost opportunities to gain new consumers and a missed chance to build a rapport with prospects a brand engaged with during the Super Bowl.

FAST REACTIONS, FAST RESPONSE ENGAGEMENT **ANALYTICS**, TRENDS, TRACKING DISCUSS AND BRAINSTORM LONG-TERM EFFECTS

Once the dust settles on the Super Bowl day and Monday morning, it's time to start diving into analytics for the social accounts to see how the Super Bowl-related content performed. Pull the numbers together across the platforms used for the Super Bowl social media campaign.

SEE HOW MANY NEW USERS JUMPED ABOARD WITH FOLLOWS, LIKES, RETWEETS AND SHARES. Was there a certain time during the game where activity or engagement spiked? Which posts performed the best? Which posts saw the most positive feedback in terms of comments? Or negative feedback? Spend some time getting the data together and looking it over to understand what worked and what didn't.

Don't forget to track hashtags or even key words for brands. Track the number of engagements for a brand Twitter handle or a certain, brand-specific hashtag just for the big game. Looking at the numbers across all social platforms is good, but remember that hashtag engagement are most important on Twitter rather than other sites.

Another aspect not to be overlooked is tracking competitors. Take the similar process that was used to get a brand's social media numbers and find the information for a brand competitor, or even a brand that everyone's talking about as one that did some really good things via social media for the Super Bowl. **THIS IS THE PERFECT OPPORTUNITY TO COMPARE AND LEARN, USING THE INFORMATION FOR FUTURE SUPER BOWL SOCIAL CAMPAIGNS OR OTHER LARGE SOCIAL MEDIA CAMPAIGNS.**

FAST REACTIONS, FAST RESPONSE ENGAGEMENT ANALYTICS, TRENDS, TRACKING **DISCUSS** AND BRAINSTORM LONG-TERM EFFECTS

When social campaigns are well-received, have a brainstorming session to figure out what worked so well and what needs to be done going forward to keep the momentum and generate more business. On the other hand, sometimes campaigns won't always go as planned. The user reaction might backfire and create an unwanted backlash against the brand based on the Super Bowl content. This is where quick thinking and damage control should come in. How can a brand best remedy whatever the problem is to get back on track? It could be something like a free giveaway contest, an apology or the brand poking fun at itself. Evaluate the situation and act quickly and accordingly.

It might also be a good idea, depending on company size, to have someone specifically in charge of measuring the success of the Super Bowl campaign. This person can put a big focus on this and provide some feedback and recommendations to the entire team in order to improve social media success for the next big event.

FAST REACTIONS, FAST RESPONSE ENGAGEMENT ANALYTICS, TRENDS, TRACKING DISCUSS AND BRAINSTORM **LONG-TERM EFFECTS**

The Super Bowl could just be the beginning of a Super Bowl campaign for a brand, whether it's the start of some online ads, launching a new hashtag or just creating brand awareness. Sometimes brands will push their campaigns for weeks or months after the game.

IT CAN REALLY BE USED AS A LAUNCHING POINT FOR BRANDS.

As an example, for Super Bowl 50 in 2016, companies like Hyundai, Turbo Tax and Apartments.com wanted to do something to each lift their brand awareness. They all had Super Bowl ads, but they also went the route of digital campaigns that went further than just game day. Turbo Tax, the tax preparation software, used actor Anthony Hopkins in its Super Bowl commercial. They also ran teasers leading up to the game to let people know the famous actor would be part of the brand in the ad. The entire campaign was integrated everywhere, including social media. The company really capitalized on the start of tax time; timing is everything. In April that year, sales of the online units were up 15 percent over the previous year. The successful campaign was also successful in driving traffic to the company website.

The Super Bowl is one more chance to dig deeper into the demographics of consumers as well. Seeing the trends and analytics is a great key to helping prepare an even better social media campaign for the next big event. Part of this is getting to know social media users that interact with the brand based on the data. How do people interact with a brand's social media accounts? What are they happy with, or what are they still searching for? Social media is also a real-time source for seeing how satisfied customers are with a brand, based on comments and conversations.

NO MATTER WHAT, SOCIAL MEDIA HAS DEFINITELY CHANGED HOW BRANDS REACH THEIR CUSTOMERS THESE DAYS. There's proof it helps, too. A study from 2015 showed 75 percent of companies that engaged in social media during the Super Bowl experienced a sales increase within 12 months. Even for 25 days after the big game, a lot of advertisers reported an increase in sharing of social posts.

So, social media isn't just about throwing up some words and graphics on social media during the Super Bowl and forgetting about it. The content and the follow-up that happens can have a positive and lasting influence on brands, too.

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