

GAME PLAN?

AND YOUR SOCIAL MEDIA
SUPER BOWL 2018

WHAT'S

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PREGAME:

WHAT YOU SHOULD KNOW ABOUT SOCIAL MEDIA AHEAD OF THE SUPER BOWL

The Super Bowl is one of the biggest events of the year. Whenever people want to convey the size or importance of any other event, in sports or otherwise, what do they say? “It’s like the Super Bowl!” From the pregame festivities to commercials, snacks and the actual game, the Super Bowl can be an event every winter that unites sports fans and non-sports fans all over the world.

On Feb. 4, 2018, the Super Bowl comes to Minneapolis and U.S. Bank Stadium, home of the Minnesota Vikings. Minneapolis last hosted the Super Bowl in 1992 at the Metrodome, years before social media hit the scene.

Super Bowl LII is a chance to showcase Minnesota – the Bold North. It’s also a chance for local brands to showcase themselves in conjunction with the big game and all the events leading up to it. Consider that the economic impact of the Super Bowl coming to Minneapolis will be more than \$400 million with more than 1 million visitors coming to the metro area, plus thousands of media members, according to the event’s website, mnsuperbowl.com.

There are plenty of things brands can do to prepare for the event via their social media channels. One of the first and easiest things you can do is sign up to receive the Super Bowl Host Committee emails. Sign up on mnsuperbowl.com right at the top of the page. The emails can provide some insights on how brands can adapt their social media approach in advance of the Super Bowl.

FOLLOW ALONG  **MAKE SOCIAL ACCOUNTS**
SUPER BOWL-FRIENDLY **FOCUS** YOUR ENERGY
FESTIVITIES START BEFORE  **GAME DAY**
#BOLDNORTH  **BE PREPARED**

First, go to the source to follow all the latest news and happenings with the Super Bowl. Follow the official accounts on social for the event: @mnsuperbowl2018 on Facebook, Twitter, Instagram and Snapchat. Right away, this could spark some ideas for events companies might want to attend or thoughts they'd like to share via social.

It also helps to make sure to do some **RESEARCH IN ADVANCE** to prepare a social media campaign. Make lists of all the hashtags for the game, performers, teams, players, broadcasters, reporters or brands. Knowing all this in advance will help during the live-Tweeting stages of the game. Also think about what messages or topics could be delivered during the game relevant to brands. Not everything may get used and things could change, but having some sort of game plan will be a benefit in the long run.

FOLLOW ALONG MAKE SOCIAL ACCOUNTS SUPER BOWL-FRIENDLY FOCUS YOUR ENERGY FESTIVITIES START BEFORE GAME DAY #BOLDNORTH BE PREPARED

To properly monitor all that goes on and everything that gets posted surrounding the Super Bowl, make sure to set up your social media accounts to make this easier to follow. For example, setting up TweetDeck rather than using Twitter.com could be a big benefit on game day.

TWEETDECK ALLOWS USERS TO SET UP MULTIPLE COLUMNS OF SELECTED INFORMATION.

So, rather than just seeing a home feed of every account that's followed, a user can add columns and scroll through them. Set up columns for specific users, a home feed, notifications and/or mentions (this one is great for keeping track of engagement), lists, direct messages, trending topics and searches.

For trending topics, this might be one to monitor in the days leading up to the game and during the game. A list of trending topics will appear and users can choose which one to add as a column. It's likely that Super Bowl or **#BOLDNORTH** will be there. Of course, as the official hashtag of the event, it might be a good idea to search **#BoldNorth** and add it as a column anyway. The search function can be very helpful here: Search **@mnsuperbowl** and add that column, for example. If there are any other key terms that are relevant to a brand and/or the Super Bowl, consider adding it as a column to monitor.

One other step to take might start with creating lists. Users might want to identify certain accounts to keep an eye on with Super Bowl content. This could be other brand competitors, sports reporters covering the game, prominent local sports fans or fans of teams involved in the Super Bowl. Create as many lists as seems like a good fit. Combining them into one list titled "Super Bowl 52," for example, might be a good way to go. Or you could have a couple lists, one for competitors and one for fans. Either way, add any of the relevant Super Bowl lists that are created as a column to follow in TweetDeck. This will make the accounts easier to view so they won't get lost in the clutter of a regular home feed.

AS ALWAYS, IT'S A USER'S PREFERENCE ON HOW THEY'D LIKE TO ORGANIZE HIS OR HER FOLLOWERS, LISTS AND PLATFORMS.

If it's easier to follow accounts to have them in the home feed, do that. Or maybe it's a better option to separate them out into lists since the content they'll provide is only relevant for the Super Bowl. It's important to find something that a specific brand is comfortable with and works well for those updating the accounts.

FOLLOW ALONG  MAKE SOCIAL ACCOUNTS
SUPER BOWL-FRIENDLY **FOCUS** YOUR ENERGY
FESTIVITIES START BEFORE  GAME DAY
#BOLDNORTH  BE PREPARED

EACH SOCIAL MEDIA PLATFORM IS DIFFERENT, SO MAKE SURE TO PLAN ACCORDINGLY WHEN PLANNING CONTENT.

Audiences will vary depending on brands and which social media platform is used. Twitter is good for real-time conversations, news, sharing GIFs and quick comments (even with the fairly new 280-character limit extension). Engage others with GIFs and brief text. Visual brands could have a bigger focus on places like Facebook or Instagram to share photos and post meaningful updates more sporadically than Twitter. Stick to the basic YouTube for posting videos or brand ads that in the hopes of seeing them go viral.

Yes, the commercials are a big reason for people to tune in to watch the Super Bowl. Some say the commercials are more fun than the game.

THE PROBLEM IN THE PAST FOR BRANDS IS THAT THE HIGH EXPOSURE ALSO COMES WITH A VERY HIGH PRICE TAG. THIS IS WHERE SOCIAL MEDIA CAN BE EXTREMELY BENEFICIAL.

Brands no longer have to rely on spending millions of dollars to get their message across on Super Bowl Sunday. Putting together a solid social media campaign leading up to and during the Super Bowl can still be an effective way to get messages out there. Eyes are on the game, but eyes are also on smartphones and social media.

Don't wait until the big day Sunday to post social media ads. The hype will be high all week long before the game, so posting anything in that window is sure to do well. Brands could always consider posting video ads on YouTube ahead of the Super Bowl, even making fun of themselves when it comes to ad funding. In 2014, the beer Newcastle launched an ad before the game on YouTube with actress Anna Kendrick who jokes she is not "beer-commercial hot." The company couldn't afford to advertise during the Super Bowl, so they improvised. The ad received nearly 800,000 views on YouTube and also received a bunch of media publicity for the creative effort.

ALSO, IF THERE'S A TIME TO TAKE A RISK OR TRY SOMETHING NEW WITH A BRAND, THE SUPER BOWL IS A PERFECT VENUE.

Traditional TV commercials always try to push the envelope and be remembered for that creative or humorous spark. Think the same way about social media messages.

FOLLOW ALONG  MAKE SOCIAL ACCOUNTS
SUPER BOWL-FRIENDLY FOCUS YOUR ENERGY
FESTIVITIES START BEFORE  GAME DAY
#BOLDNORTH  BE PREPARED

It's true that the Super Bowl isn't just about the football game. Actually, for many people the game itself can be just a minor part of the whole spectacle, and sometimes the game doesn't really live up to the hype either. From parties to hours and hours of pregame coverage, there's so much to cover before the game even happens.

In Minneapolis, things will really kick off with a 10-day festival starting at 4 p.m. Jan. 26 and leading right up until the game. The event is filled with no/low cost activities to showcase the best of Minnesota. There will be free concerts and ice sculptures, plus national broadcast sets. This free fan fest called Super Bowl LIVE presented by Verizon will take place on Nicollet Mall in downtown Minneapolis. It's free and open to the public, so it's a great chance for locals to take in some of the Super Bowl atmosphere – even if they don't have a ticket into the game.

Don't overlook this opportunity to share social media content as part of the #BoldNorth. Think about attending the events and sharing thoughts on social media with the #BoldNorth hashtag. Share photos and, if possible, try to incorporate the events with a brand.

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This is the hashtag the Super Bowl is using to make it a unique brand to Minnesota. Obviously with the event held in the heart of winter, expect some focus on the ice, snow and chilly weather. Anything brands can do to take advantage of this hashtag within social media could be a good reflection on its own brand.

Even something as simple as posting a photo of a big snowfall – perhaps making a snowman, braving the cold to take a walk or shoveling snow – and **ADDING #BOLDNORTH TO THE POST COULD GET SOME TRACTION WITH A BRAND.**

Anything posted that's related to the Super Bowl should think about using this hashtag to keep the tie-in with the event.

FOLLOW ALONG  MAKE SOCIAL ACCOUNTS
SUPER BOWL-FRIENDLY FOCUS YOUR ENERGY
FESTIVITIES START BEFORE  GAME DAY
#BOLDNORTH  **BE** PREPARED

The actual game will be unpredictable – as much as all the sports experts will analyze every single thing they can about the game for days and hours leading up to kickoff. There are still some things that can be done beforehand to be a leg up.

The Super Bowl's official website has a constant countdown with days, hours and minutes until the game. It might be worth putting together a countdown graphic with a brand's logo or colors to post on social leading up to the game. Keep it more spaced out at first, like one month, two weeks, but as it gets closer the countdown could shift into days or hours. It's a simple post that can keep a brand name out there and drive a conversation with customers and perhaps reach new ones when including the Super Bowl hashtags.

Along with the countdown, brainstorm other ideas for graphics or GIFs that could be stockpiled in a folder and ready to post at a moment's notice. Once it's known which teams will be playing, it could be nice to create some kind of "congratulations!" graphic ready for both teams to post when the game is over. Again, here's another opportunity to use a brand's logo or colors to personalize it. Depending on how sports-focused an account is, this same idea could be used to update scores at the end of each quarter. It's not completely necessary, though it is another chance to get a brand's name out there in front of people.

Pay attention to engagement in regard to Super Bowl posts leading up the Feb. 4, too. It seems obvious, but don't ignore those that engagement with these special posts. Also, don't be afraid to reach out and engage with others first when it comes to Super Bowl Tweets, Instagram photos or Facebook posts.

Social media resources are different for each account, company or brand. Whatever the resources, **COME UP WITH A PLAN OF ATTACK FOR SUPER BOWL-RELATED POSTS.** How will the posting responsibilities be delegated? Who will put together graphics? Who will handle engagement? It's also important to think about how social media will be monitored on game day.

Preparing in advance for social media campaigns will help a ton when the big game arrives.

GAMEDAY:

WHAT YOU SHOULD KNOW
ABOUT SOCIAL MEDIA
ON THE DAY OF
THE SUPER BOWL

Much like the two teams playing in the Super Bowl, brands have their game plans ready as well in regard to social strategy. Graphics are ready, laptops and phones are charged up (or plugged in), and social teams are prepared to discuss the biggest sporting event of the year.

So, how should you go about posting on social media on the day of the big game? There's a lot to consider, from commercials to being prepared for the unexpected moments to the halftime show.

GAMEDAY - BEFORE THE GAME STARTS **BACK TO BASICS**
SOCIAL MEDIA AND THE SUPER BOWL, 50 BY THE NUMBERS
BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM"
HALFTIME SHOW COMMERCIALS  **REMEMBER TO HAVE FUN**

Twitter and Facebook are two of the biggest platforms for in-game reactions. However, don't overlook sites like Pinterest. This can come in handy even before kickoff on Super Bowl Sunday. How do many people watch the Super Bowl? At a party, of course. Fans will likely flock to Pinterest for recipe or party-planning ideas ahead of the big game. Brands might consider how they can best be involved on this platform, maybe by sharing some appetizer recipes or photos of party spreads, especially for food brands. It's also not a bad idea to incorporate the colors of the teams involved.

Keep in mind the specific platforms to use during the game.

TWITTER IS GREAT FOR FAST, INSTANT REACTIONS.

Facebook and Instagram are great for sharing images of Super Bowl parties or prepared graphics.

GAMEDAY - BEFORE THE GAME STARTS **BACK TO BASICS** SOCIAL MEDIA AND THE SUPER BOWL, 510 BY THE NUMBERS BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM" HALFTIME SHOW COMMERCIALS REMEMBER TO HAVE FUN

Make sure to Tweet with hashtags like #SuperBowl, #SB52 and #BoldNorth to gain more traction and get more eyes on content that's sent out. Millions of users will be posting with these hashtags or following along with them. It could create engagement opportunities with plenty of new people. Depending on the brand, it might be worth creating a brand-specific hashtag for the Super Bowl. For example, let's say a soup company wanted to try this. A logical move might be to have a #SouperBowl hashtag with that play on words. Keep it fairly simple and for those that decide to create a hashtag, make sure to do plenty of promotion within the existing network before game day for folks can post using the hashtag.

REMEMBER THROUGHOUT THE GAME TO KEEP YOUR CUSTOMERS AND SOCIAL COMMUNITY IN MIND. If most of your users prefer Facebook, focus energies there during the game. It's not just about the platforms though. Think of the content that users will appreciate during the game, in the spirit of the brand and accounts. Will sports fans like some play-by-play commentary via Twitter? Or maybe your audience is really just a bunch of foodies wanting to compare Super Bowl party food. What about just commenting on the commercials? Thinking outside the box is fine, but don't stray too far from a brand's social media voice either. Consider posting about some of the key highlights, including touchdowns, fumbles, field goals, instant replay reviews and more. This will keep the brand in the conversation about the most influential parts of the game.

One of the main points of posting on social media during the Super Bowl is to capitalize on the conversations surrounding the event. **THINK OF THE SOCIAL MEDIA WORLD AS ONE GIANT PARTY WHERE EVERYONE IS WATCHING THE SAME THING AND TELLING THE PEOPLE AROUND THEM WHAT THEY THINK ABOUT IT.** Whatever gets posted, don't forget about engagement. Make use of the RT and heart buttons on Twitter and monitor comments on Facebook posts. Don't forget to reach out to others using the hashtag columns for the Super Bowl, too. Answer questions users ask, respond with funny GIFs (the possibilities here are almost endless) and share thoughts about what's happening on the field or broadcast. Many people will likely follow the official Super Bowl social accounts, but don't overlook engaging there either. Sometimes a quote-RT can go a long way versus just the simple RT. It's a great way to share additional information to complement the RT'd information.

Stick with any pre-made social media plans for the Super Bowl. Post pre-made graphics for the start of the game, countdowns to halftime, trivia questions, graphics for the winnings team, etc., whatever you have planned. Also, don't be afraid to deviate as the game goes on based on what's working or not working well. See what users are telling you via engagement as well.

THE SUPER BOWL IS A FUN EVENT, SO CONVEY THAT FUN AND PERSONALITY VIA SOCIAL MEDIA. Don't focus too hard on selling or pushing brands too much. Sometimes just getting the name out there in good conversations will be enough to get users noticing a certain brand.

GAMEDAY - BEFORE THE GAME STARTS BACK TO BASICS
SOCIAL MEDIA AND THE SUPER BOWL, 5|0 BY THE NUMBERS
BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM"
HALFTIME SHOW COMMERCIALS  REMEMBER TO HAVE FUN


For the 2017 Super Bowl, an average audience of about 111.3 million viewers tuned in to FOX to see the gridiron battle between the Atlanta Falcons and New England Patriots. The numbers aren't just about TV viewers anymore. The big game can also be measured in terms of social media interactions. Social interactions over the Facebook and Twitter platforms reached 190.8 million from 48.3 million people in the United States, according to Nielsen. Those social interactions were all related to "Super Bowl LI: New England Patriots vs. Atlanta Falcons" and posted on Feb. 5, 2017.

Not too surprisingly, the social media hits were at the highest just after the Patriots won the game 34-28 to complete a once-thought improbable comeback. A total of 7.5 million social media interactions were recorded in a four-minute span once the game ended from 10:30 p.m. ET to 10:34 p.m. ET.

Twitter reported that 27.6 million Tweets were sent out during the game broadcast related to #SB51. It's down slightly from the record 28.4 million Tweets sent out in 2015 but up from 27 million in 2016. As for Facebook, 64 million people posted 240 million interactions, more than the 60 million users and 200 million posts in 2016.

FANS DON'T JUST WATCH THE SUPER BOWL ANYMORE; THEY ALSO ENGAGE ON SOCIAL MEDIA. Well, 78 percent of consumers do anyway, according to a 2017 report from Influence Central. Thirty-eight percent look to share thoughts on the Super Bowl commercials while 32 percent react to game plays. Others will share game-day party photos or share strategy about the game.

Key moments during the game will likely turn into big moments on social media, too. For #SB51 in 2017, Twitter reported its top three most-Tweeted moments from the game: When the Patriots finished the comeback win in overtime, the end of Lady Gaga's halftime show and when the Patriots tied the game with 57 seconds left in regulation. Keep those in mind when headed into #SB52; the end of the game and halftime show most certainly generate a lot of interest.

GAMEDAY - BEFORE THE GAME STARTS BACK TO BASICS
SOCIAL MEDIA AND THE SUPER BOWL, 510 BY THE NUMBERS
BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM"
HALFTIME SHOW COMMERCIALS  REMEMBER TO HAVE FUN

It's hard to come up with examples of what may happen during a game that's unexpected because, well, then they would be expected. There are a couple general things to be ready for, however.

Player injuries can be a common part of the game, though a lot of them are minor. Football players can get shaken up all the time throughout the game, so if a player just takes a couple minutes to get up and off the sideline after a play, it's not the biggest of concerns. More serious injuries might warrant a lengthy stoppage in play and/or the injured player getting taken off the field on a backboard and cart.

Take some cues from what you see and hear on the broadcast to determine how serious the situation becomes. First and foremost, it's important to be sensitive. An injury timeout may not be the best time for humor or sarcasm. For those players that appear to be seriously injured, based on the scene or what's reported, sometimes it's not a bad idea to put out a simple Tweet like "Prayers for (player's name)." It's simple and addresses the situation without actually addressing the details. Or the other way to go is to not comment on it at all. **AGAIN, IT COULD BE GOOD TO TAKE CUES FROM OTHERS ON SOCIAL MEDIA IF YOU'RE NOT SURE.**

GAMEDAY - BEFORE THE GAME STARTS BACK TO BASICS
SOCIAL MEDIA AND THE SUPER BOWL, 50 BY THE NUMBERS
BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM"
HALFTIME SHOW COMMERCIALS  REMEMBER TO HAVE FUN

One of the biggest social media successes during the Super Bowl from the past goes to Oreo when it capitalized on a third-quarter blackout during Super Bowl XLVII in 2013. To refresh memories, a power outage caused lights at the Superdome in New Orleans to go dark for a lengthy 34 minutes. For one of the biggest and most-hyped sporting events in the world, having an unplanned blackout to deal with was a bit unprecedented and certainly unexpected for the teams, officials and the millions of fans watching on TV.

Naturally, the blackout was just one more thing about the Super Bowl for folks to discuss on social media. [OREO WORKED FAST TO MAKE SURE THEY WERE PART OF THE DISCUSSION, TOO.](#) The sandwich cookie brand had a social media team in place which clearly jumped right into action to produce some blackout-related content. Oreo Tweeted out copy that read: "Power out? No problem." Along with an image of a single Oreo cookie almost acting as the illuminating piece of the photo. The copy within the image read: "You can still dunk in the dark." With a silhouette of an Oreo at the end.

As they say in the business, it went viral. The ad got plenty of immediate reaction and more than 15,000 Retweets. The Oreo account even interacted with some of the replies to its ad in the same comedic tone the ad implied. Some would say Oreo "won the internet" for that Super Bowl.

So how did Oreo manage to pull off something so unique to a specific moment, and so quickly? Planning, for one thing. Their in-game social media team at the ready consisted of 15 people waiting to respond to things as they happened surrounding the Super Bowl. Now, not every company or brand may have the resources to put 15 people on board ready to respond to social media, but the idea still isn't a bad one.

[EVEN IF IT'S JUST ONE PERSON, HAVING SOMEONE READY TO PUT TOGETHER A QUICK BRANDED GRAPHIC, A CLEVER LINE OF COPY OR A UNIQUE GIF IN RESPONSE TO THE ACTIVITIES OF THE SUPER BOWL COULD END UP BENEFITING A BRAND IN A BIG WAY LATER.](#) And remember, sending off that Oreo Tweet was a lot cheaper than spending money for 30 seconds of TV advertising time during the big game.

GAMEDAY - BEFORE THE GAME STARTS BACK TO BASICS
SOCIAL MEDIA AND THE SUPER BOWL, 5/0 BY THE NUMBERS
BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM"
HALFTIME SHOW COMMERCIALS  REMEMBER TO HAVE FUN

Along with the game and commercials, the halftime show is another huge draw for viewers as the most-watched musical event of the year. The 2017 halftime show was actually the most-watched musical event of all-time. Just because the game is in pause mode at the half doesn't mean social media will halt.

THE HALFTIME SHOW IS A GREAT OPPORTUNITY TO CONTINUE ENGAGING WITH USERS, TWEETING ABOUT THE SONGS, SPECIAL EFFECTS AND APPAREL OF THE PERFORMERS.

This year, Justin Timberlake will take the stage to headline the Pepsi Super Bowl LII Halftime Show. The 10-time Grammy winner will make his third appearance performing at the Super Bowl, the most for any individual entertainer. He first performed with the boy band NSYNC in 2001, but most will remember his performance with Janet Jackson in 2004, which can be filed under the "be ready for the unexpected" category earlier. Timberlake exposed one of Jackson's breasts in an alleged wardrobe malfunction. Precautions are no doubt taken to avoid any wardrobe malfunctions, but just remember it's also live television and anything can happen.

As the sponsor of the show, Pepsi.com will have content leading up to the Super Bowl to showcase what's in store for the show. This includes behind-the-scenes content with Timberlake and some other promised surprises.

MAKE NOTES ON THE SOCIAL CALENDAR TO CHECK IN WITH PEPSI.COM TO SEE IF THIS CONTENT IS WORTH SHARING OR DISCUSSING ON SOCIAL CHANNELS BEFORE THE GAME OR EVEN DURING THE FIRST HALF.

GAMEDAY - BEFORE THE GAME STARTS BACK TO BASICS SOCIAL MEDIA AND THE SUPER BOWL, 510 BY THE NUMBERS BE READY FOR THE UNEXPECTED "POWER OUT? NO PROBLEM" HALFTIME SHOW **COMMERCIALS** REMEMBER TO HAVE FUN

Everyone knows commercials are the most fun to tune in to during the Super Bowl. It's when some of the most popular brands around spend top dollar (more than \$5 million per slot) to share some of the most creative ideas in hopes of being remembered as one of the best ads during that particular game. Getting the brand name out there helps, too. [DON'T FORGET TO COMMENT ON VARIOUS COMMERCIALS FOR OTHER BRANDS](#). After all, plenty of users will be out on the social waves sharing their thoughts and critiquing their favorite and not-so-favorite ads.

But as prices keep rising for ad spots, social media has really changed the landscape of advertising. Brands can supplement their TV spots with posts on YouTube and other platforms. Or for many companies that just don't have the cash to compete, social media is a very big benefit for them.

Some companies choose to do a combination of TV and social advertising during the Super Bowl, something that worked well last year for 84 Lumber. This building-supplies marketing company spent about \$15 million for a 90-second ad, but it sent viewers online to see the conclusion of the ad – "The Entire Journey." The first part shown on the broadcast showed what appeared to be a mother and daughter traveling, setting out on a journey.

Sure, \$15 million may be a lot of money, but it worked. 84 Lumber nearly doubled its social audience after the 2017 Super Bowl, gaining more than 65,000 new fans in three days. Other brands that boosted their social media followings included Coca-Cola, AirBNB, KFC, Google, Nintendo, Pepsi, Budweiser, Intel and Audi.

Plenty of brands are more and more turning to social media, however, like Oreo, Esurance and Newcastle Brown Ale. Newcastle, a small brand owned by Heineken, wanted to get people talking about beer around the time of the Super Bowl without spending millions on TV advertising. In 2014, they worked with an ad agency to create a digital campaign poking fun at themselves with actress and musician Anna Kendrick with the theme "If We Made It." Kendrick talks in the ad about not being "beer commercial hot" but is willing to do an ad with the brand for the money. Then days before shooting the ad, the company in the ad said they didn't have any money and Kendrick deadpanned: "Disappointing, because I was really looking forward to the paycheck."

Newcastle also built a website called IfWeMadeIt.com spoofing ads from other brands, plus creating Twitter and Facebook presence along the If We Made It theme. The next year, Newcastle chose to have other brands join them for "Band of Brands." The ad with actress Aubrey Plaza features Super Bowl ad clichés with the point being a bunch of smaller brands could afford to advertise during the Super Bowl broadcast if they all banded together. A total of 37 brands banded together for the final ad in the campaign, though 350 brands worldwide tried to be a part of it. Right away, the videos had 4 million views and more than a billion PR impressions.

GAMEDAY - BEFORE THE GAME STARTS BACK TO BASICS
SOCIAL MEDIA AND THE SUPER BOWL, 510 BY THE NUMBERS
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For many people, the Super Bowl is one of the highlights of the year. Maybe it's a gap to break up the post-holiday blues and the winter blues, football fanatics just love the sports aspect, or people want to kick back with some good food and friends. IT'S AN EVENT THAT'S EVOLVED OVER THE YEARS, AND NOW SOCIAL MEDIA IS A BIG PART OF THAT.

DON'T STRESS TOO MUCH ABOUT MAKING SURE EVERYTHING IS PERFECT WITH WHATEVER GOES OUT INTO THE SOCIAL-SPHERE IN REGARD TO THE SUPER BOWL. As long as the basics are in place, with a little preparedness and ability to adapt along the way, everything should work out fine. Enjoy the game and happy Tweeting!

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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