TaxSlayer BOWL
Jacksonville

2014 Social Media and Contest Analytics

cea
BRIGHT MARKETING

Social Media Review

2014 College Football Season

This review is to recap the data of the 2014 campaign. From the season long TaxSlayer Player and Pick'em contests to our facebook and twitter ad reports. It was a great year via social media for the TaxSlayer Bowl. The fans from Tennessee and Iowa certainly provided the most engagement we've ever seen.

Facebook:

We started out with 19,667 fans as of August 1, 2014. We ended up with **44,468** which is a 126% increase in facebook fans. We also saw a huge jump in engagement this year with 78,832 posts created featuring the taxslayer bowl by a whopping 60,367 users. A lot of this was our continued liking and commenting on user created content that tagged the bowl or used the hashtag so we can find them easily. We also used a steady combination of facebook ads to keep users growing and interested in our content.

Twitter:

The 2014 college football season started with the TaxSlayer Bowl sitting at a strong 7,067 twitter followers. By the conclusion of the 2015 Bowl game, we had increased our followers by a cool 76% increase in followers and a grand total of **12,487** followers. This is mainly by our nearly constant watch of our mentions feed and replying to as man fans as possible. Fans love to interact on twitter, so we get more people to stick around when twitter becomes the voice of the TaxSlayer Bowl and not just a news feed.
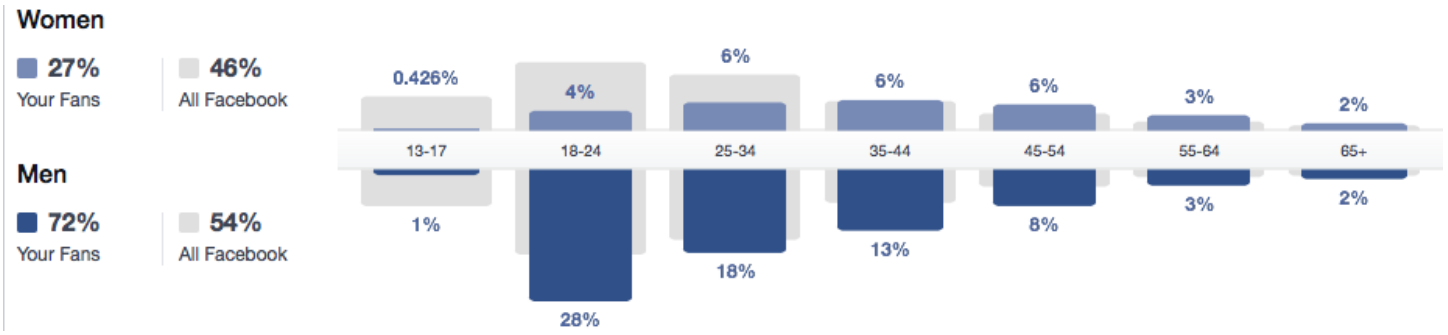
Instagram:

The latest in photo sharing last year has really taken off. Starting with zero last year and finishing with 477 fans, we had a firm fan base to build on in 2014. Once the team announcement takes place, fans and content start flooding in. We blossomed to **2,326** followers, a very nice increase of 387%. This is a social outlet we see ballooning even more in the fall of 2015. This is a great medium to use for Throw Back Thursdays all year long.

Like Demographics

2014 College Football Season

A quick look and we see that the page's largest group is still 18-24 year olds with a solid 32% of the page likes. 25-34 are second with 24%. We also saw an increase in Male fans, up from 61% in 2013.

Women

27% Your Fans	**46%** All Facebook	

Men

72% Your Fans	**54%** All Facebook	

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.426%	4%	6%	6%	6%	3%	2%
Men	1%	28%	18%	13%	8%	3%	2%

Where are the likes coming from? We can see that Jacksonville is still number one, which is great to have a growing local fan base. A great way to increase this fan base would be to post about events during the off-season at EverBank Field and other local events and activities those from the office attend. Knoxville certainly showed up in full force this year taking a solid second for top cities fans are posting from.

City	Your Fans
Jacksonville, FL	2,514
Knoxville, TN	1,084
Nashville, TN	432
Atlanta, GA	378
Chicago, IL	368
Chattanooga, TN	368
Starkville, MS	330

City	Fans
Orlando, FL	240
Kingsport, TN	218
Memphis, TN	208
Tampa, FL	207
Cleveland, TN	203
Houston, TX	203
Maryville, TN	193
Gainesville, FL	178

City	Fans
Birmingham, AL	169
Miami, FL	157
Columbus, OH	153
Los Angeles, CA	153
Dallas, TX	151
Tupelo, MS	150
Saint Augustine, FL	149
Jackson, MS	148

City	Fans
Murfreesboro, TN	147
Brandon, MS	146
Augusta, GA	145
Johnson City, TN	145
Morristown, TN	143
San Antonio, TX	123

Engagement Demographics

2014 College Football Season

A bit different from just basic like demographics, when it comes to engagement we have less separation between each age group although 18-24 year olds still interact the most. Below is a graph showing how many impressions the page & posts received during the football season.

IMPRESSION DEMOGRAPHICS
Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER		TOP COUNTRIES		TOP CITIES	
13-17	13.5k / 13.2k	United States	6.2m	Jacksonville, FL	123.8k
18-24	1.0m / 451.2k	Canada	4.1k	Knoxville, TN	96.4k
25-34	992.8k / 424.8k	Mexico	3.2k	Atlanta, GA	65.9k
35-44	826.5k / 415.1k	Brazil	2.3k	Chicago, IL	57.7k
45-54	611.1k / 417.9k	United Kingdom	1.9k	Columbus, OH	56.3k
55+	515.1k / 489.2k				

How are they reacting to content?
With the new algorithm for facebook post distribution, you have to promote your content for it to be seen by more people. This is especially true outside of December when people aren't actively looking for our posts. The closer to game day we get, the less we needed to promote posts.

Post Reach (Nov. - Jan)
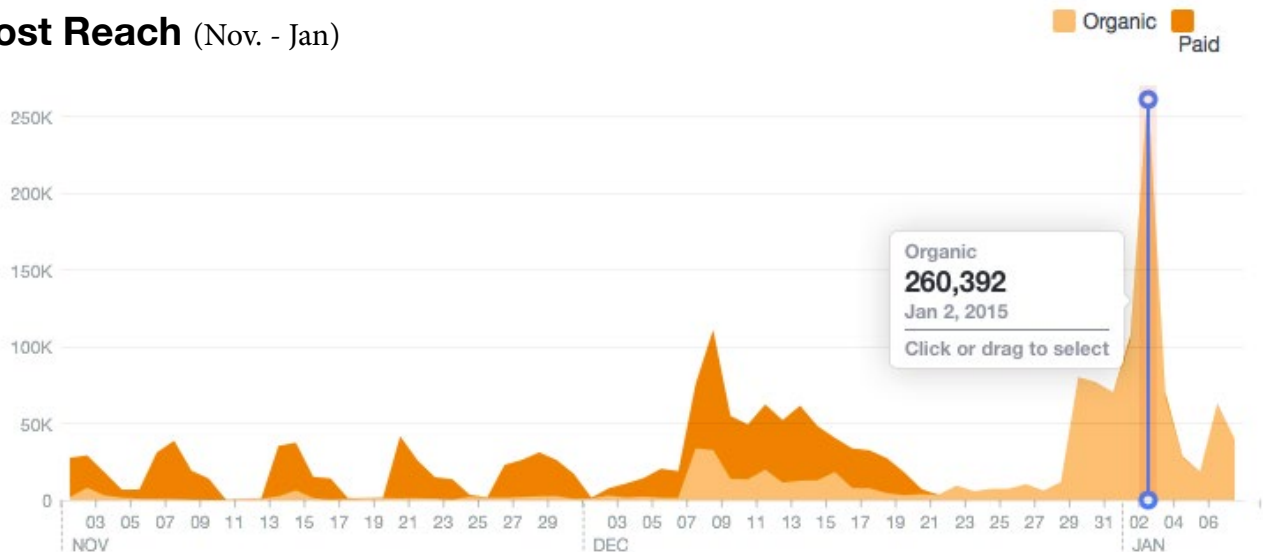
Page & Post Impressions

2014 College Football Season

A key strategy these days is to make sure to mix up your post content. We try to focus on talking to the Bowl's audience and not talking at them. We do this by using a mix of photos, text status updates, link, videos an not always using content trying to force them to interact.

PAGE IMPRESSIONS   Impressions **29.8m**   by **6.4m** users
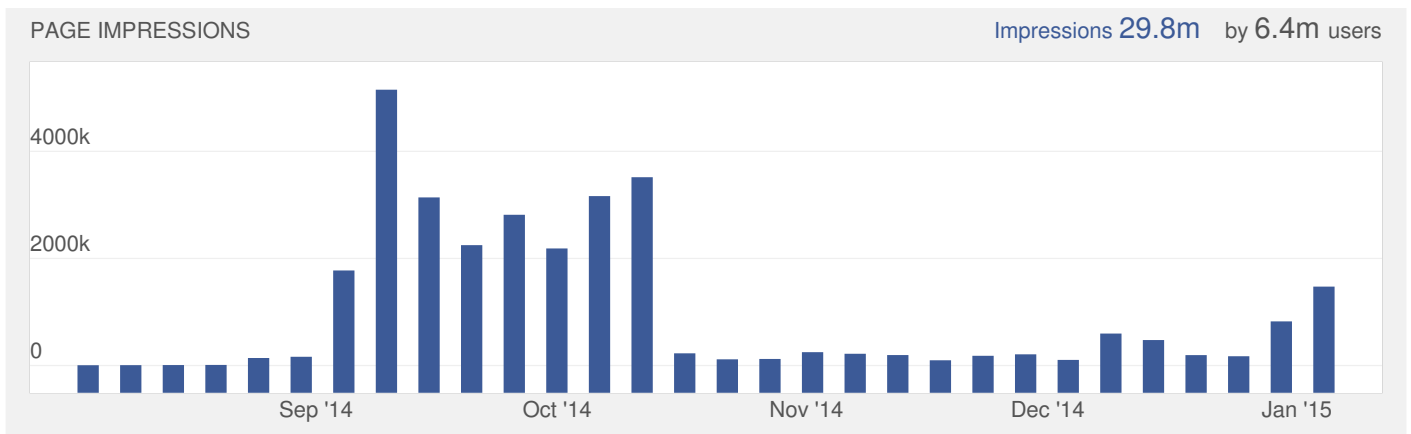
Post Impressions

Post impressions include fan posts to page and interactions with all posts to the fan page. We noticed good involvement most of the season with December being by far the busiest management of fan comments, mentions and posts to page over the past few years.

IMPRESSIONS

- Page Post 1.5m
- Fan 129.0k
- Mention 113.6k
- User Post 4.3k
- Checkin 1.4k
- Other 319
- Coupon 0
- Question 0

- Paid 26.4m
- Organic 1.7m
- Viral 1.7m

BY DAY OF WEEK		AVG	TOTAL
Sun		132.2k	3.0m
Mon		112.2k	2.6m
Tue		97.9k	2.3m
Wed		212.7k	4.7m
Thu		299.5k	6.6m
Fri		306.2k	7.0m
Sat		157.3k	3.6m
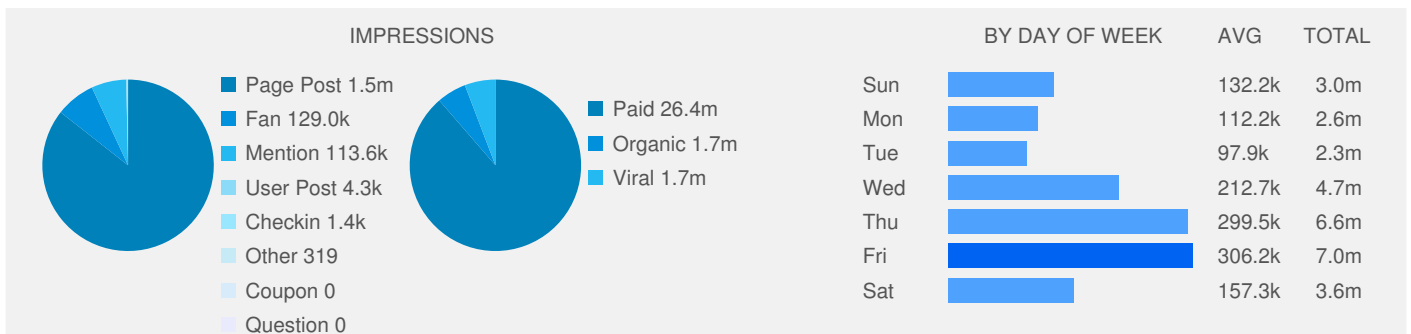
#TaxSlayerBowl

Post Types

2014 College Football Season

Videos on social media are still a growing segment of content users like to view. Bowl games don't seem to produce many videos, but when they do, they tend to excel. The very short hashtag challenge video was one of the best posts for 2014. We should think about how to create more original content like this for 2015.

The success of different post types based on average reach and engagement.

Show All Posts ▼

Reach · Post Clicks · Likes, Comments & Shares

Type	Average Reach		Average Engagement	
📹 Video	147,072		16,027 / 2,095	
💬 Status	14,382		1,772 / 337	
🖼 Photo	10,650		804 / 341	
🔗 Link	9,137		222 / 93	
❓ Question	851		5 / 2	

The Hashtag challenge video received 60,763 views, reached 152,832 people, and 1,353 likes, comments & shares.

The Coach Jones video singing with the team while holding the trophy at mid-field had 51,073 views, reached 207,488 fans, and 3,248 likes, comments & shares.

The next closest non-video post reach was the endzone being painted checker-board for Tennessee. The post reached 61,120 fans with 3,020 likes, comments, & shares.

Ads

2014 College Football Season

Over the course of the season, we ran 35 ads consisting of like ads, ACC specific like ads, contest ads, and ticket sales ads. We garnered 4 million ad impressions, 41,106 clicks, which include 19,410 page likes (6,600 where from targeting Tennessee and Iowa fans in December).
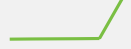
Sample of ads

76% increase in followers

2014 College Football Season

On Twitter we post at least two times per day with original content. We receive content from press releases, TaxSlayer Bowl website or other football news sources. We also are constantly interacting with followers. These interactions include following new fans, football teams, universities or schools. Interactions can also include talking to fans; we do this by replying to their tweets or re-tweeting their content. All of this is done in order to gain interaction and fans.

TWITTER GENERAL STATS   from August 1, 2014 - January 9, 2015

@taxslayerbowl
TaxSlayer Bowl

12,487
total followers

5,393 connections
made in this time period

New Followers	7,082
You Followed	-95

@ Mentions	8,221
Messages Sent	646
Messages Received	8,234
Clicks	4,235
Retweets	6,560

We started the season with 7,067 followers, and we grew the page to 12,487 followers. By monitoring the mentions and active fans, we engaged the fans with fun and Bowl specific content that help generate a 76% increase in new followers. For 2014 we saw a larger increase in facebook users vs twitter users like 2013. Looks like each fan base is drastically different with how they want to interact with the Bowl. Tennessee dominated the top impressions and interactions on game day.

The Demographics

2014 College Football Season

Who is liking the page? From this chart, we can determine who we are speaking to, where they are from and what they are interested in so we can gain better interaction.
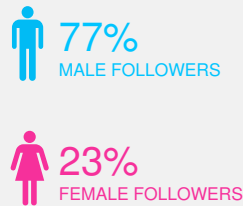
FOLLOWER DEMOGRAPHICS
Learn more about your audience to shape your messaging & campaigns
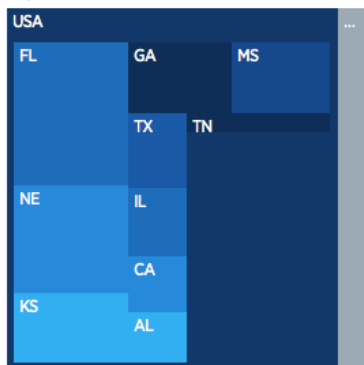
BY AGE RANGE

- 18-20
- 21-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

BY GENDER

77% MALE FOLLOWERS

23% FEMALE FOLLOWERS
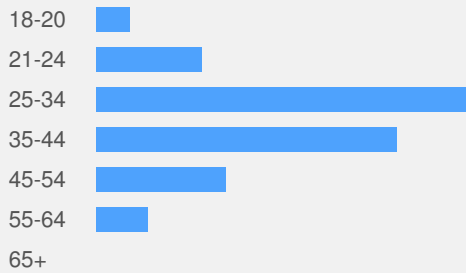
Location
Top countries and states

USA
FL | GA | MS
TX | TN
NE | IL
CA
KS | AL

Interests
Most unique interests

- 73% NFL football
- 69% Sports themed
- 69% College football
- 42% College basketball
- 33% Baseball

#Hashtags

2014 College Football Season

Hashtags are used as a search tool across social media networks. Hashtags are used to mark keywords or topics in a tweet. This allows people who are talking about the same content to interact and find each other. Here are some of the top hashtags used when mentioning @taxslayerbowl

Top Hashtags of Dec.

TOPICS FREQUENTLY MENTIONED
with @taxslayerbowl

jacksonville — will going go see ready come heading...	**193**
tickets — just win got entered buy bought can g...	**167**
vols — go will watch see going play win come ...	**166**
jan — play accepted announce happy 2nd will v...	**129**
iowa — will vs watch just beat going play 2nd see go...	**107**
tweets — updated will get check latest now live follow h...	**76**

HASHTAGS FREQUENTLY MENTIONED
with @taxslayerbowl

#vols — tweets play will jan invitation accepted...	**394**
#dunkthehawks — 2:30 pm contest ends swim tweet watch ...	**178**
#gbo — jacksonville tickets see will going just re...	**168**
#govols — jacksonville see tickets will going jan wait ...	**148**
#vfl — jacksonville see go tickets watch just going vols ...	**93**
#beatiowa — jacksonville jan will kickoff see weeks wait offici...	**75**

Top Hashtags of Jan.

TOPICS FREQUENTLY MENTIONED
with @taxslayerbowl

vols — go win orange ready see sure watch ...	**178**
iowa — go will 45-28 ends vs get win beat lea...	**67**
jacksonville — headed go landing watch flip ready live o...	**65**
hawks — go watching win can help headed flip see ...	**64**

HASHTAGS FREQUENTLY MENTIONED
with @taxslayerbowl

#vols — tweets champions 45-28 final score win...	**205**
#gbo — vols go jacksonville orange see watch ...	**140**
#govols — vols jacksonville orange watch ready see ...	**133**
#taxslayerbowl — go vols iowa halftime fans today jacksonvil...	**121**

Simple Form Submission

2014 College Football Season

To create fan engagement and awareness of the bowl, we once again ran the TaxSlayer Player contest with the grand prize this year being randomly selected from all contestants. This consisted of just a simple online form requesting first and last name, email, phone, and zip code. Fans could enter once per week for a chance at weekly prizes and each week be entered into the grand prize. Over the course of 15 weeks starting with the first week of the 2014 college football season. We collected 10,507 unique emails and 20,807 total entries. The website had 39,266 page views and 21,704 unique users.

Again Tennessee fans jump on board quickly and jumped to first place for amount of users per location:

Tennessee	5,618	(16.66%)
Florida	2,549	(7.56%)
Iowa	1,968	(5.84%)
California	1,714	(5.08%)
Georgia	1,537	(4.56%)
Texas	1,531	(4.54%)
North Carolina	1,419	(4.21%)
Illinois	1,253	(3.72%)
Ohio	1,207	(3.58%)
New York	1,046	(3.10%)

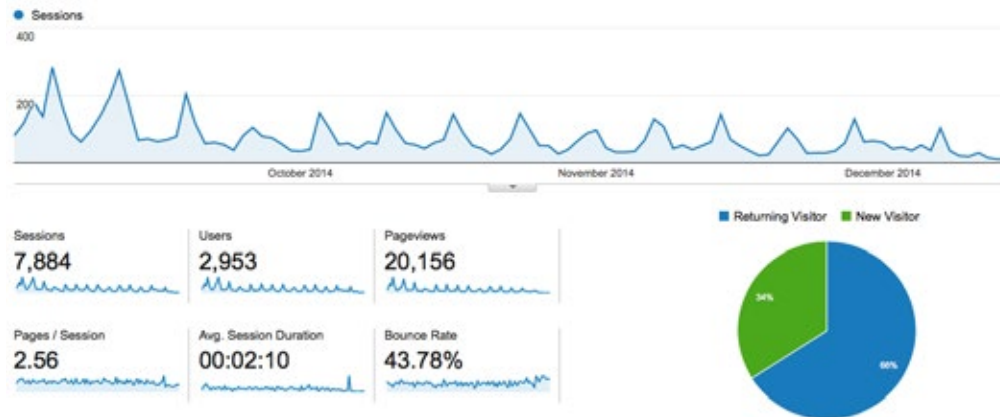To recap the 12 (two ads ran for more than one week) facebook ads promoting the contest, we had 994,508 impressions and 7,661 clicks.
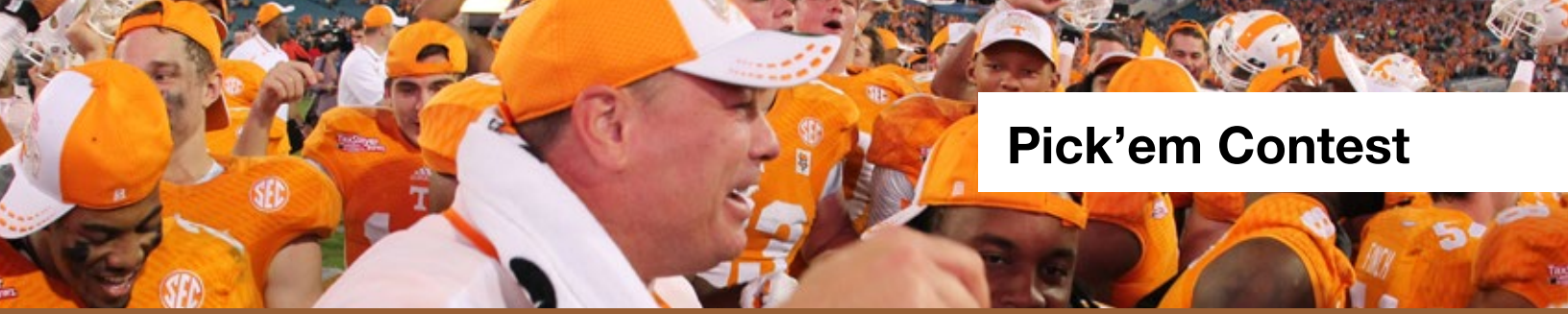
Weekly Game Picks

2014 College Football Season

With the end of Patches Picks we switched to a TaxSlayer themed pick'em contest featuring Dale Jr. and Regan Smith. Pick the TaxSlayer Bowl's top 8 games and winning scores for a chance at Dale Jr. autographed memorabilia. Strictly through facebook ads, posts and twitter posts, we picked up 1,014 users (just under 400 users for 2012-13's patches picks) and over 20,000 page views. The pick'em contest is an easy to run, easy to manage weekly engagement for fans. For increased interaction next year, maybe we could get a couple of quick 10-15 second videos made (even iphone quality would be good) of Dale Jr and Regan promoting the contest for us to use via social media.

Just the second year

2014 College Football Season

In just the second year of using instagram, we've gone from just 477 followers to 2,326 and an amazing amount of likes and comments. Instagram is growing rapidly and wouldn't be surprised at a similar increase in 2015. We gathered, created and posted images that we believed would be engaging for all fans of college football. These included stadium countdown pictures, pictures of previous years, and current TaxSlayer Bowl events. This media is mainly used on game week but has proved to be useful through limited posting throughout the year. It's best use is certainly game week though.

Top liked posts
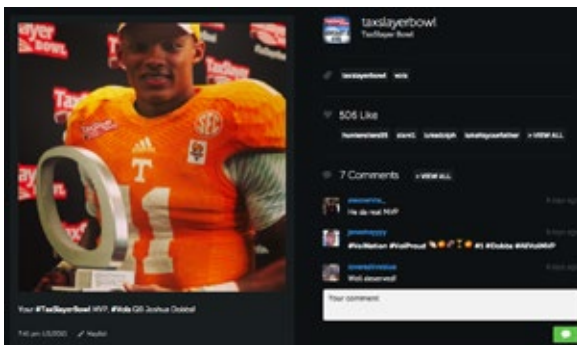
Posts with the most comments
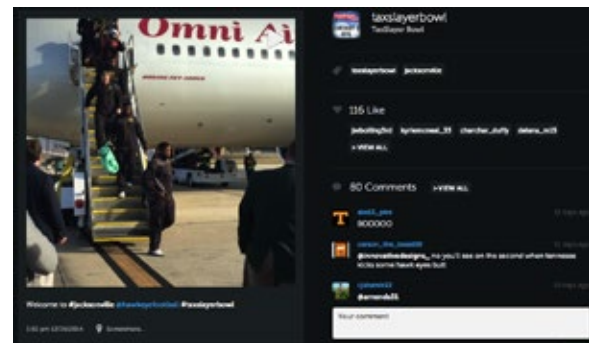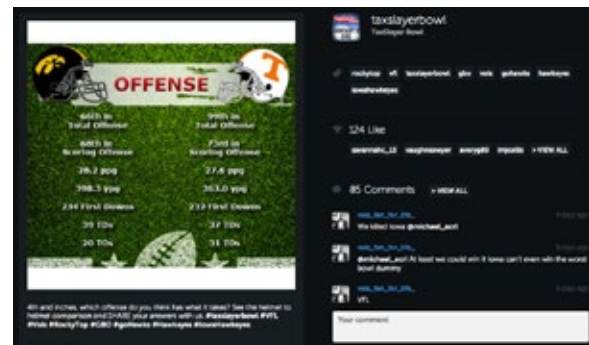
- **3rd overall social media fans out of ALL bowl games**
  (1st Discover Orange Bowl, 2nd Allstate Sugar Bowl)

- **126% increase in facebook fans**

- **76% increase in twitter followers**

- **387% increase in instagram followers**

- **20,156 page views for Pick'em Contest**

- **39,266 page views for TaxSlayer Player Contest**