

**Compare and Repair: A Social Media Challenge**  
**Social Media Strategies**

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## *Executive Summary*

Project three focuses on the “Corrections” aspect of the five Cs. To begin, @Stratattack selected two organizations that would be comparable on social media. After much discussion, two local sports teams were selected: the Green Bay Gamblers and the Green Bay Blizzard. Interestingly enough, the two teams play in the same arena, just on different surfaces. Both our organizations are sports teams, so noting the differences between off-season and in-season posts is important. The Gamblers are currently in season, while the Blizzard do not start until February.

To start the project, we first did base research on each sports team and the various social media platforms they used. We noted consistencies and patterns among content and observed variations across platforms. Some key concepts we analyzed were social media goals, themes in content, the effectiveness of their current approach, and connections between social media platforms and other communication efforts.

After the initial research phase, we compared their overall social media presence by using a group-crafted evaluation tool. The evaluation tool looked at four of the five Cs: coordinates, channels, content, and connections. By using the tool, we determined the Blizzard needed to be repaired. The Gamblers had areas of improvement as well, but they weren’t as extreme as those present with the Blizzard. After the evaluation, we focused on the last of the five Cs: corrections. We used the corrections matrix to further categorize and summarize the areas of improvement for the Blizzard’s social media strategy. Once this was completed, we designed a corrections plan to help the Blizzard get back on track with the five Cs. Implementing this repair protocol

will help the Blizzard align their business and social media goals, as well as create a consistent presence across their various social media platforms.

### ***Introduction***

This project is designed to evaluate each organization's social media presence and determine which company uses it best. The name of the project, "Compare and Repair," accurately describes the process @Stratattack followed. After much discussion, we selected the Green Bay Gamblers and the Green Bay Blizzard. Both teams draw a fairly large crowd and play in a local stadium. Both are present on various social media platforms with thousands of followers. The wide majority of our initial research was attained by looking into each platform the teams were present on. Both teams have accounts on Facebook, Instagram, Twitter, YouTube, and Snapchat. The Blizzard also have a LinkedIn account. We included each team's main website in our analysis, as this is a key part that anchors their presence across the internet. We went deep into the archives of each team's posts, noting similarities and differences, pulling out some posts to be used as examples later on in this paper. We used the information we gathered to evaluate each team and build a correction plan for the organization with the less effective social media strategy.

### ***Background***

The Green Bay Gamblers are a tier one Junior Hockey League. The team was founded in 1994. Previously known as the Green Bay Bobcats, the Gamblers play in the Eastern Conference and call the Resch Center their home ice. Their successful track record includes four Clark Cup Championships and five Anderson Cup Championships. Over 50 Gamblers players have been drafted into the NHL ranks, three of which have won the Stanley Cup. Currently under the

direction of head coach Pat Mikesch, the Gamblers are composed of 25 players between the ages of 16-21. The team's primary sponsor is Menominee Casino, hence the name of their mascot: Ace.

The Green Bay Blizzard are a professional indoor football team based in Ashwaubenon, Wisconsin. The Blizzard compete in the Indoor Football League (IFL), which is celebrating their tenth anniversary this season. Green Bay is one of eight teams currently competing in the league, soon to be joined by two new additions, bringing the total to ten teams. The team was previously a member of the now non-existent AF2, a minor-league associate of Arena Football. Many IFL teams see a lot of turnover with both players and coaches. This coming season, the Blizzard will be under the direction of head coach Corey Roberson. Home field for the Blizzard is the Resch Center, the same arena in which the Gamblers play. The indoor football season starts in February, following the close of the NFL season. Games are played until June, then playoffs begin. The team's mascot is Bruiser the Yeti, occasionally joined by cousins Blizz and Bling.

### ***Social Media Overview***

The first step of this project involved analyzing the social media platforms being used by both organizations. The Gamblers are present on Facebook, Twitter, YouTube, Instagram, and Snapchat. There is a direct link from their website to each of these platforms. Facebook appears to be their primary social media platform, encompassing nearly 30,000 followers. This platform publishes several posts a day, typically focused on ticket sales, current game updates, and player recognition. Twitter, having 10,700 followers, primarily posts graphics or other statistics during the game, along with player updates. Scoring information is tweeted live as it happens, often supported with video clips of the play. Their Instagram account has 2,819 followers. Most of the

posts on Instagram are similar to those on Twitter, usually containing score updates and promotions. While the other platforms link back to the Gambler's main website, [www.gamblershockey.com](http://www.gamblershockey.com), the link on the Instagram page takes visitors to TicketStar, a website for purchasing tickets for the upcoming game. This was an interesting and unique connection.

Their YouTube channel is not a frequently used platform. It seems to be used in a more passive manner, with posts coming over a period of several months. Content wise, most videos show on-ice promotions and community events. An intriguing connection is made from their YouTube page to both their Facebook and Twitter accounts. We were unable to thoroughly analyze the Gambler's Snapchat presence due to the mechanics of the platform and the limited time frame we were given to complete the project.

Some common messages and images found on the Gamblers social media platforms included promotions, score updates and statistics, matchup/game day graphics, game highlight reels, coupons from various sponsors, and information about players and coaches (both past and present). Based on the analysis of these platforms, our group concluded that the Gamblers social media strategy revolves around three primary components: entertainment, promotions, and community engagement. These three prongs are put into use by utilizing multiple media formats to relay their messages. To summarize, the Gamblers use platform-specific imaging and messaging to reach a desired audience about a particular aspect of the organization. Although a large variety of images and messages are published, there is a sense of consistency across platforms. For example, in-game score updates are published on several platforms, all following the same design layout. The approach varies by platform, but as we learned in class, that is part of what makes a good social media strategy.

The Green Bay Blizzard are present on Facebook, Twitter, Instagram, Snapchat, YouTube, and LinkedIn. Unlike the Gamblers, there are no easily accessible links from the main website, [www.greenbayblizzard.com](http://www.greenbayblizzard.com), to their social media platforms. One confusing aspect about the Blizzard's Facebook presence is they actually have two accounts. One is an old and outdated account with 200 followers, while the new and current account has over 10,500 followers and 10,600+ likes. However, both accounts link back to the primary website. The newer account is the one we will be referencing for the duration of the report. The Blizzard are fairly active on Facebook, posting relatively frequently, although less often than they posted during the season. Again, it is important to remember that the Blizzard are currently in their off-season.

Twitter seems to be the secondary platform choice for the Blizzard organization. They have over 3,000 followers and nearly 5,000 tweets after joining the platform in 2009. The website attempts to connect with the latest Twitter feed via a scrolling linkage at the bottom of their webpage. However, the handle listed both there and in other places on the website is incorrect. Instead of bringing the viewer to their Twitter page, clicking on the link will result in a 404 Error message. The Twitter handle listed on the website says @BlizzardIFL, but their actual handle is @gbbizzard. This handle is also incorrect on various IFL media guides and the official IFL website. Nearly all tweets posted by @gbbizzard contain a story link directing viewers to the news page of their website.

Instagram is another actively managed platform utilized by the Blizzard. They have over 1,500 followers and nearly 400 posts. Many posts on Instagram are graphics, either of specific

players, statistics, or events. The bio section of their profile links to a ticket sales page on the main website.

Due to the Blizzard not being in-season, we were unable to analyze their Snapchat usage. Nothing was posted during the time period assigned for project three. The Blizzard's YouTube channel hasn't seen a new post in the last four years. Their LinkedIn account, with 566 followers, only has one post, and that post was published three months ago.

The Blizzard have a variety of messages and images posted on their various social media platforms. Some common themes were holidays and events, player signings (or re-contracting), game highlights, ticket sales and promotions, story teasers with links to their main website, giveaways, and photos of fans.

The primary strategy being executed by the Blizzard seems to be raising awareness of their organization as a whole. The concept behind the strategy is to gain exposure by providing information such as statistics, players, upcoming events, and organizational changes using graphics and videos. Unlike the Gamblers, the Blizzard did not seem to have a clear pattern or purpose behind their posting efforts.

### ***Business/Social Media Goals***

Based on our observation and communication with the Green Bay Gamblers, we constructed a list of four business goals; three stemming from what a social media representative for the Gamblers told a member of @Stratattack, and one based off of what is needed to keep a successful organization afloat. We interweaved the social media goals and the business goals in order to demonstrate their coordinates. This side-by-side layout portrays how the coordinates should be the basis for the Gambler's social media strategy.



The first business goal for the Green Bay Gamblers is to provide entertainment for Northeastern Wisconsin. Three ways the Gamblers can link social media to that business goal is by: increasing brand awareness and promotions, staying connected to the local community, and keeping fans updated on scores, standings, and statistics. The Gamblers do an exceptional job of keeping fans who cannot attend or listen to the game informed by posting score graphics on Twitter at the end of each period.

The next business goal is to develop and advance young men in the hockey world. The Gamblers execute this business goal on social media by following and sharing the success of past players and connecting fans to the players by posting player profiles. On Facebook, the Gamblers are implementing a comedic approach to the player profile element by throwing a wig or mustache on a player while writing a small piece about them on and off the ice. This is called #VintageCardFriday presented by Aurora BayCare Sports Medicine.

Another business goal for the Gamblers is to give back to the community through various charity nights. On social media, the Gamblers do this by posting co-created content from the fans and community. They also promote upcoming charity events heavily and share photos of the event afterwards. One such charity event is Military Night, which is a game where all past and present military personnel get free admission to the game and fans can donate money for a local non-profit organization benefiting military personnel.

The last business goal for the Gamblers is to increase revenue. They execute this goal by offering deals and coupons if the team wins, as well as linking their social media to the TicketStar website, where fans can purchase tickets. The Gamblers link many of their social media platforms to TicketStar, making it easy for fans to purchase tickets for upcoming games.

We did not receive a response from the Green Bay Blizzard after reaching out to obtain their business goals. Based on their status as a sports team, @Stratattack came up with three business goals for the Blizzard and created a short list of social media goals that coincided well with these business goals.

The first business goal for the Green Bay Blizzard is to increase fan attendance. The way that the Blizzard approach this on social media is by increasing promotions, highlighting incentives, posting ticket sale information, and driving people from the social media platforms to the ticket sales link. The Blizzard do not execute any of these particularly well, but they have posted good graphics, such as one with the home schedule for the team in case fans wanted to prepare for the season.

The next business goal for the Blizzard is to offer great in-game experiences. They can achieve this goal by creating a hashtag for fans to use on social media that might get them on a jumbotron, posting or sharing fan-generated content, and actually engaging with fans on social media with replies or retweets/shares/etc. The Blizzard do not optimize their resources for this goal either, as the last time they replied to someone on Twitter was September 26, and that was to answer a question about an upcoming online shop. Interacting with fans, whether they be at home on their couch or in the bleachers, make them feel more like a part of the team, a feeling every fan wants to experience.

The last business goal is to maintain and increase donors and sponsors. A way to achieve this goal is to showcase their partners on social media, rather than solely having their logos on the bottom of their website. Coming up with a promotion or idea to inform fans about their sponsors could result in profits for both the Blizzard and their donors.

### ***Connections Web***

The platforms we analyzed for the Green Bay Gamblers were Facebook, Twitter, Snapchat, YouTube, Instagram, and their website. TicketStar was another element involved in the web but is not considered a social media platform. The platforms analyzed for the Green Bay Blizzard were Facebook, Twitter, Snapchat, Instagram, LinkedIn, and YouTube. These connections webs decipher how each platform links up with one another, if at all.

The Gamblers had significant two-way connections from their website to Facebook, Twitter, YouTube, and TicketStar. In contrast, their website had one-way connections to both Snapchat and Instagram. Their Facebook page had a link leading to TicketStar, or, in other words, a one-way connection. Instagram also had a one-way connection via a link leading to TicketStar. YouTube had one-way connections to both the Gamblers' Facebook and Twitter pages. To see the connections web in diagram form, go to Appendix A. The one-way connection is a single arrow and the two-way connection is a double arrow.

As for the Green Bay Blizzard, the majority of its website's connections had either a one-way connection or a faint connection. We defined the term "faint connection" as having a link on the website but located in a very unusual and not easily accessible location. This faint connection is pertinent from the website to Facebook, YouTube, and Instagram. However, there are clear one-way connections back to the website from Facebook, YouTube, Instagram, Twitter, and LinkedIn. There was also a faint connection visible when finding the Snapchat code, which was posted one time on Facebook and Instagram. Unfortunately, there was a broken connection when it came to the website linking up to Twitter. The website had the Twitter icon available to click on as a link but it led to an incorrect handle and a 404 Error page. To see the connections

matrix in diagram form, go to Appendix B. The one-way connections are depicted with bolded arrowed, the faint connections are dotted lined arrows, and broken connections are shown by the dashed lined arrows.

The connections web gave @Stratattack a better idea as to how both organizations connect their various social media platforms. The main reasoning for creating these connections webs was to gain better insight as to how each social media platform lines up with the organization. This insight was a key factor when evaluating each organization, as well as during the rating process via the evaluation tool.

### ***Connections Matrices***

Connection matrices played a significant part in @Stratattack's evaluation of each organization. The connection matrices allowed us to determine which social media platform fell into the depth, abundance, simplicity, or reach categories.

The Gamblers' five social media platforms were separated and put into the appropriate categories. Instagram was put into the depth category. While the Gamblers do not post daily on this platform, they are posting informational imagery which allows for their audience to engage with the picture. The depth category is known as the quality trumps quantity sector. Facebook was placed into the abundance category, which is known as many and rich is more. This platform fell into abundance because of the constant, day-to-day updates and continual posts about its events and the team. A beneficial way the Gamblers keep their followers up-to-date is posting notifications about scores and standings. As for the simplicity category, this is where YouTube and Snapchat fall into place. Although the Gamblers have these platforms, it does not mean they are utilizing them to their fullest potential. They seem to be going after the simple, less and lean

is more strategy. Lastly, Twitter is placed into the reach category. This is where quantity is trumping quality. Since the Gamblers have a large range of followers, this is where they can utilize the platform by using hashtags and retweeting fans. To see the matrix, go to Appendix C.

When it came to analyzing the Blizzard, the majority of their social media platforms fell into the same categories as the Gamblers. Instagram is in the depth category, Facebook is in abundance and Twitter in reach. While each platform falls into those categories, the Blizzard utilize each platform less than the Gamblers. As for the Blizzard simplicity category, this is where their Snapchat and LinkedIn are placed. We were unable to fully analyze Snapchat, but given the platform mechanics, we placed it in simplicity. LinkedIn was placed in this category because they rarely utilize the platform. @Stratattack understands that YouTube is another platform the Blizzard have, but since it has not been accessed in the past 4 years, it was not pertinent for this organization's connection matrix. To see the matrix, go to Appendix D.

When observing and analyzing each platform, it is evident which organization takes initiative when using social media. However, better perspective is gained by breaking down each platform and diving deeper into the potential costs and benefits for each organization. Each aspect of these matrices was taken into account during the evaluation process.

### ***Evaluation Tool***

@Stratattack created and developed a personalized evaluation tool that was utilized for each organization. The acronym used was 'SPORT' due to the fact that both of these organizations are sports teams. This acronym stands for synergy, promotion, outreach, reach, and tied-together.

The first letter in our evaluation tool was “S,” standing for synergy. Synergy was focusing on if the organization’s social media posts aligned with the company’s goals. For example, if the company had a goal based around promoting their involvement with the community through charity, and they constantly and correctly demonstrated their outreach through their social media posts, they would be doing well in the synergy aspect.

The second letter in the evaluation tool was “P,” standing for promotion. Promotion was an area we wanted to focus on as both of these organizations had partnerships and sponsors. Were they using those partnerships effectively on their social media platforms? Smaller sports organizations like these need sponsorship and partners to survive, and they are a great way to increase their brand awareness. An example of a good partnership was partnering with another company that would create engagement and involvement among the audience.

The third letter in the evaluation tool was “O,” standing for outreach. Outreach was another area we wanted to look at, as both of these organizations are involved in the community and use charities as a way to continue that involvement. We also wanted to look at if they are using the correct platforms in order to inform fans about these charity and community events.

The fourth letter in the evaluation tool was “R,” standing for retention. This is important because if the customer is not retaining the information and just scrolling through their news feed, the post is ineffective. If there is an important post your audience should see, they need to retain that information.

The fifth and final letter in the evaluation tool was “T,” standing for tied-together. An important aspect of social media is making sure everything is linked and that your audience can

access all of your accounts and your website. If there is a broken link or no connection it can be offsetting create missed opportunities.

There was discussion about using numbers for the scoring system, however, we wanted to use something that we could effectively measure. It can be hard to use a number for the tool, and by using a three-tier system it was easy to determine which category the organizations fell in to. The three tiers were green, yellow, and red. Green was a category that was the best-case scenario, so not only was the organization fulfilling the area we were evaluating, they were also doing it well. Yellow was used when the organizations were fulfilling the area we were evaluating, but not good enough to be classified as green. Red was the worse category to be in, meaning the organization was either not fulfilling the area at all or doing it terribly wrong.

Starting with the Green Bay Gamblers, they scored a green in the synergy category. The Gamblers gave us their goals after we contacted them, and a lot of their posts are directly aligned with these goals. One of the Gamblers' goals is to provide entertainment to Northeastern Wisconsin. The Gamblers create posts that help provide entertainment, whether that is showing highlights of amazing plays that happened or posting funny pictures. The Gamblers do a great job of aligning their posts with their goals.

The Gamblers also scored green in the promotion category. They have plenty of partners and sponsors, and they use those partnerships to promote on social media. They have a weekly post that has the audience submit a picture of the sleepest fan and they can win tickets to the game. They partnered with a local hotel and use that partnership to promote the contest. This post also generates a lot of traffic and engagement.

Outreach was the third category, and the Gamblers also scored a green. The Gamblers do a great job of being involved in the community and having charity nights. They had an event for the Disabled American Veterans and did a fantastic job of promoting it. They also did a great job of using a variety of posts to show what was going on. They had posts showing the special jerseys that were going to be worn and videos of the upcoming event.

The next category is retention and we gave the Gamblers a green in that category as well. One way to see if the customers are retaining the posts is to evaluate if they are engaging with the posts. The Gamblers get plenty of engagement on their posts even though they don't have a goal specifically designed to create engagement.

The last category for the Gamblers is tied-together. They scored a yellow in this category. After reviewing all of their owned media, they have a great framework, but there are still some aspects they can improve on and add a few connections. They have a good base, but they are not in the green category yet. They need to tighten up a few loose screws in order to reach the green status.

When it comes to the Blizzard, they did not score as well as the Gamblers. Starting with the synergy category, they scored a green. The Blizzard do a solid job of making sure their posts are aligning with what they are trying to accomplish. They do a great job of making sure the audience is up to date with what is going on with the team. Whether that is roster moves or highlights, they inform their audience.

The Blizzard scored a yellow in the promotion category. They have sponsors and partnerships and publish posts that involve those partnerships, but not consistently enough, hence



the yellow score. They posted an introductory video about a new partner but have not posted or involved that partner since.

Community outreach and involvement is a common goal between these two teams. The word community was mentioned in both organization's goals. The Blizzard scored a yellow in this category for the same reason as the promotion category. They mention community events on their platforms, but do not do it consistently enough to earn green.

Retention is the next category and in this category the Blizzard scored a red. The majority of their posts receive small amounts of engagement. Normally, their posts have the same person commenting or just a few likes. There are rarely any comments or shares. This lack of interaction could be due to the off-season, a time when fans are less engaged with the team.

The last category is tied-together, and in this category they scored a red. This is the area in which the Blizzard have the most work to do. There are constant broken links and a lack of interconnectivity between their platforms. They need to address this immediately as this is harming their overall social media presence.

After using the SPORT evaluation tool to compare the two organizations, it was quite evident that the Green Bay Blizzard were the organization that needed to be repaired. The Gamblers were better in just about every category, and the Blizzard have a lot of work to do to catch up to their local competitor. To see the evaluation tool, go to Appendix E.

### ***Social Media Examples***

The first social media post example for the Green Bay Gamblers shows a Cyber Monday post on Instagram, giving a discount to fans that plan on attending the game on November 30 (Appendix F). Some key points about this post include the image, the directions, and the hashtag.

The reason this image is eye-grabbing is because people tend to gravitate their attention to a graphic that will benefit them. Once the person sees this deal, the curiosity gets the best of them and they investigate what it takes for them to benefit from this deal. The directions are key in this equation because they are accurate and easy to follow. Lastly, the hashtag, #GoGamblers, is consistent with the rest of the Gamblers posts across all platforms.

The next example for the Gamblers is a Facebook post that @Stratattack found to be one of the best examples that we dissected (Appendix G). The image of people wearing beer can costumes is so ridiculous you just have to watch and see what happens. The caption is also perfectly executed. It mentions one of their sponsors with a tag, lists the date of the next game fans can participate in, has a list of further rewards, and has a recommendation of tagging three friends to help spread this message that much further. This is exactly the kind of post a team would want to produce to enhance and get conversation going about an in-game experience.

Another example of a Green Bay Gamblers post is one about a new acquisition announcement on Twitter (Appendix H). The first point to be noted on this post is the link to the website to give further information on the new player if someone is interested in learning more about him. This link is in plain sight and takes you right to the story on the website. The caption on this post is informational but does not breach into information overload, a common problem on social media. Lastly, like most of their posts, the hashtag is consistent.

The fourth example is also on Twitter, but is a promotional tweet after a Gamblers victory (Appendix I). A post like this is very valuable because it offers incentives for fans to utilize the promotion after the team wins. The graphic in this example is very satisfying and it

also incorporates the logo of the sponsor. The directions are very easy to follow again, and the link to Papa John's works correctly. This is a great example of a promotional social media post.

The final example of a social media post by the Green Bay Gamblers occurs on Facebook and deals with upcoming events (Appendix J). This 'Upcoming Events' portion is found towards the top of the Facebook page, which is very beneficial for the average person that doesn't like scrolling far to find something. This tool is used quite often on Facebook and is useful because it gives the dates, the title of the event, the location of the event, and how many people are interested. While this isn't a mechanism created by the Gamblers, they use it for their advantage. This mechanic is very important in an organization's hope of optimizing their usage and posts on Facebook.

The first Green Bay Blizzard social media post that @Stratattack analyzed was a tweet posted by the team with a graphic that shows the 2019 home schedule for the upcoming year and a link to the full schedule on their website (Appendix K). We concluded that this was a satisfying post for followers because the short video graphic displays the dates in a way that is very easy to comprehend. It's important to highlight the home games in some capacity because fans might be curious about when the Blizzard are playing in Green Bay in the near future. The link to the full schedule is a nice touch, too.

The next example of a social media post by the Green Bay Blizzard is a Black Friday ticket package on Facebook (Appendix L). Initially, this was put out on November 20 and was a very good post. The visual aspect of this post is appealing and caption is short but gets the point across. The reason that this post went from good to bad was because it was recycled almost verbatim three days later. Also, this post was almost identical to one posted on Twitter.

Lastly, a Green Bay Blizzard Instagram post puts the spotlight on a player returning to the team in 2019 (Appendix M). The first element of this post that @Stratattack liked was how the team tagged the player's personal Instagram in the post, making it easy for fans to follow him if they would like. Image choice is a key on Instagram and this post capitalized on a great photo selection. The caption was a little weak but it does instruct the viewer to check out the appropriately linked story in the bio if they would like to know more.

### ***Corrections***

As exemplified in the publication: *Social Media Strategy: Tools for Professionals and Organizations*, by Phillip Clampitt, our group used the corrections matrix to examine the various types and degrees of errors that are occurring within both organizations' social media plans. After analysis of both the Gambler's and Blizzard's social media, we will focus on corrections towards the Blizzard. To aid in correcting their strategy, we offer our rationale as to why these errors are impacting their organization and the strategies and tactics necessary to resolve their errors.

The corrections matrix is split into four sections pertaining to the severity of an error. These four categories are major blunder, modest gaffe, minor oversight, and missed opportunity. A major blunder is defined as the most severe of errors and can cause potential harm to an organization's credibility. We found that the Blizzard had two major blunders that occurred in their social media. First, their main website does not connect to their social media platforms, although the social media connects to the website. As mentioned earlier in our connections matrix, there is a one-way connection between the platforms that can greatly reduce an audience's likeliness to visit the social media platforms. This error, though simply reparable, can

negatively reduce fan attraction and communication with various demographics whom rely on a social media update rather than a website visit. Another major blunder includes a “dangerous website” pop-up that may appear when searching for the Blizzard’s website. One of our group members experienced this first-hand, and says they immediately left the site. Therefore, it can safely be assumed that others who attempt to visit the site also encounter this warning and do not proceed to the website. This is a major issue that should be resolved as soon as possible.

The second section of the corrections matrix, a modest gaffe, is defined as an error that is moderately annoying, but can easily be fixed. For the Blizzard, the first modest gaffe is the incorrect linkage of their Twitter account. On the main website, they have their (incorrect) Twitter account linked so that the feed can be seen by those visiting the website. Unfortunately, their posts are very outdated. This can form moderate confusion and irritation if someone were to see any posts about sales, tickets, or other promotions that are likely outdated. Fixing this problem saves the organization from declining credibility and less confusion of timely updates on the team. Another example includes the use of an external website owned by the Indoor Football League in which the Blizzard’s social media is either incorrectly linked or missing all together. On the website, the Blizzard’s YouTube channel is not linked, nor is their Ticket Star page for customers to buy tickets. The ticketing issue creates an inconvenience for both their local and national fan base, as fans have a hard time buying tickets online. Again, both examples of modest gaffe have impacted the achievement of the Blizzard’s communication goals.

The next section of the corrections matrix is minor oversight. These are small errors that can be rectified quickly. Our first example is that the Blizzard has multiple Facebook pages, both of which are linked to the website. This is a minor issue compared to the example in major

blunder because it is only one social media platform. Unfortunately, having both Facebook pages linked at the same time causes confusion for fans. The second example, related to the example of two Facebook pages, is that the Blizzard has two Twitter accounts linked to their website as well. Mentioned earlier in this report, Twitter is incorrectly linked with a wrong handle, causing confusion as to which updates are correct. This is an easy fix because the correct handle (@gbbizzard) is already connected to the website, the organization just needs to update the handle on their Twitter feed on the home page.

The final section of the corrections matrix is missed opportunity. These are opportunities that may benefit the company, but do not necessarily hurt the company otherwise. The first opportunity that the Blizzard unfortunately missed is the use of YouTube to share live showings of games and promoting such content on other platforms. In our analysis of their YouTube account, the Blizzard do not currently use the platform for live showings, although, the Indoor Football League does so on their YouTube channel. Though the IFL is increasing awareness for Blizzard Football, the actual organization can do so too. YouTube could also be used to share game highlights or other video-based content. A second missed opportunity is that the Blizzard's off-season strategy is not as strong as it could be. We noticed in our research that the organization had mostly outdated content from their previous season, with minimal updates on newly drafted players and upcoming schedules. There is a lot of potential for the Blizzard to increase awareness of the team and ultimately gain more followers by actively posting during the off-season. Both opportunities do not directly impact the Blizzard's ability to complete their social media goals per say, but could improve their overall social media strategy.

To summarize the corrections matrix, we offer strategies and tactics to help the Blizzard in moving forward and correcting their social media strategy. First, a strategy for tackling their major blunder is to connect all platforms of social media to their website to ensure proper linkage is established. A few tactics include linking the correct Facebook page, YouTube, and Snapchat to the home page of their website, implementing the correct Twitter handle into their Twitter feed at bottom of home page, and posting these links to their website throughout their social media content. Our second strategy is to consider the perception of their current and potential clients to determine the content that should be posted. Tactics for this would include conducting surveys upon how people hear about events or what they know and/or want to know, and conduct web analytics on social media platforms to determine interaction patterns. Our third strategy is to update their off-season social media plan by focusing on the preparations and planning of the organization for the approaching season. These tactics can include behind-the-scenes videos of preparation and practices, conduct an analysis on past fundraiser nights to begin budgeting for the next season, and asking through Facebook posts for promotional ideas from fans themselves. In all, our group feels that these few strategies and tactics will act as stepping stones for the Blizzard to use in repairing their social media strategy.

### ***Rejected Solutions***

Like other groups, we discovered a few solutions to this challenge that we rejected to incorporate in our report. Before selecting our two organizations, our group originally looked into comparing Kwik Trip and BP gas stations. Due to mutual interest in comparing sports teams, we chose to reject this option. Another solution we decided against was to use the same evaluation tool we developed during project two. While focusing on LinkedIn, specifically

reaching All-Star status, we decided to use the five Cs to evaluate a personal profile on the platform. Although project three uses the five Cs constantly, we knew we wanted to create a more fun and original evaluation tool that focused on the connections portion of the five Cs. Our final solution that we rejected was to focus our analysis on one particular social media platform. Both organizations had many examples of correctable content. As exemplified in our report, there are multiple areas that our selected organizations have that require improvements. If we had decided to focus on a specific platform instead of them all, we would greatly undermine the importance of analyzing the entirety of a social media strategy.

### ***Continuous Improvement***

@Stratattack had the pleasure of meeting with Dr. So What at the end of the presentation to go over specific continuous improvements if/when it came time to present to a client. Dr. So What gave great insight as to what to improve on as a group before presenting our ideas to either organization.

Dr. So What recommended tying together each organization's connection matrix to the SPORT evaluation tool. This would allow the client to better understand what is occurring in their organization as well as what they are doing right versus wrong. Another recommendation was to discuss more data gathering and limitations as part of the process of this project. Being able to show the client that thorough research has been conducted is important when it comes time to look at correcting the organization. An aspect @Stratattack dealt with during this project was the difference between off-season and in-season. Since the Gamblers are a hockey team, they are currently underway in their season. Therefore, when analyzing their social media, they were very proactive. When comparing this to the Blizzard, who are currently in their off-season,



this is not a prime time for observing and analyzing their social media platforms. However, this means that each organization needs to consider multiple strategic components, one for the off-season and one during the season. The last improvement area Dr. So What recommended to @Stratattack was to consider how the analytical findings supported the SPORT evaluation model.

## ***Conclusion***

The purpose of this project was to compare the social media strategies of two organizations and offer our rationale as to the repair of one strategy. We chose to focus on the Green Bay Gamblers and Green Bay Blizzard sports teams. Our analysis and research provided our first steps into crafting a smarter strategy for the Blizzard's social media. To cohesively connect the various topics we discussed in our report, we focused on the integration of the five Cs in the crafting of a social media strategy. We found that three main points best suit the task presented to us and conclusively summarize our findings.

First, an organization should speculate (ask the "what if" questions and consider competition and other factors), evaluate (current strategy and its efficiency in accomplishing business and social media goals), and adjust (make smart corrections to strategy that ensures soundness). This is critical to an organization because it allows them to observe their strategy from multiple angles and provides a second evaluation process to conduct.

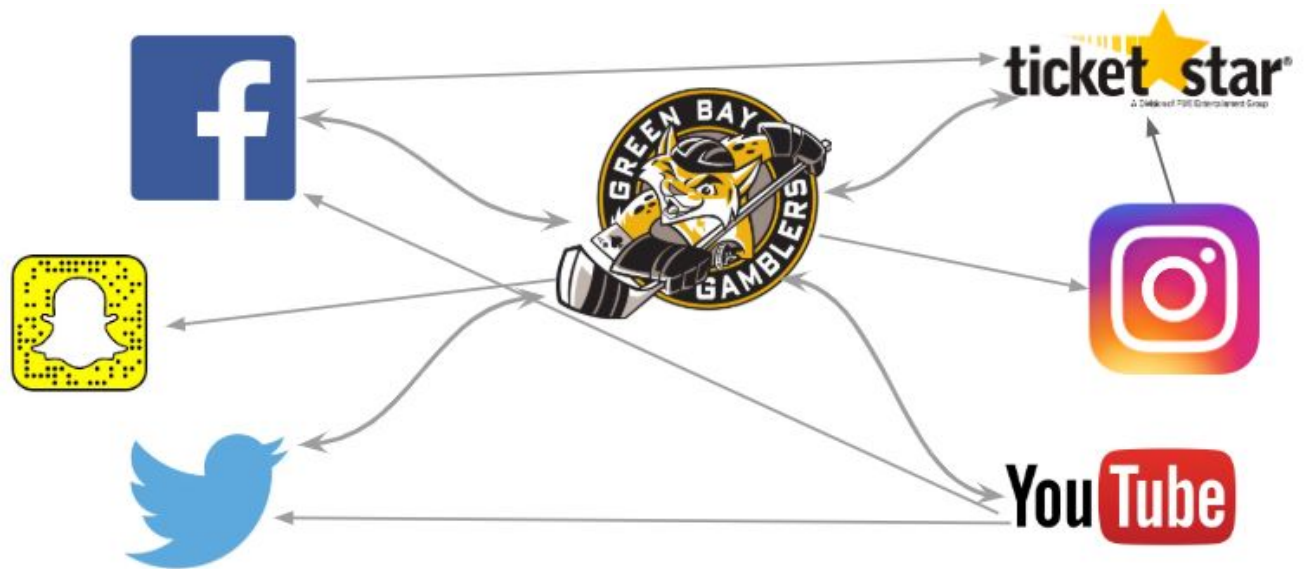
Second, an organization must understand that their social media goals are tools designed to reach their business goals. Although a business goal is required in order for social media goals to be crafted, business goals are the "tip of the iceberg," as our group would call it. They are the piece that everyone sees, while the social media goals are that which keep them above water. In

advancing business goals forward, a social media goal plays a similar role as a tactic in completing the strategy it corresponds to.

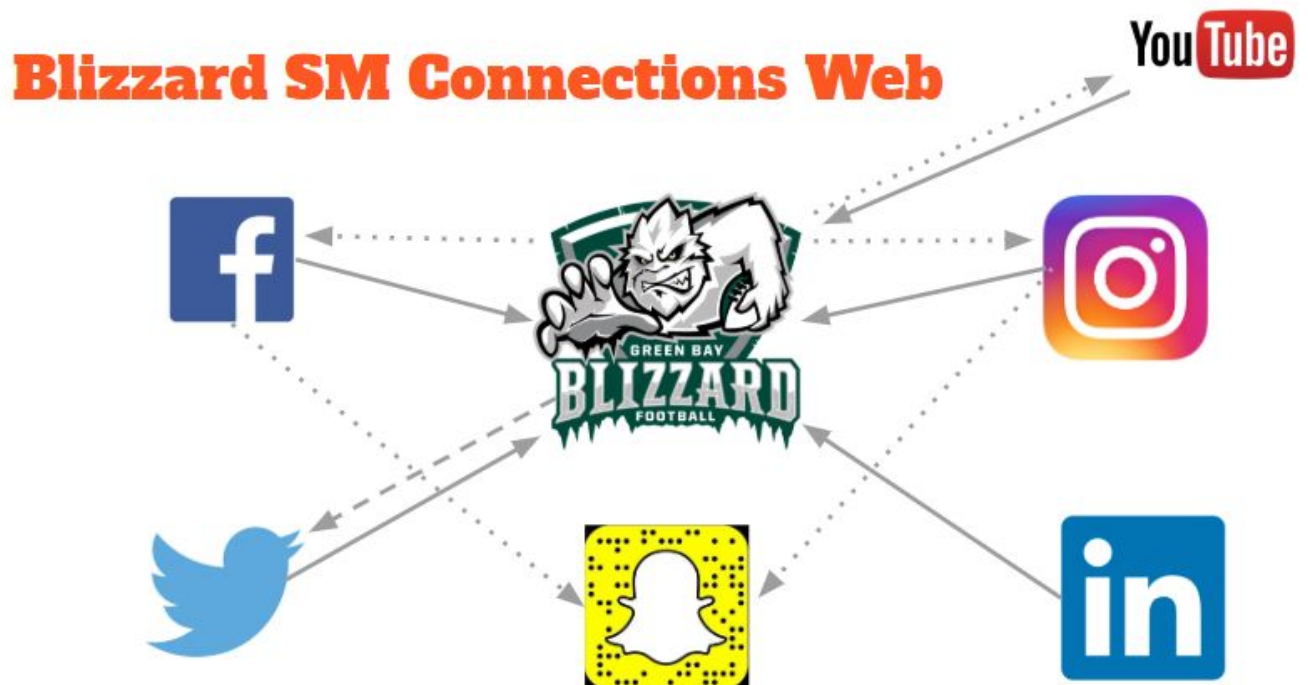
Finally, in order for an organization to properly use social media, they must understand that it is a vigorous and ever-evolving process. In order to sell and maintain the image of a company's brand, a company must think outside of the box, as social media platforms present new and dynamic opportunities. Improvements in master social media strategy cannot be seen, nor attained, overnight. To do so, one requires determination, adaptability, and a proactive mindset to both understand and solve the social media strategies and challenges.

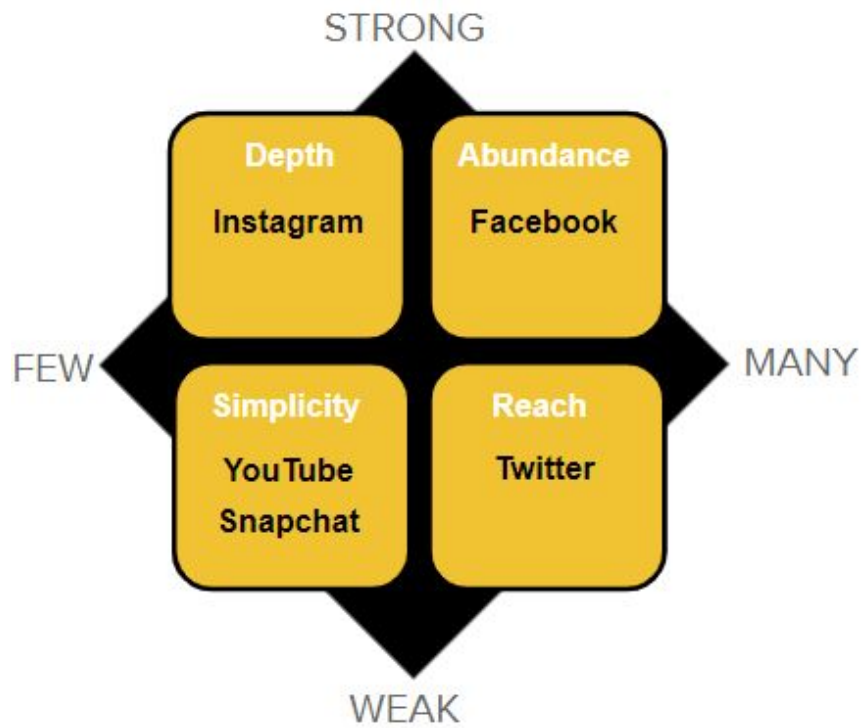
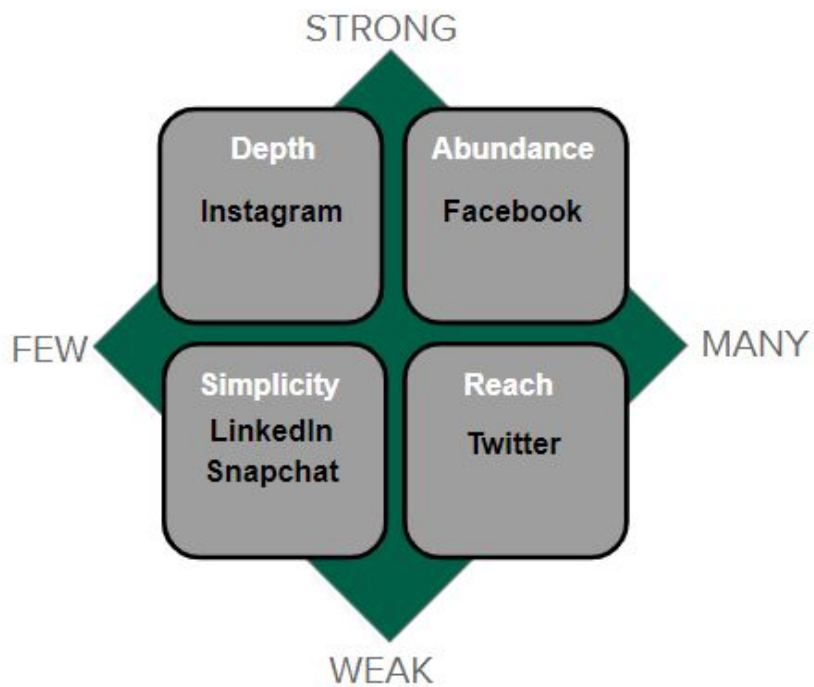
@Stratattack would like to express their gratitude towards Dr. So What for putting forth time and patience into teaching Social Media Strategies. Each continuous improvement is taken into great consideration when analyzing the final outcome of the project. @Stratattack hopes to continually enhance and create social media strategies from here on out.

*Appendix A: Connections Web (Gamblers)*



*Appendix B: Connections Web (Blizzard)*



*Appendix C: Connections Matrix (Gamblers)**Appendix D: Connections Matrix (Blizzard)*


*Appendix E: Evaluation Tool***Evaluation Tool: Gamblers vs. Blizzard**

Team	Synergy	Promotion	Outreach	Retention	Tied together
					
					

*Appendix F: Cyber Monday (Gamblers SM Example)*


POSTS

TAGGED







\$5 OFF

November 26  
8am - midnight



gamblersshockey • Follow

gamblersshockey !!CYBER MONDAY!!From 8am-midnight get \$5 off your ticket to this Friday's game, Nov 30! Follow the link in our bio to get yours before the sale is up! Happy shopping and #gogamblers

1 DAY AGO

Log in to like or comment.

*Appendix G: Beer Can (Gamblers SM Example)**Appendix H: New Acquisition (Gamblers SM Example)*



*Appendix I: Papa John's coupon (Gamblers SM Example)*

**Green Bay Gamblers**  
@GamblersHockey

Following

A Gamblers WIN yesterday means 50% off all regular menu pizza today!

Order online at [papajohns.com](http://papajohns.com) and use the code Gamblers50



8:16 AM - 18 Nov 2018

*Appendix J: Upcoming Events (Gamblers SM Example)*

## Upcoming Events



**Feb 15** **Superhero Night**  
Fri 7:05 PM  
Sports · 117 people

★ Interested

**Dec 8** **Military Night**  
Sat 7:05 PM · Resch Center Complex · Green Bay, Wis...  
Sports · 557 people

★ Interested

**Dec 27** **Princess Night, Mitten Toss, & Family Night**  
Thu 7:05 PM · Resch Center Complex · Green Bay, Wi...  
Sports · 506 people

★ Interested

*Appendix K: 2019 Home Schedule (Blizzard SM Example)*

Green Bay Blizzard  
@gbblizzard

Following



Mark your calendar's! The 2019 Blizzard schedule is out now!

Full Schedule:

[greenbayblizzard.com/schedule](https://greenbayblizzard.com/schedule)

*Appendix L: Black Friday (Blizzard SM Example)*

Green Bay Blizzard

November 23 at 10:29 AM · 🌐



TODAY ONLY: Buy 1, Get 1 FREE 10 Ticket Flex Packs!

Call (920) 499-2549 now!



7



*Appendix M: Player Return (Blizzard SM Example)**Appendix N: 100 Facts***Green Bay Gamblers**

Facebook, Twitter, Instagram, YouTube, Snapchat, Main Website

1. The history of organized hockey in Green Bay has been dated as far back as 1916 when the first regular amateur hockey team in Green Bay started playing games on the Fox River against a similar team from De Pere.
2. The first notable team to play in Green Bay was the Green Bay Hornets, an amateur team founded in 1947.
3. The first professional hockey team to be based in Green Bay was the Green Bay Bobcats who started playing in 1958 when the Brown County Veterans Memorial Arena was built.
4. Since their inception into the United States Hockey League in 1994 the Green Bay Gamblers have been one of the premiere junior "A" hockey franchises in all of North America.

5. More than 30 Gamblers alumni have appeared in the NHL
6. Three alums have won the Stanley Cup a total of four times
7. On March 25, 2013, former Gamblers head coach Jon Cooper was named the head coach of the Tampa Bay Lightning.[5] He is the first of three USHL coaching alum to lead an NHL team.
8. For the start of the 2002-2003 season the Gamblers moved into the Resch Center which was a state-of-the-art 8,800 seat arena which was built on the opposite side of Shopko Hall. The team does still play at the Arena a few times each season due to scheduling conflicts however the Resch Center is now the team's primary venue.
9. Since 1994 the average attendance of a Gamblers Game is 3,353 people,[8] which is a record that few teams in the USHL can top.
10. In 2010, the Green Bay Gamblers set a USHL record for the highest attended playoff game when 8,487 fans showed up to see game five of the USHL Playoff championship, a game the Gamblers won resulting in franchises third Clark Cup. The record has since been broken multiple times.
11. 4 time Clark Cup Champions
12. Ticket prices range from \$9 to \$18
13. In-game experiences include: Beer Can Race, Knocker Soccer, Hungry Hungry Hippos
14. Community programs include: Player School Appearance, Ace School Appearance, Youth Hockey, Goals for the Military, 50/50 Raffle, Ice Rental, Skate with the Gamblers
15. The myth, the legend, the bobcat, Green Bay's favorite mascot "Ace"
16. The Gamblers drafted "Ace" #1 overall at the 2008 mascot draft
17. One can become a member of the Puck Wall (a permanent place on the Tundraland Concourse at the Resch Center)
18. <https://www.hockeytv.com/#/> is the website fans can watch the games on
19. Team colors black and yellow
20. The Gamblers have 2,819 Instagram followers
21. The Gamblers have 10,700 Twitter followers
22. 29,482 people like the Gamblers on Facebook
23. The Facebook account focuses on ticket promotions and player recognition
24. The Gamblers Snapchat account is gamblers\_hockey
25. Green Bay Gamblers Hockey Club has 422 subscribers
26. The YouTube page isn't very active but mostly shows in-game experiences
27. The Twitter page mostly has score updates and player recognition
28. Upcoming games are easily seen on the main website
29. The main website is <https://gamblershockey.com/>
30. Gamblers joined Twitter in 2009
31. Instagram page is a lot of score updates and also some promotions
32. The link on the Instagram page takes you to the tickets section

33. The 2019 season will mark the 25th Anniversary
34. The main website links to their five social media platforms (Facebook, Twitter, YouTube, Instagram, and Snapchat).
35. The Facebook page links back to the main website.
36. The cover photo for the Gamblers is actually a cover video.
37. Many of the posts on Facebook are giveaways, promotions, or ticket sales. During the season, there are graphics of final scores and statistics.
38. Posting on the Facebook page is very active, with postings sent out daily or even multiple times a day.
39. The Twitter page links back to the main website.
40. Many Twitter posts are score graphics or other statistical or schedule information.
41. The link in the bio section of the Instagram account links to Ticket Star for ordering tickets for the upcoming game.
42. The YouTube account links to the main website, Facebook, and Twitter.
43. The main website is full of live links, usually directed to Ticket Star, the site used for ticket sales.
44. Roster of Green Bay Gamblers: <https://gamblershockey.com/roster>
45. The main corporate partners of the Green Bay Gamblers are: Menominee Casino Resort, Best Western-Green Bay, Festival Foods, Auto-Owners Insurance, Budweiser, Aurora BayCare Clinic Sports Medicine. (many others located: <https://gamblershockey.com/partners/corporate-partnerships>)
46. Six media partnerships, <https://gamblershockey.com/partners/media-partnerships>
47. Provides special offers-advance information behind the scenes.
  - a. #GoGamblers



- b.
48. Accessible seating chart with prices:  
<https://gamblershockey.com/wp-content/uploads/2018/09/18-19-Seating-Chart.png>
49. You are able to become a housing family for a hockey player.
50. Logo:



a.

51. Have won the Clark Cup 4 times
52. Gambler's Facebook page sends notifications to their followers when updating events.
53. Primary platform: Facebook
54. Play the song "Ace of Spades" whenever the Gamblers score a goal
55. Many international players on their roster

### **Green Bay Blizzard**

Facebook, Twitter, Instagram, LinkedIn, Main Website, YouTube, Snapchat

1. The Green Bay Blizzard is a professional indoor football team based out of Green Bay (Ashwaubenon).
2. The main Blizzard website (<https://www.greenbayblizzard.com>) does not contain any links to their social media platforms.
3. The website attempts to connect to Twitter by having the latest tweets scrolling through the bottom of the webpage. However, this is a broken link that leads nowhere.
4. The Twitter handle listed on the website is incorrect
  - a. Website says @BlizzardIFL - Actual is @gbbizzard
5. Nearly all the Tweets posted by @gbbizzard contain a link. The account itself links to the main website.
6. The Blizzard have 3,265 followers on Twitter.
7. The Instagram account has 1,556 followers. The bio section links to a ticket sales link on the main website.
8. Many posts on Instagram are graphics of specific players or events.
9. The Blizzard has an old and outdated Facebook account that pops up when searching for the team. The new account shows up as well.
10. Both the old and new Facebook accounts link to the main website.
11. The Blizzard has been advertised using WIXX radio's website
12. Blizzard's game schedule is promoted using WLUX
13. Y100 also has a particular event dedicated to them through the Blizzard Football team
  - a. Y100 Nights (<https://wncy.com/green-bay-blizzard/>)
14. Blizzard turned to Baer Performance Marketing to partner in creating a marketing strategy. In this strategy, they designed and integrated digital ads and consulted on media placement (<https://baerpm.com/case-histories/green-bay-blizzard-football/>)
15. The Green Bay Press Gazette is a consistent channel for Blizzard game updates both pre and post-game updates, tickets, and team updates as well.
16. In comparing with other competitive teams of the IFL, the majority have their SM linked to their main website (Twitter, Insta, and FB)
17. (Passive/Inactive FB Account):  
[https://www.facebook.com/pg/Green-Bay-Blizzard-213194958746170/ads/?ref=page\\_internal](https://www.facebook.com/pg/Green-Bay-Blizzard-213194958746170/ads/?ref=page_internal)

18. (Active FB Account): <https://www.facebook.com/greenbayblizzard/>
19. Blizzard held an event exclusively for Boy Scouts of America where all scouts received a Blizzard patch, and \$3.00 of every Scout Pack purchased was donated to BOA.  
<http://www.baylakesbsa.org/openrosters/ViewOrgPageLink.aspx?orgkey=2815&itemkey=13627>
20. Have a solid twitter base with 3,265 followers
21. Active on twitter as well with 4,771 tweets
22. Joined Twitter November 2009
23. Tweet highlights and news about the team
24. Facebook has 10,667 likes
25. Facebook seems less active compared to Twitter, still post often enough
26. The team started in 2003
27. They play at the Resch Center
28. Play games from February to June
29. Have their own website
30. Doesn't seem to have social media linked to their website <https://greenbayblizzard.com/>
31. They do have a 'latest tweets' portion but only for Twitter
32. Their 'about us' section on Facebook seems copied and pasted
33. Not a lot of interconnectivity between their owned platforms
34. They have a LinkedIn with 566 followers  
<https://www.linkedin.com/company/green-bay-blizzard>
35. The last post was 3 months ago (LinkedIn)
36. Mascot name is Bruiser
37. Compete with other local sports teams for competition
  - a. Gamblers
  - b. Booyah (formerly Bullfrogs)
  - c. Packers
  - d. High school sports
38. Larry and Kathy Treankler own the team
39. Partnerships with radio stations
  - a. Y100
  - b. 101.1 WIXX
40. Money is important whether donations or just funding.
41. Have a "dormant" season during the off-season
42. Website is very bare and is not updated during the off-season
43. High turnover rate of players and coaches
44. Season is built around the NFL and the Green Bay Packers
45. Resch Center is adorned with several banners highlighting achievements of the team

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Instagram (gamblershockey | greenbayblizzard)

LinkedIn.com (Green Bay Blizzard)

Snapchat (gamblers\_hockey | gbblizzard)

Twitter.com (@GamblersHockey | @gbblizzard)

YouTube.com (Green Bay Gamblers Hockey Club | Green Bay Blizzard IFL)