

SMMG

WHAT YOU MISSED

Sports PR Summit: Social Media Workshop

At Twitter Headquarters



Quality Over Quantity



The way Bleacher Report voice feels is what gives content worthy share hrs and even days later.

-@kathleenhessert
Sports Media Challenge

Bleacher Report started as volume game now focus on high quality content.

-Kathleen Hessert



When everyone was focused on driving to .com, our focus on social was putting out content people wanted to share.

-@KDorset
Bleacher Report

Go Live

You never know what's going to happen in sports and live video is perfect to capture that.

-@jeremythum
Warriors, Head of Digital

Conversation and video matters in sports because people care about every aspect of the experience

-@RABlack
Director of Live Content, Twitter

Share the Story



Anything can go viral if you tell the story well.

-@samsdeal
Pac 12 Network

We put a specific focus on developing content that works with the feel of each platform. Not one-size-fits-all.

-@KDorset
Bleacher Report



Being able to tell the story as it's unfolding ... Those are the ones who are doing it great

-@RABlack
Director of Live Content, Twitter

We want to give people news they didn't know they needed, but now they crave.

-@jskarp
Pac 12 Network



Hunch + instinct = great storytelling, capitalizing on a trend, bringing a big digital idea to life

-@CandiceCoots
Pac 12 Network

Twitter Can Advance an Experience



Knock Twitter all you want, but Twitter is the place for live content. Twitter compliments live TV.

-@RABlack
Director of Live Content
Twitter

The answer isn't to get rid of the phones at sporting events, it's to embrace them.

-@justinogarrity
Sprinklr



Twitter is not a distraction during a game or event. It adds to viewing experience, it compliments what you're watching.

-@ChrisYandle
Consultant, Maximus

Athletes as Brands



As a fan, I love to see athletes I follow take a stand on things that matter to them

-@iamBenLyons
The Players Tribune



@karalynnjoyce
Former Olympic Swimmer



I want the audience to get to know me as a person...not just an athlete

-@thEMANacho
NFL Linebacker

"Be your authentic selves, and the rights brands will find you."

"Athletes want to partner with brands that reflect similar values."

People don't realize we are humans too - We put in a lot of hard work...Being able to show it is great.

-@MarquetteKing
Oakland Raiders Punter



Eventually you can work on monetizing, but it starts with building community and engaging with fans.

-@MarquetteKing
Oakland Raiders Punter

Common sense drives what Marquette King says & doesn't say on social.

-@SportsMediaChal

Before I post I write it out and then put my phone in my pocket. After a few minutes I'll look at it again, and then put it back in my pocket. I'll then look it at one last time and ask myself "Should I tweet this?"

-@MarquetteKing
Oakland Raiders Punter



-Photo taken by
@LaurenTee



-Photo taken by
@karalynnjoyce