

My Notes and an edited copy of tweets using the hashtag #dssau

By Hamish Jones

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*Please note that this PDF is not endorsed directly by the guys at Digital Sports Summit(although I don't think they'd be too concerned.) I highly recommend anyone reading this who didn't make this year's summit to bite the bullet and make sure they attend next year. Check out the #dssau feed to see what is being updated there, make your own notes, and give it a go. Remember "we are all in this together." Special bonus points to the first person who tells me why that quote is relevant from a fan engagement perspective today.

*This is a working copy. If you have anything you think that I should add to this PDF let me know and I will update it. I'm a big believer in open source information when it comes to Fan Engagement and Development. Each team has their own Fan Base so sharing ideas is not going to cost anyone money and can build the entire sporting brand as a whole. Send me an email to hamish@fanengagement.net if you would like to add your feedback.

#dssau tweets

There were extra tweets that I removed, both before, after and during the event that I felt did not contain information useful information or add in any way to the ongoing conversation. If I have cut out any useful tweets then I am sorry. Again, this is a working document and if the conversation continues, the feed will be updated. The most recent Tweets are at the top.

[seancallanan](#) Sean Callanan

If you 'liked' [#dssau](#) from [@digisportau](#) then definitely follow [#dfm11](#) today from [@coyle20](#)

[DocSherrin](#) DocSherrin™

[#dssau](#) attendees inspired by [@kylespencer](#) & [@nmonroe](#) - [@thenyknicks](#) need a Mgr, Marketing Programs & Digital Platforms <http://bit.ly/km5uhU>

[edwyatt](#) edwyatt

Great story: from Sportscenter to Twitter to official marketing slogan. RT [@digisportau](#): [#FearTheDeer](#) [#dssau](#)

[nicktruelson](#) Nick Truelson

Platform of choice and TOPIC of choice, not always basketball content as not all fans want to talk bucks bball [@nmonroe](#) [#dssau](#)

[Jonno Simpson](#) Jonathan Simpson

Bucks not scared to take social media content off-topic. Fans love sport + their city, so why not talk to them about it. Nice! [#dssau](#)

[seancallanan](#) Sean Callanan

Australia is the 3rd biggest traffic driver for [@bucks](#) from [@nmonroe](#) [#dssau](#)

[BenWiseMelb](#) Ben Wise

Hi [@digisportau](#); in the interest of 'fan friendliness' would [@AFL/Telstra](#) ever let radio stations control their own online streams? [#dssau](#)

[Heath Evans](#) Heath Evans

Clearly the key to social media is handing the control over to fans & letting them have fun...NBA are amazing at this [#dssau](#)

[trevoryoung](#) Trevor Young

[@millionsofmyles](#) [@digisportau](#) My mail is [@Heath_Evans](#) isn't actually at [#dssau](#) - pretending he is via Twitter. Twitpic evidence required!

[trevoryoung](#) Trevor Young

RT [@Heath_Evans](#): 83% of online shoppers want to share [#dssau](#)

[popwords](#) Popwords

[#dssau](#) [@Danny_Bishop](#) tells us that peer recommendations on Facebook are 12 times more powerful than non-recommendations.

[Brad_Paton](#) Brad Paton

Talk about engagement - [@Danny_Bishop](#) has the [#dssau](#) crowd eating from the palm of his iPhone holding hand

[anthonyalsop](#) Anthony Alsop

I feel like [@Danny_Bishop](#) is giving away all the good secrets, just going to have create new ones I guess [#dssau](#)

[edwyatt](#) edwyatt

Good to see [@Danny_Bishop](#) use Wayne Gretzky in presentation. Used to drive from Seattle to Vancouver regularly to see The Great One. [#dssau](#)

[seancallanan](#) Sean Callanan

[#goodcall](#) RT [@mckayeliot](#): skate to where the puck is going to be, not where it has been - Wayne Gretzky [#dssau](#) prediction

[nicktruelson](#) Nick Truelson

Next up is Danny__Bishop Wine lover, digital lover, bombers lover and all round twitter legend [#dssau](#)

[Heath_Evans](#) Heath Evans

Authentic player content which shows the players as humans, fathers, brothers is the goal of the

[@AFLPlayers](#) association [#dssau](#)

[missjesscook](#) Jess Cook

Social media gives players a voice, which they're entitled to have! Advocacy is important. Really enjoying [@hart_ben](#)'s presentation [#dssau](#)

[Heath_Evans](#) Heath Evans

To read [@ianprendergast](#) blog about [#ufc](#) paying players to tweet go to www.aflplayersblog.com.au to find more details [#dssau](#)

[digisportau](#) Digital Sport Aus

Oh no, a MySpace reference! [#dssau](#) [@AFLPlayers](#) have taken down 63 FB pages, 8 twitter accounts, and 2 myspace pages [#dssau](#)

[digisportau](#) Digital Sport Aus

'Before you tweet something, imagine it on the front page of the Herald Sun' - Ben Hart's advice to players [#dssau](#)

[m0nty](#) Paul Montgomery

Ben Hart from [@AFLPA](#) at [#dssau](#) talking social media and [@AFL](#) players. Navigate tricky waters b/w Luddite officials and freewheeling players.

[Danny Bishop](#) Danny Bishop

[.@clarewolfensohn](#) reveals [#rwc2011](#) Facebook apps costing \$10-\$15k to build. [#dssau](#)

[ScottKilmartin](#) Scott Kilmartin

[#dssau](#) Very impressive prez from [@ClareWolfensohn](#) The [#RWC](#) digital team are very thorough @ tracking & measuring data. Trial & tweak.

[Jonno Simpson](#) Jonathan Simpson

[.@clarewolfensohn](#) "Easy to get a FB like, harder to work on the relationship afterwards" Sounds like dating [#dssau](#)

[m0nty](#) Paul Montgomery

Lessons so far from [#dssau](#): the US market is still 3 years ahead, but local experts are still kicking goals (or serving aces).

[trevoryoung](#) Trevor Young

Lots of conference action today! [#dssau](#) (Digital Sports Summit) & [#m360](#) (Mumbrella marketing event),

[missjesscook](#) Jess Cook

[@aussiegoldy](#) Couldn't agree with you more - to manage it you must commit - not easy, but reality!!! [#dssau](#)

[missjesscook](#) Jess Cook

I think this was raised last year at [#dssau](#), my thoughts - social media never sleeps - it's a 24/7 role for a committed, passionate person!

[seancallanan](#) Sean Callanan

Good vid [#dssau](#) RT [@muzroyale](#): Check out the winning vid from search for the St. George Digital Dragon: <http://j.mp/mNHJfL>

[missjesscook](#) Jess Cook

Well done Jo Banning. Great concept the St George Illawarra's Digital Dragon quest to find a Digital Dragon [#dssau](#)

[digisportau](#) Digital Sport Aus

The selection criteria for Digital Dragon: CV and experience, ability to stick to brief and video: Creative, Views, Likes [#dssau](#)

[nicktruelson](#) Nick Truelson

Jo Banning taking us through video applications for SG digital role. Very creative. Looking forward to hiring our digital dog soon [#dssau](#)

[hamishjones](#) Hamish Jones

St George hired based on a video application. Maybe [@westernbulldogs](#) should do the same for their current position given video focus? [#dssau](#)

[seancallanan](#) Sean Callanan

While we are talking recruitment at [#dssau](#) [@SportsGeekDI](#): Welcome to the [@SportsGeekHQ](#) Digital Intern program, why not apply? [bit.ly/I90I9G](#)

[aussiegoldy](#) Alana Fisher

A thought: digital channels will have greater value if broadcast rights still allow sport orgs to use video content online. [#dssau](#)

[digisportau](#) Digital Sport Aus

Tennis Australia uses WordPress across the web platform including apps, except for ao.com They use it because its so simple [#dssau](#)

[digisportau](#) Digital Sport Aus

Australianopen.com took out use of Flash where possible to make it as Apple friendly as phone, especially for the iPad [#dssau](#)

[Danny_Bishop](#) Danny Bishop

AO mobile traffic up by more than 60% last year, about the same time as dumping flash from the website. [#dssau](#)

[Adelaide_FC](#) Adelaide Crows

Wishes we were there [#dssau](#) instead of here

[aussiegoldy](#) Alana Fisher

Tennis Australia has lrg in-house digital team of 7 says [@kimtred](#). Take note other sports. This is the future! [#dssau](#) [#digisport](#)

[treveryoung](#) Trevor Young

RT [@OllyNoons](#): Follow [@digisportau](#) and keep track of [#dssau](#) to keep up to date with the conference today. Some great info already coming out

[hamishjones](#) Hamish Jones

I don't care whether people see my message on Facebook or website, as long as they're seeing the message. You can monetise Facebook [#dssau](#)

[tom_nickson](#) Tom Nickson

Totally agree. RT [@aussiegoldy](#): Facebook doesn't cannibalise website traffic. It creates a front door to your website. [#dssau](#)

[aussiegoldy](#) Alana Fisher

Facebook doesn't cannibalise website traffic. It creates a front door to your website. [#dssau](#)

[DocSherrin](#) DocSherrin™

Brilliant first up presentation by [@kylespencer](#)...new found love for the [@warriors](#) [#dssau](#)

[aussiegoldy](#) Alana Fisher

[@warriors](#) promote Facebook checkins every match and utilize Facebook Deals - [@kylespencer](#) [#dssau](#)

[Danny_Bishop](#) Danny Bishop

Meeting (a sports star) is a lot more interesting than meeting the guy who makes your coffee. - a close call in Melbourne!! [#dssau](#)

[SportsGeekHQ](#) Sports Geek

RT [@Danny_Bishop](#): "you can't have a social strategy today without considering mobile!" [@kylespencer](#) [#dssau](#)

[seancallanan](#) Sean Callanan

Mobile HAS to be incorporated in social strategy [@kylespencer](#) demoing Facebook Deals in Aus from next month [#dssau](#)

[hamishjones](#) Hamish Jones

Are we going to see AFL 'tweedia passes?' [#dssau](#)

[seancallanan](#) Sean Callanan

"Gain followers is a strategy not an objective" [@kylespencer](#) [#dssau](#)

[seancallanan](#) Sean Callanan

Hearing about [@warriors](#) Draft Challenge for data collection & sales leads using multiple social networks [#dssau](#) good work [@kylespencer](#)

[digisportau](#) Digital Sport Aus

Golden State Warriors grew their Twitter followers by 597% in the last calendar year [@warriors](#) [#dssau](#)

[nicktruelson](#) Nick Truelson

Golden State have FB, You Tube, Google and Twitter on their doorstep. Pretty handy companies for [@kylespencer](#) to run trials with [#dssau](#)

My Notes

Here are the notes on what I found interesting and important from the Speakers at Digital Sport Summit 2011. If you have anything you'd like to share, please send it through to me so I can update this file.

Golden State Warriors Presentation from Kyle Spencer (@kylespencer)

The interesting statistic for me here was the year on year growth that they achieved from 2010-2011 for sites like Facebook (443%) and Twitter (597%). This led to a huge increase in referral traffic to their website.

Kyle talked about leaks coming through Facebook and Twitter (new logo rebranding etc.) The Warriors, instead of trying to stop these 'leaks' embraced the challenge and tried to utilise this for their own advantage- turned an 'issue' to their advantage.

Emphasised the importance of tracking everything. Data is key and it helps you measure revenue increases across, and because of, your digital channels.

Key take out from this presentation- "Gaining Followers is a strategy, not an objective."

Embrace Social media journalists- Have a "Tweedie Day" and give active fans across platforms same access as mainstream media.

Mobile needs to be a part of your social strategy- Warriors make effective use of Check-In at games and have people on the ground promoting these check ins (how this will work in Aus is up for debate given the shocking WiFi and 3G coverage currently offered at sporting events.)

Australian Open Case Study from Kim Trengrove (@kimtren)

Interesting points for me here were:

1. Avoid Flash like the plague
2. Extensive use of Wordpress
3. Keep creative work in-house (team of 7)

St George Illawarra- Hiring a Social Person.

An interesting case study in how the future of social hiring may occur. Is the CV dead? Are skills and creativity more important than experience.

Making the Most of Social Media- Clare Wolfensohn from the RWC2011 Team (@clarewolfensohn)

Engaging content- you need to target your engagement and plan your content. If content is not targeted and planned, you may end up in a situation where 75% of people who become a 'fan' of your page never see your Facebook content- you need to make sure people are encouraged to 'like' or comment on your post.

Clare emphasized the importance of measuring and analysing results to see what works and doesn't work. It's a process of trial and error where you are constantly tweaking your activities

You need to make fans feel important. You need to be creative in the way that you sell to fans. Find your social media voice.

Customer Service using social media as a tool- visible and effective.

Consider Apps and competitions (average Facebook App price for RWC2011 is \$10-\$15K NZ)

Social Media in the spotlight: A positive or a negative- Ben Hart AFLPA (@hart_ben)

Current Rules- "Players must apply to use their image"

Players are getting better but still a role for social media education.

Removing content from social media sites- It is easier to prove and remove fake content on Facebook. "offensive" material tougher because of argument that what constitutes offensive material is subjective. Cannot remove fake accounts from Twitter as people are allowed to set up fake accounts as long as they identify them as fake.

The AFLPA sees themselves as content aggregators, sharing all the players content from the one place. (They keep a list of AFL players on Twitter here- <http://aflpa.com.au/articleimage/afl-players-twitter>)

The changing face of Sports Retail

There's only 20% penetration in online Fan engagement by AFL clubs in Facebook.

Social media done properly isn't cheap so you need to set goals and measure ROI.

You can do business with your fans:

- Brand awareness
- Call to action
- Unique offers
- Set up a dedicated shopfront

Tell people your story, tell them about your products (in a non-salesy way), run competitions and try Facebook ads.

Call to action- Used an Essendon FC example (tie in DVD pre-ordering with a special game etc)

Unique offers- promo codes.

Facebook shop front to increase impulse purchases.

Learn who your fans are and encourage peer recommendations

Online shoppers like to share and WOM is 3 times more effective than ads.

Don't forget mobile, improve email marketing and remember that WiFi and 3G suck at the moment in Australia so location-based deals are only half way there.

The Future of Sports Broadcasting- Panel Discussion

*My notes on the panel discussion are limited. If anyone has any detailed notes on this, I'd love to see them and flesh this out. There was a lot of great discussion here from the guys.

How to commercialise your digital assets- Nick Monroe Milwaukee Bucks (@nmonroe)

Engagement strategies need to provide entertainment, competition and value.

Entertainment needs to be more about just winning and losing (add value)

Need to attract and engage through marketing, connect and convert through sales.

Engagement opportunities include polls, sharing trivia, game check ins, contests, games and asking Fans to share.

Online Revenue- 84% ticket sales, 14% digital sponsorship and rest is merchandise.

It's all about ticket sales.

Digital Strategies

Email marketing covers 35% of digital ticket revenue and 10% of digital sponsorship revenue (remember email!)

Mobile covers 5% of digital ticket revenue and 10% of digital sponsorship revenue.

Social media- a big traffic driver and interactive.

Make fans feel like insiders, have game night conversations and player interaction

Conversation can be about what the fans want, not necessarily what the Bucks want.

If a trending topic happens, it can be a trigger for later content to keep the conversation going.

Australia 3rd highest visitors to the Bucks website (power of an Andrew Bogut like figure involved in promoting your team through different channels)

Make sure you follow all the Tweeps mentioned above, make sure you read all of the blog posts on the Digital Sports website, and make sure you let me know what to add to this to make it more up to date and more relevant to everyone. Fan Engagement is key across all sports and I do think there are enough Fans to go around so we should all share.

<http://www.digitalsport.com.au/blog/>