



Anaheim DUCKS



SOCIAL MEDIA BRAND
PROJECT
HOLLY AREND



DECEMBER 2023





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Introduction

The Anaheim Ducks, a revered NHL team located in Anaheim, California, have established a robust and multifaceted presence across various social media platforms, effectively engaging with their audience through diverse content and interactive approaches.



VISION

The Anaheim Ducks envision becoming a paragon of sporting excellence, uniting a global community through hockey while championing impactful social change both on and off the ice.

MISSION

The Anaheim Ducks strive to excel on the ice, engage their fan base, and positively impact their community through the sport of hockey.



Overview and Justification

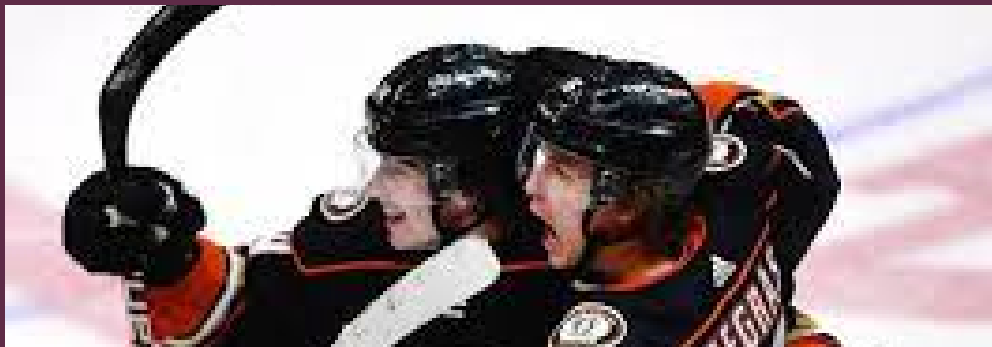
UGC JUSTIFICATION

Leveraging Current Social Media Presence:

The Anaheim Ducks boast a substantial social media presence, notably on Instagram with over 1 million followers, indicating a strong, engaged fan base. The platform acts as a visual storytelling medium for the team, showcasing game highlights, behind-the-scenes moments, and fan interactions. Leveraging UGC on this platform aligns with the existing content strategy while tapping into the engaged fan base.

EMPHASIS ON FAN ENGAGEMENT

UGC serves as a powerful tool to foster a deeper connection between the team and its fans. The Ducks' social media audit highlights their commitment to engaging and connecting with fans on a personal level. Encouraging user-generated content further amplifies this connection by providing followers with an opportunity to actively contribute to the team's narrative and feel personally involved in the Ducks community.



STRENGTHENING BRAND ADVOCACY:

The team's analysis underscores the dedication and loyalty of Ducks supporters. Leveraging UGC campaigns can transform these loyal followers into brand advocates. By inviting fans to share their experiences, stories, and content related to the team, the Ducks can harness their passionate fan base to authentically promote the team's brand, fostering a sense of authenticity and inclusivity.



Intended Audience



THE ANAHEIM DUCKS' SOCIAL MEDIA PRESENCE CATERS TO A DIVERSE AUDIENCE BASE:

- HOCKEY ENTHUSIASTS: COMPRISING AVID NHL FOLLOWERS, DEEPLY INTERESTED IN GAME DYNAMICS, STRATEGIES, AND THE COMPETITIVE SPIRIT.
- TEAM SUPPORTERS: DEDICATED FANS EMOTIONALLY INVESTED IN THE TEAM'S JOURNEY, DISPLAYING LOYALTY AND PASSIONATE ENGAGEMENT WITH THE DUCKS' CONTENT.
- LOCAL AND GLOBAL FANS: SPANNING LOCAL FOLLOWERS FROM ANAHEIM AND SURROUNDING AREAS TO AN EXTENSIVE GLOBAL FANBASE ACROSS DIVERSE DEMOGRAPHICS.
- ENGAGED AND INTERACTIVE FOLLOWERS: ACTIVELY PARTICIPATE IN DISCUSSIONS, SHARE POSTS, ATTEND GAMES, AND SUPPORT THE TEAM THROUGH VARIOUS SOCIAL MEDIA INTERACTIONS.
- COMMUNITY-ORIENTED FANS: THOSE ALIGNED WITH THE DUCKS' COMMUNITY INITIATIVES, SUPPORTING CHARITABLE CAUSES AND COMMUNITY OUTREACH PROGRAMS.
- PASSIONATE AND VOCAL SUPPORTERS: EXPRESSIVE AND ENTHUSIASTIC IN THEIR SUPPORT FOR THE TEAM, CONTRIBUTING ACTIVELY TO THE VIBRANT ONLINE DUCKS COMMUNITY.





SMART Objectives

- **OBJECTIVE:** INCREASE INSTAGRAM ENGAGEMENT BY 25% WITHIN THE NEXT SIX MONTHS THROUGH USER-GENERATED CONTENT INITIATIVES.
- **SPECIFIC:** DEVELOP AND LAUNCH A USER-GENERATED CONTENT CAMPAIGN ON INSTAGRAM.
- **MEASURABLE:** TRACK ENGAGEMENT METRICS (LIKES, COMMENTS, SHARES) TO ASSESS THE CAMPAIGN'S SUCCESS.
- **ACHIEVABLE:** ALLOCATE RESOURCES FOR CONTENT CREATION AND ENGAGEMENT MONITORING TO ACHIEVE SET MILESTONES.
- **RELEVANT:** ALIGN THE CAMPAIGN WITH THE OVERARCHING GOAL OF AUGMENTING ENGAGEMENT AND DIVERSIFYING CONTENT.
- **TIME-BOUND:** COMPLETE THE CAMPAIGN WITHIN SIX MONTHS, CONTINUOUSLY EVALUATING AND ADJUSTING STRATEGIES.



Tactics Utilized for Each Objective

TACTIC 1

User-Generated Content Campaign: Launch a campaign encouraging fans to create and share Ducks-related content.

TACTIC 2

Collaborate with Influencers: Partner with influencers aligned with the team's values to amplify campaign reach.

TACTIC 3

Engaging Storytelling: Feature fan-centric stories and experiences to foster a sense of community.





Plan for Measuring Success



1. **ENGAGEMENT RATE:** MEASURE THE ENGAGEMENT RATE ON EACH PLATFORM (INSTAGRAM, TIKTOK, FACEBOOK) BY TRACKING LIKES, COMMENTS, SHARES, AND SAVES PER POST. AIM FOR AN INCREASED ENGAGEMENT RATE OVER TIME.
2. **FOLLOWER GROWTH:** MONITOR THE GROWTH IN FOLLOWERS ACROSS PLATFORMS MONTHLY. SET A TARGET NUMBER OF NEW FOLLOWERS PER MONTH OR QUARTER TO MEASURE ORGANIC GROWTH.
3. **REACH AND IMPRESSIONS:** TRACK THE REACH AND IMPRESSIONS OF POSTS TO GAUGE THE CONTENT'S VISIBILITY AND AUDIENCE REACH. LOOK FOR AN UPWARD TREND IN THESE METRICS.
4. **USER-GENERATED CONTENT (UGC):** MEASURE THE VOLUME OF UGC SUBMISSIONS OR TAGS RELATED TO THE TEAM. SET A TARGET FOR UGC CREATION AND TRACK THE INCREASE IN USER-GENERATED POSTS.
5. **CLICK-THROUGH RATE (CTR):** ANALYZE THE CTR ON LINKS SHARED IN POSTS (TICKET SALES, MERCHANDISE, WEBSITE). AIM FOR A HIGHER CTR BY PROVIDING COMPELLING CONTENT AND CALLS-TO-ACTION.
6. **RESPONSE RATE AND TIME:** EVALUATE THE RESPONSE RATE AND TIME TO FAN QUERIES OR COMMENTS. AIM FOR A HIGH RESPONSE RATE AND DECREASE IN RESPONSE TIME TO ENHANCE ENGAGEMENT.
7. **VIDEO VIEW METRICS:** TRACK VIDEO VIEWS, COMPLETION RATES, AND AVERAGE VIEW DURATION FOR LONGER-FORM VIDEOS. ANALYZE WHICH CONTENT FORMAT RESONATES BEST WITH THE AUDIENCE.
8. **HASHTAG PERFORMANCE:** MONITOR THE PERFORMANCE OF BRANDED HASHTAGS OR CAMPAIGN-SPECIFIC HASHTAGS. MEASURE THE NUMBER OF TIMES THEY ARE USED OR ENGAGED WITH BY THE AUDIENCE.
9. **INFLUENCER IMPACT:** ASSESS THE IMPACT OF INFLUENCER COLLABORATIONS BY TRACKING FOLLOWER GROWTH, ENGAGEMENT, AND REACH DURING AND AFTER INFLUENCER CAMPAIGNS.
10. **COMMUNITY INITIATIVES:** MEASURE THE IMPACT OF COMMUNITY-DRIVEN INITIATIVES BY TRACKING PARTICIPATION, DONATIONS, OR INVOLVEMENT IN COMMUNITY EVENTS THROUGH SOCIAL MEDIA.



SWOT Analysis



A comprehensive SWOT of the Anaheim Ducks Social Media

STRENGTHS

1. **ENGAGEMENT STRATEGIES:** ACTIVE ENGAGEMENT VIA POLLS, CHALLENGES, AND FAN-DRIVEN CAMPAIGNS.
2. **VISUAL CONTENT:** HIGH-QUALITY VISUALS LIKE GAME HIGHLIGHTS AND PLAYER INTERACTIONS.
3. **PARTNERSHIP LEVERAGE:** STRONG COLLABORATIONS WITH SPONSORS AND LOCAL BRANDS.
4. **CONSISTENT BRANDING:** MAINTAINING A COHESIVE BRAND VOICE AND IMAGE ACROSS PLATFORMS.

OPPORTUNITIES

1. **FAN-GENERATED CONTENT:** ENCOURAGING USER-GENERATED CONTENT FOR COMMUNITY INVOLVEMENT.
2. **STORYTELLING ENHANCEMENT:** LEVERAGING STORYTELLING TO HIGHLIGHT PLAYER JOURNEYS AND TEAM CULTURE.
3. **NEW PLATFORM EXPLORATION:** TAPPING INTO EMERGING PLATFORMS OR FEATURES FOR WIDER OUTREACH.
4. **GLOBAL REACH:** EXPANDING REACH BEYOND LOCAL AUDIENCES FOR BROADER FAN ENGAGEMENT.

WEAKNESSES

1. **LIMITED PERSONALIZATION:** LACK OF PERSONALIZED OR HUMANIZED CONTENT FOR FANS.
2. **INCONSISTENT SCHEDULE:** IRREGULAR POSTING SCHEDULES AFFECTING ENGAGEMENT.
3. **INTERACTIVE GAP:** OPPORTUNITIES EXIST FOR LIVE Q&A SESSIONS OR REAL-TIME INTERACTIONS.
4. **ANALYTICS UTILIZATION:** UNDERUTILIZATION OF DATA FOR TARGETED CONTENT STRATEGIES.

THREATS

1. **COMPETITIVE ENVIRONMENT:** STANDING OUT AMID COMPETITIVE SPORTS AND ENTERTAINMENT CONTENT.
2. **REPUTATION MANAGEMENT:** HANDLING NEGATIVE FEEDBACK AND CRISES EFFECTIVELY.
3. **ALGORITHMIC CHANGES:** ADAPTING TO CHANGES IN SOCIAL MEDIA ALGORITHMS FOR VISIBILITY.
4. **PRIVACY CONCERNS:** NAVIGATING DATA PRIVACY ISSUES AND TRUST IMPLICATIONS.



Influencer Choice



TIKTOK HANDLE: @CAPRICECLEVLAND

ABOUT CAPRICE:

CAPRICE IS A TIKTOK INFLUENCER KNOWN FOR HER ENERGETIC AND ENGAGING CONTENT RELATED TO SPORTS, PARTICULARLY HOCKEY. SHE'S PASSIONATE ABOUT HOCKEY CULTURE, FREQUENTLY SHARING HER EXPERIENCES ATTENDING GAMES, DISCUSSING PLAYER STATS, AND OFFERING INSIGHTS INTO THE SPORT'S NUANCES.

QUALITIES AND STRENGTHS:

PASSIONATE HOCKEY FAN: CAPRICE'S LOVE FOR HOCKEY IS EVIDENT IN HER CONTENT. SHE'S KNOWLEDGEABLE ABOUT THE GAME AND IS ADEPT AT BREAKING DOWN COMPLEX HOCKEY CONCEPTS INTO ENGAGING AND DIGESTIBLE TIKTOK CONTENT.

ENGAGING PRESENTATION: SHE USES TIKTOK'S FORMAT CREATIVELY, INCORPORATING QUICK, ATTENTION-GRABBING SNIPPETS, CHALLENGES, AND EDUCATIONAL CONTENT ABOUT HOCKEY, WHICH RESONATES WITH HER AUDIENCE.

ACTIVE COMMUNITY ENGAGEMENT: CAPRICE INTERACTS WITH HER FOLLOWERS, HOSTING LIVE Q&A SESSIONS, RESPONDING TO COMMENTS, AND FOSTERING A SENSE OF COMMUNITY AMONG HOCKEY ENTHUSIASTS ON TIKTOK.

INCLUSIVITY AND EDUCATION: SHE PROMOTES INCLUSIVITY IN SPORTS AND AIMS TO EDUCATE HER AUDIENCE ABOUT DIFFERENT ASPECTS OF HOCKEY, MAKING THE SPORT MORE ACCESSIBLE AND ENJOYABLE FOR EVERYONE.

POTENTIAL COLLABORATION: CAPRICE MIGHT BE INTERESTED IN COLLABORATIONS THAT ALLOW HER TO SUPPORT AND PROMOTE THE ANAHEIM DUCKS, LEVERAGING HER PLATFORM TO ENGAGE HER AUDIENCE WITH THE TEAM'S CONTENT AND INITIATIVES.





Original Posts

POST 1: USER-GENERATED CONTENT CHALLENGE

IMAGE: SNAPSHOT OF A FAN CHEERING AT A DUCKS GAME

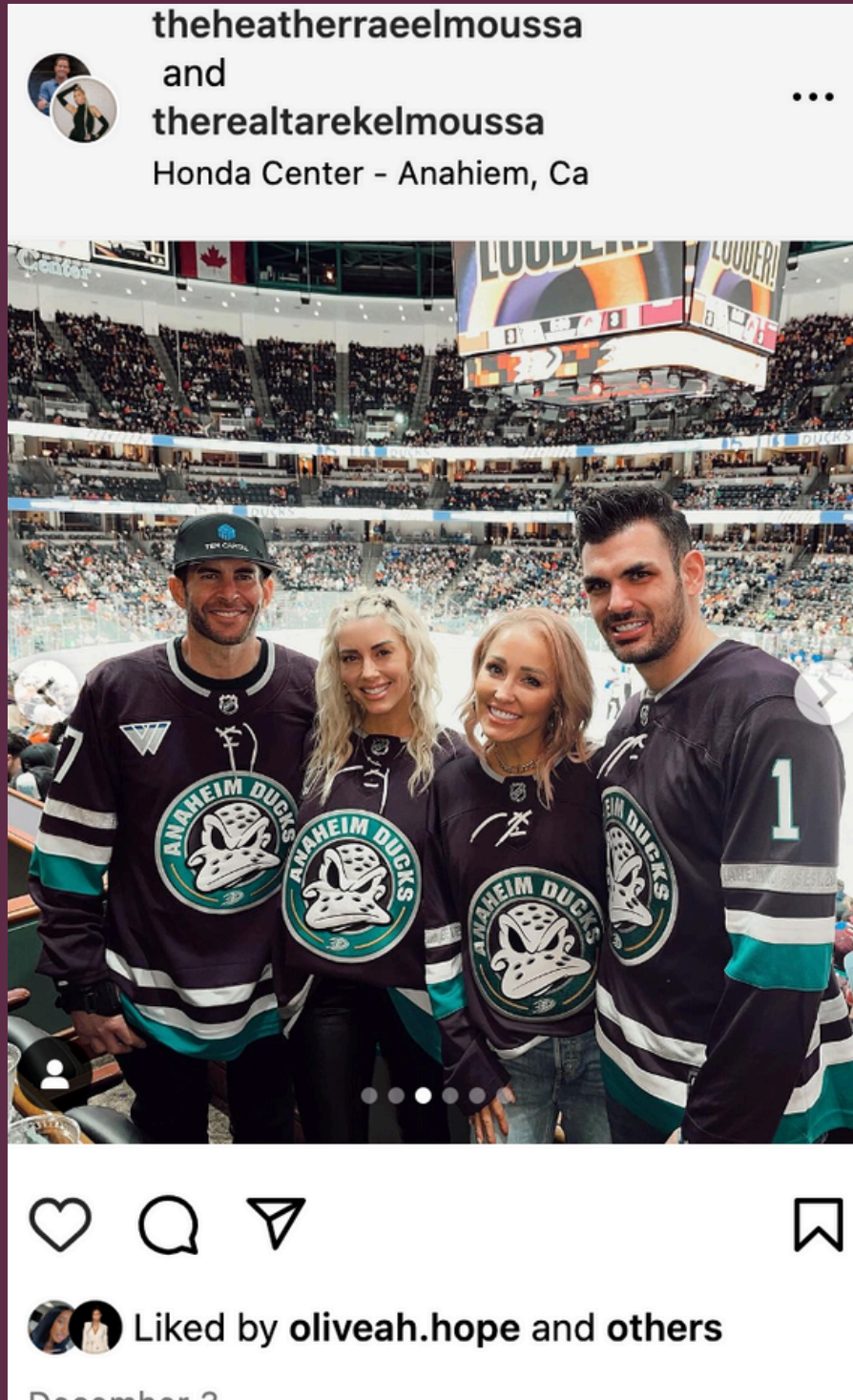
_COPY: "👉👈 CALLING ALL DUCKS FANS! SHARE YOUR GAME DAY CHEERS USING #QUACKATTACKCHALLENGE FOR A CHANCE TO BE FEATURED ON OUR PAGE! LET'S PAINT INSTAGRAM YELLOW WITH OUR DUCKS SPIRIT! 🦆
🦆 #ANAHEIMDUCKS #FANLOVE"



POST 2: INFLUENCER COLLABORATION

IMAGE: INFLUENCER WEARING DUCKS MERCHANDISE

_COPY: "🌟🌟 EXCITING COLLABORATION ALERT! DELIGHTED TO TEAM UP WITH @INFLUENCERNAME TO CELEBRATE OUR DUCKS FAMILY. STAY TUNED FOR EXCLUSIVE BEHIND-THE-SCENES ACCESS, GIVEAWAYS, AND A WHOLE LOT OF DUCKS FUN! 🌟 #DUCKSXINFLUENCER #EXCLUSIVEACCESS"



POST 3: ENGAGING STORYTELLING

IMAGE: HEARTWARMING PHOTO OF A FAN'S CHERISHED DUCKS MEMORABILIA
_COPY: "❤️ EVERY PUCK, EVERY JERSEY TELLS A STORY. SHARE YOUR PRIZED DUCKS POSSESSIONS IN THE COMMENTS BELOW AND LET'S REMINISCE TOGETHER!
#OURDUCKSJOURNEY #FANFAVORITES"



Sources

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