



BADMINTON EUROPE 2017 MEMBERS' FORUM

31ST MARCH 2017

OREA PYRAMIDA HOTEL

PRAGUE, CZECH REPUBLIC



Badminton Europe 2017 MEMBERS' FORUM

TITLE : Why social media?

Presenter: Emma Lollike
& Mark Phelan

31st March 2017



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Overview of presentation

Short introduction

What is social media?

BEC's SoMe during #EMTC17

Tools for SoMe

Photo database

Questions



BADMINTON EUROPE 2017 MEMBERS' FORUM

Short introduction

Emma Bjersing Lollike

Graduated from Southern University of Denmark in 2016

BA in International Business Communication (English & Spanish)

Junior Manager at Badminton Europe since 1 July 2016

Mark Phelan

Member of AIPS global badminton commission

Commentator for BEC

Freelance journalist and photographer for Badminton Europe since 2011



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What is social media?

Definition from Oxford Dictionaries:

“Websites and applications that enable users to create and share content or to participate in social networking”



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What is social media?

Businessdictionary.com:

“(...) It involves blogging and forums and any aspect of an interactive presence which allows individuals the ability to engage in conversations with one another, often as a discussion over a particular blog post, news article, or event”



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What is social media?

Facebook had **1.86 billion** monthly active users

Twitter had **319 million** monthly active users

Instagram had **600 million** monthly active users

<https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

<https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>

<https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>



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What is social media?

Estimated population in Europe - 823,000,000

328,000,000 of them are on Facebook (2016)

- <http://www.internetworldstats.com/stats4.htm>



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What is social media?

	BEC	Badminton Oceania	Badminton Asia	Badminton Confederation Africa	BWF
Facebook	82.241	4619	15	3142	328.392
Twitter	14,668	741	272	103	59,516
Instagram	12,197	60	-	-	-



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What is social media?

The best Facebook post from BEC:

Badminton Europe: #EMTC17 - Rallies of the day 1

Watch the best rallies of the first day at Badminton: European Mixed Team Championships, Lubin - Poland 2017 Players included: Scott Evans, Henri Hurskainen, Sabrina Jaquet, Chris Langridge Marcus Ellis Beatriz Corrales and many more. WHICH...

2:07 · Uploaded on 21/02/2017 · View permalink

Video performance in this post

⌚ Minutes viewed	14,558	>
🎥 Video views	16,011	>
🎥 10-second views	9,243	>
📺 Video average watch time	0:20	>
👤 Audience and engagement		>



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What is social media?
The best Twitter post from BEC:

Tweet activity



Badminton Europe @EuropeBEC

BREAKING NEWS! Basel (SUI) will be hosting the 2019 World Championships 🇨🇭👍



Reach a bigger audience

Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	18,792
Total engagements	574
Detail expands	289
Profile clicks	137
Retweets	77
Likes	68
Replies	3



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What is social media?
The best Instagram post from BEC:



badminton_europe

2,754 likes

31w

badminton_europe Viktor Axelsen looked like he was ready to go in and get that #bronze around his neck 🏸🥉
#rio2016 #badminton #olympics
#WELIVEBADMINTON #GoEurope
#bronzemedal

view all 22 comments

mohsenliro 👍👍

aini_jj he's cute!!

rosmahsyari Alan Budikusuma 1992 (INA), Poul Erick Hoyer Larsen 1994 (DEN), Ji Xinpeng 2000 (CHN), Taufik



Add a comment...





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BEC's SoMe during #EMTC17

Live stream via Laola1 TV

Graphics promoting live stream before each tie

Daily articles posted on Facebook and Twitter

Daily photo album on Facebook and photo montage on Twitter

Live interviews on Facebook

Highlights photographed or filmed on phone for Instagram – always shared to every SoMe

Informal content on Instagram story

Rallies of the Day-videos



BEC's SoMe during #EMTC17

Graphics promoting live stream before each tie





BADMINTON EUROPE 2017 MEMBERS' FORUM

BEC SoMe during #EMTC17

Facebook statistics for 15-19 February 2017

15 Feb day 1 → **29** posts – reached **63,738**

16 Feb day 2 → **21** posts – reached **87,465**

17 Feb Quarter-finals → **31** posts – reached **75,380**

18 Feb Semi-finals → **30** posts – reached **105,176**

19 Feb Final → **23** posts – reached **127,346**



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BEC SoMe during #EMTC17

Twitter statistics for 15-19 February 2017

15 Feb day 1 → **24** tweets – reached **40,425**

16 Feb day 2 → **28** tweets – reached **49,737**

17 Feb Quarter-finals → **29** tweets – reached **52,770**

18 Feb Semi-finals → **30** tweets – reached **51,300**

19 Feb Final → **18** tweets – reached **40,445**



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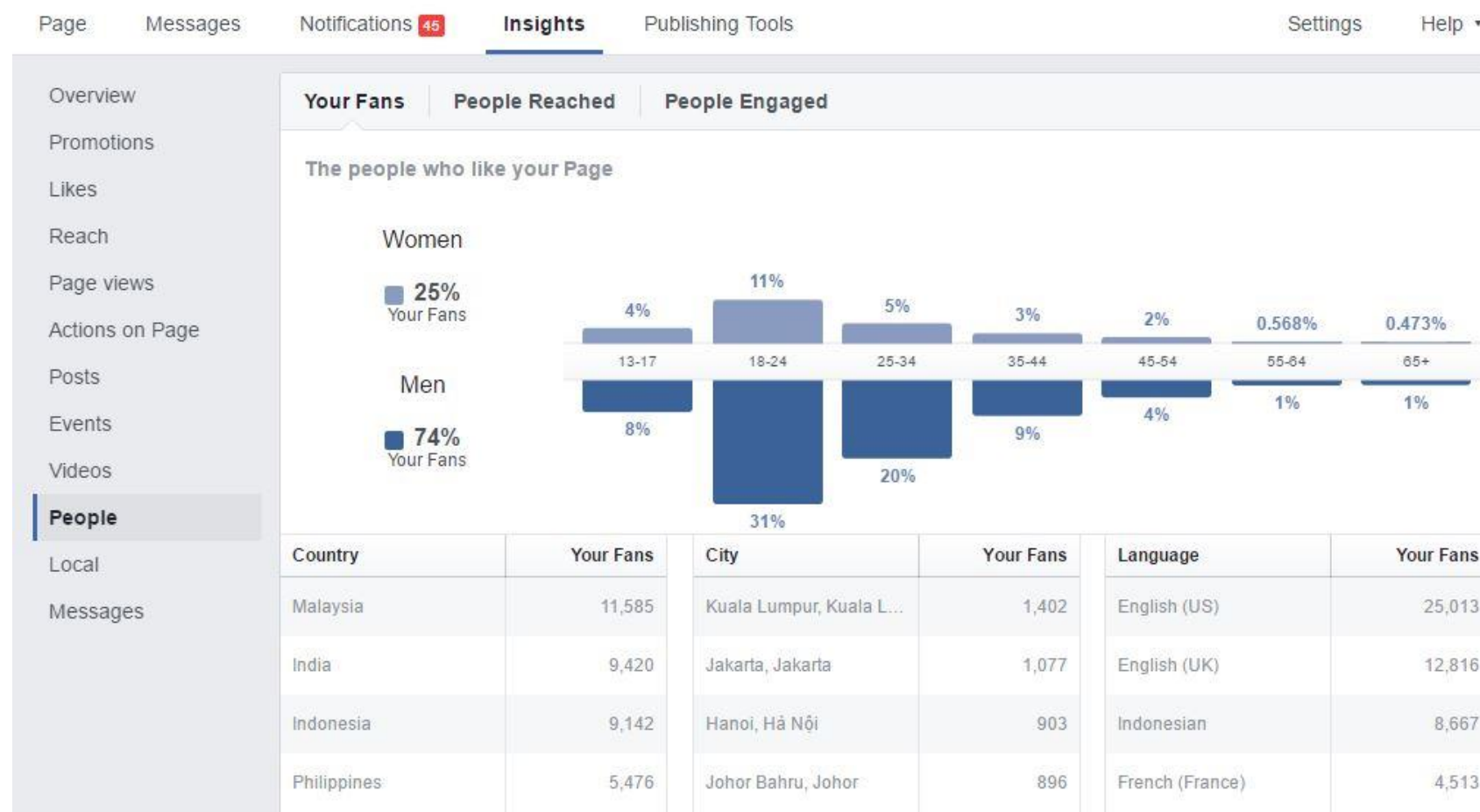
Tools for SoMe

- SoMe Strategy
- Who are your followers?
- Scheduling tools: Hootsuite, Buffer, Later, FB tools
- Common thread
- Hashtags



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Tools for SoMe





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Tools for SoMe





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Tools for SoMe

Hootsuite streams

The screenshot displays a Hootsuite dashboard with four social media streams for the account @EuropeBEC. The top navigation bar includes a search bar, a 'Compose message...' button, and an 'Upgrade my plan' button. The left sidebar shows various social media icons and a 'Send to...' dropdown menu.

The four streams are:

- My Tweets EuropeBEC:** A tweet from Anne Smillie (@AnneSmillie_CEO) retweeted by EuropeBEC, announcing the upcoming #BECcongress and #ADM Members' Forum in Prague, celebrating 50 years of @EuropeBEC's inception. Below the tweet is a large 50th anniversary logo.
- Mentions EuropeBEC:** A tweet from LiveSportTube (@livesporttube) mentioning a live stream of a badminton match between Devi Yunita Indah Sari and Manon Krieger. Below the tweet is a graphic for the 50th anniversary of Badminton Europe, featuring a shuttlecock and the text 'ORLÉANS INTERNATIONAL BADMINTON'.
- New Followers EuropeBEC:** A tweet from Alora Lora (@AloraLora1) mentioning 'Langkawi' and a photo of a person in a red jacket.
- #BEC50 Keyword EuropeBEC:** A tweet from Badminton Europe (@EuropeBEC) announcing a live stream on #BETV 31 March at 9 AM CET, followed by the Members' Forum on 1 April at 7 PM CET, and the 5th BEC Awards Gala on bit.ly/BETVBEC50. Below the tweet is another tweet from Badminton Europe (@EuropeBEC) announcing a live stream on #BETV 31 March at 9 AM CET, followed by the Members' Forum on 1 April at 7 PM CET, and the 5th BEC Awards Gala on bit.ly/BETVBEC50. Below that is a tweet from Badminton Europe (@EuropeBEC) welcoming the committee from the Czech #Badminton Federation at the #Prague Intl. Airport, with the hashtag #bec50 #membersforum #ADM.



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Tools for SoMe

How to schedule a post

The screenshot displays a social media scheduling tool interface. On the left, a sidebar contains navigation icons and a list of profiles: EuropeBEC, Badminton Europe, and badminton_europe. The main content area shows a post being scheduled. The text of the post is "We are live from Prague RIGHT NOW! #BEC50 #BECcongress #MembersForum #ADM #BECAwardsGala #Praguecz". Below the text, there is a section for "AutoSchedule" with a calendar view for March 2017. The date 2017-03-30 is selected, and the time is set to 6:00 PM. The interface also includes a "Schedule" button and a "List" button. The bottom of the screen shows a list of scheduled posts for Saturday, Apr 1, including live streams on #BETV.

Find profile... 0

EuropeBEC

Badminton Europe

badminton_europe

Add social network

We are live from Prague RIGHT NOW!
#BEC50 #BECcongress #MembersForum #ADM #BECAwardsGala #Praguecz

Add a link...

AutoSchedule AutoSchedule your message for optimal impact.

March 2017

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2017-03-30

6 : 00 AM PM

☐ Email me when message is sent

Want to save time? Try the bulk message uploader

Clear Save Schedule

Upgrade my plan

List Day Week Month

Forum 1 April at 7 PM CET - 5th BEC Awards Gala <http://bit.ly/BETV...>

Forum 1 April at 7 PM CET - 5th BEC Awards Gala <http://bit.ly/BETVB...>

and tomorrow at 7 PM CET from 5th BEC Awards Gala <http://bit.ly...>

BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50

Chrome extension to quickly share links on the web.

Install Extension

Mar 30, 6:00 pm (GMT+2) Europe/Copenhagen

Saturday, Apr 1

9:25am Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50

12:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50

3:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50

6:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50



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Tools for SoMe

Get an overview of scheduled posts

Send to... 0 Compose message... Upgrade my plan

Publisher Filter by profile... 0

Drafts
Scheduled
Past Scheduled
Require Approval
Expired Approvals
Rejected

Content Sources:
RSS Feeds
Bulk Message Upload

Get the Hootsuite Chrome extension to quickly share links on the web.
Install Extension

Mar 30, 5:57 pm (GMT+2) Europe/Copenhagen

Today

- 7:20pm Live stream on #BETV 31 March at 9 Am CET - Members' Forum 1 April at 7 PM CET - 5th BEC Awards Gala <http://bit.ly/BETV...> by Badminton Europe

Friday, Mar 31

- 8:00am Live stream on #BETV Today at 9 Am CET - Members' Forum 1 April at 7 PM CET - 5th BEC Awards Gala <http://bit.ly/BETVB...> by Badminton Europe
- 12:00pm Live stream on #BETV Today from the Members' Forum and tomorrow at 7 PM CET from 5th BEC Awards Gala <http://bit.ly...> by Badminton Europe
- 6:00pm Live stream on #BETV Tomorrow at 7 PM CET from 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50

Saturday, Apr 1

- 9:25am Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50
- 12:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50
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- 6:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala <http://bit.ly/BETVBEC50> #BEC50



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Tools for SoMe

Buffer

The screenshot shows the Buffer web application interface. At the top, there's a navigation bar with the Buffer logo, an "Upgrade to Awesome" button, and links for "Help" and "My Account". Below this is a main dashboard area. On the left, a sidebar lists connected accounts: EuropeBEC (Twitter), Badminton... (Facebook Page), and badminton_... (Instagram). It also includes a "Connect More" section with icons for Twitter, Facebook, LinkedIn, and Google+, and a footer with "Download on the App Store" and "GET IT ON Google Play" buttons, along with a "Like" button showing 84k likes and a "Follow @buffer" button. The main content area has tabs for "Content", "Analytics", "Schedule", and "Settings". Under the "Content" tab, there are sub-tabs for "Queue" (showing 6 items), "For Review", and "Content Inbox". A search bar with the placeholder "What do you want to share?" and buttons for "List" and "Calendar" views are present. The "Queue" tab is active, showing a list of scheduled posts. The first post is for "#OIC2017" with a link to the schedule for day 2, scheduled for 08:00 (CEST) via Web. The second post is for "#IndiaSS" with a link to the quarter-finals schedule, scheduled for 09:00 (CEST) via Web. A "Shuffle" button is located at the top right of the queue. A chat bubble icon is visible in the bottom right corner.



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Tools for SoMe

Later

The screenshot displays the Later social media scheduling interface. On the left is a sidebar with navigation icons for home, calendar, media, analytics, and settings. The main content area is divided into two panels. The left panel shows a media library with a filter set to 'Unused' and a search bar labeled 'Labels'. It contains a preview of a post for the '34 days to 2017 EUROPEAN MIXED TEAM CHAMPIONSHIP' with a photo of a badminton match. The right panel is the scheduling calendar for the account '@badminton_europe', showing dates from March 26 to April 1, 2017, with the location set to 'Copenhagen'. The calendar grid shows time slots from 7 AM to 5 PM. A post is scheduled for Monday, March 27, at 10:15 AM, featuring a video thumbnail. A dashed box highlights a 10:45 slot on the same day.



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Tools for SoMe

Publishing tools on Facebook

Facebook interface showing the 'Publishing Tools' section for the 'Badminton Europe' page. The page is managed by Emma Lollike.

Navigation: Page, Messages, Notifications (39), Insights, **Publishing Tools**, Settings, Help.

Left Sidebar:

- Posts
 - Published Posts**
 - Scheduled Posts
 - Drafts
 - Expiring Posts
- Videos
 - Video library
 - Videos you can crosspost
- Lead Adverts Forms
 - Forms Library
 - Draft forms library
- Canvas

Published Posts Table:

<input type="checkbox"/>	Posts	Reach	Clicks/actions	Published
<input type="checkbox"/>		1.6K	27	30 March 2017 at 19:20 Emma Lollike
<input type="checkbox"/>		5.7K	162	30 March 2017 at 09:08 Tania Teoh Agerbak
<input type="checkbox"/>		2.9K	39	30 March 2017 at 06:00 Tania Teoh Agerbak
<input type="checkbox"/>		3.8K	74	29 March 2017 at 16:16 Emma Lollike
<input type="checkbox"/>		26.9K	1.9K	30 March 2017 at 03:36
<input type="checkbox"/>		8.3K	284	29 March 2017 at 09:58 Mark Phelan
<input type="checkbox"/>		6.1K	144	28 March 2017 at 16:03 Tania Teoh Agerbak
<input type="checkbox"/>		5.4K	114	29 March 2017 at 11:23 Emma Lollike



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Tools for SoMe

Common thread across all social medias



Badminton Europe

Offentliggjort af Emma Lollike [?] · 16. marts kl. 15:48 · 🌐

The final list of qualified/confirmed players and pairs for Badminton Europe's most prestigious event has been published today!
European Championship 2017



Participants for #EC17 published

The qualified/confirmed players/pairs, including the wild card entries in men's singles, women's singles and mixed doubles, can be seen by clicking here.

BADMINTONEUROPE.COM



Badminton Europe @EuropeBEC · Mar 16

#EC17

"Participants for #EC17 published"
bit.ly/EC17participan...
#badminton #MajorEvents
#BadmintonEurope
#WELIVEBADMINTON #Kolding 🇩🇰



badminton_europe

636 likes

1w

badminton_europe The final list of qualified/confirmed players and pairs for Badminton Europe's most prestigious event was published yesterday!
Go to link in bio to see full list 👉
#badminton #EuropeanChampionships
#EC17 #BadmintonEurope #MajorEvents
#WELIVEBADMINTON #Kolding🇩🇰 📷 by Ben & Mark Phelan for Badminton Europe



Add a comment...

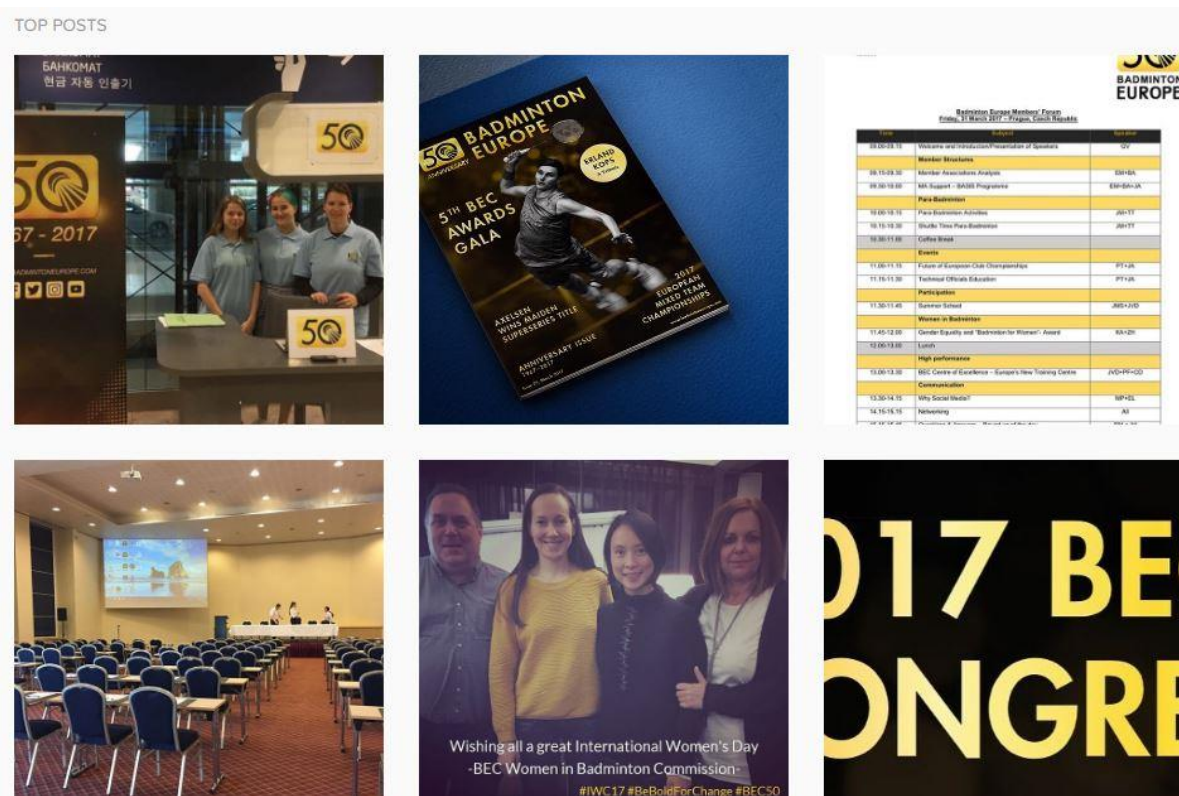




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Tools for SoMe

#BEC50





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Photo database – Piwigo.com

Over 15000 photo in first year and growing

Covering select circuit events and all BEC majors

All photos tagged and named for easy searching

Individual galleries from each event broken into days

Galleries updated daily from tournaments

All high resolution images

NOW AVAILABLE TO MA'S FROM MAJOR EVENTS TO USE

ALSO AVAILABLE TO CIRCUIT TOURNAMENTS WE ATTEND



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Questions...?

