BADMINTON EUROPE
2017 MEMBERS' FORUM

31ST MARCH 2017
OREA PYRAMIDA HOTEL
PRAGUE, CZECH REPUBLIC
TITLE : Why social media?
Presenter: Emma Lollike & Mark Phelan
31st March 2017
Overview of presentation

Short introduction
What is social media?
BEC’s SoMe during #EMTC17
Tools for SoMe
Photo database
Questions
Short introduction

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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
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”
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”
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

What is social media?

Estimated population in Europe - 823,000,000

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

What is social media?

<table>
<thead>
<tr>
<th></th>
<th>BEC</th>
<th>Badminton Oceania</th>
<th>Badminton Asia</th>
<th>Badminton Confederation Africa</th>
<th>BWF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>82.241</td>
<td>4619</td>
<td>15</td>
<td>3142</td>
<td>328.392</td>
</tr>
<tr>
<td>Twitter</td>
<td>14,668</td>
<td>741</td>
<td>272</td>
<td>103</td>
<td>59,516</td>
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<tr>
<td>Instagram</td>
<td>12,197</td>
<td>60</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tbody>
</table>
What is social media?
The best Facebook post from BEC:
What is social media?

The best Twitter post from BEC:

Break the news! Basel (SUI) will be hosting the 2019 World Championships 🏓️сет

Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started
What is social media?
The best Instagram post from BEC:
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
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
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
Tools for SoMe

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

Your Fans | People Reached | People Engaged
---|---|---

The people who like your Page

**Women**
- 25% Your Fans
- 4% 13-17
- 11% 18-24
- 5% 25-34
- 3% 35-44
- 2% 45-54
- 0.568% 55-64
- 0.473% 65+

**Men**
- 74% Your Fans
- 8% 13-17
- 20% 18-24
- 31% 25-34
- 9% 35-44
- 4% 45-54
- 1% 55-64
- 1% 65+

**Country** | **Your Fans** | **City** | **Your Fans** | **Language** | **Your Fans**
---|---|---|---|---|---
Malaysia | 11,585 | Kuala Lumpur, Kuala L... | 1,402 | English (US) | 25,013
India | 9,420 | Jakarta, Jakarta | 1,077 | English (UK) | 12,818
Indonesia | 9,142 | Hanoi, Hà Nội | 903 | Indonesian | 8,667
Philippines | 5,476 | Johor Bahru, Johor | 888 | French (Franco) | 4,513
## Tools for SoMe

![Badminton Europe 2017 Members' Forum](image)

### Overview

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Likes</th>
<th>Reach</th>
<th>Page views</th>
<th>Actions on Page</th>
<th>Posts</th>
<th>Events</th>
<th>Videos</th>
</tr>
</thead>
</table>

### People

#### Local

#### Messages

### Your Fans vs. People Reached vs. People Engaged

- **Women**:
  - 35% of Your Fans reached 12-17
  - 25% of Your Fans reached 18-24
  - 17% of Your Fans reached 25-34
  - 10% of Your Fans reached 35-44
  - 7% of Your Fans reached 45-54
  - 4% of Your Fans reached 55-64
  - 2% of Your Fans reached 65+

- **Men**:
  - 64% of Your Fans reached 17%
  - 74% of Your Fans reached 17%

### Country vs. People Reached

<table>
<thead>
<tr>
<th>Country</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>15,059</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>13,042</td>
</tr>
<tr>
<td>Denmark</td>
<td>12,703</td>
</tr>
<tr>
<td>Malaysia</td>
<td>10,677</td>
</tr>
</tbody>
</table>

### City vs. People Reached

<table>
<thead>
<tr>
<th>City</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copenhagen, Capital R.</td>
<td>2,058</td>
</tr>
<tr>
<td>Warsaw, Masovian Vo...</td>
<td>2,029</td>
</tr>
<tr>
<td>London, England</td>
<td>1,628</td>
</tr>
<tr>
<td>Kuala Lumpur, Kuala L.</td>
<td>1,521</td>
</tr>
</tbody>
</table>

### Language vs. People Reached

<table>
<thead>
<tr>
<th>Language</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (US)</td>
<td>43,621</td>
</tr>
<tr>
<td>English (UK)</td>
<td>22,985</td>
</tr>
<tr>
<td>French (Franca)</td>
<td>18,769</td>
</tr>
<tr>
<td>German</td>
<td>12,931</td>
</tr>
</tbody>
</table>
Tools for SoMe

Hootsuite streams
Tools for SoMe

How to schedule a post
Tools for SoMe
Get an overview of scheduled posts

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 [link] 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 [link] 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 [link] by Badminton Europe

6:00pm Live stream on #BETV Tomorrow at 7 PM CET from 5th BEC Awards Gala [link] by Badminton Europe

Saturday, Apr 1

9:35am Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala [link] by Badminton Europe

12:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala [link] by Badminton Europe

3:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala [link] by Badminton Europe

6:30pm Live stream on #BETV Join us at 7 PM CET for the 5th BEC Awards Gala [link] by Badminton Europe
Tools for SoMe

Buffer
Tools for SoMe
Later
Tools for SoMe
Publishing tools on Facebook
Tools for SoMe

Common thread across all social medias
Tools for SoMe
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
Questions...?