

# USING SOCIAL MEDIA TO PROMOTE THE SPORT WORLDWIDE



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# INTRODUCTION



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**ABOUT ME**

**OVERVIEW**

**OUTCOMES**

## Digital and Content Manager - IIHF

- over a decade of experience
- cross-functional campaign design and management

### Overview

- Best Practices
- The Basics
- Tools for success

### Outcomes

- Greater understanding of the digital landscape
- Campaign Planning
- Increase your digital reach
- Inspiration for content



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# BEST PRACTICES



**2H 27 MIN** >>>>

THE AMOUNT OF TIME  
THE AVERAGE USER  
SPENDS ONLINE **PER  
DAY**

**20-29** >>>>

USERS AGE 20-29  
HAVE THE HIGHEST  
ACTIVE USER BASE

**35 -43%** >>>>

32% OF SPORTS  
FANS (43% OF GEN Z  
FANS) USE SOCIAL  
MEDIA WHILE  
WATCHING LIVE  
SPORTS

**75/25** >>>>

HOCKEY AUDIENCES  
ARE ON AVERAGE  
75% MALE, 25%  
FEMALE

**95 MIN** >>>>

AMOUNT OF TIME  
TIKTOK USERS  
SPEND **PER DAY** ON  
THE PLATFORM

**1997-2012** >>>>

KNOWN AS "GEN Z"  
THIS GROUP ARE  
TRENDSETTERS AND  
REPRESENTS THE  
LARGEST ACTIVE  
DEMOGRAPHIC



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# FORMATS

## POST LENGTH

**FACEBOOK:** 1-80 characters

**TWITTER:** 71-100 characters

**INSTAGRAM:** 138-150 characters

## GRAPHIC AND VIDEO FORMAT

**GRAPHICS:** 1:1, 4:5 or 16:9 (Facebook, Instagram, Twitter\*)

**VIDEO:** 16:9 (Facebook, Twitter), 1:1 (Facebook, Twitter, Instagram), 9:16 (Instagram, TikTok)

\*Twitter crops 4:5 and 1:1 graphics

## VIDEO LENGTH

**FACEBOOK:** 30-60 seconds or 3 minutes for in-stream ads

**TIKTOK:** 7-15 seconds

**INSTAGRAM:** 30 seconds (videos), 7-15 seconds (Reels)

**YOUTUBE:** 7-15 minutes

[Click here for more](#)

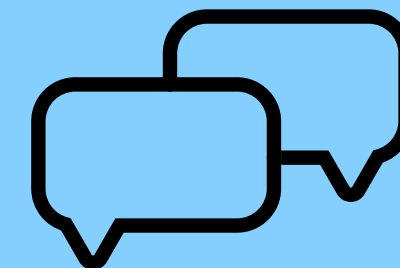


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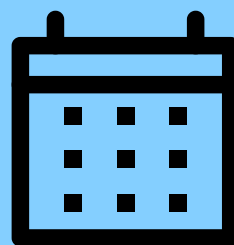
# QUICK TIPS



**Music is the answer**



**Listen and Talk to your fans**



**Be consistent,  
but don't overdo it**



**Copying is the most sincere  
form of flattery**



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# THE BASICS





**WHY**

**HOW**

**TARGET GROUPS**

**CONTENT**

**CONNECTION**



**WHY**



Attract fans and players, build interest in hockey, showcase development opportunities, share information

**HOW**



What are the best ways to promote your content? What digital platforms can you use? What type of budget are you working with? Will you incorporate paid campaigns? Define KPIs.

**TARGET GROUPS**



Determine your target groups and list them in order of importance. What types of content will you use for each demographic?

**CONTENT**



Design your content plan with detailed notes on design, content types, publishing dates and times, copy, etc.

**CONNECTION**



Publish your content and monitor responses. Connect with those who connect with you.



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# DID IT WORK?



**Monitor the response on your posts**

**Real-time reflection and adjustment**

**Measure results against KPIs**

## **FREE vs PAID ANALYTICS**

- Free tools within each app
- Free tools give an overall view, you can manually track each post
- Paid tools can allow tagging and automatic reports
- Greater insights
- One dashboard for all social media platforms



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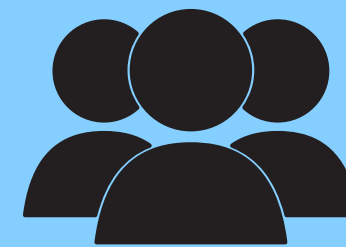
# TOOLS FOR SUCCESS



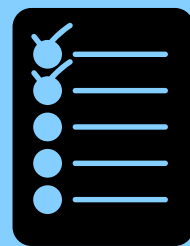
# TOOLS FOR SUCCESS



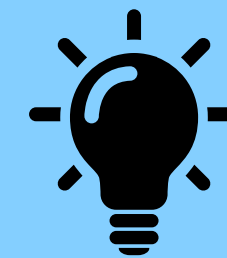
**Be authentic**



**Know your demographics**

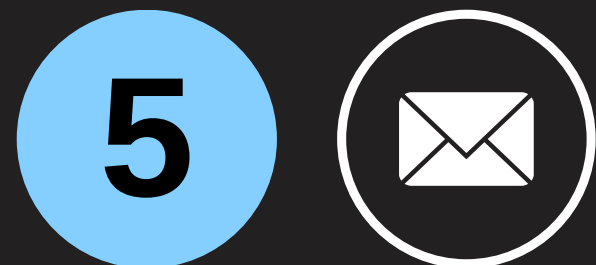


**Be realistic**



**Experiment**





# QUESTIONS? NEED SUPPORT?

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