

ACTIVITY TITLE:

Get more fans!



BOOT UP:

Whether you are a lover or not of sport, social media is a critical part of all teams or sports for engaging with their fans. Fan Engagement is a massive buzzword right now among football clubs and stadium owners, but what does it really mean? Simply put, fan engagement occurs when you build a more intense and deeply rooted connection with fans and they become more loyal to you.

LOADING...

Take one sports team or brand and review their social media presence. For example, check out the Irish Hockey team, the Irish rugby team, or your favorite team on social media.

All sports brands and teams measure their fan engagement – the number of followers, likes, shares, comments, etc. Answer the questions below according to your research.

- Do they have a good social presence?
- How would you suggest they attract more fans?

NEXT STEP:

Send in pictures and a record of all activities to <https://techweek.ie> and post on your school's social media accounts.

FINAL STEP:

Don't forget to register your activities on <https://techweek.ie>!

