

# Sportsurf Managers association

# **SOCIAL MEDIA OVERVIEW**

NOVEMBER 2013 - OCTOBER 2017-

#### **POWERED BY**













#### BY THE NUMBERS

| 3,456,000 | Net exposure of impressions generated across Facebook, Twitter, Instagram and LinkedIn |
|-----------|--|
| 4,771     | Current number of Twitter followers  |
| 4,397     | Number of Twitter followers attained by Buffalo  |
| 3,725     | Current number of Facebook "likes"   |
| 2,378     | Current number of LinkedIn members   |
| 1,561     | Number of Facebook "likes" prior to Buffalo's community management                     |
| 2,164     | Number of Facebook "likes" gained by Buffalo's community management                    |
| 1,175%    | Increase in Twitter followers as STMA social media community managers                  |
| 1,075     | Current number of Instagram followers  |
| 354       | Current number of LinkedIn followers (Company)   |
| 138.62%   | Increase in Facebook "likes" as STMA social media community managers                   |

#### **BUFFALO RESPONSIBILITIES**

- o Community manage @FieldExperts accounts; craft and post original content focused on STMA members and their facilities
- o Develop unique graphics for increased social media engagement
- o Build editorial calendar with weekly themes dedicated to STMA members, facilities, events, among others
- o Integrate paid-promoted component into existing social media campaigns to further engagement, reach and participation from member base and sports turf enthusiasts alike





#### **OVERVIEW**

In 2013, Buffalo. Agency (Buffalo) began managing the Sports Turf Managers Association's (STMA) various social media channels, including: Facebook, Twitter and LinkedIn.

Utilizing a variety of tactics and weekly themes (#MemberOfTheWeek, #TurfTip, #StadiumOfTheWeek, #TurfJob, #GameOfTheWeek, #SportsTurf, #TurfExpert), Buffalo has significantly grown all STMA social media accounts.

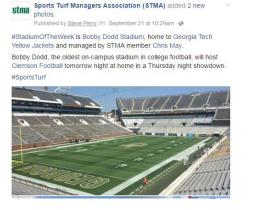
The STMA Twitter handle, @FieldExperts, has grown from less than 300 followers to more than 4,770 followers to date. This represents is a 1,175% increase. Facebook posts have reached 50,000 users and generated engagement from 3,900 individuals and organizations alike. In January 2015, Buffalo created an STMA Instagram account. Since then, there has been over 400 posts highlighting STMA members and their facilities.

On LinkedIn, Buffalo posts industry insights, turf jobs, news releases and content to drive engagement. Buffalo assumed control of the STMA LinkedIn company page September 1, 2017 and at that time the page contained approximately 240 followers. In one month, Buffalo increased followers by 48%, earning 114 new followers.

Social Media Metrics: As of October 13, 2017

- Twitter: 4,771 followers
- Facebook: 3,725 "likes"
- LinkedIn (Group): 2,378 members
- Instagram: 1,075 followers
- LinkedIn (Company): 354 followers









## REPRESENTATIVE TEAM SUPPORT







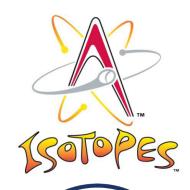






















REPRESENTATIVE MEDIA SUPPORT











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### **WEEKLY THEMES**





