

Category Name:	Best Use of Social Media
Title:	Sky Sports Living for Sport - Getting Sporty with Social Media
Submitting Organisation:	Midnight Communications
Budget:	£10k per annum

Social media plays a key role in the strategy to maximise secondary school participation in Sky Sports Living for Sport, a free initiative delivered in partnership with the Youth Sport Trust that uses sport stars and sport skills to improve the lives of thousands of young people across the UK. This academic year Midnight has utilised a variety of social media channels to reach out to key audiences generating a 39% increase in Facebook fans and doubling Twitter followers.

Midnight's measurable objective is to support the goal of ensuring that 1,500 schools had registered for Sky Sports Living for Sport by the end of the academic year. By 6th June 2013, with over six weeks of the campaign yet to run, Midnight had met this target.

Background & Objectives

Midnight has handled the social media programme for Sky Sports Living for Sport from a standing start (following our recommendation that social media should be adopted) and was this year briefed to raise the presence of the initiative and engender positive responses amongst:

- Schools
- Teachers
- Students
- Sporting and education press

Central to the campaign was the brief to **build communities** on Facebook and Twitter - and drive traffic to the SSLFS website where visitors can learn more and teachers can register their school. This included the following objectives:

- Maintain and **increase fan/follower base and engagement** across Twitter and Facebook
- Reach **potential new audiences** through existing fan/follower bases
- Create **rich content** by maximising the use of photography, videos and copy across social media platforms
- **Drive traffic** to SSLFS website from social media platforms
- Our measurable goal was to support the objective of ensuring that **1500 schools were participating in the programme by the end of the academic year.**

Strategy & Implementation

Working to a slender budget it was key to ensure that the most influential social media contacts were **engaged and mobilised** to support the campaign. Our **ongoing analysis** of social media contacts enabled us to tap into the **most influential ambassadors**, thus maximising our addressable audience.

With 74 SSLFS Athlete Mentors visiting schools throughout the academic year, Midnight wanted to bring SSLFS to life using the **authentic content** generated by the athletes' own activities before, during and after school visits - for example, interacting with students and demonstrating their own sports skills.

Midnight now uses this rich content to share details from school visits in real time - uploading photographs, videos and messages across the various channels, and encouraging fans and followers to **interact and share** their own experiences.

A cornerstone of SSLFS is the *Six Keys to Success*, sporting characteristics through which Athlete Mentors teach valuable life skills that can be applied to all areas of pupils' lives. Midnight regularly themes and supports Athlete Mentor tweets around the Six Keys positioning the messaging around the **athletes' own words**.

This year we also increased focus on building the Athlete Mentors' own online profiles by showcasing **personal sporting achievements** by sharing competition updates - both positive and negative - to highlight the life lessons learned through sport.

A key event is the **Sky Sports Living for Sport Student of the Year Awards**. Midnight created an event hashtag to create awareness and excitement in the lead up to the ceremony and advised all athletes and Ambassadors, Jessica Ennis and Darren Campbell, how they could further support the campaign through their own social media activities.

The ceremony was held at Sky TV Studios, and an **onsite blogger** was appointed who maintained a steady stream of tweets and posts including images, celeb spotting, award presenting and results. This activity alone saw a peak of **458,690** Facebook users viewing SSLFS page content, and a further **455,111** users reached virally during the week of the Awards.

Social media activity during the Awards week delivered a high of **10,934 engaged users** on Facebook with engagement on Twitter evidenced by 648 interactions and 181 uses of the hashtag #SSLFSAwards.

Facebook users were also invited to put their questions to SSLFS Ambassador, Jessica Ennis. Five questions were chosen at random and posed to Jessica at the event with Facebook posts supported by tweets to drive traffic to the Facebook page.

Budget and results

On a budget of £10,000 and without any expenditure on additional social media devices or advertising, Midnight has already achieved outstanding results, with two months of the campaign still to run.

Over the course of the academic year to date, web traffic has reached over 100K with Midnight **doubling the number of site visits from social media channels** from 3% to 6.9% of all traffic.

Key results include:

Twitter:

- Engagement with the most influential social media contacts was exceeded by 161%
- A 98 per cent increase in Twitter followers since August 2012, totalling 5,530 followers.
- A 97 per cent increase in new Twitter followers per week
- Over 500 per cent increase in Twitter interactions per week (RTs and @ usage)
- A 16 fold increase in retweets against targets, from 180 to 2960

Facebook

- A 37 per cent increase in Facebook fans
- A 2,071 per cent increase in fans viewing Facebook page content per week
- A 362 per cent increase in fans engaging with the Facebook page per week (posting likes, comments and images)
- A 6,333 per cent increase in potential new fans reached virally through Facebook per week

Most importantly, with the social media campaign driving more school registrations via the SSLFS website, Midnight had met the target of 1,500 schools being registered by 6 June with six weeks of the campaign yet to run.

"Midnight Communications has taken the regional communication of Sky Sports Living for Sport to another level over the past few years and their drive, commitment and flexibility as an organisation make them a real pleasure to work with."

Jack Eatherley

Schools Manager, BskyB