

Module 3. The Journalist as a Personal Brand



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The Journalist as a Personal Brand

For several years now, we have found ourselves at a crossroads in the world of communication that is becoming increasingly visible and disruptive. On one hand, traditional media (television, radio, and print) continue to struggle to reinvent themselves and adopt everything generated outside their reach to keep attracting younger audiences who primarily consume content elsewhere. On the other hand, there are new communicative spaces that offer something the old ones do not: direct interaction. Twitter, Twitch, YouTube, and TikTok are some of the best-known platforms, and for a journalist, they serve to enhance their personal brand. Although it is very challenging to maintain a presence on all social media, it is essential to know which ones to focus on and invest time in. Choosing is, in part, about renouncing other options.

In this third module, we will emphasize how to generate added value by focusing on creating a personal brand that differentiates the journalist from the rest. In the age of information overload, it is crucial to highlight the role of users as opinion makers (Castells, 2009), intertwining their role with that of the journalist, leading to a new,

more confusing paradigm where journalists and audiences share many scenarios. In this module, we will discuss how to position oneself in this new paradigm and provide several examples of creating a personal brand through various types of content: YouTube, podcasts, Twitter, and Twitch.

The value of the journalist must be defended and cultivated, and it is important to emphasize the latter because there is increasingly a detachment from the medium in favor of trusting the individual journalist. This is evident in many strategies of different media outlets that aim to create a paywall: the key is not to read that medium but to read its contributors, generating a series of followers who will read whoever writes, regardless of where it is published. Hence, it is vital to contextualize the value of the journalist's brand.

Like many of you, I am a child of the Internet, of blogs, websites, and cyberspaces where I grew up reading and commenting, which shaped my understanding of journalism and communication differently from that of an earlier generation. I discovered that it was not necessary to be part of a recognized outlet, lacking that social and prestige umbrella that a media outlet still provides, to tell stories and generate my own reflections. To be heard beyond a letter to the editor, something that has become obsolete. The Internet offered me a window to the world, an opportunity to have a voice of my own and start building my identity communicatively. In a world where

communication is becoming increasingly common, it is vital to learn to develop a personal brand.

Twitter for Loyalty, the First Pillar

If there's one thing I've learned since I started using Twitter regularly, it's that social media always presents opportunities for users to take advantage of. And I say users because when we find ourselves in that space, we are all users, whether journalists or fans, and this ultimately shapes the way we interact and generate content, starting from a common base with the reader, which evidently marks everything that gets published.

The concept of "personal brand" is not new; it emerged from an article by Tom Peters titled *The Brand Called You* (Labrecque, Markos, and Milne, 2011), where it is defined as the way to present the character and most distinctive skills of a person. Content matters, but in a time when everyone is generating content, where one can stand out more is in how it is presented and how one presents themselves to the world, adding a mark that identifies the communicator beyond the space in which they express themselves, granting them greater versatility and value.

In July 2020, I started something that continues to this day and has, in some ways, become my most distinctive personal brand: #LaLupa. During the pandemic, I was fortunate to be finishing my university

studies, so I had a lot of free time, and in the absence of football, I decided to create new content and give a different approach to my Twitter account, which at that time was not well developed. After the seventh match of Barça following the lockdown, I started using this hashtag, which continues to this day: #LaLupa.

Figure 1: First Tweet of #LaLupa



Source: Screenshot from Twitter (<https://bit.ly/3LhipWu>)

When I started (attached above is the screenshot of the first time I used the hashtag), my only intention was to approach the game of FC Barcelona from a more analytical and thoughtful perspective, waiting until the day after the match to write and share my opinions, using Twitter to enrich the threads (this is what a series of chained tweets are called) with images and, much later, videos. Gradually, #LaLupa began to grow, attracting more and more people and generating more debate among fans and outsiders. I expanded it to cover more teams because I realized that I should not limit myself to FC Barcelona, but to everything that stimulated me enough to dive into analyzing it.

Starting with that hashtag and doing so completely selflessly brought me, in the long run, job opportunities in various media outlets. Not in a specific way, but doing an analysis every day after the Barça match helped me build a background that allowed me to collaborate with different media, and ultimately, join Relevo as the person responsible for analyzing all national and international football, with special attention to FC Barcelona, the team I continue to focus on in Twitter threads and opinions.

There is something important in all this: social media tends to confuse users with a concept that is dangerous: virality. Virality occurs when

content spreads at a very high speed on the Internet. For many, virality is synonymous with success, but really, what remains when the content is forgotten, and two hours later, another tweet goes viral, and so on? In this module, I will not discuss how to become viral, as that is not the objective of this course, but rather how to try to leave a thoughtful and somewhat valuable impression behind what is published. Because if we have mentioned virality, we must also mention its counterpoint: added value.

It matters less to accumulate followers, something that seems to matter a lot in a world full of metrics, data, and where everything is accounted for, because what provides that added value is the loyalty of your audience. 100 people who read or consume content regularly and are willing to pay for it are worth more than 10,000 passive followers. Building loyalty is key.

Continuing with the concept of virality and expanding it to talk about content, it is important to highlight that in a medium where there is an overwhelming amount of information circulating, one must be very selective when publishing content. Filling your account with links or opinions, whether through a tweet or sharing someone else's content, creates a sense of overwhelm for those who land on your profile. To draw an analogy, your Twitter profile is a garden where you must identify which plants deserve your attention and which do not, watering them appropriately. Usually, when you post something that has taken a lot of your time and that you want to be read, it is

necessary to dedicate time for it to spread, which means taking care of your profile and nurturing the content, since Twitter's algorithm quickly buries what gets posted.

The Twitter thread is one of the best tools we have to generate a story, regardless of our interest or focus. But like everything, the thread has its peculiarities, its way of functioning and developing that forces us to think in a certain way and "abandon" the way we think when writing on another platform. It is the quintessential format of this social network, allowing users greater creative capacity, and the platform rewards threads over any other tweet with links that lead to other websites, as this keeps users engaged on Twitter.

Figure 2: Ways to Structure a Twitter Thread



Albert Blaya Sensat @Blayasensat · 27 d'abr.

¿POR QUÉ ESTE CITY ES EL MÁS COMPLETO DE GUARDIOLA?

Vamos con #LaLupa de la superioridad de los de Pep sobre el Arsenal en un partidazo. Su presión, las relaciones y situaciones con pelota. Vídeos con cámara táctica.

@relevo

@MetricaSports

@StatsBombES



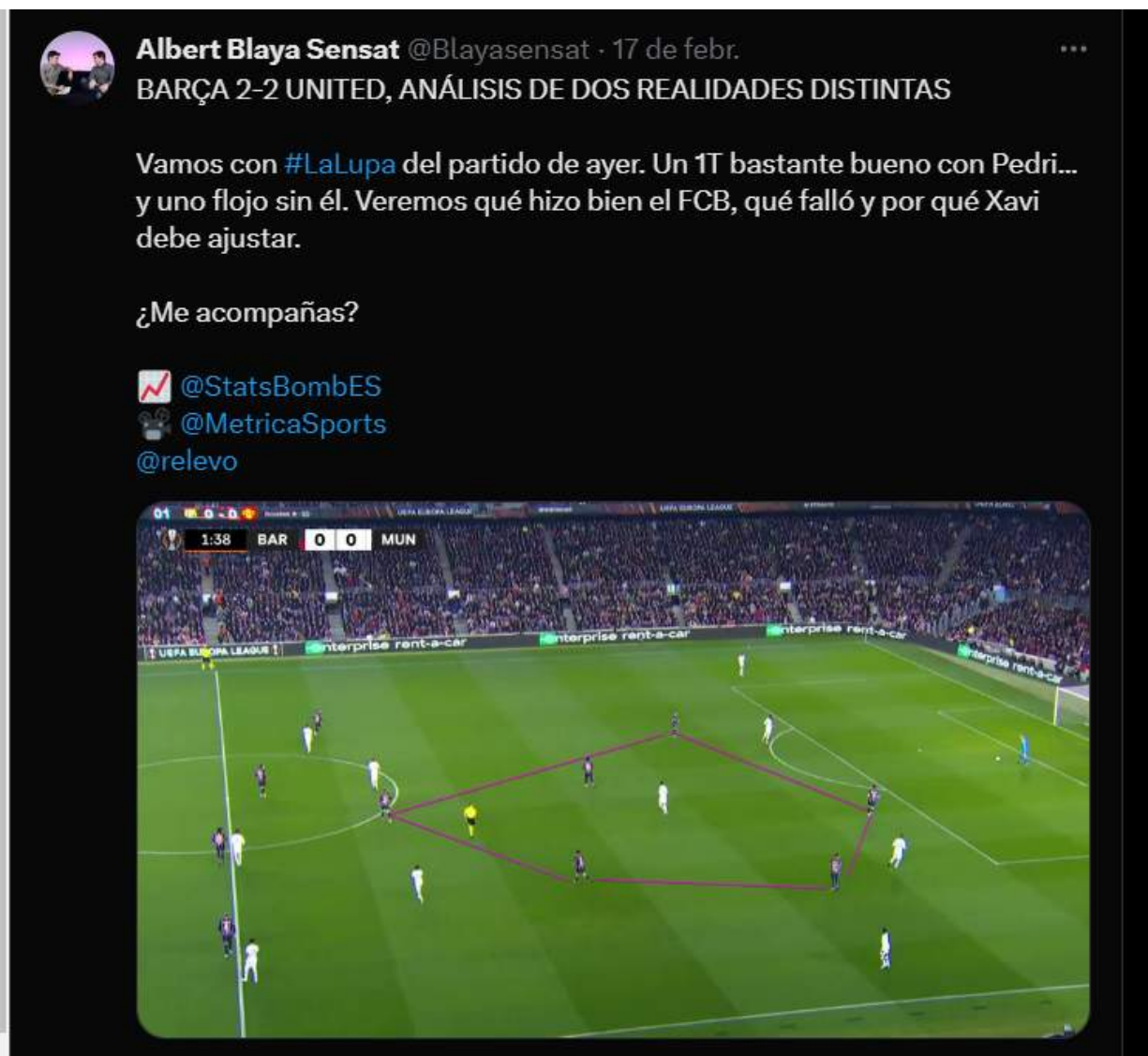
Source: Screenshot from Twitter (<https://bit.ly/3Ew4lVx>)

A good way to structure the thread is by using a reflective question as a title, which presents the thesis of the work and invites the reader to keep reading until the end. Great attention should be paid to the first tweet, which should serve as bait or a cover, something attractive that raises a question to be resolved throughout the thread. This format is one in which you are competing with a lot of content that is likely to go viral, and therefore, the content you are generating may

get lost among the rest. Knowing how to pose a good question is important, much more so than the possible answers that may follow.

However, the question is not the only way to create bait to keep the potential reader engaged; there are also other ways to develop the thread and present it in an attractive and interesting manner.

Figure 3: Simple Way to Structure a Thread



Source: Screenshot from Twitter (<https://bit.ly/3Ew4lVx>)

A simpler way to structure the thread is by encapsulating in the headline what the reader will find, adding a brief summary underneath, like a synopsis, of everything that will be discussed in the thread. In my case, I try to use a similar structure in all my #LaLupa threads, as this creates immediate recognition in the reader who ends up automatically recognizing the thread and its format, which is essential for generating attachment to one's own work. Another point where I believe a certain advantage can be gained is in using a photograph to make the thread more eye-catching. We must understand that users navigate a space filled with tweets, information, videos, photographs... There are many inputs that can overshadow your thread if you don't properly decorate it beforehand, and using a representative photograph (in this case, I use images from the match I am analyzing) creates a direct relationship between the use of the image that heads the thread and the text itself.

Figure 4: How to Create a Strong Personal Brand on Social Media



Pedro Torrijos  @Pedro_Torrijos · 20 d'abr.

Cuando Brunelleschi comenzó la cúpula de Santa María del Fiore en Florencia, nadie confiaba en que lo lograría. No se podía sostener, era demasiado difícil.

Tan difícil que, aún hoy, su construcción es el mayor misterio de la arquitectura.

Os lo cuento en [#LaBrasaTorrijos](#)



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Source: Screenshot from Twitter (<https://twitter.com/>)

One of the most interesting cases for learning how to create a strong personal brand on social media through threads is that of communicator and architect Pedro Torrijos. In [#LaBrasaTorrijos](#), he tells a story about some aspect of architecture once a week, often presenting it as if it were a thriller, which generates a noticeable addiction to his posts. Although it isn't about football, it is very

interesting to read his threads and analyze how he constructs them to learn a genuine way of telling stories and selling them to the reader. Mystery, doubt, and many other resources typical of TV series act as cliffhangers, a technique used in series to end something with suspense, leaving the audience in suspense. Torrijos, in his own way, employs this in the introductory tweet.

Another point to consider when planning this type of content is the need to schedule it. Why? So that users have an idea of when to expect the content without needing to check your profile to see if it has been published. Posting threads regularly has the same implications as making videos on YouTube or podcasts on any platform: users need to get used to a specific time slot and a particular day of the week. However, it is also true that, being tied to current events, it is often impossible to control when they will be made. If possible, it is preferable to maintain a schedule regarding hours and dates.

Once you have captured people's attention, the more complicated part comes next: keeping them engaged. In the end, each thread competes with many more tweets, and attention on social media is ephemeral and fragmented, as people are increasingly accustomed to ten-second videos and aphoristic phrases. A thread, while not reaching the depth of a text, requires greater concentration and attention to detail than a TikTok or an Instagram post. How can you keep people engaged?

In tactical analysis, we must consider that the key for a communicator lies in being able to reach all audiences. Addressing both the experts and those who have no tactical knowledge and watch football for fun or out of habit. The challenge is to reach all audiences and, above all, to land and remain there to support them. How?

Language is important. Vital. At its core, it remains a creative task in which each person must find their own voice, generating a language in which they feel comfortable and which differentiates them from others. A thread does not allow for infinite length; it requires precision and conciseness, honing the language and what one wants to convey. If I can convey it in one tweet... why do I need two? In this case, space is gold. People will associate the way you express yourself with your account, creating a concrete mental framework in which they will relate content to your signature, and digression is usually penalized on Twitter, unlike in other spaces: the content must be well-organized, and attention must be maintained, which doesn't prevent contextualization of what is written, but always considering that you are competing with many other contents.

However, more than language, which is fundamental, it is very relevant to involve the audience in your work. Your brand should not be solely yours; others should see themselves reflected in it. That sense of belonging is what gives value to a brand, beyond the content and quality it encompasses. And we must agree that talking

about football without mentioning controversial topics or refereeing, but focusing solely on the game, excludes a large part of the theoretical potential audience. However, specialization is precisely an important part of building an identity.

An interesting profile is @Alex14Martinez_, who has built a good loyal community on Twitter by focusing his content on creating profiles of young footballers emerging on the international scene just before they explode definitively, bringing insight and knowledge.

Figure 5: Interesting Profile of @Alex14Martinez_



Source: Screenshot from Twitter (<https://bit.ly/3LgJGsa>)

One way to sell content is illustrated in the image above. Presenting an eleven made up of players unknown to the general public in an enjoyable, even humorous way highlights the fact that not knowing these footballers is normal. Therefore, the specialist's task is to reveal them, taking on that role and encouraging the user to follow them. Who wouldn't want to get to know these players?

Threads allow for the development of a personal brand, creating a space to showcase knowledge, delve into a specialty, and generate a niche among followers while attracting a new audience interested in that area. The more specialized you are, the less likely you are to go "viral," but the more you can generate added value that will yield real benefits in the long run.

"Style" is a word that often causes discomfort, as if we are fundamentally trying to escape from it. When I started my journalism career, many professors emphasized this concept, repeatedly telling students they needed to find their voice, their style. What does that mean? In reality, style is nothing more than each person's genuine way of telling the things that happen. And yes, it is important, but it is something that should be innate rather than forced. Style is refined and achieved over time, but one cannot betray the way they truly feel about things.

However, it is impossible to dissociate this concept in this module, as style seals and varnishes the personal brand. Many people won't read a journalist for what they will say, but for the way they will say it, and that, if anything, holds even more added value. Therefore, when considering what to write and looking for angles for analyses, the same attention and time must be given to how the information will be conveyed.

Where to write? Where to generate content? This is directly tied to the previous paragraph. Each platform has its own way of self-conceiving and functioning, and although the boundaries are often very flexible and diffuse, there are certain unwritten rules. Twitter is a platform that was born with a sharp, sarcastic tone, where humorous tweets prevailed above all else, even though it was the tool with the most information. Hence, it is usually a good way to generate community by using threads in a more relaxed tone. Even when analyzing seriously, the style should allow for certain liberties that would not be as well-received in other spaces.

Added value as the final point of the personal brand

I have been writing about how to build community and enhance threads on Twitter, a space I believe is ideal for communication and tactical analysis due to everything it allows at a communicative level: photographs, videos, the ability to conduct polls, and direct interaction with the audience. However, in this second part of the module, I want to provide more examples of different communicators who have paved their way by enhancing their personal brand, using it as an economic lure—something that is important to consider in times of job insecurity in the journalistic sector.

I became hooked on tactical analysis, largely thanks to the now-defunct website Ecos del Balón, which ceased operations in May 2020 amid the pandemic after more than a decade of thriving. Ecos was a

school. A rich space for conversation and debate where many, including myself, fell in love with the way of understanding communication and football. Ecos del Balón encompassed a little bit of everything: a genuine style of storytelling, a detailed approach that distanced itself from traditional media, and an attempt to explain what was happening on the field by combining the analytical aspect with the more prosaic one. And not just in text. There were podcasts and a YouTube channel, but its great narrative strength was the engagement it generated through the comments on each text; spectacular debates around the game originated there.

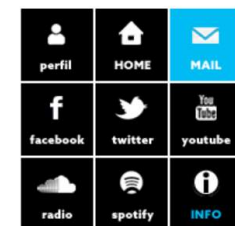
Figure 6: Ecos del Balón

POR 10 AÑOS DE FELICIDAD, GRACIAS

Escrito por **Fernando Ajenjo** | Publicado en **Blog Corporativo** | mayo 12, 2020 | 119 comentarios



Siempre he comentado que una de las razones por las que Pep Guardiola es uno de los mejores entrenadores del mundo es porque se equivoca mucho. Es una frase algo exagerada, ojalá todos los entrenadores «equivocándose» como Pep. Lo que viene a decir es que Guardiola

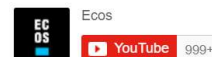


GRACIAS, POR COMPARTIR

Escrito por **Alejandro Arroyo** | Publicado en **Blog** | mayo 12, 2020 | 23 comentarios



Mira que me gustan los contrastes en el mundo del deporte. En ese margen donde confluyen formas diferentes de entender un juego o su competición brota lo mejor; aparecen los componentes más atractivos, los que dan pie al análisis y la reflexión



The last comments for
Un central de Klopp

Elber Galarga

Source: Screenshot from the Ecos del Balón website (www.ecosdelbalon.com)

Ecos managed to build its identity based on a very high level of loyalty from an audience that never became mainstream but was broad enough among football lovers to become a reference site. During its years of operation, they managed to interview Xabi Alonso on their YouTube channel in an interview titled *The Perspective of a Central Midfielder*, which I highly recommend for its depth and quality. In this interview, rather than a typical interview format (where the communicator never appears, only Alonso), it offers a deep look at the profession of a central midfielder, reviewing the entire career of the player from Tolosa. What is football for, if not to be shared? This principle, which is the foundation of everything, was the leitmotif of Ecos del Balón and something from which I learned a great deal: to share and allow those who are reading to share as well.

Figure 7: Note on Ecos del Balón

Era la Copa de Europa más famosa de la historia y no existía. Tomó alma en el segundo verano del siglo presente, fíjense si hace tiempo, cuando Ronaldo fue presentado en el Santiago Bernabéu con la misión de conquistarla. Junto a él, Roberto Carlos, Figo y Zidane lucharon por ella hasta su último aliento, sin éxito ni proximidad. Primero Hierro y luego Raúl intentaron levantarla, claudicando ocho veces, una tras otra, mientras cada una de ellas iba supliendo a la anterior como la noche más triste de sus vidas. En 2010, Iker Casillas asumió el relevo iniciando así una época [condenada a ser negra](#) que [tuvo luces](#) y sombras porque el Madrid nunca se rinde. Pero dejó heridas, porque aquéllo fue durísimo, y en cierto modo a él, como a otros, se lo llevó por delante, provocando una escisión letal. Hasta anoche. Anoche, en el minuto 36 de [la Final de la Liga de Campeones](#), un central uruguayo como Santamaría marcó el gol de la unanimidad blanca. Múnich, por ser una victoria que borra diez fracasos, había recuperado su estatus; Godín, a través del dolor, unificó sus sentimientos. El Real, poderoso y solo uno otra vez, desde el más joven a Don Alfredo Di Stefano, tenía una hora para ganar la Décima y a un dios que la quería: Ramos.

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Y el Atlético de Madrid estuvo a una jugada de evitarla y concebir su primera. Diego Pablo Simeone implica al mundo por su espíritu y anima al fútbol a aprender si quiere. Si quiere. El Atleti obligó al equipo con más recursos de la Champions, el que se desenvuelve con calidad en un mayor número de escenarios distintos, a jugar en aquél que más favorece al escudo colchonero durante una parte importante de la Final. Da igual el presupuesto o la calidad media de las piezas si de repente llega un conjunto limitado pero supremo haciendo tres cosas que tiene el don de conseguir que los partidos consistan exactamente en hacerlas y nada más, tanto para ellos como para su contrario. Este Atlético es casi invencible porque es el Rey en el fútbol de contacto y logra que todos sus encuentros vayan por esos derroteros, cosa que incluso ayer, en su derrota más cruel, quedó contrastada. A esa virtud sumó el partido de la carrera de su épico capitán -¡¡Gabi!!- e incluso una delicia para *gourmets* en forma de exhibición de Villa. David, en su conmovedora y emocionante veteranía, firmó una de esas actuaciones de culto que convalidan Copas de Europa, al estilo de la de Drogba en el Allianz Arena dos años atrás. En realidad es que el cuento contó con todos sus elementos, el final feliz parecía garantizado, pero, sencillamente, [el Real Madrid ha resucitado](#). No hay más.

Source: Screenshot from the Ecos del Balón website (www.ecosdelbalon.com)

This is the chronicle, I will quote only the first two paragraphs, of Real Madrid's 4-1 victory over Atlético de Madrid in the 2014 Champions League final. I'm sharing it so you can see how to construct a story in two paragraphs, with its thread to the past, its journey, motivations, falls, and, finally, heroes. Football is a game that allows for the construction of epic narratives with words, and although we talk about the game and the reasons behind it, it's important to

understand this to give your narrative something different and to play with it.

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Multiplatform Personal Branding

There are many other platforms that allow for the development of your personal brand. And, even if they are not used, they serve as a good example to learn some basic concepts and take notes. In this final part, I will write about how to enhance a multiplatform personal brand, having a presence in various areas and not focusing solely on Twitter, even though this is the space where journalists can grow the most because it allows for more thoughtful interaction. According to Brems (2016), this aspect is key to generating more loyalty between users and journalists. However, there is more; it is necessary to know other projects and journalists who have grown and enhanced their personal brands over time.

Another key point is consistency. On social media, especially platforms like YouTube, Twitch, or TikTok, the time one dedicates to them is increasingly rewarded, and although Twitter is more forgiving in this regard, it is important for enhancing content that consistency takes precedence over everything else, always within the realm of possibility. It is evident that one needs the luxury of being able to dedicate efforts to this, because, as with everything, monetizing the

content you create is complex from the outset, no matter how good it may become.

A good example is Miguel Quintana, a journalist who currently works as a presenter on Radio Marca's *La pizarra de Quintana* and also on DAZN, where he analyzes LaLiga's matchday on Sundays. Miguel began his career at Ecos del Balón, writing, narrating, and analyzing football, and in 2018, he decided to embark on a new solo path: a YouTube channel that operated daily until 2021. *Diario de un periodista deportivo* was, until its closure, a space for debate, analysis, interviews, and reflection mainly about LaLiga, but with a focus on many other competitions and notable names. It is interesting to analyze Miguel's journey both in launching the channel and in getting it off the ground.

To launch his channel, Miguel used Twitter threads as a tool to publicize his new venture. In the thread, Quintana explains his initiatives after leaving Ecos del Balón and ends by announcing that, from that moment on, a channel with a diary format (hence the name of his channel) is now open, which the journalist will use over three years to generate different types of content.

Transitioning the audience to another platform is often as necessary as it is complex, as many people are not accustomed to that new space (something that was relatively common with Twitch until recently) and will not download or use it, and a large part of the

audience is averse to using more social media, which is understandable. Therefore, it is complex and does not always work. Quintana did it in the following way, as shown in the photograph below.

Figure 8: Quintana's Strategy



Source: Screenshot from Twitter (<https://bit.ly/3Lk3LOh>)

YouTube and Twitch are excellent platforms for enhancing personal branding and communication skills. They present challenges, as they require not only narration, improvisation, and maintaining tension

but also editing and managing different tools. However, whether choosing YouTube or Twitch, which is currently more fashionable, I believe it is very important to maintain some activity on Twitter to sell the product, attract new users who are unfamiliar with the work, and boost the more opinionated side: Twitter allows for immediate reactions to any event and remains the ideal platform for that.

We are increasingly handling more information. There is an oversaturation of content that can be overwhelming at times. Often, we ask ourselves the following question: What can I offer that hasn't already been said? I believe it is much more important to say it better than before. To delve deeper before moving forward. To analyze and contextualize, it is not about arriving first but about arriving well, and that requires time invested, something that is often overlooked.

Here lies the role of the specialist, who possesses deep and detailed knowledge of a sport, competition, or specific topic. It is not the same to want to analyze "football" as it is to focus solely on, for example, the Bundesliga. Specializing does not have to be better than not doing so, but it does offer some advantages that, if used well, can yield benefits, such as the ability to become a kind of prescriber—a term I am not particularly fond of, but which illustrates the point—giving the specialized person some credibility in their field. If you have a clear focus in your analyses, such as, for example, French league football, it will be easier for others to turn to you when needing context and depth on a relevant aspect.

A good example is La Media Inglesa, a YouTube channel that started in 2011 focusing on covering the Premier League. They currently have over 380,000 subscribers on that platform and are an absolute reference. Not only on YouTube but also on Twitter and Twitch, where they have been doing regular live streams for some time. They have managed, in a decade, to become sustainable based on an identity and personal brand that are easily recognizable, which has allowed them to build a huge community. They achieved this by focusing on the Premier League, adding a touch of humor, and creating a synergy in which their followers have always been an active part of the channel, not just mere consumers.

Figure 9: La Media Inglesa



Source: Screenshot from YouTube (<https://www.youtube.com/@Lamediainglesa>)

At Relevo, the media outlet where I work, I have interviewed seven coaches who currently coach or have coached in the First Division. Each interview constitutes a cross-conversation between different coaches, where each one leaves a question for the next guest, starting each interview with the previous coach's question and closing it with their own as a final note. I decided to do it this way to enhance the value of the interviews and generate a personal brand that could identify this project in a genuine way among the many good interviews conducted by other journalists.

Using the tools offered by conventional media, which still hold social and cultural prestige, is another way to develop a personal brand that has its niche not only on social networks but also in large media outlets. The key is to ask what can be done to tell what is usually told in a different way, and often the answer lies in trying to find a simple formula, but it requires looking into spaces where attention is not typically focused. The fact that each coach leaves a question creates a connection that weaves the interviews together, granting them a collective sense beyond each individual; it unites their voices and makes the reader, upon finishing, wonder what the next guest will answer, because, as the game itself indicates, there is never a correct answer.

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<https://twitter.com/migquintana/status/995963868634669061>**Sensat**

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A. B. [Blayasensat]. (17 de febrero de 2023). *BARÇA 2-2 UNITED, ANÁLISIS DE DOS REALIDADES DISTINTAS* Vamos con #LaLupa del partido de ayer. Un IT bastante bueno con Pedri... y uno flojo sin él. Veremos qué hizo bien el FCB, qué falló y por qué Xavi debe ajustar.¿Me acompañas?



@StatsBombES



@MetricaSports

@relevo

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at,

A. B. [Blayasensat]. (9 de junio de 2023). *¿POR QUÉ ES EL MANCHESTER CITY MÁS DURO DEFENSIVAMENTE? En #LaLupa analizaré el cambio de chip de los de Pep Guardiola. Partiendo de la figura de John Stones, veremos cómo Pep ha construido su identidad.* Vídeos en cámara táctica del 4-0 al Real Madrid. @relevo @MetricaSports

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