

Syllabus: Social Media Strategies in Sports Organizations



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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

Overall Objective

Social Media Strategies in Sports Organizations provides managers with an understanding of the influence that social media exerts in sport. The main objective of the course is to help managers develop a strategic plan for their organization's social media use which will help the organization achieve its goals and engage its stakeholders. These skills and proficiencies will be particularly useful for managers who work in organizations without formal communications and/or social media staff.

Specific Objectives

- 1 Describe the influence of social media in sport organizations.
- 2 Identify effective strategies for engaging audiences on social media.
- 3

3

Create successful policies and guidelines to manage social media use by internal employees.

4

Construct a successful social media strategy.

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific Skills

- Knowledge about how social media influences sport organizations and how it functions as a valuable resource to meet organizational objectives. Participants will also acquire more understanding about how social media use by internal employees can be successfully managed and how to develop a plan to guide organization social media strategy.

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Bibliography

Sanderson, J., & Yandle, C. (2015). Developing successful social media plans in sport organizations. Morgantown, WV: FiT Publishing.

Sanderson, J. (2011). It's a whole new ball game: How social media is changing sports. New York, NY: Hampton Press.

Sanderson, J., Snyder, E., Hull, D., & Gramlich, K. (2015). Social media policies within NCAA member institutions: Evolving technology and its impact on policy. *Journal of Issues in Intercollegiate Athletics*, 8, 50-73.

Vaynerchuk, G. (2013). *Jab, jab, jab, right hook: How to tell your story in a noisy social media world*. New York: Harper Collins.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1. The Influence of Social Media in Sport

Unit 1.1 Understanding the Growth of Social Media

1.1.1 Defining Social Media

1.1.2 The Rise of Social Media and the Evolution of Communication

1.1.3 Social Media's Proliferation in Sport

1.1.4 The Differences Between Social Media and Traditional Media Messaging

Unit 1.2 Understanding the Impact of Social Media on Sport Organizations

1.2.1 Using Social Media to Become an Active Content Producer

1.2.2 Social Media and Managing Media Relationships

1.2.3 Social Media and Public Relations Concerns

1.2.4 Social Media and Organizational Transparency

CONTINUE

Module 2. Social Media Content and Engaging Audiences

Unit 2.1 Social Media Content

2.1.1 Understanding the Differences in Social Media Platforms

2.1.2 Developing Consistent and Relevant Content

2.1.3 Visual Storytelling and Social Media

2.1.4 Social Media Content Tools and Analytics

Unit 2.2 Audience Engagement and Interaction

2.2.1 Importance of Engagement in Social Media Strategy

2.2.2 Strategies for Inviting Engagement and Interaction

2.2.3 Strategies for Responding to Positive Feedback

2.2.4 Strategies for Responding to Negative Feedback

CONTINUE

Module 3. Social Media and Organizational Governance

Unit 3.1 Understanding Internal Stakeholders and Social Media

3.1.1 Social Media Use by Athletes

3.1.2 Social Media Use by Coaches

3.1.3 Social Media Use by Team Administrators and Employees

3.1.4 Social Media Use by Family Members and Relatives

Unit 3.2 Strategies for Managing Internal Social Media Use

3.2.1 Establishing Social Media Guidelines

3.2.2 Establishing Social Media Training

3.2.3 Managing Legal Issues

3.2.4 Staying Current with the Social Media Landscape

CONTINUE

Module 4. Social Media Strategies

Unit 4.1 Developing a Social Media Plan

4.1.1 Developing the Social Media Plan

4.1.2 Implementing the Social Media Plan

4.1.3 Managing the Social Media Plan

4.1.4 Evaluating the Social Media Plan and Making Adjustments

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