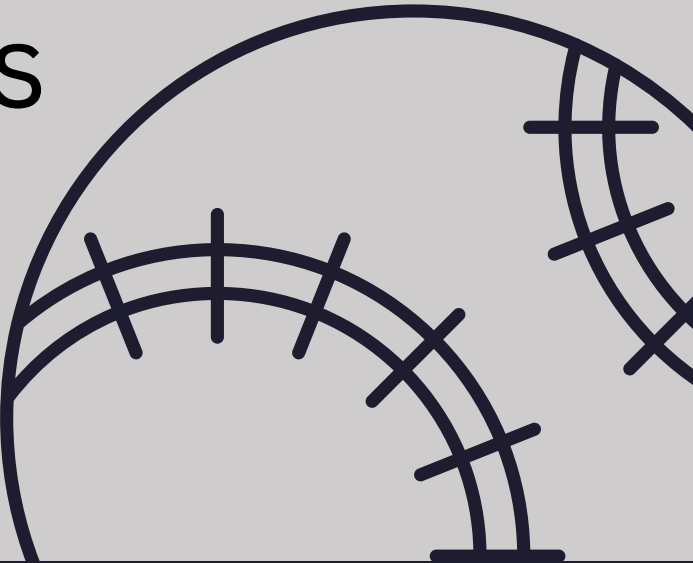


Social Media Strategy

Amr Alkhairi



Introduction

- American professional baseball team founded in 1871
 - Only major league franchise to play every season since professional baseball came into existence
 - World Series championship winners 4 times
- 

Market S.W.O.T. Analysis

Strengths

- World Champions
- Players
- “Hometown Hero”

Weaknesses

- Injuries
- Loss of franchise players

Opportunities

- City growth
- Streams
- Player engagement with fans
- Social media presence

Threats

- Trades
- Other teams
- Atlanta attractions

Social Media



Instagram

1.8 M followers

40k-100k likes

160-3,000 comments

Post game highlights and lineups

X

1.6 M followers

1,600-10k likes

86-210 comments

140-1k retweets

Post a lot of birthdays and shoutouts

TikTok

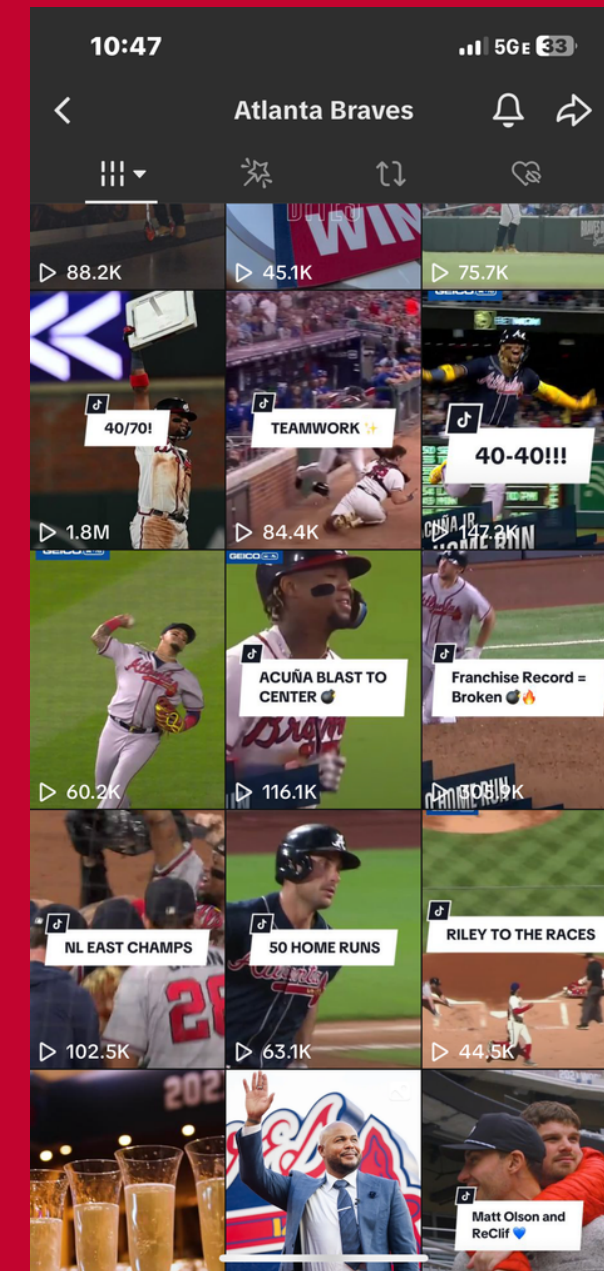
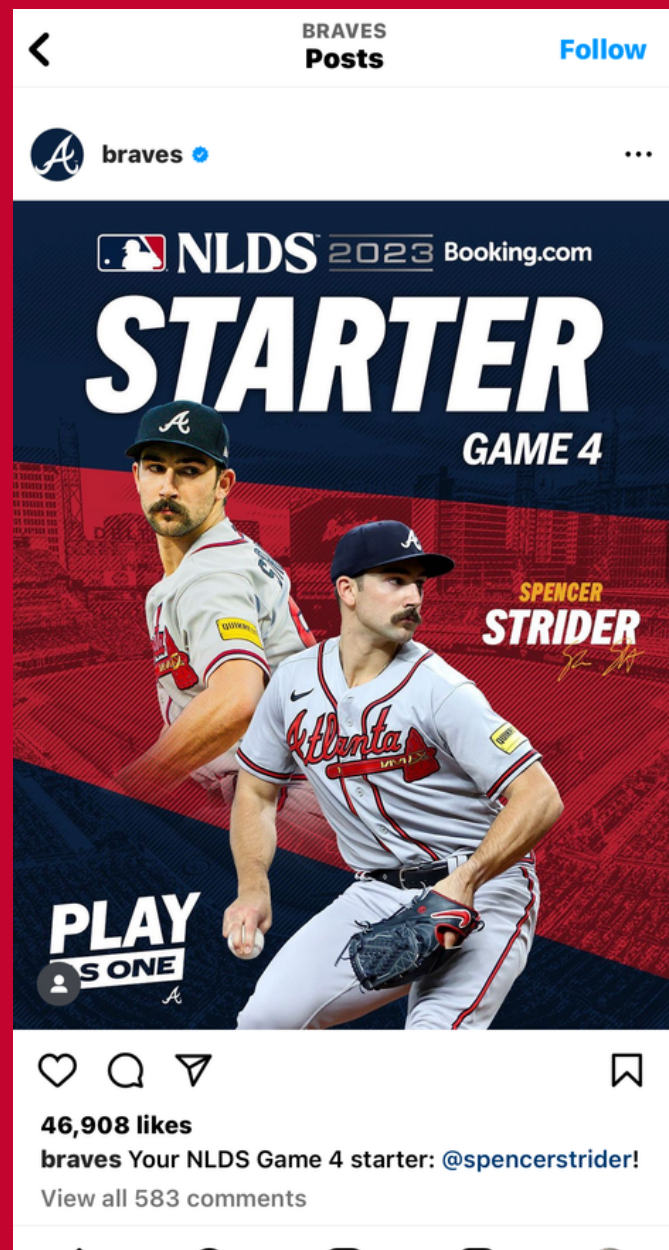
910.3k followers

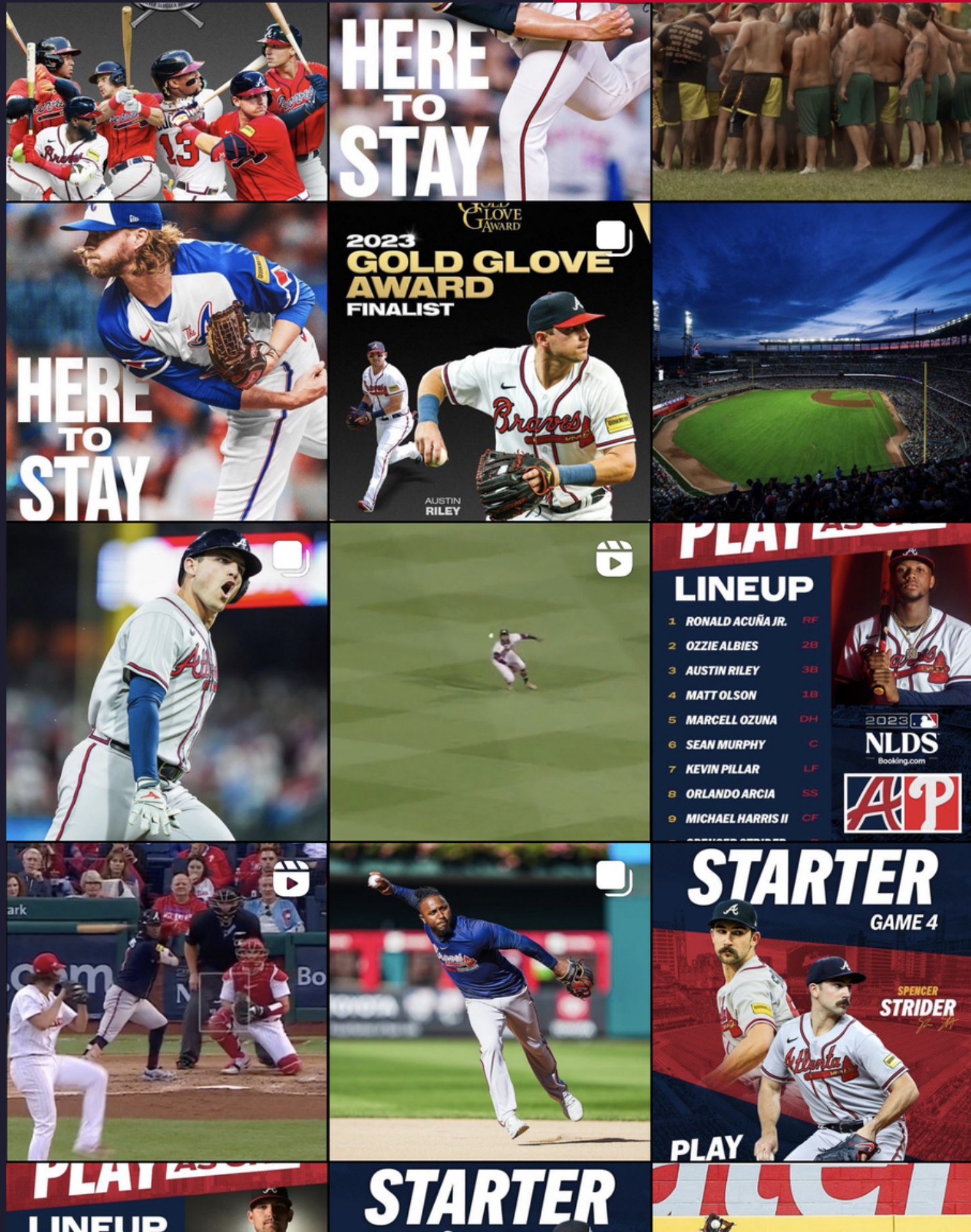
13.2 M total likes

174-2,000 comments

80-9,000 shares

Only post game highlights





Problem

The fan retention and community engagement levels are insufficient on socials.



Objectives

✓ Increase engagement

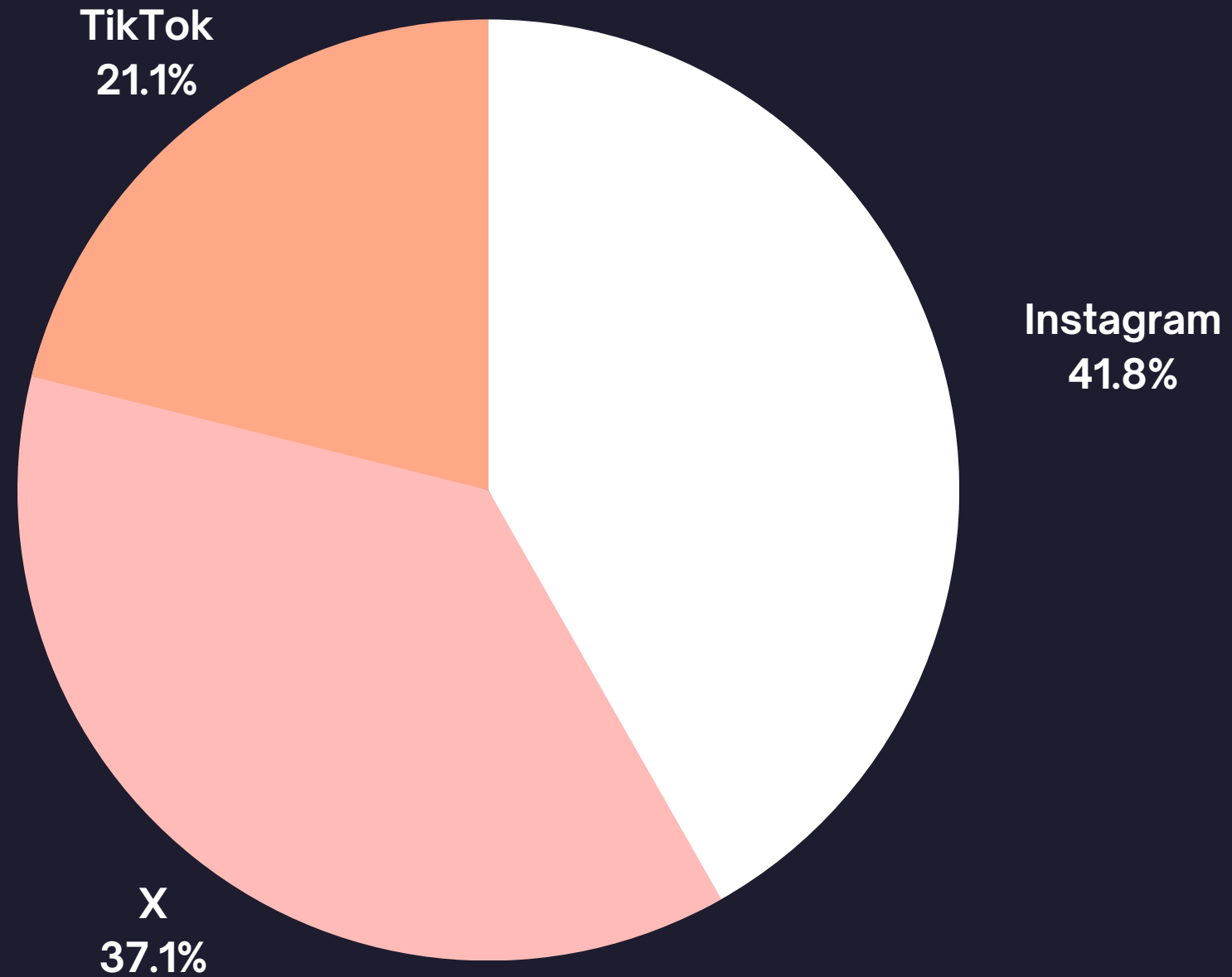
✓ Share valuable content

✓ Engage in meaningful conversations

✓ Contests and Giveaways



Instagram Giveaway!



Like Post
Tag two friends
Share on Story
=
Win 3 free
tickets!

Media Strategy and Target Audiences:



Existing Fans

- Leverage team history and nostalgia
- Contests and giveaways for superfans
- Encourage loyalty and engagement



Local Community

Appeal to Atlanta pride

Promote stadium events

Partner with city organizations

Highlight metro Atlanta culture



Baseball Fans



Share behind-the-scenes content

Spotlight fan traditions

User-generated highlights

Families

Deals on family packages

Kid-friendly activities

Shareable family moments



Youth

Contests and influencer partnerships

TikTok, Snapchat content

Gaming and pop culture references





Influencers/Athletes

Player branded content

Encourage user-generated content

Behind-the-scenes storytelling



How Can We
Appeal To This
New Audience?



Timeline



Past

“Thank you Fans” is missing
fan engagement



Present

Co-Post with the Braves
Foundation



Future

Players engagement in the
community

Fixing the past



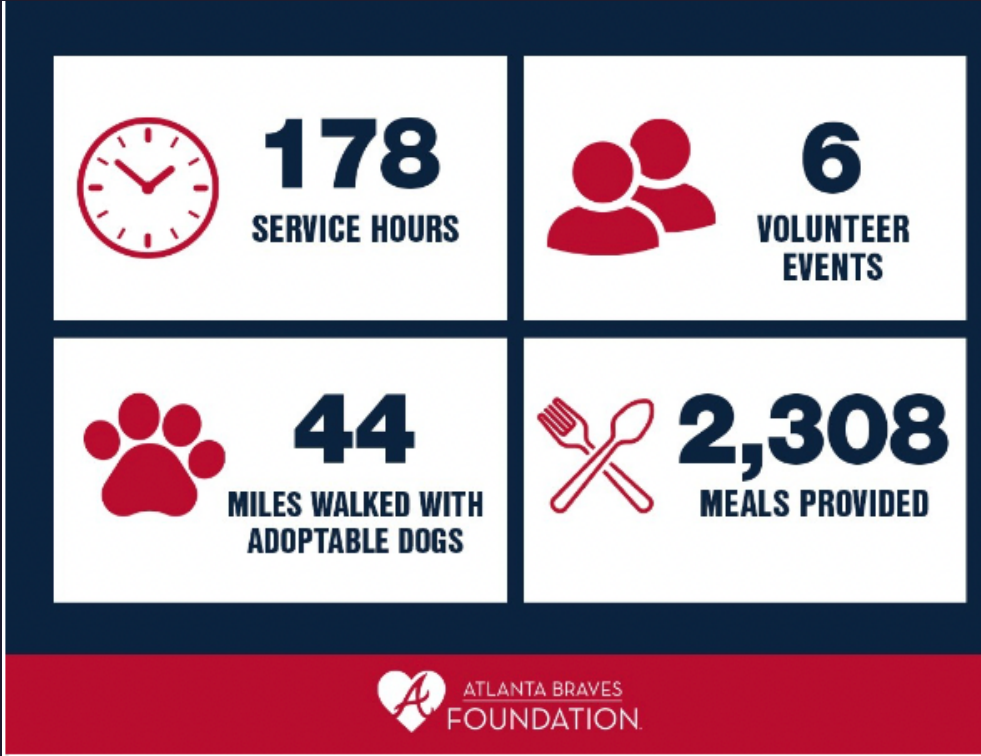
Braves Foundation



Latin American Association



Cancer Awareness Game



Monthly Highlights

Posting the present



VOLUNTEER HIGHLIGHTS

AUGUST 2023



178
SERVICE HOURS



6
VOLUNTEER EVENTS



44
MILES WALKED WITH ADOPTABLE DOGS



2,308
MEALS PROVIDED

Increase Community Engagement



ATLANTA BRAVES FOUNDATION.

2022 COMMUNITY IMPACT

13K servings of fruit
will be produced annually from community orchards created through Pitch in for the Planet



45K POUNDS OF FRESH PRODUCE distributed through the Home Plate Project

3 DOGS found their forever home through Dog Days of Summer at Truist Park in partnership with the Ozzie Albies Foundation and Lifeline Animal Project

324 frontline workers and their family members treated to front row seats at a home Braves game through the Front Row for the Frontline program

11K+ students and **64** teachers in **55** schools supported through the Most Valuable Teachers program, funding teachers' crucial classroom needs

17,656 tickets DONATED and **150+** groups hosted at Truist Park

Matt Olson provided a sensory friendly game experience for **42** guests with autism

2,900 Youth baseball and softball players engaged through Braves RBI programs

2 wishes GRANTED at Truist Park with Make-A-Wish Georgia

1,150 warriors served through The Warrior Alliance HomeBase at The Battery Atlanta in 2022

Gresham Park youth baseball and softball participation **increased by 200%** after opening the Hank Aaron and Bill Lucas Field

2 new Hank Aaron All Star Schools provided with capital improvements and vital resources

40 RBI COACHES attended a Mental Health & Wellness Clinic with Tyler Matzek

1,100+ pints of blood donated in Truist Park Blood Drives

1,944 GUESTS hosted for a Braves game in the Atlanta Braves Foundation Community Clubhouse

339 fans participated in RunBraves wellness challenges and events

100+ BRAVES FRONT OFFICE STAFF provided more than **1,100** HOURS of volunteer service across Atlanta in 2022

1,594 elementary school students completed **21,581** baseball-themed literacy and math games through Summer Slugger

\$1.4 million in community grants provided to **92** charitable and community organizations across Braves Country

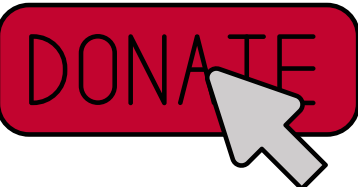












Henry Louis Aaron Fund hosted the 2022 MBP HBCU All Star Game showcasing **65** HBCU baseball and softball players, 2 of which were drafted in the 2022 MLB draft

200+ fans participated in the Women's Baseball Clinic

Content Calendar

month FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 	2	3
4 <i>HAPPY Birthday</i>	5	6	7	8	9 	10
11	12	13 	14 	15 	16	17 <i>DAY OF CHARITY</i>
18	19 	20	21 	22 	23 <i>DAYS TO GO!</i>	24 
25 	26 	27 	28 	29 		

Content Calendar

February 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Copost Braves Foundation January donation.	2	3
4 Copost with all Braves foundations - Game highlight post for Hank Aaron birthday and link to his foundation	5	6	7	8	9 Special Podcast talking about Hank Aaron's impact on the braves and how .	10
11	12	13 Homerun predictions for upcoming game	14 Results of poll. Graphics that promote the upcoming game.	15 Throwback Thursday with a good play	16	17
18	19 Special Q&A session of BTS Braves podcast.	20 Results of poll. Graphics that promote the upcoming game.	21 Game day predictions on IG Post.	22 Start date -" Are you ready?"highlights of all the best moents post	23 Game time countdown at 7pm on Instagram stories with ticket link	24 Game Day post at 10am. Post game results
25 Game Day post at 10am. Post game results	26 Game Day post at 10am. Post game results	27 Game Day post at 10am. Post game results	28 Game Day post at 10am. Post game results	29 Game Day post at 10am. Post game results		



Measures of Success

Charity


Track attendance for volunteers, funding, and grant programs. See an increase in community engagement

Sales & Profit

Increase revenue and profit margin by 10% by in-app purchases and ticket sales

Social Media

Focus on the likes, followers, and hashtags from target audience, views/listeners



THANK YOU



Questions?

