

# Social Media Plan Proposal for Outside The Beltline Radio

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## **Background/Audits**

Outside The Beltline Radio (OTB Radio) is a regional sports-focused weekly podcast located in Raleigh, NC. They have 18 podcast subscribers with a range of 10 to 32 listeners per month across the multiple platforms they use. Its content focuses on:

- National and local sports, and not just on the popular football, baseball, and basketball, but also hockey, tennis, horse racing, car racing, golf, and more.
- It also focuses on current news as it relates to sports and the Raleigh, NC area.
- And pop culture, such as LeBron James' most recent shorts suit.
- It includes hot takes, like who they think will win the Stanley Cup Championship or how the new NFL draft players will perform for the NC Panthers.
- And fun gags, like rating the bathrooms of local establishments, picking a preferred soccer team and pairing them up with characters of the popular sitcom *Seinfeld*, or jumping on trending memes, like the most recent "Unpopular opinion" on Twitter.

## **Social Media Situation Analysis**

OTB Radio's only social media is on Twitter. While they just have 65 followers, their organic impressions for the month of May is quite impressive of over 13,500. According to Sprout Social, OTB Radio has an engagement of 563 for the month of May. This includes OTB Radio retweeting and commenting on tweets, as well as others retweeting and commenting on OTB Radio's tweets and mentioning OTB Radio in tweets. The tone and voice of OTB Radio is one of an avid sports fan that is supportive of all sports and very informative in sports statistics, whether international, national, regional or local.

## **Competitor**

A major competitor is [Sports Channel 8](#), which is another regional sports podcast that is partnered with regional news station [WRAL](#). Because of its partnership, it has gained a large Twitter following of 5,868. It also has 858 Facebook likes and 271 YouTube subscribers. Sports Channel 8 shares many photos and videos as well as sports-related memes. They even post their score and performance predictions in a screenshot photo, which gets a good amount of likes and retweets.

## **Outside The Beltline Radio Mission**

OTB Radio is dedicated to reporting on local and regional sports as well as keeping listeners up-to-date on the latest news related to sports and the Raleigh, NC area.

## **Overall Business Communications Goal**

Increase the awareness and podcast listeners of Outside The Beltline Radio by 50% before January 2019 through online engagement and partnerships.

## **Social Media Content Strategy Campaign Goal**

Increase Outside The Beltline Radio engagement on Twitter by 50% through initiating dialogue about the legalization of sports betting in NC by the next NC Legislative Long Session in January 2019.

## People

### Audience Demographics

Out of the 65 followers OTB Radio has on Twitter, 40% are 18-20 years old and 60% are 35-44 years old. That is quite an age jump. 20% of the 65 followers are female and 80% are male, which is true for most sports-related statistics, according to [Time Magazine](#).

**Primary Target Audience:** 35-44 year old men on Twitter located in North Carolina.

**Secondary Target Audience:** 18-20 year old men on Twitter located in North Carolina.

These men have grown up watching sports and have spent most of their adult life already illegally betting on sports, either with bookies, online, or just with friends, family and coworkers.

North Carolina has a very local and regional focused sports base. With universities close by, North Carolinians are very passionate about collegiate sports. This target audience spends their time getting their sports updates from regional newspaper, News & Observer, as well as local stations such as WRAL and ABC11. They also get their news from their team's Twitter page, whether that's NC State, Duke, or UNC—the three largest and closest universities to Raleigh, NC. Raleigh, NC is also home to the state's NHL team, The Hurricanes, that has an active Twitter account, and it's neighbor city, Durham, NC has the state's MiLB team, The Durham Bulls.

### Preferred Social Media Channel

This target audience uses Twitter as its most focused social media platform because its well-known for “rapid-fire” live tweets during games ([McGarry](#)). Twitter has a sense of a “town-hall nature [that] generates the kinds of conversations you might have with strangers at a game [in real life]” ([McGarry](#)). Twitter is now considered a “part of the fabric of sports” ([Burns](#)).

“According to Navigate Research — a Chicago-based research, measurement and

analysis company — sports fans are 67 percent more likely to use Twitter as their second-screen viewing experience compared to non-sports fans. The platform’s versatility and its concise messaging make it the industry’s ideal real-time content provider and now a built-in part of the sports world” ([Burns](#)). Especially with live real-time tweeting, streaming, and Q&A sessions. It’s the “place we go for live content,” according to Lauren Teague who manages the PGA Golf Tour Twitter account ([Burns](#)). Sports leagues, teams, athletes, spokespeople, and fans alike all head to twitter to share in that “town-hall” nature.

### **Influential Audience Groups to Target**

[NC State Athletics](#) is one group to target online. According to BuzzSumo, they have 82.5k followers with a retweet ratio of 32% and a reply ratio of 27%. It would be interesting to get the perspective of one of the major university's athletics department. However, there is the chance since the topic is about sports betting, which is currently illegal in NC, they won’t be able to discuss anything with us.

[Barstool Pack](#) is another group to target online. According to BuzzSumo, they have 9.4k followers with a retweet ratio of 13% and a reply ratio of 22%. Barstool Pack is part of the more well known national franchise, Barstool Sports, with a large sports fan following. Barstool Pack focuses more on local and regional sports in NC, so getting their perspective would be crucial.

## **Objectives**

### **Social Media Content Strategy Campaign Goal**

Increase Outside The Beltline Radio engagement on Twitter by 50% through initiating dialogue about the legalization of sports betting in NC by the next NC Legislative Long Session in January 2019.

#### **Objective 1**

Partner with an influencer this July who will participate in the podcast as well as digital content to increase engagement by 75% on Twitter before the end of December 2018.

#### **Objective 2**

By December 2018, increase awareness of OTB Radio as an expert in the legalization of sports betting in NC by 50%.

#### **Objective 3**

Increase the number of listeners of OTB Radio's podcast by 25% by January 2019.

## Strategy/Key Messages

Before an audience can voice their opinion on something, they need to be informed and educated. Once an audience has the information they need to form an opinion, especially if it's something they're passionate about like most avid sports fans are, they will be more than willing to voice their opinion on social media.

With this campaign plan, when OTB Radio's target audience goes to Twitter to tweet about a local/regional game or to see what others are saying about a game, with the right hashtags and engagement, they'll be able to see OTB Radio's tweets about the game and about sports betting. They'll then engage and be informed further about the game they were interested in and about the legalization of sports betting in NC. Once the target audience sees OTB Radio as an expert in sports betting legalization and its passion for local/regional sports, people will want to engage with OTB Radio, which will drive more people to OTB Radio's Twitter and eventually its podcast.

### **Strategy:** Partnerships and Word-of-Mouth

“A strategic business partnership is a long-term business relationship focused on creating joint value for two or more organizations” ([Whittington](#)). Having a partnership with someone who is an expert in your field can increase your own expertise and offer up opportunities to more resources and growth.

Word-of-mouth (WoM) is “[o]ne of the least expensive and potentially most effective ways to promote” ([Website Marketing Plan](#)). “According to research presented at the [2014 WOMMA Summit] conference, one WoM impression is five times more effective than a paid ad alone” ([Cision](#)). “A great way to harness the power of WoM is to have an event for influencers...Make it easy for folks to talk about you and, most importantly, listen” ([Cision](#)).

## Key Messages

1. Since 1992, PASPA has kept sports betting illegal everywhere but Nevada... Until now!  
Thanks to the landmark ruling won in May by New Jersey, the Supreme Court has declared the federal ban on sports betting unconstitutional.
2. What does this mean for North Carolina? Well, sports betting remains illegal, which you can thank specifically to G.S. 14-292 declaring it a crime to bet on “any game of chance”.  
Do you consider sport games a “game of chance”?
3. Just this past Super Bowl, in Las Vegas alone, a “record-shattering” total \$158.6M was wagered legally on the Eagles v. Patriots game. Yet, in 2017, \$4.7B was wagered illegally on the Super Bowl, according to Forbes. These numbers speak for themselves.
4. Charlotte Observer predicts that most states will eventually allow sports betting, in part because everyone else will be doing it, but also because it’s harder to build a moral case against gambling when you already offer a state-sanctioned form of it with the North Carolina lottery...
5. Do you bet on sports? OTB Radio bets you do. Hear politics reporter for WUNC and NPR and avid NBA and NCAA sports fan, Jeff Teberii’s take on it on OTB Radio’s podcast.

## Technology/Tactics

**Technology Tool:** Twitter

### Objective 1

Partner with an influencer this July who will participate in the podcast as well as digital content to increase engagement by 75% on Twitter before the end of December 2018.

**Target Influencer:** [Jeff Tiberii](#)

- According to BuzzSumo, he has 2.3k followers with a retweet ratio of 28% and a reply ratio of 30%.
- Jeff Tiberii works as a politics reporter for WUNC and NPR.
- He's also a sports fan, especially for NBA and NCAA, according to his [Twitter account](#).
- He's reported on NC education as well, so he could speak to that perspective about the NC education lottery.
- While his following isn't large, his retweet and reply ratio holds well, if not better than some other possible options. According to *The Complete Guide To Influencer Marketing: Strategies, Templates and Tools* published by the Content Marketing Institute, smaller bloggers have more loyal followers that are more likely to trust than followers of larger bloggers that promote multiple things at a time.
- Jeff Tiberii is an ideal influencer because he is local, is a sports fan, and has an influence in NC politics for two major outlets.

**Mutually Beneficial Tactics for Influencer:**

- OTB Radio to follow, retweet, mention, and reply to Influencer's tweets.
- OTB Radio to leave thoughtful comments on Influencer's blog/articles.
- OTB Radio to connect with Influencer on LinkedIn.
- OTB Radio to not ask for a favor, but rather a collaboration that utilizes the Influencer's skills first with OTB Radio's needs secondary.
- OTB Radio to collect quotes/insights from Influencer about the legalization of sports betting in NC.
- OTB Radio to have Influencer as guest on podcast.
- OTB Radio to reach out to Influencer to co-create content focusing on the legalization of sports betting in NC.
- OTB Radio to have Influencer host a live Q&A on Twitter about legalizing sports betting in NC.
- OTB Radio to ask Influencer to share social media and eventually owned media on their own channels.

**Objective 2**

By December 2018, increase awareness of OTB Radio as an expert in the legalization of sports betting in NC by 50%.

While Objective 1 is implemented, OTB Radio will jab, jab, jab, then right hook, as Gary Vaynerchuk says, with relevant and interesting information then survey after one month in August 2018 and again two months later in October 2018 to see how the sentiment of sports betting has changed.

In October, it will be in the fifth week of the NFL season, one of the most wagered sports in America. During this time, OTB Radio and the Influencer have given plenty of information and engaging content to have the target audience aware and voice their opinions on the legalization of sports betting.

**Example of Graphic to Survey With:**

**OTB RADIO**  
OUTSIDE THE BELTLINE

## SPORTS BETTING LEGALIZATION IN NORTH CAROLINA?

**1992**  
Federal government passed the Professional and Amateur Sports Protection Act (PASPA) essentially making Nevada the only state allowed to offer legal sports betting.

**MAY 2018**  
New Jersey won a landmark ruling from the Supreme Court stating the federal ban on sports betting was unconstitutional.

**NORTH CAROLINA**  
Sports betting remains illegal in NC. G.S. 14-292 makes it a crime in NC to bet on "any game of chance."

**STILL ILLEGAL**  
While sports themselves are not necessarily games of chance, the courts have ruled that the law applies to betting on sports, as the betting is fundamentally a chance activity.

**EVERYONE'S DOING IT**  
Charlotte Observer predicts that "most [states eventually] will allow [sports betting], in part because everyone else will be doing it, but also because it's harder to build a moral case against gambling when you already offer a state-sanctioned form of it with a lottery."

**WHAT DO YOU THINK?**  
Is it fair NC has sports betting, classified as a "game of chance" illegal when NC has a state-sanctioned education lottery most would also consider a "game of chance"?

source: [www.nccriminalaw.sog.unc.edu](http://www.nccriminalaw.sog.unc.edu)

However, it would be better with quotes and insights from the Influencer.

**Possible Questions to Ask in Survey:**

- Do you currently bet on sports?
- Would you bet on sports if it was legal in NC?
- Do you think it's fair to have sports betting illegal while NC has the education lottery?
- Do you think sports betting should be legal in NC?
- How would legalizing sports betting change the sports atmosphere at collegiate games?
- How would legalizing sports betting change the sports atmosphere at professional games?
- How would legalizing sports betting change the sports atmosphere at sports bars and lounges?

This survey could pose as OTB Radio's own focus group. It could eventually lead to interesting dialogue that would be great to have a few of the prominent voices from the survey on the podcast. This would not only increase engagement about NC betting, but bring awareness and listeners to the podcast, and with how effective word-of-mouth can be, this could potentially increase the following of OTB Radio in Raleigh, NC and its surrounding areas.

**Objective 3**

Increase the number of listeners of OTB Radio's podcast by 25% by January 2019.

Through the successes of Objectives 1 and 2, this objective will increase alongside them, thus fulfilling the overall business communication goal.

### **Strategic Use of Twitter**

Twitter is not only the place sports fans go online, but it also is a great place to engage with the target audience. With the use of polls, images, and links, Twitter posts will easily engage with the target audience in an interesting and exciting way. Twitter is great for measurement as well with the results of polls, the number of retweets, the number of favorites, the number of responses, the number of new followers, and the Twitter analytics behind the scenes of the Twitter account.

### **Specific Content Ideas**

While the content calendar goes into more detail, one specific content idea OTB Radio could implement would be live streaming on Twitter and live tweeting during local and regional games, including asking fans who they're betting on to win. This tactic not only engages with fans online, but offline as well as fosters a conversation about betting on sports on local and regional teams in North Carolina.

## **Evaluation**

### **Objective 1**

By partnering with an influencer this July who will participate in the podcast as well as digital content engagement will increase by 75% on Twitter before the end of December 2018.

### **Metrics**

- Amplification Rate = number of retweets per tweet.
- Applause Rate = number of favorites per tweet.
- Look at the number of shares of blog posts, articles, and the podcast to see if this objective had been met.
- Look at the number of podcast listeners and subscribers and if it has increased, especially the one where the Influencer is a guest speaker.

### **Key Performance Indicators**

For this objective, the number of engagement and the types of engagement before, during, and after partnering with the Influencer will be measured.

- How many comments on tweets, blog posts, articles, the podcast and the Q&A session for the Influencer and OTB Radio.
- Look at possible inbound links, which is when someone from the target audience (follower or not) shares a link with the Influencer or OTB Radio in reference to the topic of discussion (legalization of sports betting).
- Conversation Rate = comments per post / overall followers.
- Look at how they participated and where they participated the most.

## **Objective 2**

By December 2018, awareness of OTB Radio as an expert in the legalization of sports betting in NC will increase by 50%.

### **Metrics**

- Impressions
- Reach
- Volume
- Applause Rate = number of favorites per tweet.
- The number of podcast listeners and subscribers to see if it has increased.

### **Key Performance Indicators**

- The number of podcast subscribers.
- Conversation Rate = comments per post / overall followers in regards to the legalization of sports betting.
- Look at possible inbound links, which is when someone from the target audience (follower or not) shares a link with the Influencer or OTB Radio in reference to the topic of discussion (legalization of sports betting).
- Look at how they participated and where they participated the most.

## **Objective 3**

Increase the number of listeners of OTB Radio's podcast by 25% by January 2019.

### **Metrics**

- The number of podcast listeners
- The number of podcast subscribers

### **Key Performance Indicators**

- Conversation Rate = comments per post / overall followers in regards to OTB Radio.
- Look at possible inbound links, which is when someone from the target audience (follower or not) shares a link with the Influencer or OTB Radio in reference to the topic of discussion (legalization of sports betting).
- Look at how they participated and where they participated the most.

### **Content Calendar**

All content in the content calendar will be posted on Twitter. To measure the success of the posts, I will measure the following:

- How many people voted in the polls
- How many people tweeted with a response (volume)
- How many people tweeted an inbound link
- How many retweets (reach)
- How many favorites (applause rate)
- How many new followers
- How many impressions
- How many new podcast listeners

**Outputs:** Increase in Twitter followers, retweets, favorites, comments, and inbound links.

**Outtakes:** Volume of topic, reach of topic, sentiment of topic, and awareness of topic, including survey/poll results.

**Outcomes:** Relationships built through Influencer, change in sentiment towards sports betting to legalize it in NC, and an increase in podcast listeners and subscribers, which is OTB Radio's bottom line.

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