



Social Media Use

1. About Social Media

a. Social media 101

- It is all about storytelling.
- It's your opportunity to tell the story in your own words.
 - Why should racers and spectators visit your track?
 - How does your passion shine through in your posts?

b. Best-in-class example

A great example of how a professional sports person uses social media to power an online brand on Twitter, Facebook and Instagram is Russell Wilson, starting QB for the Seattle Seahawks. He uses these platforms to share his experiences as a professional athlete, from the struggles of always being on the road (something that NHRA drivers can easily relate to) to the glory of the Seahawks' resurgence as a powerful NFL team. His real-time updates, openness and honesty on social media have created a fan base of deeply devoted and loyal followers. Consider how Wilson and other professional athletes use social media not only to promote their personal brands, but also to build a very close relationship with their fan base.

c. What could social media do for your track?

- Bring recognition among NHRA fans
 - Could lead to sponsorship opportunities
- Give your fans an inside scoop of what it is like to be an NHRA Member Track
- Connect you with people who care about your track / city

2. Why Is Social Media Important?

- It gives you the opportunity to have your own voice and to brand your track.
- As a track, social media allows you to:
 - Let people get to know your facility and services
 - Educate people on your style, your brand and the sport
 - Engage with your fan base

a. NHRA fans and social media:

- 7.8 million NHRA fans are social networkers.
- NHRA social networking fans increased by 12% from 2012 to 2013 (this increase is expected to have continued from 2013-2014).
- 22% of NHRA fans spend at least one hour on social networking sites in an average day.
- Number of NHRA fans that visited social media platforms per month:
 - Facebook: 7.3M
 - Twitter: 780K

3. Platforms to Utilize

- **FACEBOOK**
 - Best used for general knowledge posts
 - General race updates and highlights, upcoming appearances, photo albums or videos
 - Provides a great opportunity for 1-on-1 interaction and response with fans
- **INSTAGRAM**
 - Best for “in-the-moment” pictures and 15-second videos
 - Great for "exclusive" content to engage and excite fans
 - Allows your fans to engage at the race with pictures they take
- **TWITTER:** A limit of 140 characters, including @ handles (other Twitter usernames) and hashtags
 - Best for live updates
 - Allows you to join the NHRA conversation
 - Most of the NHRA conversation on social media happens here, from racetracks to fans to NHRA and sponsors

a. Rules to avoid disaster

- What you say can be “heard” by thousands of people.
- Bear in mind that you represent not only your personal track, but also your sponsors and the NHRA. Everything you post should positively represent what this great sport is all about.
- If you can’t/don’t handle your own social media channels, designate a person who knows about the track and the sport and cares deeply about your fans.

4. Overall Recommendations

a. Frequency of posts and responses

- Facebook: 3-4 times a week
- Twitter: Every day, if possible
- Instagram: Real time, preferably
- Respond within 24 hours to comments or mentions, if possible.
- You may not be able to respond to every single comment or mention, so a simple “like” or “favorite” to acknowledge your fans still counts.

b. How to build your brand on social media and how to engage fans:

- Share all the action happening around race weekends, such as:
 - As your track prepares for race day
 - During races
 - After races (Post winners, exciting news)
 - During important race-related events
- Include images as often as possible.
- Create your own hashtags for your fans to talk about and engage with you.

5. Social Media Best Practices

a. What is the minimum you should do on social media that requires no investment?

This depends on your particular goals and expectations. Consider the best practices for each platform:

FACEBOOK

- Let your fans get to know your track! Use a conversational tone in posts.
- Every time you are attending a promo event:
 - Target your posts to people in a specific area (geo-targeting).
 - Tag your location.
- Tag other pages (drivers, sponsors, NHRA) to increase visibility — you have to like those pages first.
- Posts with images typically perform better than text updates.
- Post photo albums showing recaps of race days or any other event.
- Make your updates engaging — ask questions, seek feedback, reward your fans, etc.

TWITTER

- Join the conversation!
 - Search for a specific topic and interact with current or potential fans.
 - Search your track name to see what others are saying about you and interact directly with fans, sponsors, etc.
- Tag NHRA and sponsors to promote conversation with other pages by using their Twitter handles (@NHRA, @MelloYello, etc.).
- Use hashtags (e.g., #TestNTune, #LODRS, your own).
- Post images directly to Twitter (not through Instagram) for immediate visibility.
- Interact with your fans by using the favorite, retweet and reply features.
- Respond to tweets that “at-mention” you in a timely manner.
- Tweet often and in real time!

INSTAGRAM

- Post images of race-day prep to give a behind-the-scenes experience.
- Connect your Twitter and Facebook accounts.
- Use Instagram filters to share more professional-looking images with your fans.
- Add locations when posting your images.
- Mention coworkers, NHRA, and other sponsors to increase your visibility.
- Use hashtags to join — or start! — the conversation.
- Give your followers a reason to follow you on Instagram by posting content that they can't obtain from NHRA, sports news sites, etc.
- Engage with your followers:
 - Like their comments
 - Respond to them
 - Follow them back

6. Social Media Advertising

Organic distribution is when content is shared and viewed by fans and followers through unpaid dissemination.

- Highly relevant content to your audience = better chances for this content to be seen and shared online. However, paid ads can exponentially bring attention to what you have to say.

Since social media is one of the best advertisement channels available, consider investing on advertising to:

- Promote your Facebook and/or Twitter pages to increase likes and followers at a higher rate than organically.
- Announce your participation the racetrack.
- Bring attention to an important milestone you and your track have achieved.
- Promote products related to your brand.
- Announce an important event happening around race weekend.
- Broadcast anything that you would like to say “out loud” and/or reach as many people as you can.

a. What is a base investment that would help drive your brand?

The amount of money that would help you drive your brand depends on your track and budget.

- The higher your advertising budget, the higher the probability of reaching more people.

FACEBOOK

Types of advertisement:

Paid ads

- Show up in the News Feed
- Located in the right-hand column when using Facebook on a desktop.
- Redirect fans from their News Feed to a new page (a website, e-commerce store, Timeline, email signup form, or any website you decide) if they click on the ad.
- Give you the opportunity to reach a much broader audience based on your targeting.

Promoted Posts

- If you like a page running a Promoted Post, their ad will look the same as any post coming from their page.
- "Suggested Post" tagline shows up at the top of the post with a button to "Like Page" and "Sponsored" shows up very small at the bottom of the post.
- Visible on mobile devices as well as desktop.
- If you don't like a business page but see a post from them in your News Feed, then the business is targeting users outside of their fans. They're most likely targeting "friends of fans" in order to reach a broader, like-minded audience.
- You can only target people that like your page and their friends.
- You can promote any post that is already on your Timeline and/or create one from your Ads Manager.
- Facebook's EdgeRank algorithm restricts the number of page posts fans can see so Promoted Posts are a great way to reach your entire audience for a cost.

- *Page Promotion*
- Best for getting page likes and building brand awareness.
- *Boosted Posts*
- Best for getting more people to see your posts and promote special events, offers and news.

There are two ways in which you can bid for ads on Facebook:

- Cost per click (CPC): \$0.24 average.
- Cost per 1,000 ad views (CPM): \$0.66 average.

TWITTER

There are three different ways to pay for advertising on Twitter:

- Promoted tweets: You set the budget. You only pay when users interact with your ad by clicking, replying, retweeting or favoriting your tweet.
- Promoted account: As the name implies, you can promote your account to potential followers, targeting by interest, geography and gender.
- Promoted trends: Ideal for massive exposure in a short amount of time, these are generally much more expensive and you need to contact Twitter directly.

After you decide the type of advertisement that best suits your needs, you can:

- Set a budget: Once you reach your daily budget, Twitter stops showing your promoted tweet/account.
- Place a bid: You set the maximum amount you're willing to spend per follow or click.

b. What is a “gold standard” of investment that would add maximum value to your brand?

This depends solely on you and the budget you may be able to assign for advertisement. According to a recent Forbes article, some brands allocate as much as 35% of their marketing money to social media advertisement. However, this is not a “one-size-fits-all” approach.

Consider:

- Budget allocation restrictions
- Size of your audience
- Targeting needed in order to reach your social media goals

5. Metrics and Analytics

a. What to watch for:

- Increase in likes on Facebook
- Increase in followers on Twitter
- Increase in engagement for every tweet/Facebook post
- High number of likes/shares/comments on your Facebook status updates
- High number of comments or likes on your Instagram updates

b. When to adjust strategy

- Measure the results of your social media efforts according to your own goals (e.g., more likes, comments, shares, retweets, favorites).
- Facebook and Twitter offer Insights and Analytics respectively, which allow you to:

- Measure the performance of your ads and campaigns
- Readjust budget
- Change/create new keywords
- Modify targeting when needed

c. Linking back to NHRA and sponsors

Every time you post on Facebook, Twitter or Instagram, you have the opportunity to “tag” other pages. This is a great way to increase the exposure of your posts, since every time you link back to other pages, the posts are visible to their fans and followers. To highlight how much this linking back can be used to your advantage, consider the NHRA and Mello Yello’s current following on these platforms:

- NHRA: 697,664 likes on Facebook; 66.4K on Twitter.
- Mello Yello: 224,905 likes on Facebook; 6,626 followers on Twitter.

To tag different pages on your updates, simply use the “@” character before the Twitter, Facebook or Instagram page name you want to tag.

d. What else can I leverage as an NHRA member track?

Take advantage of your unique position as a member track to deliver content that is interesting and exciting for NHRA fans. This content can be:

- Technical knowledge
- Experience in the sport
- Interesting facts about your track
- Important recognitions or milestones achieved within the sport
- Specific features of your track
- Major victories or losses
- Behind-the-scenes content
- Interactions and feedback from fans