

If you aren't online, do you even exist? As social media increases as a vehicle for information and communication within everyday life, the need for brands and organizations to establish themselves as the media masses grows. This is especially the case in sports, where success relies on the fans and followers.

We conducted research set out to discover strategies for the XFL's Arlington Renegades to adapt and develop their TikTok content, thus generating fan recognition and involvement. Prior to conducting research, we hypothesized that if the Arlington Renegades were able to build off of TikTok microtrends, interactive capabilities, and extensive consumer base, there would be growth in their fanbase.

This research project began with secondary research and was further extended through primary data collection using qualitative and quantitative methods, including in-depth interviews, a five-person focus group, and an experiment delivered via a survey instrument. Through these means, we found strong correlations between the presence, interaction, and diversity of content posted by football teams on social media to grow and develop a successful fanbase.