

EFFECTS OF CREATIVE SOCIAL MEDIA VIDEO CONTENT ON XFL FAN ENGAGEMENT

AN EXPERIMENT OF ARLINGTON RENEGADES TIKTOK



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MEJO 379 | DR. JENNIFER HARKER

TEAM HIGHLIGHT

26%
NOTICED THE
MUSIC FIRST

24%
NOTICED XFL
BRANDING FIRST

FAN INTERACTION

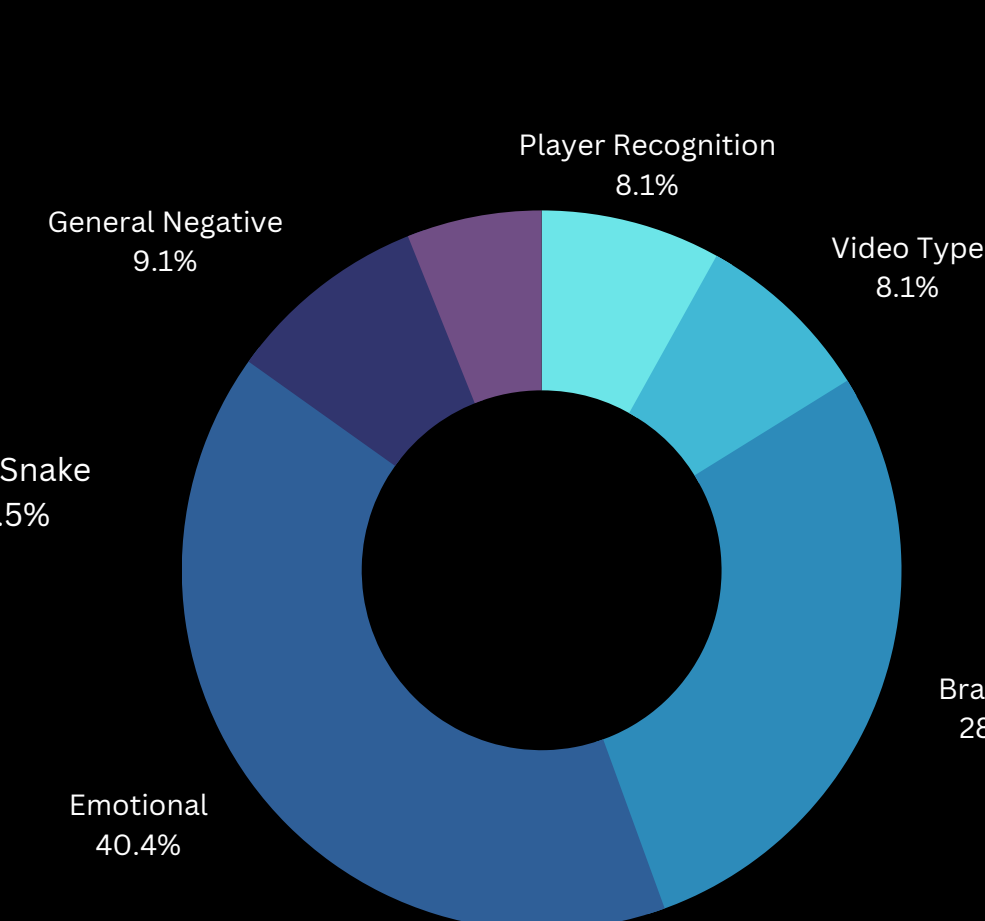
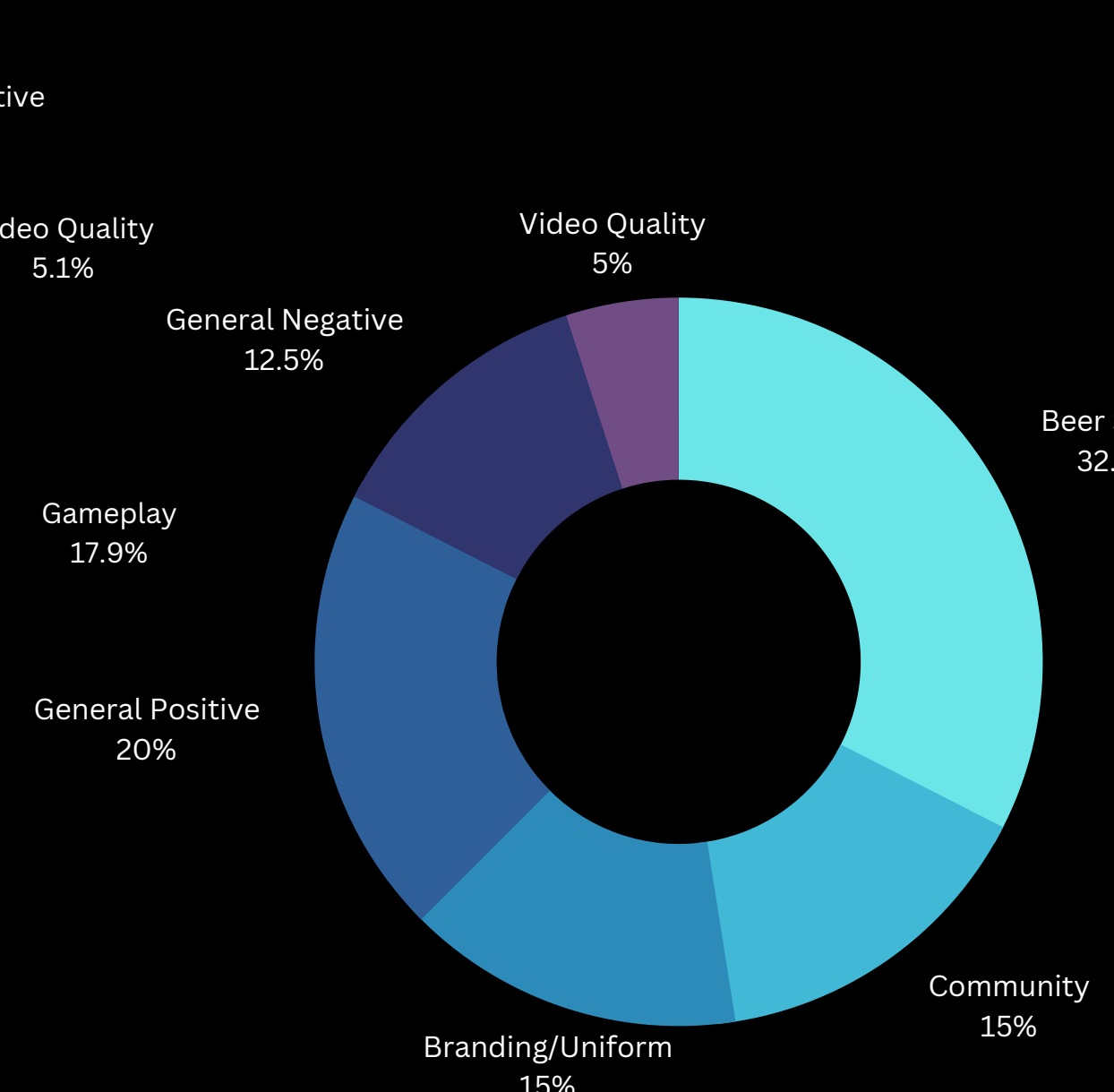
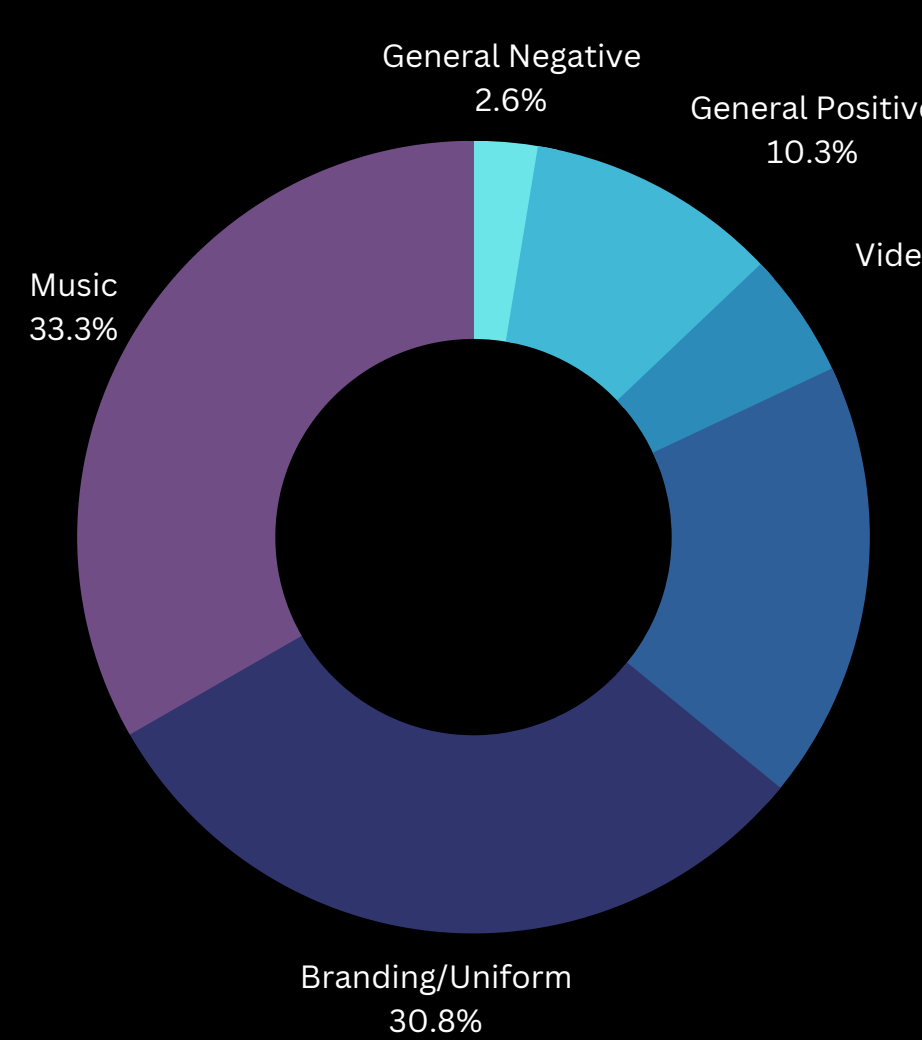
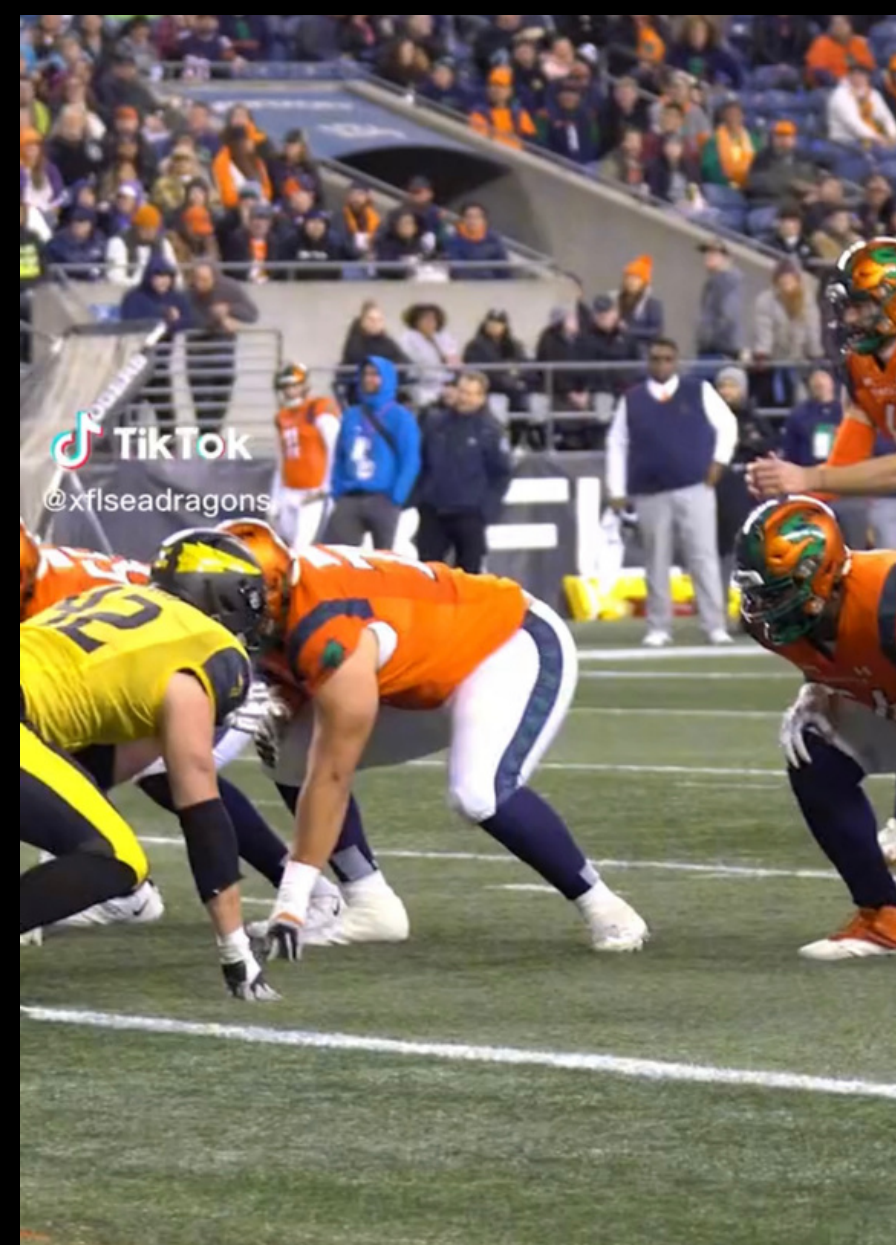
26%
NOTICED THE BEER
SNAKE ITSELF

16%
HAD GENERAL
POSITIVE
REACTIONS

PLAYER INTERVIEW

28%
NOTICED XFL
BRANDING

22%
REMARKED ON THE
INSPIRATIONAL
MESSAGES



ABSTRACT

WE LIVE IN A DIGITAL AGE ...
OUR FAVORITE SPORTS TEAMS SHOULD TOO.

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.

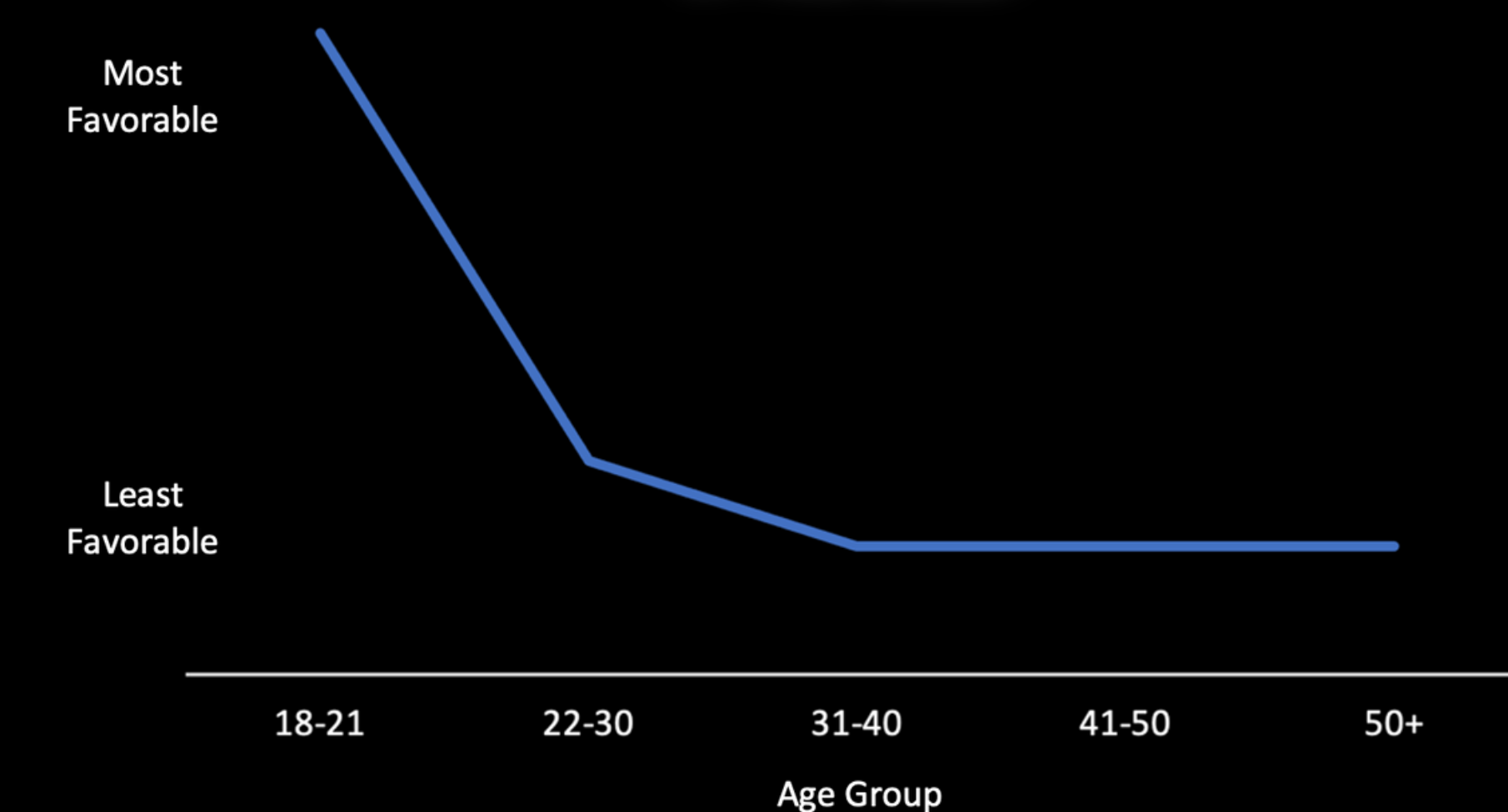
THIS RESEARCH PROJECT BEGAN WITH SECONDARY RESEARCH AND WAS FURTHER EXTENDED THROUGH PRIMARY DATA COLLECTION USING QUALITATIVE AND QUANTITATIVE METHODS, INCLUDING IN-DEPTH INTERVIEWS, A FIVE-PERSON FOCUS GROUP, AND AN EXPERIMENT DELIVERED VIA A SURVEY INSTRUMENT. THROUGH THESE MEANS, WE FOUND STRONG CORRELATIONS BETWEEN THE PRESENCE, INTERACTION, AND DIVERSITY OF CONTENT POSTED BY FOOTBALL TEAMS ON SOCIAL MEDIA TO GROW AND DEVELOP A SUCCESSFUL FANBASE.

18-21 YEAR OLDS RANKED THEIR FAVORABILITY AND USAGE OF INSTAGRAM AND TIKTOK HIGHER THAN ANY OTHER SOCIAL MEDIA AN AVERAGE OF 32% OF THE TIME. THEY WERE ALSO THE MOST RESPONSIVE AGE GROUP TO OUR SAMPLE VIDEO CONTENT. THOUGH 38% OF OUR RESPONDENTS WERE OVER THE AGE OF 50, THEY CONSISTENTLY FAVORED TIKTOK'S PLATFORM THE LEAST.

AGE DEMOGRAPHICS OF SURVEY RESPONSES



TIKTOK FAVORABILITY BY AGE GROUP



PROFESSIONAL RECOMMENDATIONS:

1. USE POPULAR SONGS THAT ARE TRENDING ON SOCIAL MEDIA TO HELP TELL A STORY. SONGS THAT PERFECTLY ALIGN WITH GAME REPLAYS CAN HELP GENERATE ENGAGEMENT.
2. BEHIND-THE-SCENES CONTENT & PLAYER HIGHLIGHTS CAN MAKE THIS TEAM MORE PERSONABLE. SHOWING FOOTAGE FROM LOCKER ROOM CELEBRATIONS, TEAM BONDING ACTIVITIES, OR PLAYER INTERVIEWS INCREASES FAN ENGAGEMENT.
3. THE RENEGADES SHOULD STAY ON TOP OF TRENDS AND PARTICIPATE IN THE TRENDS AND CHALLENGES ON TIKTOK. THEY CAN ALSO ENCOURAGE THEIR FANS TO CREATE RENEGADES CONTENT.
4. INTERACTIONS WITH FANS ON SOCIAL MEDIA, LIKE THE BEER SNAKE CHALLENGE, HELPS BRING THE RENEGADES COMMUNITY TOGETHER.
5. SHOWING MORE FAMILIAR FACES LIKE OWNER DWAYNE "THE ROCK" JOHNSON, OR EVEN CREATING INFLUENCER OR CELEBRITY PARTNERSHIPS CAN HELP THE RENEGADES REACH A WIDER AUDIENCE.