NFL Fans Response to Social Media Posts

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Abstract
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Abstract

Social media has become a growing phenomenon in the 21st century, as a result sport teams can now interact and engage fans in more personalized ways. However, because social media is so new there is very little research that helps determine how fans interact with teams through social media. This study was conducted using focus groups and has determined that even though relationship marketing is a good idea, NFL fans prefer information posted to Facebook and Twitter to be convenient and informative in relationship to the team’s on field performance. Furthermore, the more convenient and informative the information posted is in relationship to the team’s on field performance the more likely NFL fans will interact with teams on Facebook and Twitter.
NFL Fans Response to Social Media Posts

Social media is here and it is not going away, with over 300 million active users social media is here to stay (Lipsman, Mud, Rich & Bruich, 2012; Smith & Smith, 2012). Many organizations have now started to take advantage of this, and create company profiles that allow them to interact with consumers in more personalized ways (Wikman & Cottrell, 2013). Coincidently there are many ways companies can use social media, however little research is available on how social networking sites influence user participation (Andzulis, Panagopoulos & Rapp, 2012; Pronschinske, Groza, & Walker, 2012).

Because of social media, companies can now create valuable content that attracts the attention of readers and encourages them to interact with brands in more personalized ways through a variety of relationship marketing techniques (Wikman & Cottrell, 2013). However, user participation is harder to define for sport marketers, because the motivations and concerns for using the Internet differs from individual to individual. Therefore identifying how sport consumers respond to social media posts is important, because sport marketers need to be able to measure whether or not what they are posting is being received and how much is it being received.

Previous research indicates that teams with authenticity and user engagement have the greatest impact on attracting and maintaining a Facebook fan base (Pronschesinke, et al., 2012). Fan pages can increase the likelihood of reaching their fan base by publishing content that is highly engaging, coincidently publishing more often can be a way for companies to become more engaging (Lipsman, et al., 2012). As a result, the purpose of this research paper is to get a better understanding of how NFL fans respond to various posts on Facebook and Twitter which
ultimately should help identify which posts will be the most engaging for NFL fans on Facebook and Twitter.

**Literature Review**

**Relationship Marketing**

Relationship marketing is defined as the process of establishing a relationship through communication and interaction between an organization and its customers (Abeza, O'Reilly & Reid, 2013). The main focus of relationship marketing is communication, interaction, and value (Grönroos, 2004). Therefore, the process of relationship marketing includes strengthening of brand awareness, providing additional value for the customers, enhancing loyalty, as well as increasing the understanding of the customer’s needs (Williams & Chinn, 2010).

Prior research has found a positive relationship between customer satisfaction and consumer loyalty in regards to relationship marketing (Hur, Yong, & Youngjin, 2011). Hur, Young, and Youngjin (2011) define consumer loyalty as a commitment to purchase and support a specific product or service despite situational influences. This approach to marketing has grown to become the staple of marketing operations, meaning consumers expect businesses to engage them and build relationships with them (Witkemper, Hoon, & Waldburger, 2012).

Current research supports that relationship marketing exists on a scale of transactional and relational exchanges (Bee & Khale, 2006). Transactional exchanges are dependent on extrinsic factors (price discounts, coupons, giveaways) in exchange for a good or service (Bee & Khale, 2006). Meanwhile, relational exchanges focus on the cooperation and interactions resulting from shared values (Bee & Khale, 2006). One major difference between the transactional and relational exchanges is transactional exchanges are short term and relational exchanges are long term. However, that doesn’t make transactional exchanges any less
important; Bee and Khale (2006) state the importance of using transactional exchanges as the first step in developing long-term relationships.

It is also important to keep in mind that the main purpose for relationship marketing is that both parties involved in the relationship should be mutually benefited (Clark & Melancon, 2013). The benefits of relationship marketing for companies include greater customer retention, increased loyalty, reduced marketing costs, greater profits, as well as increased stability and security (Abeza et al, 2013). Whereas consumers are now receiving more personalized attention, and in return are more satisfied (Abeza, et al., 2013; Williams & Chinn, 2010).

Social Media

Social networking websites such as MySpace (2003), Facebook (2004), and Twitter (2006) have helped to coin the term social media (Witkemper, et al., 2012). Social media is defined as the production, consumption, and exchange of information through online social interaction platforms (Andzulis et al, 2012). This includes blogs, online discussion forums, and other online communities (Akar & Topcu, 2011). Akar and Topcu (2011) state social media has become one of the components part of hundreds of millions of Internet users’ everyday lives throughout the world. However there are few academic studies on social media, most studies are from newspapers, magazine articles, or Wikipedia blogs (Akar & Topcu, 2011).

In March 2008, Universal McCann reported 57.3% of Internet users between the ages of 16 and 54 have managed a profile on an existing social network and 38.5% started their own blog (Akar & Topcu 2011). Fifty two point two percent have uploaded their own photos to a photo-sharing site and 38.5% have uploaded a video clip to a video sharing website (Akar & Topcu 2011). Whereas 82.9% have watched video clips online and 63.2% have visited photo-
sharing sites (Akar & Topcu 2011). Meanwhile 54.8% left a comment on a blog and 45.8% left a comment on a news site (Akar & Topcu 2011).

There are approximately 160 million users on Facebook each month, meanwhile Twitter has more than 140 million active users, and has approximately 340 million individual tweets per day (Lipsman, Mud, Rich & Bruich, 2012; Smith & Smith, 2012). Facebook users spend more than a fourth of their time on the site consuming and interacting with their newsfeed (Lipsman, et al., 2012). Consequently, the 2013 NFL season kicked off with over 20 million interactions on Facebook by more than 8 million people (Facebook, 2013). The NFL Kickoff was nearly split evenly between males and females, with 53% of the total interactions on Facebook coming from men (Facebook, 2013). However men and women between the ages of 18 and 34 were talking the most about the game, men between the ages of 35 and 44 were also among the top groups (Facebook, 2013). Twitter reported to only have had 1.4 million tweets in reference to the NFL Kickoff, with upwards of 15,000 tweets per minute (Twitter, 2013).

**Relationship Marketing through Social Media**

Relationship marketing has become easier with the development of new technology, such as social media (Abeza et al, 2013). Social media marketing helps to create valuable content that attracts the attention of readers and encourages them to interact with brands in personalized ways (Wikman & Cottrell, 2013). Each social media platform has an effect on marketing performance, consequently it is vital to understand their importance and interrelatedness (Stephen & Galak 2009). This kind of marketing can include traditional web-based promotion strategies such as e-mail newsletters and online advertising campaigns (Akar & Topcu, 2011). However, in order to have a successful social media campaign, user participation is needed (Akar & Topcu, 2011).
Facebook users are 40 to 150 times more likely to consume branded content in their newsfeed than visiting the actual fan page itself (Lipsman et al., 2012). The value of the fan can be assessed in three primary ways: increasing the depth of engagement and loyalty among fans, generating incremental purchasing behavior, and leveraging the ability to influence friends of fans (Lipsman et al., 2012). Brands can also focus on understanding and reaching the friends of fans as an untapped benefit (Lipsman et al., 2012). Fan pages can increase the likelihood of reaching their fan base by publishing content that is highly engaging which can increase the likelihood of content appearing in newsfeeds (Lipsman et al., 2012). Results indicate that there is a positive correlation between user engagement and maintaining a Facebook fan base (Prinschinske, Groza & Walker, 2012).

Previous research indicates that there are many ways companies can use social media. However there is one thing for certain, the balance of power has now moved from the company to the consumer (Andzulis et al, 2012). Consumers can now use social media platforms to generate, edit, and share online information about companies, and also direct where the information goes which is out of the businesses control (Akar & Topcu, 2011). Consequently, customers perceive this information as more reliable that business communication (Akar & Topcu, 2011)

**Relationship Marketing through Social Media in Sport**

It is important to identify the opportunities for relationship marketing through social media in sport. There are now more opportunities for teams to learn about their fans and what exactly they want in regards to their product through social media interaction, as well as more opportunities for teams to interaction with fans (Abeza et al, 2013). Sport marketers can now communicate, listen, and address the needs and desires of their customer’s all while maintaining
and enhancing their fan base (Abeza et al, 2013). Teams can do this through brand management by encouraging social interactions among fans, promoting ticket sales, and cultivating a more favorable online experience (Coyle, 2010).

Wallace, Wilson, and Miloch (2011) conducted a study which suggested three different forms of brand management communication through Facebook. The three different forms of brand management that were studied included marketing strategies, as well as brand attributes and brand association factors (Wallace et al., 2011). Marketing strategies can include but are not limited to ticket sales, merchandise, cobranding, sponsorships, event coverage, individual coverage, team coverage, in-game coverage, and crisis management (Wallace et al., 2011). Brand attributes may include the success of the team, star players on the team, the head coach, team logo, stadium, fans, sponsors, as well as club history and tradition (Wallace et al., 2011). Finally brand association factors included brand mark, rivalry, concessions, social interaction, commitment, organizational attributes, nonplayer personnel, and team characteristics (Wallace et al., 2011). Overall brand management encourages fans to interact with teams in a more personalized way, which is one of the key components to relationship marketing (Wallace et al, 2011).

Social media has helped make relationship marketing easier for companies, because companies can now create valuable content that attracts the attention of readers and encourages them to interact with brands in more personalized ways such as social interactions among fans through links, status updates, pictures, and videos (Wikman & Cottrell, 2013; Wallace, Wilson, & Miloch, 2011). However, user participation is harder to define for sport marketers, because the motivations and concerns for using the Internet differ from individuals (Hur, et al., 2007). Few studies have been conducted to understand online sport consumer’s behavior, meaning the sport
consumers’ attitude toward the Internet, as well as their motivations and concerns for using the Internet (Hur, et al., 2007).

**Conceptual Framework**

Hu, Ko, and Valacich (2007) state in order to fully understand business opportunities, sport marketers need to develop a better understanding of online sport consumers and their behavior. For example, Twitter helps fulfill emotional, cognitive, and behavioral motivations for consumption (Smith & Smith, 2012). According Witkemper, Choong, Hoon and Waldburger (2012) they believe that fanship motivation, entertainment motivation, pass-time motivation, and information motivation influence behavior. Meanwhile Hur, Ko, and Valacich (2007) believe socialization and convenience are also other two factors that influence motivation for online consumption as well.

**Fanship Motivation**

Fanship is the identification of an individual’s connection to a sport team (Reysen & Branscombe, 2010). Gantz and Wenner (1997) state the deeply committed fan has a strong knowledge of sport, is heavily involved with athletes or teams, has frequent conversations about sport, invests a considerable amount of time and money into the consumption of sport, and 60% of fans have reported to arrange their leisure time around sport events (Gantz & Wenner, 1997).

Therefore, fanship motivation is defined as a motivating factor to participate in sport as well as consume it (Witkemper, et al., 2012). Blaszka, Burch, Frederick, Clavio, and Walsh (2012) determined hashtags are used as a form of fanship, fans are now able to engage in two-way-communication with sport teams as well as other fans. People often want to express their opinions and talk about their favorite teams and players, this could be a motivating factor for using Twitter and other social media outlets (Witkemper, et al., 2012).
Entertainment Motivation

Entertainment motivation measures the effects of the media on the motivations of consumers, coincidentally previous studies suggest that users are using social media as a form of motivation (Witkemper, et al., 2012). In particular, online consumers are likely to use the Internet for fun, games, blogging, and other forms of entertainment (Hur, et al., 2007). Witkemper, Choong Hoon and Waldburger (2012) state entertainment social media can be used to promote events as well as upcoming games, some teams have even designed times when athletes monitor their social media accounts to answer questions.

Previous research also suggests that entertainment is a motivating factor for purchase/repurchase intentions (Suk-Kyu, Byon, Jae-Gu, Zhang, & Chong, 2013). Therefore sport marketers need to ensure they continue to provide entertainment to fans in order to maintain their relationship with the fans, even when the team is not successful (Trail, Robinson, & Yu Kyoum, 2008). Consequently, spectators need those extra incentives because they are not as emotionally attached to the team (Trail, Robinson, & Yu Kyoum 2008).

Pass-time Motivation

Pass-time motivation is defined as how fans occupy their time, this can result in a sport consumer’s desire to escape boredom, relieve stress, or seek pleasure (Witkemper, et al., 2012; (Hur, et al., 2007). Some fans socialize at games, some at bars, and others online (Witkemper, et al., 2012). Witkemper, Choong Hoon and Waldburger, (2012) state Twitter is quickly becoming a medium for this type of interaction between people. Therefore, for those who use Twitter to simply pass-time, sport markets need to enhance their options for consumers (Witkemper, et al., 2012). Pass-time motivation can be measured by the willingness to pass-time, and capturing the enjoyment when using sport related Websites (Hur, et al., 2007).
Information Motivation

Throughout the decision-making process, the degree of motivation is determined by the amount of information that is gathered (Ling-Ling & Jia-Yan 2012). Consequently, people with higher motivation tend to search for more information. Furthermore, with the development of e-commerce, the Internet now offers a vast amount of product information and has become one of the most important channels consumers use to seek information (Ling-Ling & Jia-Yan, 2012; Huneke, Cole, & Levin, 2004).

Coincidently with the increase of communication and distribution of information to sports fans, the Internet has transformed the way sport marketers communicate to fans (Seo, 2003). As early as 2000, sport fans used the Internet to access sport information online (Brown, 2003). Approximately 72% of NFL, NBA, NHL, and MLB fans checked sport scores online in 2000 (Rha, Montalto, & Widdows, 2003). Ultimately, the appeal of these Websites comes from the passion of sport fans who need their daily fix of information (Won Jae & Green, 2008).

Socialization

Socialization refers to the sport consumer’s desire to develop and maintain human relationships through the Internet (Hur, et al., 2007). Kapoor, Jayasimha, and Sadh (2012) state that each day countless users converse through social networking sites to connect with their friends they are no longer in touch with, broadcast their views and opinions, share experiences, give advice, grieve, and give recommendations. Therefore, socialization can be used to effectively measure the perceptions regarding sport-related social exchanges through the Internet (Hur, et al., 2007).
Convenience

Convenience refers to the sport consumer’s motivation to purchase a desired product or obtain sport related information regardless of place or time (Hur, et al., 2007). Previous studies suggest online consumer behavior found convenience to be an important factor influencing online shopping, for example sport fans can now purchase tickets more easily as opposed to visiting traditional outlets (Hur, et al., 2007). Therefore, convenience is measured by how easy it is to maintain information which ultimately affects purchasing behavior (Hur, et al., 2007).

However, previous research also shows concerns for online sport consumption which refers to various forms of apprehension when using the Internet (Hur, et al., 2007). One major concern of online sport consumption includes security (Hur, et al., 2007). Hur, Ko, and Valacich (2007) define security as sport consumers’ perceived risks of personal and financial information being hacked. Several studies have found that perceived risk of security and privacy is a critical issue in online business (Hur, et al., 2007). Recent studies also suggest that the reliability of the Internet vendors protecting personal information is more important than convenience (Bhantnagar & Ghose 2004).

Theoretical Framework

Alternative research suggests looking beyond emotional involvement and identification of cognitive, affective, and behavioral components (Blaszka, Burch, Frederick, Clavio, & Walsh, 2012). The Theory of Reasoned Action was developed to expand on the Attitude Model, which consists of cognitive, affective, and conative components (Papadopoulos, Vlouhou, & Terzoglou 2008). Heath (2005) states that the Theory of Reasoned Action suggests that behavioral intention is a result of two factors, the individual’s attitude toward the behavior and the perception on the intended behavior. Meanwhile, Greene (2009) states the Theory of Reasoned action excludes
behaviors that are impulsive, habitual, or scripted. Meaning, the theory supports that individuals have some choice in the decision making process (Greene, 2009).

Furthermore, multiple studies show a correlation between the Attitude Model and the Theory of Reasoned Action (Papadopoulos, et al., 2008; Belleau, Pinel, Summers, & Xu, 2007). There is a positive correlation between behavioral intention and conative components, as well as individual attitudes and affective components, and subjective norms and cognitive components (Papadopoulos, et al., 2008; Belleau, Pinel, Summers, & Xu, 2007).

**Cognitive Components**

Cognitive components consist of the consumer’s knowledge and even perceptions about the product or service (Papadopoulos, et al., 2008). Similarly, subjective norms are defined as the consumer’s perceptions of social pressures through other’s regarding whether or not they should purchase or use a product (Belleau, et al., 2007). Some people consider the opinions of leaders. These leaders can be parents, teachers, or even celebrities (Heath, 2005). However, adolescents are likely to consider the opinions of their peers most important, they want to do what their friends are doing (Heath, 2005). Heath (2005) states that what mom and dad thinks has less to do with their children’s perception than the perception of their peers. This idea has to do with the motivation to comply, meaning the pressure to please others can result in a change in behavioral intention (Green, 2007). However, it is important to note that previous research has been unable to support whether or not subjective norms influence consumer purchase intentions in the clothing and textile industry (Belleau, et al., 2007). Therefore, this could impact the purchase intentions of consumers in sport, because there is clothing and textile in sport.
Affective components

Affective components include the consumer’s emotions and feelings about the product/service (Papadopoulos, et al., 2008). These emotions and feelings are a result of the consumer’s attitude, which are usually predetermined by set of relevant beliefs (Greene, 2007). Belleau, Pinel, Summers, and Xu (2007) state that the greater the attitude toward the intended behavior will have a higher purchase intention. Previous research suggests that sport marketers need to develop marketing strategies based on the emotional attachment of the sport consumer (Gi-Young & Hardin, 2008). This emotional attachment can be explained through attachment theory, the Attachment Theory describes the origins of interpersonal bonds (Gi-Young & Hardin, 2008). Therefore, fans are more likely to interact with a team on Facebook and Twitter the more emotionally involved they are with a particular sport team (Gi-Young & Hardin, 2008).

Conative components

Conative components are concerned with whether or not the consumer will become engaged with a product or service, otherwise known as behavioral intention (Papadopoulos, et al., 2008). Satisfaction can be an important variable that drives the attitudes and behaviors of a consumer (Kaplanidou & Gibson, 2010). Kaplanidou and Gibson (2010) also state that past behavior can be a significant predictor for future behavior intentions as well. These behavioral intentions correlate positively with consumer loyalty, the more often a consumer engages in a particular product or service the more loyal they are and become (Kaplanidou, Jordan, Funk, & Rindinger 2012).

However, sport marketers must also be aware that behavioral intentions can and do change over time (Heath, 2005). There are three possible explanations that can result in these changes. The first explanation is the formation of a positive attitude toward a specific product
that an individual previously had a neutral or negative attitude toward (Heath, 2005). This could be something as simple as experiencing poor customer service, and returning to the location in which that person had poor customer service and instead receive excellent customer service the second time around. The second explanation is an individual might become aware of subjective norms they had no prior knowledge of (Heath, 2005). For example, consumers might not be willing to try a product until someone they know or look up to endorses that product enough to where they want to try that product. Lastly an individual might redefine their relationship between their norms, attitudes, and influencers (Heath, 2005). Meaning, the people that are able to influence a person at the age of ten might be different people when they are 30 years old. The attitudes and emotions of individuals tend to mature as people age as well.

Furthermore, the Theory of Reasoned Action helps sport markets understand the decision making process of individuals, as well as their behavioral intentions. Many promotional campaigns often use the principles of this theory through marketing and advertising efforts. Heath (2005) states that if people do not have a positive attitude toward a specific promotional campaign, the campaign will be unsuccessful. However Heath (2005) also states that if an influential leader was involved and supported the campaign, it would be more successful, therefore Heath also suggests enlisting the participation of a celebrity to help endorse the campaign. According to Business Insider, a study found that of the 512 brands endorsed by athletes, sporting goods and apparel as well as food and beverages represent over half the brands (Taube, 2013). In the article, Taube (2013) stated that children look up to their favorite athletes, and recall more brands with athlete endorsements than any other brand.

Therefore, understanding the motivations and constraints of individuals, as well as their behavioral intentions are crucial going forward, because in order to have an effective relationship
marketing campaign sport marketers need to be able to identify the best way to communicate with their customers. However because limited studies have been conducted in regards to social media, specifically in sport, there is limited information that can help to determine exactly how sport fans respond to various posts on social media platforms. Therefore the research question being asked is, how do NFL fans respond to various posts Facebook and Twitter? Based off of previous research, it is safe to assume that NFL fans do respond differently to Facebook posts as opposed to Twitter.

Method

Sample Selection

This study was conducted using a stratified sample, a screening survey was sent out to the St. John Fisher campus. This screening survey (Appendix A) asked individuals if they like a NFL team on Facebook or follow a NFL team on Twitter. If individuals selected that they do like or follow a NFL team on Facebook or Twitter then they were asked additional questions in regards to their gender and their age. The purpose of asking these additional questions was to get a diverse group of individuals to participate in the focus groups, as well as a better understanding of the previous literature studied prior to the screening survey.

Furthermore, to stratify the sample, the sample was divided into the following groups: Individuals who like a NFL team on Facebook, individuals who follow a NFL team on Twitter, and individuals who do not like a NFL team or follow a NFL team on Facebook or twitter. The population of individuals who do not like a NFL team or follow a NFL team on Facebook or Twitter were excluded from the study because the variable of interest was for social media users who like and or follow NFL teams. Once the sample was identified and stratified, the study was then conducted through focus groups.
Variables of Interest

The variables of interest that were presented in this study were broken up into two different categories. The interaction the fans have with NFL teams on Facebook and Twitter and the kind of content that fans prefer to interact with on Facebook and Twitter. The interaction the fans have with NFL teams on Facebook and Twitter include how often they are interacting with teams on Facebook and Twitter (variable ranged from at least once a day to never), the time of day they interact with the teams on Facebook and Twitter (morning/afternoon/evening/night), and how they interact with the teams (Like/Share/Comment/Reply/Favorite/Retweet/Quote Tweet). These variables were of interest, because part of relationship marketing is engaging with fans and it is hard for teams to engage their fans if they do not know how and when their fans are consuming their product.

Meanwhile the variables of interest for the kinds of content fans prefer to interact with was selected through previous research. The variables of interest selected came from Wallace, Wilson, and Miloch’s 2011 study “Sporting Facebook: A Content Analysis of NCAA Organizational Sport Pages and Big 12 Conference Athletic Department Pages”. These variables were specific to the kind of content that is being posted on NFL team’s Facebook and Twitter pages which includes: fan experience, player news and updated, team news and updated, game scoring and recaps, injury/trade updates, rivalry updates, stadium related information, merchandise related information, ticket related information, sponsorships, and promotional campaigns (discounts/prizes/giveaways). Furthermore, within each study there was another set of variables which included how the content is posted meaning pictures, text, links, or video.
Data Collection Instrument

The screening survey was designed to eliminate individuals who do not like or follow a NFL team on Facebook or Twitter, but to also eliminate variables that were of no interest to participants. For example, there are four different ways teams usually post information and 11 different topics teams usually posts about. Therefore, there are 44 different kinds of posts a person is likely to see on Facebook and Twitter. As a result, the researcher designed the screening survey with 31 different questions to help narrow down what is important to NFL fans on Facebook and Twitter and what is not. Coincidently the questions were designed to narrow the kinds of posts presented to the focus groups from 44 to 22 different kinds of posts, asking questions like “what content do fans prefer to see” and “how do they like to view that content” (See appendix A). The researcher also used Microsoft Excel to collect their data from the screening survey as well as the focus group sessions which will be further explain in the data collection procedure and the data analysis.

Data Collection Procedure: Screening Survey

When the researcher hit their goal of at least 50 focus group participants, the researcher downloaded the data from Qualtrics into an excel spreadsheet and began separating people who do not like or follow a NFL team on Facebook or Twitter, as well as separating Facebook and Twitter so the data could also be analyzed separately. Therefore, the researcher started to analyze the data as a whole to get a better idea of how the overall population interacts with NFL teams on Facebook and Twitter then compared the two to understand the differences as well as the similarities between the two platforms. The researcher compared the different age groups using each outlet, the amount of time people spend on each outlet, the kinds of posts people prefer to
see on one outlet as opposed to the other, and how they prefer to interact and view each of the posts. The purpose of analyzing this data prior to the focus groups, was to get a better understanding of the participants and ensuring the posts presented would have value to the overall data collected from the focus groups.

**Data Collection Procedure: Focus Groups**

Once participants completed the screening survey, they were asked if they wanted to participate in a focus group session that further explored how NFL fans respond to various posts on Facebook and Twitter. If participants selected yes, they were then asked to give their contact information. As a result a total of 53 people were asked to participate in the focus group sessions. Focus group sessions were conducted within a two week period on the St. John Fisher College Campus. Once participants arrived the researcher asked the participants to fill out a waiver (Appendix B) as well as an evaluation form (Appendix C) participants filled out throughout the focus group sessions. As a result, the participants would spend the first half hour of the focus group session analyzing each of the posts. The second half hour was spent discussing what the participants wrote down on their evaluation forms as well as anything else they wanted to add about why or why not they would respond to the various posts. The researcher also tape recorded each of the focus groups to ensure they did not miss anything from the discussion that participants may not have written down on their evaluation forms. Once the data was collected from the focus groups the researcher input the information collected into an excel spreadsheet.

It is also important to note that the researcher chose specific posts to get to a definitive answer for how each fan responds to a wide range of posts (See Appendix D for examples of the posts studied for the focus group sessions). Furthermore, Appendix D has aninfographic image that the Denver Broncos posted in reference to their opponent for that week. However the St.
Louis Rams posted a link of an info graphic image in reference to their opponent for that week as well. The Rams image was more detailed, however fans would need to take an extra step an actually click the link to see that detailed image. Therefore, one of the questions asked in the focus group session would you rather have a more detailed image that you have to wait to see and click on a link or would you rather see a less detailed image right away? Meanwhile under the posts related to rivalries in Appendix D, the Miami Dolphins posted a link to their matchup vs. the New York Jets where fans could watch a 2:25 video whereas the Philadelphia Eagles posted a video directly to their Facebook page that referenced their rivalry with the Dallas Cowboys which was only 0:42. In this example, the following question may have been asked: Would you rather watch a shorter video directly on Facebook or would you rather take the extra step to click a link to watch a longer video? Another question asked a lot, often pertained to how many people are actually reading and watching the posts they like as opposed just liking it for the sake of liking them.

**Data Analysis**

After all data was transcribed and collated, the researcher used categorical analysis. The responses categorized based of the motivations of Internet users: fanship, entertainment, information, pass-time, socialization and convenience motivations. These motivations were important to keep in mind throughout the data collection process, because they don’t just represent their response but their motivation to respond. This will help the researcher understand if fans respond to various posts on social media through motivational factors or through behavioral intentions, and as a result hopefully help identify new relationship marketing techniques the NFL can use on Facebook and Twitter.
Timeline

On February 10, 2014 the screening survey was sent to two males and two females of varying ages to pilot test the survey, and by February 21 the survey was live and distributed to everyone on the St. John Fisher College campus with an @SJFC.edu e-mail. Then on March 10 the researcher sent out a reminder e-mail asking for even more focus group participants. Before closing the survey the researcher got 398 responses and 63 people willing to participate in focus groups. On March 17, the researcher then started to analyze the screening survey and began to invite people to participate in focus groups starting on March 25. The focus groups then lasted for two weeks.

Screening Survey Results and Discussion

The following results represent how students, faculty, and staff at St. John Fisher College along with a handful of other NFL fans throughout the Great Rochester Area responded to the screening survey. There were 151 people who like at least one NFL team on Facebook and 100 people who follow at least one NFL team on Twitter who took the screening survey. These results represent the type of content fans prefer to see posted on Facebook and Twitter, how they prefer that content to be posted on Facebook and Twitter, and how/when they interact with teams on Facebook and Twitter.

Preferred Content: Results

Using the variables of interest studied teams can take the content that fans have said that they prefer and post more of that specific content. Appendix G shows the content NFL fans prefer to see on Facebook and Twitter. Fans could choose the three content areas that they are most interested to see on a team’s Facebook and Twitter page. Furthermore player updates, team updates, and game updates were ranked among the top three for both Facebook and Twitter. On
Twitter player and team updates tied for the most preferred content, whereas on Facebook team updates were outranked by player updates. Furthermore, game day updates and scoring recaps ranked third for both Facebook and Twitter. Personnel updates ranked fourth on both Facebook and Twitter behind game day updates by a margin of 33 on Facebook and 29 on Twitter.

**Preferred Content: Discussion**

Because fans are mainly interested in reading about the players, team, game, or personnel updates they are not as interested in promotional updates or posts that try to encourage fan interaction. However, many participants did note that if the promotion or the fan interaction posts involved the players, team, game, or personnel changes they would be more interested in what the post had to say. Meaning, if there was a post that said “Share this post for a chance to meet Peyton Manning or to receive to free tickets to the Broncos game next Sunday” fans would be more likely to interact with that post because it has to do with the player/team in this example. Participants also stated, that they will not go out of their way to interact with these posts either. For example, if there was a link they had to click to fill out a registration form for a chance to meet Peyton Manning or go to the Broncos game they would be less inclined to participate in the promotion because it took time away from something else they were doing or needed to do. As a result, fans are more likely to interact with a post when the value of the post has been added to them, if they do not see any value in the post they will not participate in the promotion or they will just simply not interact with the post at all.

**Least Preferred Content: Results**

Meanwhile, Appendix G shows that posts related to sponsorships is the least liked content area on Facebook and Twitter, followed by posts related to tickets and the team’s stadium. On Twitter posts related to the team’s stadium ranked higher than tickets for least liked
content areas, as opposed to Facebook where tickets ranked higher than the team’s stadium for least liked content areas. Meanwhile, merchandise and posts specific to rivalries ranked fourth and fifth for least liked content areas on Facebook and Twitter. On Facebook posts specific to rivalries ranked higher than merchandise for least liked content areas, as opposed to on Twitter where merchandise ranked higher than posts specific to rivalries for least liked content areas.

Least Preferred Content: Discussion

Just like NFL fans go to Facebook and Twitter to stay up-to-date on the latest player, team, game, and personnel information— they do not go on Facebook and Twitter for the latest ticket and merchandise information. In this case, NFL fans said that they would go directly to the team’s website for ticket and merchandise information. NFL fans said that they prefer the team’s website, because it has everything they need to know about ticket and merchandise information and if they are really interested in their product they would need to go to the website anyways to purchase the tickets or the merchandise stating Facebook or Twitter would just be a waste of time when everything they need is already on their website.

Preferred/Least Preferred Method Content is Posted: Results

It is also important to note how fans prefer their preferred content to be posted. Appendix H shows that on both Facebook and Twitter NFL fans prefer content to be posted in the form of images with 50% of NFL fans preferring images on Facebook and 36% on Twitter. However, on Twitter just as many people said they liked links as they did text updates (29%) as opposed to the 19% who liked text updates and the 14% who liked links on Facebook. Furthermore, only 11% of people said they prefer videos on Facebook and 6% saying they prefer videos on Twitter.
Preferred Method Content is Posted: Discussion

Many participants said that they liked seeing images on Facebook and Twitter because they didn’t have to read or watch anything to know what was going on which ultimately initiates a response from participants to interact with the team’s post. Participants said that they liked action images or images with players, some text that was easy to read, but not a lot of text, and something with facts and figures that might talk about a team’s or player’s performance. Coincidently, participants agreed that they liked infographics more than videos and articles, and they were more likely to interact with the image because they can understand what the image is trying to say a lot faster than a video or an article that is trying to say the same thing in a 60 second clip or a 200 word article.

Least Preferred Method Content is Posted: Discussion

Links and videos are not as prevalent as what previous research has stated, many people said that they do not have enough time to watch videos or read articles, which is why they prefer content to be posted in the form of images instead. Many people even admitted to anything under a minute to read or watch is generally good, and after that they have either lost interest or don’t have the time. Participants also stated that a lot of the time when teams do post links or videos in reference to a game recap they won’t read or watch the link or video if they already know the outcome. They are actually more likely to interact with the post than to actually click the link or watch the video because they do know the outcome. However participants also said that if it is a video or a link that they don’t know what it is about the caption to that video or the link will be what entices them to either click to read or watch more.
Preferred/Least Preferred Method to Interact: Results

NFL fans also like to be seen and not heard on Facebook and Twitter. Meaning, only 2.6% of Facebook users surveyed and 2% of Twitter users surveyed comment, reply, or quote a tweet compared to the 87.4% of Facebook users who like a post and the 50% of Twitter users who favorite tweets (Appendix I). However, Appendix I also shows that 48% of Twitter users are more likely to retweet a post to their timeline as opposed to the 9.9% of users on Facebook who are most likely to share a post as opposed to commenting or liking a post.

Preferred/Least Preferred Method to Interact: Results

It is important for teams to begin to post content that is more engaging, because if the post is not engaging the less likely it will appear in another person’s timeline, which will ultimately help the amount of overall people who interact with the post. Meaning, if a team sends out a tweet that is retweeted a thousand times, that tweet has the potential to appear in a thousand different timelines. Furthermore, these timelines could be timelines of individuals who don’t even follow the team on Twitter yet and seeing that tweet just might entice them to follow the team. Likewise, Facebook has now started to do the same with the new “share” feature as well as the ability for friend’s to see when their friends like or comment on a post.

How Often NFL Fans Interact with Teams on Facebook and Twitter: Results

Appendix E represents the time of day NFL fans are on Facebook and Twitter. Night ranked the highest for both Facebook and Twitter (105 NFL fans use Facebook at night and 78 NFL fans use Twitter at night), however the morning was ranked just as high as at night for NFL fans on Twitter. Meanwhile, 93 NFL fans said that they used Facebook during the day as opposed to the 92 who use Facebook in the morning. Furthermore, the evening was the biggest difference between Facebook and Twitter, only 35 out of 151 NFL fans use Facebook during the
evening. Meanwhile 75 out of the 100 NFL fans on Twitter surveyed said that they use Twitter during the evening.

However, both Facebook and Twitter users do not interact with NFL teams as often as they are on Facebook and Twitter, which is shown in Appendix . 47% of Facebook users and 45% of Twitter users said that they only interact with NFL teams once a week. Meanwhile 21% of Facebook users said that they interact with teams 2-3 times a week, as opposed to another 21% that never interacts with NFL teams on Facebook. The same can also be said about Twitter, 21% of users interact with NFL teams 2-3 times a week and 20% never interact with teams on Twitter. Moreover, 6% of Facebook users and 7% of Twitter users interact with teams at least once a day.

**How Often NFL Fans Interact with Teams on Facebook and Twitter: Discussion**

Therefore, it is important to note when NFL fans are on Facebook and Twitter, because teams need to posts a majority of their content when fans are on Facebook and Twitter to increase the amount of times per week fans interact with them on Facebook and Twitter. However, teams will not be able to do this if they are not posting content that their fans prefer to see on Facebook and Twitter. This is why the screening survey asked participants what content they prefer to see the most on Facebook and Twitter, and what content they prefer to see the least on Facebook and Twitter. Furthermore the focus groups helped to further explain why fans prefer the content that they do through the different forms of motivation found in previous research, because the goal of this study was to be able to identify how NFL fans respond to various posts on Facebook and Twitter so teams can post content that will increase fan interaction.
Focus Groups Results and Discussion

The following information represents data gathered from the six different focus group sessions conducted. Therefore in order to fully understand how NFL fans respond to various posts on Facebook and Twitter liked responses were group together and categorized by using the different motivations of online consumers: fanship, entertainment, information, pass-time, socialization and convenience motivations. These motivations helped the researcher gather enough data to create a way for NFL teams to measure relationship marketing efficiency on Facebook and Twitter. For a better understanding of how participants responded please refer to Appendix K.

Fanship Motivation: Results

Participants are a lot more motivated through fanship motivation than they realize. 98% of focus group participants said they will interact with a team on Facebook or Twitter because they are their favorite team. However, 46% of people surveyed said that they only interact with their favorite team at least once a week. Therefore, teams need to start to post more content that fans prefer to increase fan interact on Facebook and Twitter. 85% of participants said that they prefer posts that represents a team’s brand/identity, 71% of participants said they like to Facebook and Tweet about their favorite team during a game, and 47% said they will be more likely to participate in a promotion on Facebook or Twitter if they had the chance to see their favorite team for free or meet one of their favorite players.

Fanship Motivation: Discussion

Furthermore teams can increase these statistics by creating content that represents the team’s brand/identity. This could be something as simple as a hashtag like #BillsMafia or #BroncosCountry. Teams can also post more during the games, and interact more with their fans
more during games. The more teams interact with fans during a game, the more likely fans will interact with them, which will increase the reach of the content they are posting. Teams could also create more promotions that involve prizes their fans are actually interested in receiving. For example, the Buffalo Bills could create a promotion on Twitter that says tweet us your best #BillsMafia photo for a chance to win a free suite to one of our games for you and the rest of your Bills Mafia. As a result, this promotion would help increase fans' fanship motivation using three of the top six preferred content areas.

**Entertainment Motivation: Results**

However, there were not as many NFL fans who were motivated through entertainment purposes on Facebook and Twitter. 81% of focus group participants noted that they do not use a team’s Facebook or Twitter page for entertainment purposes. Participants even said that they do enjoy reading the things the team or teams they follow are posting, however they aren’t necessarily entertained by the posts on Facebook or Twitter. Furthermore, sometimes the posts just do not appeal to the participants. As a result, entertainment is not a huge motivational factor for NFL fans on Facebook and Twitter, because they are not expecting to be entertained. This is important to note, because just because NFL fans are not currently being entertained on Facebook and Twitter doesn’t mean that there is not potential for them to be entertained on Facebook and Twitter.

**Entertainment Motivation: Discussion**

Therefore, NFL teams need to create more posts based on the preference of their fans that will entertain them to increase user interaction and response rate of fans. One possible way to increase entertainment to fans on Facebook and Twitter is to create a game that fans can participate in during the games. This could be something as simple as a virtual bingo board,
where each square has something different that happens throughout a course of a football game. Teams can create this on a week-to-week basis on for the entire year and possibly give out prizes at the end of the year. The possibilities are endless with what teams can do through the creation of a virtual bingo board, and based on the data collected from the screenings survey and focus group sessions fans will be motivated to play because a virtual bingo board would involve three of the top six ranked content areas on Facebook and Twitter.

**Information Motivation: Results**

Ling-Ling and Jia-Yan (2012) noted that the degree of motivation is determined by the amount of information that is gathered. Coincidently, that is what a majority of focus group participants said was there reason for using Facebook and Twitter. 92% of participants stated that they know they can trust the information they are getting from a team’s Facebook or Twitter page because it is coming directly from the team and that they use a team’s Facebook and Twitter account to verify the validity of information through posted through a third party. Furthermore, 79% use Facebook and Twitter to check the latest player and team updates. However, only 34% of participants said that they will search for a team on Facebook or Twitter to get the latest information on their favorite team.

**Information Motivation: Discussion**

Therefore, teams need to begin to create more posts that will encourage fans to search for them on Facebook and Twitter to stay up-to-date on the latest information. Recently Tony Wyllie, Senior Vice President of Communications for the Washington Redskins, said at SEME (a sport marketing conference held annually in Washington, DC) the Redskins like to post information to their fans directly as opposed to their fans getting that information through a third party. One example he used was his staff going to a private function and posting pictures, videos,
and links to Facebook and Twitter. Wyllie also said sometimes the Redskins will have their players give tours of their homes for the fans to get a closer look into the players’ lives. Not only does this increase the amount of people searching for the Washington Redskins on Facebook and Twitter, but it also initiates a higher response rate because Facebook and Twitter are the only places fans can receive this information.

**Pass-time Motivation: Results**

Meanwhile, NFL fans are more likely to go out of their way to search for their favorite team on Facebook and Twitter when they are bored. 58% of focus group participants admitted to doing just that, while 74% said that they are more likely to interact with a team on Facebook or Twitter when they are bored. Furthermore, 40% of participants even stated that they are more likely to interact with a team while they are on break at work and 53% said they are more likely to interact with a team more right before they go to bed or when they wake up.

**Pass-time Motivation: Discussion**

Previous research has defined past time motivation is defined as the desire to escape boredom, relieve stress, or seek pleasure and is measured by a sport consumer’s willingness to pass-time (Witkemper, et al., 2012; Hur, et al., 2007). Therefore, in order for NFL teams to capitalize on pass-time motivations they need to post more content when fans are bored. This means posting most of their content in the morning when their fans wakeup, during the afternoon when their fans are on their lunch breaks, and at night right before they go to bed. Moreover, the screening survey further confirmed that NFL fans are on Facebook and Twitter more at night before they go to bed. As a result NFL teams should begin posting more content at night to engage with the majority of fans who check their Facebook and Twitter before going to bed. One way to do this is to use the scheduling feature on Facebook and TweetDeck to post the content
fans prefer to see when they are on Facebook and Twitter. If fans see more content they prefer to see when they are online, they will be more likely to interact with that content.

**Socialization: Results**

Previous research states that socialization can be measured by sport-related social exchanges through the Internet (Hur, et al., 2007). This means that in order for NFL fans to be motivated through socialization there must be a two-way interaction. 68% of participants stated that they like it when they are favorite, replied, or retweeted by their favorite team. 57% also said that they use hashtags because they feel like they are more involved with the team when they do. However, only 30% stated that they like it when teams have posts involving discussions on Facebook and Twitter. Furthermore, only 21% of participants said they like that they are able to voice their opinions on Facebook and Twitter because they feel like they are being heard and seen by individuals who can make a difference. And even though these statistics are low, teams should not views these as a threat but an opportunity to engage with their fans more on Facebook and Twitter. Maybe more fans would like it when teams have posts involving discussions if it is a discussion they are interested in having on Facebook and Twitter.

**Socialization: Discussion**

Therefore, teams should look at the kinds of posts their fan base prefers and create a discussion out of that. For example, the Denver Broncos could post an image of Peyton Manning before the season stats are ask: How many touchdowns/yards do you think Peyton Manning will get this year. Going off of that, they could even turn that post into a promotion and say the person closest at the end of the regular season without going over will receive a signed Peyton Manning game day ball. This creates a discussion with fans, get more people interacting with their content, and meanwhile it uses three of the top six preferred content areas.
Convenience: Results

NFL fans are motivated by convenience more than any other form of motivation on Facebook and Twitter. 96% of participants stated that they use Facebook and Twitter because everything is instant on social media. This seems good, but in reality this could ultimately hurt teams. 87% of participants said that they will only read an article on Facebook or Twitter if they have time, and 89% of participants said that they don’t even want to click on a majority of videos posted because it will take time for them to load. However, teams beginning to realize this and starting to post more videos directly to their Facebook and Twitter pages. Furthermore, it is also important to keep in mind that 74% of participants said that they will most likely watch a video if it is under a minute. 91% of participants also admitted to only interacting with teams when the teams appear in their timeline, stating that they do not go out of their way to search for a specific team on Facebook or Twitter.

Convenience: Discussion

It is important for teams to keep these statistics in mind when creating posts because as previous research states, Facebook users are 40 to 150 times more likely to consume branded content in their newsfeed than visiting the actual fan page itself. This means the content they post will most likely appear in timelines if people are interacting with the content they post. Going back to the Peyton Manning example where fans can guess how many touchdowns/yards he will get next season, more fans will see this post because more fans will be likely to respond since it is about Peyton Manning and posts involving players ranked second to players in content preferred on Facebook and Twitter. Therefore, teams need to consider the motivations and preferences of their fans. Taking this into consideration fan interaction will increase which will ultimately make it more convenient for fans to see their content and continue to respond.
Conclusion

NFL fans respond to various posts on Facebook and Twitter through different forms of motivation. A majority of fans are likely to respond to various posts through convenience and information motivation, moreover fans are more likely to respond when the information being posted has content in relationship to the team’s on field performance. Fans also prefer the content to be clear, concise, easy to read, and visually appealing. In other words, a majority of fans prefer to see posts in the form of pictures and infographs on Facebook and Twitter because they do not have time to read an article or watch a video. This inevitably circles back to how NFL fans respond to various posts on Facebook and Twitter.

This study has not only helped confirmed how sport fans are motivated to consume information, but it has also helped to create a platform for how sport fans are motivated to interact with teams through social media. NFL fans are motivated through convenience and information, because as focus group participants stated with the increase of technology both convenience and information should be automatic. Social media is instant. Regardless, those aren’t the only forms of motivation.

Fanship and socialization are two very similar forms of motivation, because most diehard fans like to feel like they are a part of the team and interact with the team. Therefore, if teams are able to capitalize on either fanship or socialization motivation through relationship marketing they are most likely going to be able to capitalize on the other. Pass-time motivation should be another fairly easy form of motivation for teams to capitalize on, because all teams need to do is determine when their fans are on Facebook and Twitter to simply pass-time and post content that those fans prefer to see at those exact time.
Unfortunately entertainment motivation might not be as easy as the other forms of motivation for teams to capitalize on, because the game itself is a form of entertainment therefore many teams are not thinking of other ways to entertain their fans. This is evident through the posts selected for the focus group sessions, most of the posts found on teams’ Facebook and Twitter accounts were informative and not entertaining. As a result, new relationship marketing initiatives will have to be created to capitalize on the entertainment motivation of fans. Overall, it is important for teams to understand the motivations of their fans in order to increase interaction on Facebook and Twitter.

**Limitations and Implications for Future Research**

Future studies might want to examine a larger population to confirm whether or not 46% of NFL fans on Facebook and Twitter prefer images over videos, text, and links. A larger population might also help represent a larger age range than what was provided in this study, 79% of the people who participated in this study were between the ages of 18 and 29. As a result a larger age range could help identify different likes and dislikes between generations. Furthermore, another important factor to note for future studies regardless of population size. Future researchers might want to have fans identify how much of a fan they are, because light users and heavy users might be motivated to respond differently and prefer to see different posts on Facebook and Twitter.

Existing literature has also been disproved in this study and might need to be closer examined in future studies. This study showed that even though technology is increasing and a majority of people online have watched videos online, doesn’t mean that watching videos is their preferred method to receive information. A lot of this has to do with the fact that technology is increasing at a rapid rate, and there are many other ways to obtain information now that is a lot
faster than watching a video. Instead of watching a highlight reel of the Monday Night Football

game, people can now check Facebook or Twitter to see the final score which is a lot faster than

watching a five minute video.

Therefore, based on the existing literature and the data collected from this study the

researcher has created a rubric that NFL teams can use to measure how well they are engaging

their fans on Facebook and Twitter (Appendix L). The researcher is confident that with the data

collected in this study the rubric will help teams create more interactive content based on the

preferences and motivations of Facebook and Twitter users. However, the researcher also

believes that this rubric can be used to help future researchers to conduct similar studies and get

a better understanding of this new growing phenomenon called social media because social

media is here and it is not going away.

Almost every professional sport team has a Facebook or Twitter account, and many

companies even have Facebook and Twitter accounts now. As a result, teams as well as

companies can interact with users in more personalized ways that addresses the different

motivations of internet users to increase user interaction by posting content that is specific to

what their users prefer to see on Facebook and Twitter. The possibilities are endless, however it

is up to the company to determine the means to achieve these maximum results.
References


Appendix A

NFL Social Media Survey

Purpose and Description: The reason for conducting this study is to develop a deeper understanding of how NFL fans respond to various posts on social media, specifically Facebook and Twitter. This study will help screen various people to participate in focus group sessions that will help further explain what kind of posts fans prefer as well as the content being promoted in each post. Through participation in this research, you are being asked to complete a survey that focuses on how often you respond to various posts on Facebook and Twitter, and the kind of posts that elicit your response. This brief survey should take about 5-7 minutes to complete.

The information you provide will help me create a way for NFL teams to measure their effectiveness on Facebook and Twitter. Risks associated with participating in this survey are that your peers could be aware of your participation through observation of you taking the survey or conversation among one another. However, the responses to this survey will be kept confidential and used only for the purposes of this research study. Names or contact information will not be included in the presentation of the results, they will only be used to contact focus group participants.

Participation is voluntary, and just because you complete the survey does not mean you will be selected to participate in the focus group. You will also have the option at the end of the survey to decline from focus group participation. You may also decide not to participate in this survey and if you begin participating you may still decide to stop and withdraw at any time. Your decision will be respected and will not result in loss of benefits to which you are otherwise entitled. Having read the above and having had an opportunity to ask any questions please complete the survey if you would like to participate in this research.

Through the completion of this survey, you have granted me permission to use the results that you have provided. You may print this form for future reference. If you have any concerns about your selection or treatment as a research participant, please contact my research advisor or me.

Q1 Do you have a Facebook account that you actively use?

☐ Yes (1)
☐ No (2)
If No Is Selected, Then Skip To Do you have a Twitter?

Q3 Do you like at least one NFL team on Facebook?

☐ Yes (1)
☐ No (2)
If No Is Selected, Then Skip To Do you have a Twitter?
Q19 What time of day do you use Facebook? Check all that apply

☐ Morning (1)
☐ Afternoon (2)
☐ Evening (3)
☐ Night (4)

Q6 Which one of the following are you MOST likely to do when interacting with a NFL team on Facebook?

☐ Like a Post (1)
☐ Share a Post (2)
☐ Comment on a Post (3)

Q23 Which one of the following ways are you LEAST likely to do when interacting with a NFL team on Facebook?

☐ Like a Post (1)
☐ Share a Post (2)
☐ Comment on a Post (3)

Q5 During the season, how often do you interact with at least one NFL team you like on Facebook? (Like/Comment/Share)

☐ At Least Once a Day (1)
☐ 4-6 Times a Week (2)
☐ 2-3 Times a Week (3)
☐ Once a Week (4)
☐ Never (5)
Q25 Teams publish a variety of content on their Facebook page. What are the THREE content areas that you look at the MOST?

- Fan Experience/Engagement (1)
- Player News and Updates (2)
- Team News and Updates (3)
- Game Scoring and Recap (4)
- Injury/Trade Information (5)
- Rivalry Updates (6)
- Stadium Related (7)
- Merchandise Related (8)
- Ticket Information (9)
- Sponsorships (10)
- Promotional (Discounts/Prizes/Giveaways) (11)
- Other (12) ________________

Q26 Teams publish a variety of content on their Facebook page. What are the THREE content areas that you look at the LEAST?

- Fan Experience/Engagement (1)
- Player News and Updates (2)
- Team News and Updates (3)
- Game Scoring and Recap (4)
- Injury/Trade Updates (5)
- Rivalry Updates (6)
- Stadium Related (7)
- Merchandise Related (8)
- Ticket Information (9)
- Sponsorships (10)
- Promotional (Discounts/Prizes/Giveaways) (11)
- Other (12) ________________

Q7 Teams use many information formats on their Facebook page. What way do you prefer to consume team information?

- Picture (1)
- Video (2)
- Linked Information (3)
- Text Updates/Stories (4)
- Other: (5) ________________
Q29 Teams use many information formats on their Facebook page. What way do you NOT prefer to consume team information?

- Picture (1)
- Video (2)
- Linked Information (3)
- Text Updates/Stories (4)
- Other: (5) ____________________

Q8 Do you have a Twitter that you actively use?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To What is your favorite NFL team?

Q9 Do you follow at least one NFL team on Twitter?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To What is your favorite NFL team?

Q21 What time of day do you use Twitter? Check all that apply

- Morning (1)
- Afternoon (2)
- Evening (3)
- Night (4)

Q11 Which one of the following ways are you MOST likely to do when interacting with a NFL team on Twitter?

- Reply (1)
- Retweet (2)
- Favorite (3)
- Quote Tweet (4)
Q22 Which one of the following ways are you LEAST likely to do when interacting with a NFL team on Twitter?

- Reply (1)
- Retweet (2)
- Favorite (3)
- Quote Tweet (4)

Q10 How often do you interact with at least one NFL team you follow on Twitter? (Reply/Retweet/Favorite/Quote Tweet)

- At Least Once a Day (1)
- 4-6 Times a Week (2)
- 2-3 Times a week (3)
- Once a Week (4)
- Never (5)

Q21 Teams publish a variety of content on their Twitter page. What are the THREE content areas that you look at the MOST?

- Fan Experience/Engagement (1)
- Player News and Updates (2)
- Team News and Updates (3)
- Game Scoring and Recap (4)
- Injury/Trade Information (5)
- Rivalry Updates (6)
- Stadium Related (7)
- Merchandise Related (8)
- Ticket Information (9)
- Sponsorships (10)
- Promotional (Discounts/Prizes/Giveaways) (11)
- Other (12) ____________________
Q24 Teams publish a variety of content on their Twitter page. What are the THREE content areas that you look at the LEAST?

- Fan Experience/Engagement (1)
- Player News and Updates (2)
- Team News and Updates (3)
- Game Scoring and Recap (4)
- Injury/Trade Information (5)
- Rivalry Updates (6)
- Stadium Related (7)
- Merchandise Related (8)
- Ticket Information (9)
- Sponsorships (10)
- Promotional (Discounts/Prizes/Giveaways) (11)
- Other (12) ____________________

Q30 Teams use many information formats on Twitter. What way do you prefer to consume team information?

- Picture (1)
- Video (2)
- Linked Information (3)
- Text Updates/Stories (4)
- Other: (5) ____________________

Q31 Teams use many information formats on Twitter. What way do you NOT prefer to consume team information?

- Picture (1)
- Video (2)
- Linked Information (3)
- Text Updates/Stories (4)
- Other: (5) ____________________
Q4 What is your favorite NFL team?

- Arizona Cardinals (1)
- Atlanta Falcons (2)
- Baltimore Ravens (3)
- Buffalo Bills (4)
- Carolina Panthers (5)
- Chicago Bears (6)
- Cincinnati Bengals (7)
- Cleveland Browns (8)
- Dallas Cowboys (9)
- Denver Broncos (10)
- Detroit Lions (11)
- Green Bay Packers (12)
- Houston Texans (13)
- Indianapolis Colts (14)
- Jacksonville Jaguars (15)
- Kansas City Chiefs (16)
- Miami Dolphins (17)
- Minnesota Vikings (18)
- New England Patriots (19)
- New Orleans Saints (20)
- New York Giants (21)
- New York Jets (22)
- Oakland Raiders (23)
- Philadelphia Eagles (24)
- Pittsburgh Steelers (25)
- San Diego Chargers (26)
- San Francisco 49ers (27)
- Seattle Seahawks (28)
- St. Louis Rams (29)
- Tampa Bay Buccaneers (30)
- Tennessee Titans (31)
- Washington Redskins (32)

Q13 Please Select Your Gender

- Male (1)
- Female (2)
Q14 What is your age range?
- 18-29 (1)
- 30-39 (2)
- 40-49 (3)
- 50+ (4)

Q22 What is your ethnicity?
- Caucasian (1)
- African American (2)
- Hispanic or Latino (3)
- Asian/Pacific Islander (4)
- Other (5) ____________________

Q16 Would you be willing to participate in a focus group to discuss in more detail how you respond to various posts on Facebook and Twitter?
- Yes (1)
- No (2)
  If No Is Selected, Then Skip To End of Survey

Q17 Please Fill Out the Following Blocks Below to be Invited to a Focus Group Session:
- Name: (1) ____________________
- Phone Number: (2) ____________________
- E-Mail Address: (3) ____________________
Appendix B

WAIVER

Purpose and Description: The reason for conducting these focus groups is to develop a deeper understanding of how NFL fans respond to various posts on social media, specifically Facebook and Twitter. This study will help further explain what kind of posts fans prefer as well as the content being promoted in each post. The information you provide will help me create a way for NFL teams to measure their effectiveness on Facebook and Twitter.

Risks associated with participating in this focus group session are that your peers could be aware of your participation if placed in the same focus groups session. Please note that these focus group sessions will be recorded. However, the information in these sessions will be kept confidential and used only for the purposes of this research study. Names or contact information will not be included in the presentation of the results.

Participation is voluntary. You will also have the option to decide not to participate in the session at any time during the focus group session. Your decision will be respected and will not result in loss of benefits to which you are otherwise entitled. Having read the above and having had an opportunity to ask any questions.

Through participation in these focus groups, you have granted me permission to use the results that you have provided. You may copy this form for future reference. If you have any concerns about your selection or treatment as a research participant, please contact my research advisor or me.

Please sign the line below if you agree to the above information:

Name

Date
Appendix C
Facebook Focus Group Session Evaluation Form

**Team Brand:** Circle what you would do with the following images/links/video

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th>Share</th>
<th>Comment</th>
<th>--</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video (Before):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video (After):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Which of the three items shown do you like the most? Why?**

______________________________________________________________________________  
______________________________________________________________________________  
______________________________________________________________________________  
______________________________________________________________________________  

**Player Updates:** Circle what you would do with the following images/links/video

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th>Share</th>
<th>Comment</th>
<th>--</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video (Before):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video (After):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Which of the three items shown do you like the most? Why?**

______________________________________________________________________________  
______________________________________________________________________________  
______________________________________________________________________________  
______________________________________________________________________________  

**Team Updates:** Circle what you would do with the following images/links/video

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th>Share</th>
<th>Comment</th>
<th>--</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video (Before):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Which of the three items shown do you like the most? Why?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Game Preview: Circle what you would do with the following images/links/video

Image: Like Share Comment -- Nothing
Link: Like Share Comment Read Nothing
Video (Before): Like Share Comment Watch Nothing
Video (After): Like Share Comment Watch Nothing

Which of the two infographic previews do you prefer? Circle: Broncos / Rams
Explain: ________________________________________________________________

Which of the three items shown do you like the most? Why?

______________________________________________________________________________
______________________________________________________________________________

Game Recap: Circle what you would do with the following images/links/video

Image: Like Share Comment -- Nothing
Link: Like Share Comment Read Nothing
Video (Before): Like Share Comment Watch Nothing
Video (After): Like Share Comment Watch Nothing

Could the Cowboys have created a different game recap image? Circle: Yes / No
Explain: _________________________________________________________________

Does it make a difference that the video provided is not a video posted directly to Facebook? Circle: Yes / No
Explain: _________________________________________________________________

Which of the three items shown do you like the most? Why?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Player/Personnel Updates: Circle what you would do with the following images/links/video
Image: Like Share Comment
Link: Like Share Comment

Which of the two items shown do you like the most? Why?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Rivalry Updates: Circle what you would do with the following images/links/video
Image: Like Share Comment
Link: Like Share Comment Read
Video (Before): Like Share Comment Watch
Video (After): Like Share Comment Watch

Which of the three items shown do you like the most? Why?
________________________________________________________________________
Stadium Related: Circle what you would do with the following images/links/video

Image:   Like  Share  Comment  --  Nothing
Link:    Like  Share  Comment  Read  Nothing
Video (Before):  Like  Share  Comment  Watch  Nothing
Video (After):  Like  Share  Comment  Watch  Nothing

Which of the three items shown do you like the most? Why?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Merchandise: Circle what you would do with the following images/links/video

Image:   Like  Share  Comment  --  Nothing
Link:    Like  Share  Comment  Read  Nothing
Video (Before):  Like  Share  Comment  Watch  Nothing
Video (After):  Like  Share  Comment  Watch  Nothing

Would you be more likely to click the link if there was a special promotion on merchandise? Circle: Yes / No

Explain:  _______________________________________________________

Which of the three items shown do you like the most? Why?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
Tickets: Circle what you would do with the following images/links/video

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th>Share</th>
<th>Comment</th>
<th>Watch</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link:</td>
<td></td>
<td></td>
<td></td>
<td>Read</td>
<td>Nothing</td>
</tr>
<tr>
<td>Video (Before):</td>
<td></td>
<td></td>
<td></td>
<td>Watch</td>
<td>Nothing</td>
</tr>
<tr>
<td>Video (After):</td>
<td></td>
<td></td>
<td></td>
<td>Watch</td>
<td>Nothing</td>
</tr>
</tbody>
</table>

Which of the two items shown do you like the most? Why?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Promotional: Circle what you would do with the following images/links/video

<table>
<thead>
<tr>
<th></th>
<th>Like</th>
<th>Share</th>
<th>Comment</th>
<th>Watch</th>
<th>Nothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link:</td>
<td></td>
<td></td>
<td></td>
<td>Read</td>
<td>Nothing</td>
</tr>
<tr>
<td>Link:</td>
<td></td>
<td></td>
<td></td>
<td>Read</td>
<td>Nothing</td>
</tr>
<tr>
<td>Video (Before):</td>
<td></td>
<td></td>
<td></td>
<td>Watch</td>
<td>Nothing</td>
</tr>
<tr>
<td>Video (After):</td>
<td></td>
<td></td>
<td></td>
<td>Watch</td>
<td>Nothing</td>
</tr>
<tr>
<td>Video (Before):</td>
<td></td>
<td></td>
<td></td>
<td>Watch</td>
<td>Nothing</td>
</tr>
<tr>
<td>Video (After):</td>
<td></td>
<td></td>
<td></td>
<td>Watch</td>
<td>Nothing</td>
</tr>
</tbody>
</table>

Out of the two images: Would you be more likely to go to the Verizon store to meet Oakland Raiders players or like Ford on Facebook to win tickets? Why?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
Out of the two links: Would you be more likely to enter to win a chance to meet DeMarco Murray or go to the store to buy Pepsi? Why?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Out of the two videos: Would you be more likely to go to the Bills game to get a Yowie or click the link provided and enter to win a trip to the Pro Bowl? Why?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
## Appendix D

### Facebook/Twitter Posts Selected for Focus Group Sessions

<table>
<thead>
<tr>
<th>Brand</th>
<th>Image</th>
<th>Link</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="http://tinyurl.com/CHUCKSTRONGFANS" alt="Link" /></td>
<td><img src="https://www.facebook.com/photo.php?v=10152203048012372&amp;set=vb.42693447371&amp;type=3&amp;type=2&amp;theater" alt="Video" /></td>
</tr>
<tr>
<td>Player News and Updates</td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="http://49rs.me/1cd0vMX" alt="Link" /></td>
<td><img src="https://www.facebook.com/photo.php?v=10151901907192842&amp;set=vb.50806447371&amp;type=2&amp;type=2&amp;theater" alt="Video" /></td>
</tr>
</tbody>
</table>

Caption: No caption

Caption: The Colts have created a webpage of all the #CHUCKSTRONG photos on Instagram, hashtag your photos with #CHUCKSTRONG and see it on the page!

Caption: A tribute to Patriots fans this season! Thank you for your support!

Caption: Retweet to congratulate WR @PierreGarcon for new franchise record 107 rec. in single season! #HTTR

Caption: Frank Gore needs 47 rushing yards to become 29th player in NFL history to reach 10k rushing yards. GAME PREVIEW: http://49rs.me/1cd0vMX

Caption: Final Monday Night Football game for Tony Gonzalez.

Caption: Final Monday Night Football game for Tony Gonzalez.
### Team Updates

- **Caption: No caption**

- **Caption: When the New Orleans Saints march in this Saturday for Wild Card Weekend, your NFC East Champs will be ready to #FlyEaglesFly**
  - RSVP to Fly On: [https://www.facebook.com/events/718312641521775/](https://www.facebook.com/events/718312641521775/)

- **Caption: Raiders in NY with GoPro**
  - On the go with the Raiders in NY through the eyes of GoPro. — at MetLife Stadium.

### Pregame

- **Caption: No caption**

- **Caption: We've compiled everything you need to know for #STLvsAZ in our official preview infographic:** [http://stltoday.com/sports/football/nfl/2014-preview-infographic/](http://stltoday.com/sports/football/nfl/2014-preview-infographic/)

- **Caption: We're getting closer to #TNF!**
<table>
<thead>
<tr>
<th>Game Updates/Recaps</th>
<th>Caption: Another fun way to look back at today’s win over the Pats... infographic! pic.twitter.com/VlxMCUZpk6</th>
<th>Caption: Packers on the verge of controlling playoff destiny. Read more: <a href="http://pckrs.com/5949">http://pckrs.com/5949</a></th>
<th>#Redskins Alfred Morris runs in for the TD and the fans get loud. #HTTR</th>
<th><a href="https://vine.co/v/hEruTLa7Xvh">https://vine.co/v/hEruTLa7Xvh</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Injury/Personnel Updates</td>
<td>Caption: No caption</td>
<td>Caption: 49ers FB Bruce Miller will be sidelined w/ a serious injury to his scapula. READ: <a href="http://49rs.me/18Muacf">http://49rs.me/18Muacf</a></td>
<td>Caption: Jon Asamoah is ready to #RiseUp</td>
<td><a href="https://vine.co/v/MbbHqUTXQIn">https://vine.co/v/MbbHqUTXQIn</a></td>
</tr>
<tr>
<td><strong>Rivalry</strong></td>
<td><strong>Caption:</strong> No caption</td>
<td><strong>Caption:</strong> Sunday is almost here!! Watch a preview of tomorrow’s Dolphins-Jets showdown, presented by Café Bustelo - OFFICIAL, here: <a href="http://tinyurl.com/FinsJetsPreview122813">http://tinyurl.com/FinsJetsPreview122813</a> And don’t forget to grab your Café Bustelo espresso at the stadium tomorrow.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Stadium</strong></td>
<td><strong>Caption:</strong> No caption</td>
<td><strong>Caption:</strong> MUST-SEE virtual tour of the #NewVikingStadium Click here: <a href="http://bit.ly/1fDsO9Q">http://bit.ly/1fDsO9Q</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Merchandise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title: Merchandise</td>
</tr>
<tr>
<td>Caption: What would you wear on #SBMediaDay? Find your style at The Pro Shop or online: <a href="http://shwks.com/xlviii">http://shwks.com/xlviii</a></td>
</tr>
<tr>
<td>A. [Image]</td>
</tr>
<tr>
<td>B. [Image]</td>
</tr>
<tr>
<td>C. [Image]</td>
</tr>
<tr>
<td>D. [Image]</td>
</tr>
<tr>
<td>E. ALL THE ABOVE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title: Tickets</td>
</tr>
<tr>
<td>Caption: No caption</td>
</tr>
<tr>
<td><img src="http://bit.ly/1adChF9" alt="Image" /></td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="http://bit.ly/1adChF9" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>

| Caption: Marcel Dareus going into the Bills Store and buying Bills merchandise for his family |
| ![Image](http://goo.gl/b9Yalp) |

| Caption: Marcel Dareus going into the Bills Store and buying Bills merchandise for his family |
| ![Image](http://goo.gl/b9Yalp) |

<table>
<thead>
<tr>
<th>Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caption: Caption: Strong ticket sales have occurred today for Sunday's playoff game. Based on sales - plus support from local businesses including Fifth Third Bank, Cincinnati Insurance Company, Cinius, United Dairy Farmers, Liberty Mutual/Safeco, WCPO/Scripps and Jeff Ruby's Steakhouse, we have secured an extension from the NFL for the sellout deadline to Friday at 4 p.m. Get your tix here: <a href="http://go.bengals.com/PlayoffsGame1">http://go.bengals.com/PlayoffsGame1</a></td>
</tr>
<tr>
<td><img src="http://go.bengals.com/PlayoffsGame1" alt="Image" /></td>
</tr>
</tbody>
</table>

| #StandUnited in 2014. Season Ticket Members, find your renewal brochure in your inbox now. |
| ![Image](http://bit.ly/JagsRenewal) |
| ![Image](http://youtu.be/u8I5TWXOKtM) |
### Call to Action Promotions

**Caption:** Meet Oakland Raiders FB Marcel Reece and RB Darren McFadden and two Raiderettes TODAY at the Verizon store in Elk Grove, CA, located at 7405 Laguna Blvd from 5:30-6:30 p.m. See you there!

![Raiders Promotion Image](image1)

**Caption:** Want to meet The Red Rifle? Look for GRAB-GAIN-SCORE on Pepsi packages in store now for your chance to win. Check it out: [https://pepsiscore.com/](https://pepsiscore.com/)

![Pepsi Promotion Image](image2)

**Caption:** The giveaway for tomorrow’s game is a pink Yowie ® rally band presented by ECMC and ADPRO Sports. Here’s how to use it:


### Virtual Promotions

**Caption:** #Browns fans - enter for your chance to win 2 club seats for the Browns vs Pittsburgh game on 11/24 courtesy of Liberty Ford!

![Browns Promotion Image](image3)

**Caption:** ENTER TO WIN a chance to meet DeMarco Murray and get inside access to the Dallas Cowboys Training Facility courtesy of Pepsi! Click here and enter to win:

[http://bit.ly/1ADr81q](http://bit.ly/1ADr81q)

![Dallas Cowboys Promotion Image](image4)

**Caption:** Verizon Raiders Pro Bowl Experience

Win a trip to the 2014 Pro Bowl!

Appendix E

Table 1: Time of Day NFL Fans are on Facebook and Twitter

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th></th>
<th>Twitter</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>Morning</td>
<td>92</td>
<td>60.9</td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td>Afternoon</td>
<td>93</td>
<td>41.7</td>
<td>74</td>
<td>74</td>
</tr>
<tr>
<td>Evening</td>
<td>35</td>
<td>23.2</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Night</td>
<td>105</td>
<td>69.5</td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td>All Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Appendix F

Table 2: How Often NFL Fans Interact with Teams on Facebook

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th></th>
<th>Twitter</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>At Least Once a Day</td>
<td>9</td>
<td>6</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>2-3 Times a Week</td>
<td>31</td>
<td>21</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>4-6 Times a Week</td>
<td>8</td>
<td>5</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>At Least Once a Week</td>
<td>71</td>
<td>47</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Never</td>
<td>32</td>
<td>21.2</td>
<td>20</td>
<td>20</td>
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</tbody>
</table>
### Appendix G

**Table 3: Preferred Content on Social Media Sites**

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
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<tr>
<td></td>
<td>n</td>
<td></td>
<td>%</td>
<td></td>
<td>%</td>
<td></td>
<td>%</td>
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<tr>
<td>Team Updates</td>
<td>110</td>
<td>72.8</td>
<td>83</td>
<td>83</td>
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<td></td>
<td></td>
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<tr>
<td>Player Updates</td>
<td>107</td>
<td>70.9</td>
<td>83</td>
<td>83</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Game Scoring/Recap</td>
<td>74</td>
<td>49.0</td>
<td>63</td>
<td>63</td>
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<td></td>
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<td>Injuries/Personnel Updates</td>
<td>41</td>
<td>27.2</td>
<td>34</td>
<td>34</td>
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<td></td>
<td></td>
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<td>Fan Engagement</td>
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<td>17.2</td>
<td>12</td>
<td>12</td>
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<td>Promotional</td>
<td>24</td>
<td>15.9</td>
<td>16</td>
<td>16</td>
<td></td>
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<td></td>
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<td>Merchandise</td>
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<td>10.6</td>
<td>4</td>
<td>4</td>
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<td></td>
<td></td>
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<td>Tickets</td>
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<td>8.6</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Rivalry</td>
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<td>Sponsorships</td>
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<td>--</td>
<td>0</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Stadium</td>
<td>--^a</td>
<td>0</td>
<td>--</td>
<td>0</td>
<td></td>
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<td></td>
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</table>

*Note: a. Category failed to receive any preferred votes*
Appendix H

Table 4: How NFL Fans Prefer Content to Be Posted

<table>
<thead>
<tr>
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<th>Facebook</th>
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<th>Twitter</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>Image</td>
<td>76</td>
<td>50.3</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Text</td>
<td>28</td>
<td>18.5</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Link</td>
<td>21</td>
<td>13.9</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Video</td>
<td>17</td>
<td>11.3</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Appendix I

Table 5: How NFL Fans are Likely to Interact with the Content Posted

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th></th>
<th>Twitter</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>Like</td>
<td>132</td>
<td>87.4</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Share</td>
<td>15</td>
<td>9.9</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>Comment</td>
<td>4</td>
<td>2.6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td>1</td>
</tr>
</tbody>
</table>
## Table 5: Number of Similar Focus Group Responses

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Type of Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fanship Motivation</strong></td>
<td>□ I will interact with a team on Facebook or Twitter because they are my favorite team (n=52)</td>
</tr>
<tr>
<td></td>
<td>□ I will participate in a promotion on Facebook or Twitter because I have the potential to see my favorite team for free or meet my favorite players (n=25)</td>
</tr>
<tr>
<td></td>
<td>□ I like to celebrate my favorite team’s victory on Facebook and Twitter when they win (n=42)</td>
</tr>
<tr>
<td></td>
<td>□ I like to Facebook and tweet about my favorite team during a game (n=38)</td>
</tr>
<tr>
<td></td>
<td>□ I like posts that represent the team’s brand/identity (n=45)</td>
</tr>
<tr>
<td><strong>Entertainment Motivation</strong></td>
<td>□ The post just didn’t appeal to me (n=18)</td>
</tr>
<tr>
<td></td>
<td>□ When I can’t watch the game Facebook and Twitter are the next best things (n=26)</td>
</tr>
<tr>
<td></td>
<td>□ I enjoy reading the things the team/s I follow are posting (n=39)</td>
</tr>
<tr>
<td></td>
<td>□ I like to watch the videos because they are entertaining (n=9)</td>
</tr>
<tr>
<td></td>
<td>□ I like pictures because they are visually appealing (n=41)</td>
</tr>
<tr>
<td></td>
<td>□ I don’t use Facebook and Twitter for entertainment purposes (n=43)</td>
</tr>
<tr>
<td><strong>Information Motivation</strong></td>
<td>□ I can’t watch the game so I need live updates (n=47)</td>
</tr>
<tr>
<td></td>
<td>□ I missed the game so I need to check the score/what happened during the game (n=33)</td>
</tr>
<tr>
<td></td>
<td>□ I heard something through a third party media (ESPN/Yahoo Sports/CBS Sports/Fox Sports) and I wanted to verify its validity (n=49)</td>
</tr>
<tr>
<td></td>
<td>□ I like to know who is injured for fantasy football (n=21)</td>
</tr>
<tr>
<td></td>
<td>□ I don’t use Facebook or Twitter to get information on merchandise or ticket sales (n=51)</td>
</tr>
<tr>
<td></td>
<td>□ I like to check Facebook and a Twitter for the latest team and player updates (n=42)</td>
</tr>
<tr>
<td></td>
<td>□ I will search for my team on Facebook or Twitter to get the latest information on my team (n=19)</td>
</tr>
<tr>
<td></td>
<td>□ I know that I can trust the information I am getting from a team’s Facebook or Twitter page because it is coming directly</td>
</tr>
</tbody>
</table>
from the team (n=49)

**Pass-time Motivation**

- I am more likely to interact with a team on Facebook or Twitter when I am bored (n=39)
- I will go out of my way and search for the team I am interested on Facebook or Twitter when I am bored (n=31)
- I will interact with a team more while I am on break at work (n=21)
- I will interact with a team more right before I go to sleep or when I wake up (n=28)

**Socialization**

- I like to be favorited, replied, or retweeted when I interact with my favorite team (n=36)
- I use hashtags to support my team, because I feel like I am more involved when I do (n=30)
- I like to feel like I am a part of the team (n=13)
- I have a lot of followers who like the same team I do that I have never met (n=32)
- I like that I am able to voice my opinion, and know that it is being seen by people who can make a difference (n=11)
- I like it when teams have posts involving discussions on Facebook and Twitter (n=16)

**Convenience**

- I will only watch or read an article if I have time to watch or read that article (n=46)
- Everything is instant on social media (n=51)
- I didn’t want to click the video or link and wait for it to load just to not watch all of it, so I just didn’t click it (n=47)
- I most likely won’t participate in a promotion if it involves me leaving computer or getting off my mobile device (n=43)
- I don’t go to the teams personal Facebook or Twitter, I only interact with them when they are in my timeline (n=48)
- I only use Facebook and Twitter on my phone
- I like pictures because they are easy to read (n=41)
- I will most likely watch a video if it is under a minute (n=39)
Appendix K

Rubric: How Well are NFL Teams Engaging Fans on Facebook/Twitter?

**Directions:** The purpose of this rubric is to measure how well NFL teams are engaging fans on Facebook/Twitter. Teams may read the following questions and award themselves the amount of points written in parenthesis. Points were determined by the motivations of NFL fans on Facebook and Twitter. This rubric may be used to measure both Facebook and Twitter separately, taking into consideration the kind of content posted throughout a specific timeframe which is up to the digression of the team.

<table>
<thead>
<tr>
<th>Motivation of Fans</th>
<th>Content Posted to Facebook/Twitter</th>
<th>Points</th>
</tr>
</thead>
</table>
| Socialization/Fanship Motivation | □ Does the post represent the team’s overall brand?  
□ Does the team post content specific to game day wins? (*i.e. locker room celebration, infographic image, post-game press conference, etc.*)  
□ Is content posted to fan interaction at least 75:25? (2 points)  
□ Does the organization have a set of hashtags created in which fans can use to interact with one another? (2 points)  
□ Does front office personnel respond to complaints on Facebook/Twitter within 24-hours of the complaint being made? (2 points)  
□ Does the post illicit a response from fans? (2 points)  
□ Does the team post twice as much during game days? (2 points)  
□ Does the team have an album for every game on Facebook/pictures from every game on Twitter? (2 points)  
□ Does the team have an album for every appearance on Facebook/pictures from every appearance on Twitter? (2 points) | 20     |
<table>
<thead>
<tr>
<th>Pass-time/Entertainment Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Does the team try to identify themselves with their fan base on Facebook/Twitter</td>
</tr>
<tr>
<td>□ Is the content being posted visually appealing?</td>
</tr>
<tr>
<td>□ Is the content being posted interactive?</td>
</tr>
<tr>
<td>□ Can the user gain something from the content being posted? <em>(i.e. register to win, give away, etc.)</em></td>
</tr>
<tr>
<td>□ Are the videos that are posted entertaining as opposed to informative?</td>
</tr>
<tr>
<td>□ Is the content being posted, posted in many different ways involving several different topics?</td>
</tr>
<tr>
<td>□ Is at least 25% of the content posted, posted at night before fans go to sleep?</td>
</tr>
<tr>
<td>□ Is at least 25% of the content posted, posted when fans wakeup?</td>
</tr>
<tr>
<td>□ Is at least 25% of the content posted, posted when fans are on lunch break?</td>
</tr>
<tr>
<td>□ Can fans easily access content they are looking for?</td>
</tr>
<tr>
<td>□ Is the other 25% of the content posted, posted randomly throughout the day?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Is the content posted, posted before information is published somewhere else? <em>(4 points)</em></td>
</tr>
<tr>
<td>□ Can fans obtain the latest updates on player injuries on Facebook/Twitter? <em>(4 points)</em></td>
</tr>
<tr>
<td>□ Can fans obtain the latest updates on player transactions/personnel changes on Facebook/Twitter? <em>(4 points)</em></td>
</tr>
<tr>
<td>□ Does the team post live game-day updates pertaining to scoring plays, turnovers, and injuries? <em>(4 points)</em></td>
</tr>
<tr>
<td>□ Does the team post infographics game day infographs? <em>(4 points)</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Is the content being posted short and to the point? <em>(4 points)</em></td>
</tr>
<tr>
<td>□ Is a majority of the content posted on Facebook/Twitter in the form of an image? <em>(4 points)</em></td>
</tr>
</tbody>
</table>
Is the image posted easy to read? (4 points)

Are the videos posted on Facebook/Twitter limited to thirty seconds? (4 points)

Can fans understand the intent of the post without having to read the caption?

Do fans have to click another link to better understand a majority of the content posted?

Subtract four points, if answered yes

Total: 

Results:

70-80: The team that receives between 70-80 points should be doing very well on Facebook/Twitter. Therefore, the next steps for a team that is currently receiving the optimal amount of response from fans is to increase the response from fans who like their page to those who do not like there page. In order to do this the posts need to generate even more of a response than before, because the more responses a team receives the more likely they will appear in timelines of individuals who do not like or follow the team on Facebook/Twitter. Ways to generate a higher response can include identifying specific times their fans are on Facebook and Twitter and post a majority of content during those times so current individuals who like their page will be more likely to see the content posted and interact with the content.

50-69: Teams that receive between 50-69 points are doing well on Facebook/Twitter, but could be doing better. Therefore, it is important for teams to recognize which of the above areas they did not score well in and find ways that they can do better in those areas. This could be something as simple as changing the time of day content is being posted to Facebook/Twitter or something as extravagant to creating a season long promotion that will keep fans engaged on Facebook/Twitter throughout the entire season. It is also important for teams who have between XX-XX points to note the areas they are doing well in and see how those areas might overlap with other forms of motivation. More often than not, fans are motivated by many different forms of motivation. Meaning fans could be going to a team’s Facebook/Twitter account for the latest team updates because it is convenient for them or they are going to a team’s Facebook or Twitter account to pass-time because that is how they are entertained.
**31-49:** Teams that receive between 31-49 points need to make some adjustments on Facebook/Twitter. These adjustments might include changing how the content is presented to Facebook/Twitter is presented to their fans. Meaning, teams might post a picture of a touchdown from their game that day with a caption of the score which could receive a fair amount of responses. However, another way teams could post the score of the game is through an infographic image with specific stats that helped to lead the team to victory. Making adjustments such as posting more infographic images can lead to a higher response from fans on Facebook/Twitter, because posts such as infographs have the potential to help more than one form of motivation.

**0-30:** Teams that receive between 0-30 points need a complete Facebook/Twitter makeover. Meaning, they need to beginning posting more of what their fans want to see, if they are already doing that their next steps are to post it in the way that their fans prefer to see that information. This process also might involve hiring someone with experience in graphic design/video editing who can create content in which these teams need to being posting information. Hiring new people to do this, might also help a team because they can see things that other people might have easily looked passed. These individuals might be able to notice something as simple as posting information to Facebook/Twitter 30 minutes before the information is released to the media to something as extravagant as creating a virtual game on Facebook/Twitter.