



## **2018 APTA Social Media Board Report**

### **1. Social Media Mission Statement and Goals**

- a. Develop distinct and uniform voice across digital and social platforms that resonates with paddle players everywhere
- b. Spread voice across Facebook and YouTube and continue to grow the game through content distribution
- c. Create and distribute unique, “sticky” content that resonates for paddle players, fans and those who are just discovering the game

### **2. Summary of Social Platforms**

- a. Facebook
  - i. Followers
    1. **April 2018: 3,057**
    2. April 2017: 2,527
    3. November 2016: 1,880
    4. July 2016: 1,337
  - ii. Current Strategy
    1. Primary marketing vehicle for the APTA
    2. Our social outlet for all news, information and video content, including Facebook Live Streaming
      - a. Provide real-time updates around Live Streaming, tournament draws and other pertinent information
    3. Target those who might not be aware of the game
  - iii. Challenges
    1. Expanding our reach outside of those who are already aware of the APTA
  - iv. Next Steps
    1. Continue to leverage Live Video in order to increase audience size and expose more people to the game
    2. Create and distribute short form video highlights
    3. Expand our reach to the entire APTA email distribution list
- b. YouTube
  - i. Current Strategy
    1. Serves as channel for people to watch matches live on their TVs



2. Establish as video library for the APTA and the “go-to” location for full matches, highlights, interviews and training videos
- ii. Subscribers
    1. **April 2018: 642**
    2. April 2017: 380
    3. November 2016: 260
  - iii. Views/Engagement
    1. Massive growth in time spent on the YouTube channel
      - a. **Nationals 2018: 248,434 minutes viewed**
      - b. February 2017: 222,028 minutes viewed
      - c. October 2016: 46,836 minutes viewed
      - d. September 2016: 4,516 minutes viewed
      - e. July 2016: 1,287 minutes viewed
  - iv. Challenges
    1. Growing the subscriber base organically
      - a. Need to increase “Browse traffic” so that those who search “Paddle” or “Platform Tennis” find the APTA Channel
  - v. Next Steps
    1. Promotional sizzle video intended to increase awareness and excitement about the game
    2. Continue to leverage Live Video in order to increase audience size and expose more people to the game
    3. Continue to build video content library
    4. Continue to seek new methods for extending the subscriber base and increasing “Browse traffic”