

2017 APTA Board Meeting

Digital and Social Media Committee

Mission Statement:

- 1) Develop distinct and uniform voice across digital and social platforms that resonates with paddle players everywhere
- 2) Spread voice across Facebook and YouTube and explore possible utility of Twitter, Instagram and APTA App (when applicable)
- 3) Create unique, “sticky” content that resonates for paddle players, fans and those who are just discovering the game.

Accomplishments: Live Streaming grew exponentially, giving fans everywhere a new channel for viewing high-level paddle. The streams attracted new viewers to the game, who asked in the comment section about court locations and basics of the sport. Facebook Live Streaming created a significant viewership bump, and garnered many new APTA Facebook page followers. More than 20 matches were uploaded onto YouTube, which led to significant engagement increases on the APTA YouTube channel. New Content Manager consistently posted news, articles and information around tournaments and platform tennis activity across the country.

Goals:

- 1) Look for ways to bring public relations capabilities and outreach in-house, and use the PR budget for broader campaigns meant to increase awareness of the game on a regional and national level.
- 2) Continue to grow our YouTube library and work with Enet to post new matches on a bi-weekly basis during the offseason and immediately after Live Streamed events.
- 3) Continue to grow number of Facebook followers, leveraging Live Streams and APTA email distribution into followers. Continue to explore new streaming technology and capabilities, including YouTube streaming.

Author: Whit Harwood