

Social Media Strategy for Rio Olympics 2016

RTA 992 ~ Professor Monika Platek

Brooke Raven



Campaign Theme:

CBC Olympics will be running an exciting and engaging social campaign for this year's summer Olympics in Rio. **#ShowYourGold** will be the official hashtag in which will successfully engage viewers, as well as the Canadian Olympic athletes themselves. This campaign theme essentially signifies showing pride to not only the Canadian Olympic athletes, but to ourselves as individuals with our own gold medal moments. These memorable moments can be a simple everyday goal that you take pride in accomplishing, or even just any proud moment one may have in their lifetime. This same idea will be incorporated with the Canadian Olympic athletes as well, showing their gold moment (winning a medal or not), their experience at the 2016 Rio Olympics and how they got there. This campaign will drive positivity and enthusiasm for everyone.

Logo:



Objectives:

In order for this campaign to be successful, it is essential to understand our objectives and how we will be achieving them.

1. Our main objective is to increase engagement and exposure through positivity and enthusiasm amongst the Canadian Olympic athletes and Canadian viewers. We will be doing this by driving as many Canadians to take part in our [#ShowYourGold](#) campaign, by tweeting/posting a photo or video showing their gold medal moment.
2. Another objective is to create and post quality content that will spark interest in many. This content will mainly be short-form content, such as gifs, photos, 1-3 minute videos, etc., as attention spans are slowly dying. However, we will incorporate long-form content (ex. A feature) at least once a week.
3. As engaging younger audiences seem to have been a struggle in the past for the Olympics, we will be adding this to our list of objectives as well. Within our campaign we will have trendy content and contests that will appeal to the younger audiences, as well as the older audiences to ensure that we are targeting every Canadian we possibly can.
4. As more and more people are relying on social media every day, it is crucial to promote the CBC brand as well. Providing information to educate our followers about what CBC will be offering in terms of Olympic coverage in the formats and media types they prefer, will allow buzz circulation. Not only will CBC's Olympic coverage be on the CBC television network, however, it will also be accessible to

stream on CBC's website as well. This is an important objective of ours as we have to ensure our Olympic coverage is catering to everyone on all platforms, however, at the same time making sure traffic is high on the actual Olympic coverage itself.

Platforms:

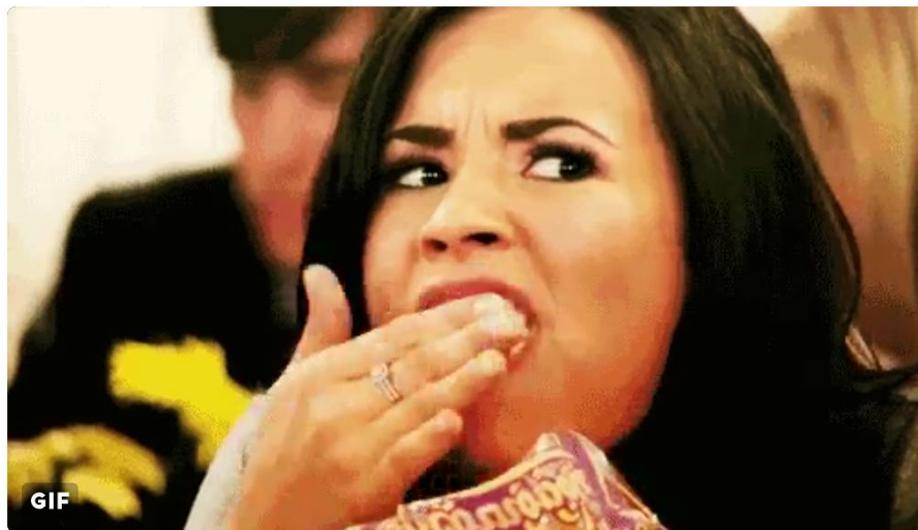


Twitter will be our main focus when it comes to the platforms we will be using for our social media campaign. This is so because 70% of live event conversations on Twitter are sports related. It is the hub for second-screen experience, and is widely known as the

newspaper of today's generation. Our Twitter account will include breaking news, interactive polls, contests, gifs, athlete takeovers for Q&A's, and lots of conversation amongst other Canadians. An example that will be posted to our Twitter page:



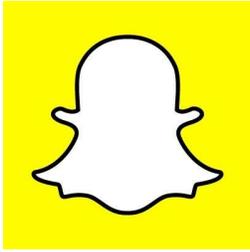
CBC Olympics @CBCOlympics · now
This women's single tennis match has got our eyes glued to the screen!
#Rio2016 #ShowYourGold 🏆





As Facebook was named the top social media network in terms of mentions for the 2014 Sochi Olympics, it is useful for CBC to use Facebook once again. We will be posting mainly video content on the Facebook page as this platform brings 4 billion video views per day, and also has an autoplay feature which can help with increasing engagement. These video features posted on Facebook will be a partnership with McDonalds, which will be further discussed under the Corporate Partnerships section of this report. Example of Facebook content:





Snapchat has grown immensely since the last Olympics. With the incredible success Snapchat had at this year's Super Bowl, we are definitely not missing this platform on our list. Snapchat is a valuable platform addition to our list as it is quick content that is conveniently accessible. Snapchat users go bananas for geo-filters and lenses, so we will be creating our own for Canadians to take part in! We will also have our own Snapchat account in which will show behind-the-scenes moments and athletes taking over our snapchat and posting it to our story.





As Periscope is known to be the new kid on the block, it's success so far is not being dismissed. Periscope users watch nearly 40 years worth of video every day! This platform is also unique in the sense that it provides live video! Our periscope account would include pre-game and postgame interviews with athletes, making room for questions from viewers back home. We will also take advantage of the Periscope and GoPro partnership, by including live GoPro shots from athlete's practices to get a glimpse of what it's like in their shoes at the 2016 Rio Olympics.

An example of this that we could take from would be the weekly NHL/GoPro videos of certain NHL players wearing GoPro's on their helmets while practicing:

<https://www.youtube.com/watch?v=rh2PChHhZQE>

Q/A example: <https://www.youtube.com/watch?v=3L0ILM5UfMM>



Lastly, Instagram will be the final platform our team will be using.

Instagram has a young user base – 90% under 35. As we are hoping to target a younger audience (as well as older), this network is crucial.

Instagram is great for everyday visual storytelling, which will go hand in hand with the Olympic games as stories are always unfolding. We will be posting athlete’s reaction photos, countdowns, schedules, and highlight videos.



Breaking News:

15 year old Penny Oleksiak just won her first gold medal in 100m freestyle (Swimming)!

As soon as this kind of news breaks, our team will first be posting right to Twitter. The breaking news tweet will include appropriate hashtags such as #BreakingNews and #RioOlympics2016, accurate statistics of the time of her race, and to show excitement, the pairing of a gif will be essential to really show our expression!

Gif Example: blob:https%3A/twitter.com/b86c81b0-d771-410d-b6af-93b0248cfd5

These tweets will be exciting and informative, however, with a touch of humor making it fun and relatable for anyone to retweet! Another tweet which could be posted would revolve around a quote Penny Oleksiak would say post win with her #ShowYourGold gold medal.

We would react to this moment on Facebook by posting the actual video footage of Penny competing and winning the gold medal and encouraging others to share the video to show your congratulations and Canadian pride! This will drive engagement as well as traffic!

On Instagram, we would react to this moment by posting a picture of Penny with her gold medal making sure to use the same fitting hashtags: #RioOlympics2016, #ShowYourGold, etc.

On all social channels, whenever posting an athlete's name, little medals will appear beside their name to keep track of how many medals they've won so far.

Social TV:

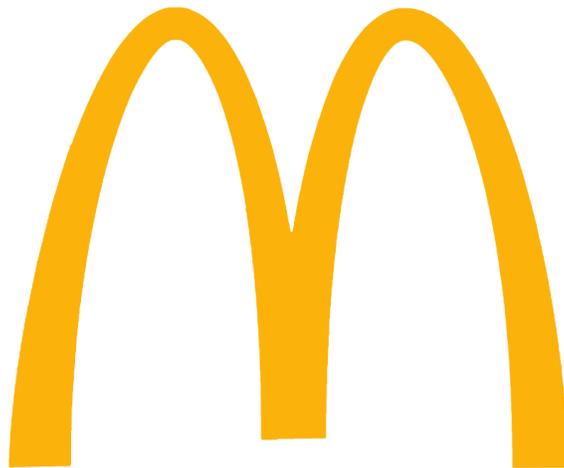
Within the CBC live Olympic coverage broadcast, social media plugs are essential in making sure the conversation is bouncing back between the TV screen as well as the social media platforms being used. Our social media channels will be visible on the broadcast at all times in the bottom right hand corner, allowing viewers to always know where to find more Olympic content online they can be part of. For when athlete interviews are taking place on Periscope or athlete takeovers taking place on Twitter or Snapchat, the broadcast will include a “happening now!” pop-up informing the viewer key things that are happening on other platforms that they can take part in as well.

The TV hosts will be required to encourage viewers to join in on the conversation on all of our social media accounts, by stating that breaking news appears their first, contests are taking place, etc. This drives viewers to our social media channels and increases our engagement.

It is also important for the TV hosts to have a segment focused on social media content during the Olympics, however, to mainly feature and discuss [#ShowYourGold](#) responses on social from Canadians watching as well as the Canadian Olympic athletes. This segment would be called “Social Olympic Showdown”. During this discussion, these “entries” will be shown (photo or video), giving Canadians and their stories recognition. Other social content that can be noted and talked about could be athletes’ social media postings (example: reaction post by shouting out their country for the support after winning a medal), the athlete takeovers on Snapchat, etc.

In terms of having our social media channels drive traffic to the broadcast itself, our team will make sure to include posts pushing towards the stream on the CBC website. Twitter/Facebook Example: “Happening Now! Women’s Rowing: Double Sculls. Watch live here: <http://www.cbc.ca/sports/olympics/stream>. Our social media channels will also post daily infographics, which would include the schedule (times) of games for that day and where to watch the live coverage (CBC website stream and CBC TV channel).

Corporate Partners:



In partnership with CBC Olympics and our [#ShowYourGold](#) campaign, McDonald’s will be one of our corporate partners during the 2016 Rio Olympics. As McDonald’s is known for their golden arches and being a family-oriented fast-food restaurant, their brand fits perfectly with the base of our social campaign theme of showing your golden moments. With this partnership with McDonald’s, there will be a series of five videos created and posted to Facebook, showing the athlete’s journey to

the 2016 Rio Olympics and showing their #GoldenArchMoment (the high points in their Olympic career). These videos will be around 3-5 minutes long, with outstanding videography and storytelling. These videos will be motivating, emotional and inspiring for Canadians.

In order for these corporate partnership videos to happen, we will require talented camera operators, editors, audio assistants, directors, etc., as well as the athletes themselves and their families/coaches/etc. Some inspiration for what kind of vibe we'll be going with could be from these examples:

1. <https://vimeo.com/141556621>: The feeling given off from this video is what we hope to achieve in the videos we'll be creating. In order to do this, music choice will be important as we need to have a strong foundation to our video to give off that inspiring feeling. An example of a song that could be used within one of the videos could be "I Lived" by OneRepublic (<https://www.youtube.com/watch?v=z0rxydSolwU>)
2. https://www.youtube.com/watch?v=pgHM_0UtK50 This feature is basically the foundation of what our video will be like. Our series would include comments from not only the athlete, but their family members, coaches, old teachers, etc. Anyone who impacted their career and helped them get to where they're at today, at the 2016 Rio Summer Olympic Games.

One of the athletes that would be part of our McDonald's [#GoldenArchMoment](#) video feature will be Andre De Grasse, going back to his hometown Markham, Ontario, showing his experience at the University of Southern California, and how his family, friends, coaches, etc. encouraged him to stay on his path in achieving his Olympic goal.



Interacting With Canadians:

Social interaction with our Canadian followers is our main focus. With our many different social platforms, we will be interacting with our Canadians in many creative ways to rally them up. For our user-generated content, the [#ShowYourGold](#) campaign will drive Canadian followers to take part in submitting a photo or video of a moment in their lifetime they're proud of accomplishing. This user-generated content will allow positive vibes to circulate around the Rio Olympics. To accompany this user-generated content, we will be incorporating weekly contests for Canadians as well in order to drive them to take part. These contest prizes will include McDonald's gift cards, Adidas swag, Olympic Team Canada apparel, etc. These [#ShowYourGold](#) entries will also have a

chance on being recognized on our TV Olympic social segment “Social Olympic Showdown”. During the game we will also encourage Canadian fans to post their own reaction photos to certain moments that happen at the Olympics.

On Twitter, we will be able to interact with our fans by the use of polls, as well as encouraging our followers to send in their questions when we have an athlete takeover our account. This will create an exciting interaction between Canadian fans and the athletes themselves.

Snapchat will be an exciting platform for interaction with Canadians as we plan to reach a ton of impressions with our Snapchat filters. The more they use our filters, the more people know about the campaign.

By incorporating our Team Canada athletes on all platforms whether it be Twitter takeovers, features on our Facebook page, interviews on Periscope etc., this allows Canadian viewers to get to know the athletes on a personal level. This will develop emotional attachment to the athletes thus creating a rally around the athletes during the games.

Athlete Relations:

As touched on throughout this social media campaign strategy report, we will be asking the athletes to take part in social media content. The main key we ask is for the Canadian athletes to include the hashtag **#ShowYourGold** in their social media posts, and to provide content that would appeal to Canadian followers. We encourage them to post as often as they can while still following the Olympic Social Media rules. Some

examples could be game day selfies with other teammates or with Canadian fans present at the games in Rio, showing their game day meals, behind the scenes, etc. We will also be asking them to take over our twitter account and to answer questions sent in by Canadian fans. When it comes to Periscope, we will be asking athletes to have a Q&A segment on there as well, and to take part in our GoPro Periscope show.

For example, Canadian Olympian Penny Oleksiak will be one of the main athlete contributors to our social media coverage. As she is only 15 years old, she will automatically have relation to the younger audiences we are trying to target. She is young, therefore familiar with current popular social media platforms. Penny will contribute to our coverage by snapchatting on our Snapchat account and posting to our story. She will also be one of the Team Canada athletes that will be part of our Periscope Live coverage, by wearing a 360 shooting GoPro around the Olympics when she's not crazy busy, to bring Canadian viewers a glimpse into what the environment is actually like at the 2016 Rio Olympics, as well as when she's practicing in the swimming pool as GoPro's have the ability to be waterproof. Taking part in Q&A's on Periscope will also be a role Penny will partake in.