

**SOCIAL MEDIA
REPORT BY**

Jalkapallo Pavelut

**Bringing tools in
Finnish football**

General idea of this report is to create

SOCIAL MEDIA ANALYSIS

JALKAPALLO PALVELUT CONDUCTS

researches to identify successful social media practices

to help football clubs to engage their communities in clubs' activities. For this purpose, a series of researches are being conducted with Facebook pages of 12 Veikkausliiga football clubs. Also, Jalkapallo Pavelut aims to promote its services of Research and Development, Social Media Promotion, and general expertise in the field of Football Management to potential clients.

CASE: HJK FACEBOOK PAGE

FAN ENGAGEMENT

**Football club HJK (Helsinki) is the
most supported football club in
Finland.**

General facts:

- HJK Facebook page is liked by 49,483 and followed by 48,414 Facebook users. (April 2020)

- 618 posts has been published during the period of 12.04.2019 - 01.04.2020.

- Based on findings of this report every 10th post on HJK Facebook page on average engages at least 172 likes



Report Summary

The purpose of this report was to demonstrate the most efficient and powerful posts HJK created within 2019-2020 season. This research was meant to help Jalkapallo Palvelut to create a portfolio of social media researches, learn successful practices, and demonstrate its research and development service. Reports covers three main issues, including identification of the main categories of HJK posts, which of those posts were most engaging, and what could be templated in the future. For these purposes, the following research questions were formulated:

- R1: What are the main categories of posts?
- R2: What are the most popular posts?
- R3: Which posts is it possible to template?

The report is divided in five sections, including this one. The professional reader might be interested to take a look at the next part, called 'how the research has been conducted?', which represents Methodology section. Regular reader might find it more interesting to pass straight to 'Results' part. The results follow the most exciting section of the report: 'Juicy Content', which illustrates practical implications. Finally, the report offers 'Conclusion', which sums up some thoughts that might be useful for the professional from the field.

How the research has been conducted?

This part aims to share how Jalkapallo Palvelut analysed the data from HJK's Facebook page.

The data analysed within this research included 618 posts from HJK Facebook page within the period of 12.04.2019-01.04.2020. Each of these posts was screenshotted and saved in the folder, called 'Research Question 1'. Based on the content of each post, there has been formed 11 categories. The following categories has been created: Club News (317 post), Trends (61 post), Game Promotions (53), Club Promotions (52 posts), Sponsors (45), Interviews (24 posts), Photos Collages (16), Newsletters and Show (16), Analytics (14), Birthdays (13), Heritage (7).

For the purpose of answering the Research Question 2, the most engaging posts were added in folders, called: Likes and Comments. Those two separate folders included posts that had over 172 likes and / or over 20 comments.

The reason for choosing this precise number of likes, as the minimum unit, was the ability to include one particularly engaging post from the game promotion category. That one post exceeded the rest of posts from the same category, in terms of the number of likes, at least three times.

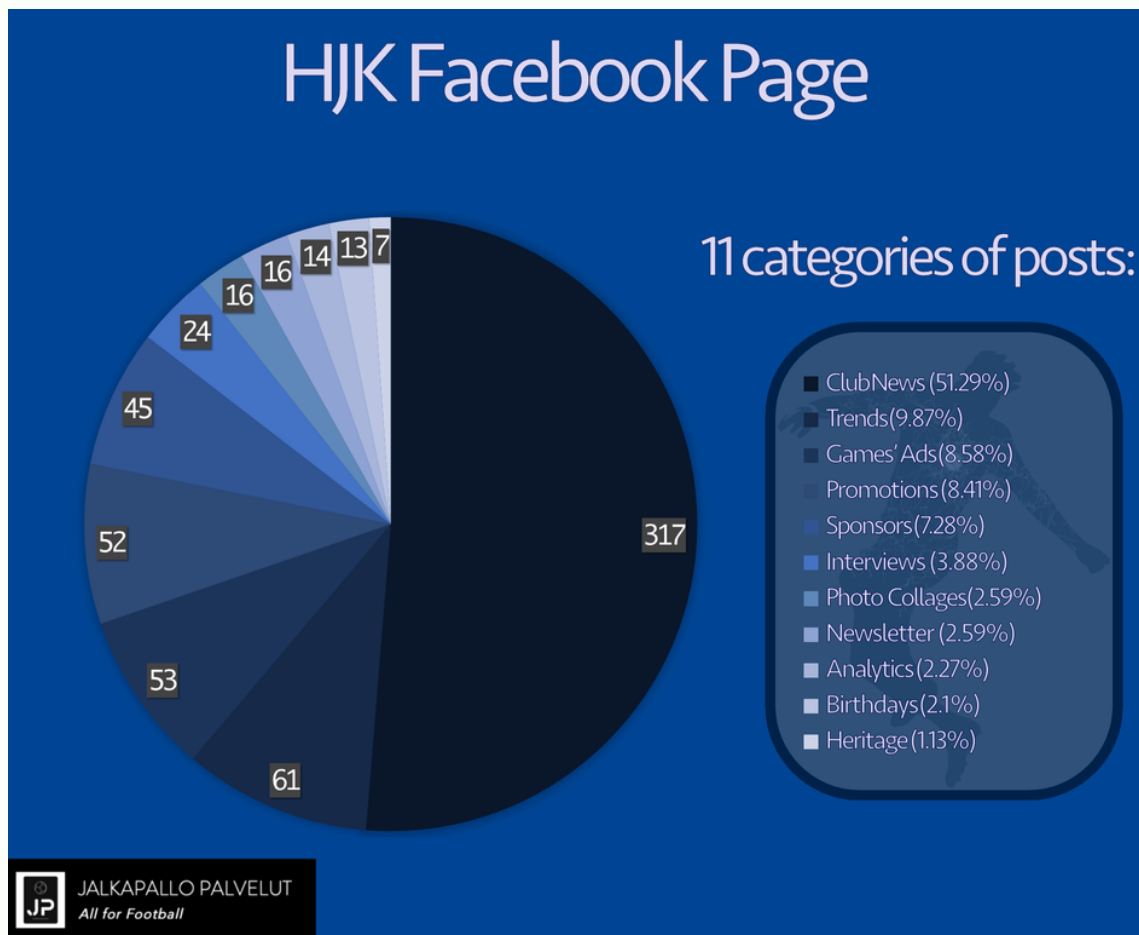
As for comments, it was first decided to make the minimum unit equal to 10 comments. However, there has been over 80 posts with 10 and more comments after the first round of data extraction. Therefore, the lower limit level for comments was raised by 20 comments. Altogether, 36 posts' screenshots with the minimum of 20 comments were included in the final 'Comments' folder.

Answering the Research Question 3, there has been created four categories. Two of those categories included posts with exceptionally high number of likes and/or comments that can be templated by HJK in the future. Those posts can help HJK to save time and resources on creating the future posts. While HJK enjoys the benefit of saving time and energy resources creating them, posts are supposed still to receive the high rates of engagements. However, there exists the risk that posts from this category might not be as successful when the audience will identify the same template over and over again. As such, those might be better to keep unique.

In addition, there has been created one category of unsuccessful, in terms of engagement, posts that can be templated to save time and energy. Posts from this category can be the most essential for HJK, as they do not bring the high engagement rates while still are necessary for keeping the audience regularly updated. As such, saving time on those posts would not hurt the final engagement rates in Facebook. The last category included already existing and successful templates that HJK utilized throughout last year. While those posts are templated and do not require high amounts of time and energy to create, they still bring HJK a great number of likes and/or comments. Again, the risk exists that HJK might lose audience's attention continuing the creation of same templates in the future.

Results

This part aims to answer to the research questions, showing some of the extracted data and its analysis.



Pie Chart 1: 11 categories of posts HJK produced throughout the year


Based on 618 posts that has been analysed throughout the process, there has been found that 51,29% of all posts belonged to news about the club's life. More precisely, Club's News category included posts about transfer news, environmental impacts (e.g. game rescheduling), club's internal news (excluding HJK Insight and Newsletter, which belong to separate category), news about fans, interviews, news about results, etc.

Interestingly, the smallest in terms of the number of posts category: 'Heritage' was also found to be the highest in terms of efficiency. While posting only 7 posts with the historical content, HJK received 3 highly engaging posts, which broke the barrier of 200 likes). It is valuable to mention that while the message of those posts were not directly related to the club's heritage, images were translators of the history. As the result, those posts brought one of the highest numbers of likes to HJK Facebook channel.

Results

Posts that combined Heritage and Trends were among the most efficient in terms of Facebook engagements:


Mika Lehtosuo, HJK:n Hall of Fame -pelaaja nro 24 ja edellinen päävalmentaja, täyttää tänään 50 vuotta. Paljon onnea, Bana! 🎉👏
#HJK #Helsinki #Veikkausliiga #OnVainYksiKlubi #hjkhelsinki



503 14 Comments 1 Share

HJK Helsinki
March 26 at 4:41 PM · 🌐

KLUBIN ARKISTOISTA
Teemu Pukki - HJK vs Schalke 2011
#HJK #Helsinki #Veikkausliiga #OnVainYksiKlubi #StayHomeStaySafe




Watch together with friends or with a group Start

336 7 Comments 7 Shares


HJK Helsinki
March 28 at 12:25 PM · 🌐

Jari Litmanen - KuPS vs HJK - Cup Final 2011
@jarilitmanenofficial @afcjax @fcbarcelona @liverpoolfc
#HJK #Helsinki #OnVainYksiKlubi #StayHome #StaySafe #COVID19FI



279 6 Comments 8 Shares

Urheilijaksi 2020. Hyvä, Teemu!
#HJK #GOAT #VuodenUrheilija #Urheilugaala #UG20 #OnVainYksiKlubi #hjkhelsinki @norwichcityfc



861 17 Comments 7 Shares

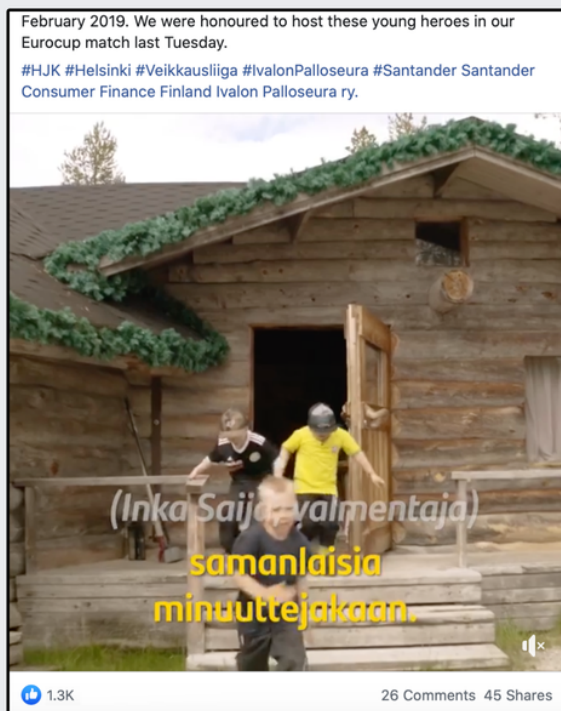
JP JALKAPALLO PALVELUT
All for Football

Results

Two posts reached more than 1000 likes.

Success formula = (Trend + News + Practical Support) x Right Moment

The most exciting posts of HJK throughout the year belonged to the second most popular category: Trends. Both of those posts receive around 1.3K likes. The left post announced the establishment of the most Northern football club in Finland. The right one shared information on availability of free of charge toilet paper supplies that the club is willing to share. The post was published during coronavirus crisis. While both of those posts were relatively easy to create for HJK, they were offering the information that engaged the highest numbers of likes!



Results

While HJK was losing, HJK's Facebook page was winning.

Lost Games bring Comments. 3 out of 8 most commented posts were posts about losses. In particular, those three posts belong to after game reports category, with the content on lost game (#8 most commented post), lost competition (#4 most commented post), or lost victories, which led to draw (#5 most commented post). Unfortunately, this report is not able to explain the reason the first three posts were most commented. This is one topic that the future research can address to.

#1
 KLUBIPÄÄTTY
 Uudistettu Klubipääty avataan tänään!
 16:30 Portit auki: HAPPY HOUR! ... See More
 84
 98 Comments 2 Shares

#2
 HJK vs ILVES
 Veikkausliiga
 Pe 3.5.2019... See More
 35
 64 Comments 2 Shares

#3
 HJK Helsinki
 August 15, 2019 · G
 Matsihulveja myynnissä pop-up myymälässä. HUOM! Rajoitettu erä.
 Liput illan matsiin: HJK.fi/liput
 61
 50 Comments 1 Share

#4
 HJK Helsinki
 August 15, 2019 · G
 Oteluraportti: Klubin eurotaival päättyi pettymykseen
 HJK:n ja Riga FC:n toinen kamppailu päättyi lukemin 2-2, joten latvialaiset etenivät jatkoon vierasmaailakännön turvin.
 Lue lisää: HJK.fi
 112
 44 Comments 5 Shares

#5
 HJK Helsinki
 July 27, 2019 · G
 Oteluraportti: HJK joutui tyytymään tasapeliin
 Ottelu oli hyvin yksipuolisesti Klubin hallintaa, mutta VPS onnistui kuitenkin taistelemaan pisteen.
 Lue lisää: HJK.fi
 61
 43 Comments 2 Shares

...#6
...#7

#8
 HJK Helsinki
 May 20, 2019 · G
 FC Lahti vs HJK 3-0
 Oteluraportti: Tappio...
 Kolme tasapeliä putkeen pelannut HJK matkusti maanantaina FC Lahden vieraksi. Tulos 3-0. Ei selitytyä... See More
 69
 37 Comments 1 Share

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Results

Shares is the key to new audiences

Finally, there was no real sense of counting number of shares, as the most liked or commented posts were automatically among those that were also shared. However, it is worth mentioning the post with David Browne that received over 150 shares. That is the phenomenal performance for one post and HJK received a significant exposure because of it. Would be interesting to understand the reason for this post to receive such a significant exposure. Further analysis might shed light on the nature of this high number of shares.



HJK Helsinki is at Bolt Arena.

February 3 · Helsinki · 🌐



David Browne - HJK Helsinki



👍❤️ 275

19 Comments 159 Shares

Juicy Content

Read me.

First things first, HJK Facebook followers love to remember things. Look at the posts that involve any sort of heritage: ex-player became the sportsmen of the year? - over 800 likes; Atom, Forsell, Zeneli, or some other familiar players returns to HJK? - over 900, 800, 300 likes; birthday of ex-coach? - 500 likes. But what does this mean? In practice, this might help in sponsorship activation. That actually worked when soon after Atom's return, HJK published this post:

This is the only Club's Commercial post within the whole year of analysis that received over 172 likes. While other commercial posts, including posts about sponsors, received on average 20 to 60 likes, this one quadrupled them all. It is unclear, however, how much influence does this link obtain on customer's direct buying behaviour of HJK season tickets. (Subject for further analysis).

What's more to mention here, 17 out of 61 highly liked posts were news about transfers. Also, 8 out of 36 most commented posts were about transfer. This makes transfer news the most engaging type of posts in the entire HJK Facebook page. Keeping in mind that transfers is something that the club can have a direct influence on (in comparison to 'current trends') this type of posts become the most certain source of Facebook followers' engagement.

KLUBIN KAUSARIT! 🏆📍
Tee kuten Atom. Liity Klubiin. Osta kausari: [HJK.fi/liput](https://hjk.fi/liput)



HJK Helsinki
Sports Club

Shop Now

240 2 Comments 5 Shares

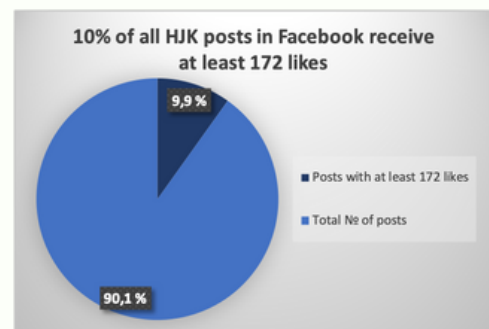
Juicy Content

Or why these results are valuable.

It is fair to say that HJK Facebook channel is highly dependent on HJK main team's results. The better main team of HJK performs, the higher gets the number of likes. While this report does not argue with this statement, it also illustrates that besides the main team results, there are other types of content that might engage audience even better. This can be easily proved with the examples of three posts about victories of women's team (all three got over 200 likes), several successful posts about farm club, several posts about junior teams and coaches, several extremely successful posts about current issues (e.g. Independence Day), as well as at least three posts with birthday wishes to players, which also brought over 200 likes. Not to forget the two most liked posts on HJK Facebook page have nothing to do with main team's results (see page 6 of this report). Altogether, HJK keeps its Facebook community engaged in life of the club shifting the focus from the main team towards the club's identity and its members.

While other content is essential, the main team stays the main newsmaker on HJK Facebook Page. In fact, the previous season (2019) was relatively unsuccessful for the main team (HJK finished 5th in Champions Round, which is poor result for the most titled club in Finland). However, the negative results of the main team were also beneficial for HJK Facebook page. Important loses appeared to bring strong feelings, which later on seem to transfer into comments. As results demonstrated, 3 out of 8 most commented posts were about loses of the main team. To be more precise here, 10 out of 36 most commented posts within this analysis were related to lost games, victories, or competitions. As such, it is possible to conclude that skillfully created post that accentuate supporter's attention on drama from the lost game brings HJK the high engagement of fans in the form of comments. Further research might be required to support or reject this hypothesis.

Overall, HJK published 618 posts within a little less than one year. In terms of quality, 61 out of 618 posts receive at least 172 likes, which means that on average every 10th post on HJK Facebook page receives 172 likes. To receive this engagement, HJK SoMe team constantly produces meaningful content throughout the year. Partially, this is achieved through constant posting of templates, which are easy to create and keeps the feed updated.



Finally, it is important to spell a word on templates. Within this analysis, the great number of template examples were found. For the interest of Jalkapallo Palvelut those were not presented among the Results. The vast majority of those posts saves time and energy for HJK SoMe team. The typical examples include Analytics after game, Sponsors' promotion posts (e.g. Loiste), and pre-game 'HJK Line Up'. Some of these templates were also offering HJK high engagements (e.g. 'HJK Line Up' posts collected 36 and 27 comments). However, the absolute majority of them were rather helpful for the purpose of keeping Facebook audience updated.

Conclusion

Thoughts and ideas

HJK is the flagship of Finnish football, "The Only One Club", as slogan says. For this reason the pressure on the club is higher than on its rivals. For these reasons, Jalkapallo Palvelut Veikkausliiga Reports start from HJK. Since HJK Facebook Report became the first report in the series, it might also contain bias mistakes or analytical errors. Thus, report's content might and should be questioned, as well as for sure should not be used to criticize HJK club or its SoMe managers. This section aims to illustrate the issues that the club might take into consideration for the coming seasons.

Overall, HJK was not engaging its fans with the help of engaging tools, like: "write a comment, receive a T-shirt" or answering the comments of every single fan. While the majority of the not-replied messages is poorly related to the content of the page, it might be beneficial to create the content for those audiences or lead them to certain channels where communication can be continued, for instance, club's and fan's forum pages. The most popular hashtags include team's name and slogan, blue-white heart, next star. Those 4 hashtags seem to be the main messages that HJK aims to translate to its community.

While sponsors might be supporting HJK for other than marketing objectives, Facebook still remains quite a low channel to promote within partnership proposal. The average sponsor's post reached slightly over 30 likes. It is obvious that the most exciting posts should include sponsors' logos. As it is seen, unfortunately, the most engaging posts, including coronavirus charity (1.3K likes), Petteri Forsell returning to HJK (822 likes), Toilet paper challenge !!Nike is not sponsor of HJK!! (773 likes), Atom returning to HJK (947 likes), and the establishment of Ivalo Football Club (1.3K likes) did not contain any or minimum number of club sponsors' logos. As such, Facebook content might not help sponsors to receive the emotional connection with club's community.

The positive moment can be to those sponsors who were sponsoring HJK in the past. For instance, the historical picture of Teemu Pukki, which was published on HJK channel after the player becoming "Finnish Athlete of the Year", represents sponsors that are no longer in cooperation with HJK, like Tikkurila and HYPO. Those sponsors receive additional boom for their services and might be offered to return and get another picture with "next star" of the club.

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The logo consists of the letters 'NG' in white, bold, sans-serif font, centered within a solid black square.

Author: Nikita Goncharenko
<https://www.jalkapallopalvelut.com/portfolio>

The icon is a solid blue square with the white letters 'In' in a sans-serif font, representing the LinkedIn logo.

<https://www.linkedin.com/company/37199024/>

The icon is a solid blue square with the white lowercase letter 'f' in a sans-serif font, representing the Facebook logo.

<https://www.facebook.com/jphelsinki/>



<https://www.youtube.com/channel/UCwqpDNO1HXwRD3MXtwm3uAA>