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 Palvelut 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: KUPS FACEBOOK PAGE

FAN ENGAGEMENT

KuPS is the Champion of 2019 Veikkausliiga season

General facts:

- KuPS Facebook page is liked by 17,651 and followed by 17,847 Facebook users. (April 2020)

- 608 posts has been published during the period of 18.04.2019 - 18.04.2020.

- Based on findings of this report every 10th post on KuPS Facebook page on average engages at least **595 likes. - Winner takes it all.**

Executive Summary

KuPS became the champion of the highest tier of Finnish football (Veikkausliiga) in 2019. As a side effect, the club's Facebook page received a significant increase in numbers of likes and followers. That also meant that while some Finnish clubs had to exercise their skills in storytelling, KuPS was simply enjoying the main team's success. Though, KuPS produced a number of successful and engaging posts that would be discussed here.

KuPS Facebook Report became the first report included Emotional and Engaging to Actions categories. Obtaining the sufficient number of posts, those categories offered some answers to huge questions: (1) How to engage the audience? (2) How to generate emotions? [Read more from Pages 8 and 9]

KuPS created the champions campaign, which included 28 posts with the focus on first team winning Veikkausliiga. The campaign itself gave more fan engagements than the rest of the categories. Check the efficiency rates for engagement of likes, comments, shares, and views from Pages 10-13

KuPS produced several unique, entertaining posts, which deserve a special attention here. Whilst, these posts were not extremely engaging, the ideas of those posts could be utilized in the future. [Have a look at those from the Page 19.]

KuPS forgot about birthdays of players. No posts claimed the birthdays of players and one post celebrated the birthday of the new head coach. While birthdays offered high engagements for other clubs, KuPS clearly missed this opportunity. To learn more, check the Conclusion. [Page 22]

IntrodAction

Welcome reader to the report about KuPS Facebook page! For your safety, let us first introduce you to a couple of simple facts about this report. Firstly, the purpose of this report was to demonstrate the most engaging posts KuPS published within the period of one year: 18.04.2019-18.04.2020. The knowledge gathered within the research can be useful for the future studies, sponsors' search, and learning more about services of JalkapalloPalvelut. For these purposes, the following research questions were formulated:

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

Secondly, let's have a look at what we have inside of this report. Overall, this report consists of five sections, including this one. The professional reader might be interested to take a look at the next two parts, called 'how the research has been conducted?' (represents Methodology) and 'Results' part (answers Research Questions). The regular reader might move straight to 'Juicy Content' section, which illustrated practical examples and certain implications. The last section 'Conclusions' might be the most useful and interesting part for both professionals and regular readers. Do not hesitate to write us any feedback during and after reading. We will really appreciate it!

How the research has been conducted?

This part aims to share how JalkapalloPalvelut analysed the data from KuPS's Facebook page.

The data analysed in this research included 608 posts from KuPS Facebook page within the period of one year: 18.04.2019-18.04.2020. Each of these posts were screenshotted and saved in the folder with research question 1 data. There were formed five categories of posts: Games (205 posts), News (175), Commercial (99), Emotional (85), and Engaging (44). Each of these categories included at least two subcategories. Games included eight sub-categories: Game Promotions (54), Line-Ups (29), Reminders (28), Game Day (28), Full Time Scores (27), Game Highlights (20), Game Photo Reports (19). News also included seven subcategories, which were Club News (64), Transfer News (34), Interviews (30), Rewards (13) National Teams' News (13), Local Identity Programs (11), and Trends News (8). Commercial category included Sponsored (70) and Club Promotions (29) posts. Emotional category got established based on four subcategories: Champions Campaign (30), Goal Stories (25), Emotional Stories (17), Dressing Room (8), and Heritage (7). Finally, five subcategories built up Engaging category, including Visit Physical Event (14), Sponsored Lotteries (12), Vote Requests (7), Club's Lotteries (6), and Ask Questions (5).

Following the 20/80 Pareto rule, all posts were divided into two groups: 20% of the most engaging posts and 80% of other posts. 20% of most engaging posts were the one analysed within this report. Valuable to mention here that the lower limit for 20% of posts was 352 likes. In other words, 20%

of all posts engaged at least 352 likes per post. In addition, for the purpose of comparison with earlier reports (HJK, FC Lahti, and SJK Facebook Pages' Reports), there was counted that on average every 10th post of KuPS within season 2019-2020 engaged at least 595 likes. This was established from the fact that out of 608 posts that KuPS published within one-year period, 61 posts engaged more than 595 likes.

In addition to highly liked posts, this report included analysis of highly commented and shared posts. The minimum units for number of comments and shares were 20 and 10, respectively. Overall, the final data analysis included 72 posts with at least 10 shares and 75 posts with at least 20 comments per post. Both highly commented and highly shared posts were also grouped in two different folders. Finally, there was created a folder for highly viewed posts. The minimum unit for this folder was 1K views. Overall, 29 posts with videos from KuPS Facebook Page were collected in that folder.

Answering the third research question, there was created three categories. First category included posts with seven most successful templates that KuPS utilized throughout the year. The second one consisted of 13 regular posts that helped KuPS to save time and energy, whilst not obtaining significant engagements. The last folder included six potential posts that could become templates in the future.
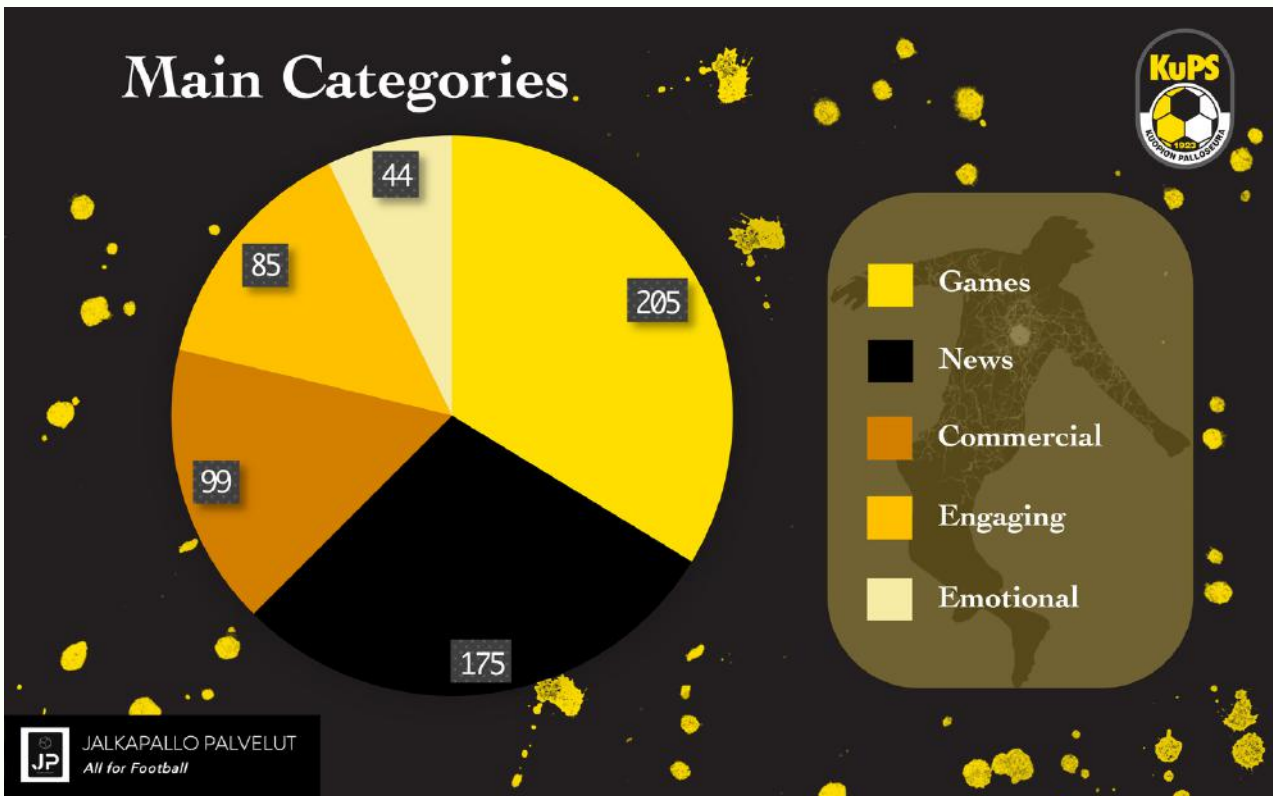
Results

- Clearly the most analytical section

Chart 1: Main categories of posts from KuPS Facebook page (numbers on the pie chart define numbers of posts per category)

Chart 1 presented five main categories of posts. While each category served different needs, it was still possible to compare them in terms of the number of likes, comments, shares, and views. Arranging categories based on the number of posts that reached top 20% in terms of likes could be one indicator of categories' efficiency. As such, this could be the sequence: News (**32** posts with at least 352 likes; 12 posts with at least 20 comments; 14 posts with at least 10 shares; 5 posts with at least 1000 views), Games (**31**; 18; 18; 2), Emotional (**48**; 19; **30**; **15**), Engaging (8; **21**; 8; 2), and (Commercial (4; 5; 2; 5). In addition, it is interesting to see how efficient in terms of likes were those categories. The efficiency percentage rate can be calculated by dividing the number of highly liked posts on total number of posts and multiplying it by 100. For example, News category efficiency equals 32 (posts with at least 352 likes) divided by 175 (total number of posts) and multiply by 100 = 18,29%. Here are the rest of categories' efficiency percentages in terms of likes: **Emotional (56,47%)**; Engaging (18,18%) Games (15,12%); Commercial (4,04%).

Results

First time Games included more posts than News category
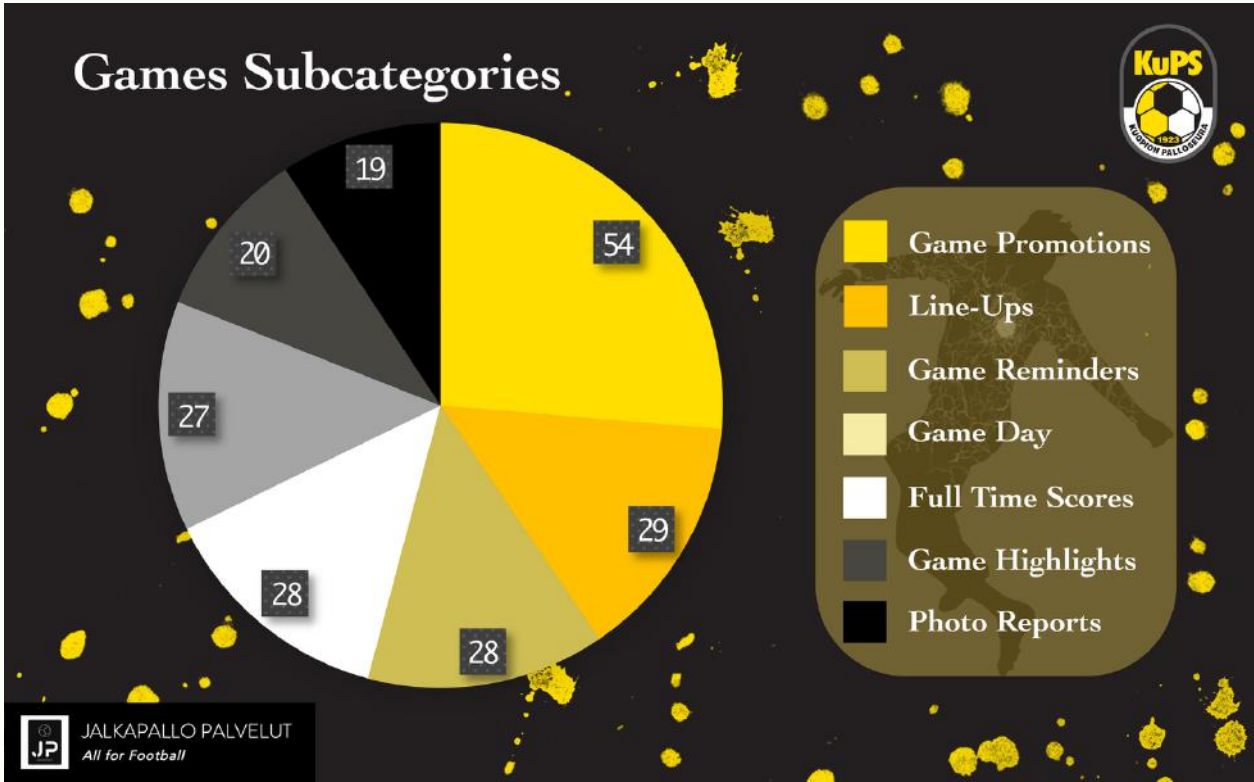

Chart 2: Games Subcategories (numbers on pie chart define numbers of posts per category)

Games category included seven subcategories, presented on the Chart 2. The representation of Game Promotions subcategory was dominant (54 posts) in comparison to the rest of subcategories. The rest of the subcategories were spread relatively equally, varying from 19 to 29 posts per subcategory. The relatively equal spreading of posts could be explained with the fact that each game was commonly covered with the similar sequence: Game Promotion posts, Game Reminder, Game Day announcement, Line-Ups for the game, Full Time Scores, Game Highlights or link to YouTube channel to watch them, and finally Game Photo Reports by one of two club's photographers. One part of the sequence 'impressive Goals Stories from the last game' were excluded from this category (due to its main focus on emotions) and added in the Emotional category.

Talking in terms of efficiency, the following sequence appeared: **Full Time Scores** (**14; 13; 6**; 0), Game Day (5; 3; 4; 0), Game Promotions (5; 0; 4; 2), Game Reminder (2; 1; 2; 0), Game Photo Reports (2; 0; 1; 0), Game Line-Ups (1; 1; 1; 0), and Game Highlights (2; 0; 0; 0). The efficiency percentage were subjects for cross-categorical comparison. Thus, the efficiency in terms of percentage were presented after observation of all subcategories.

Results
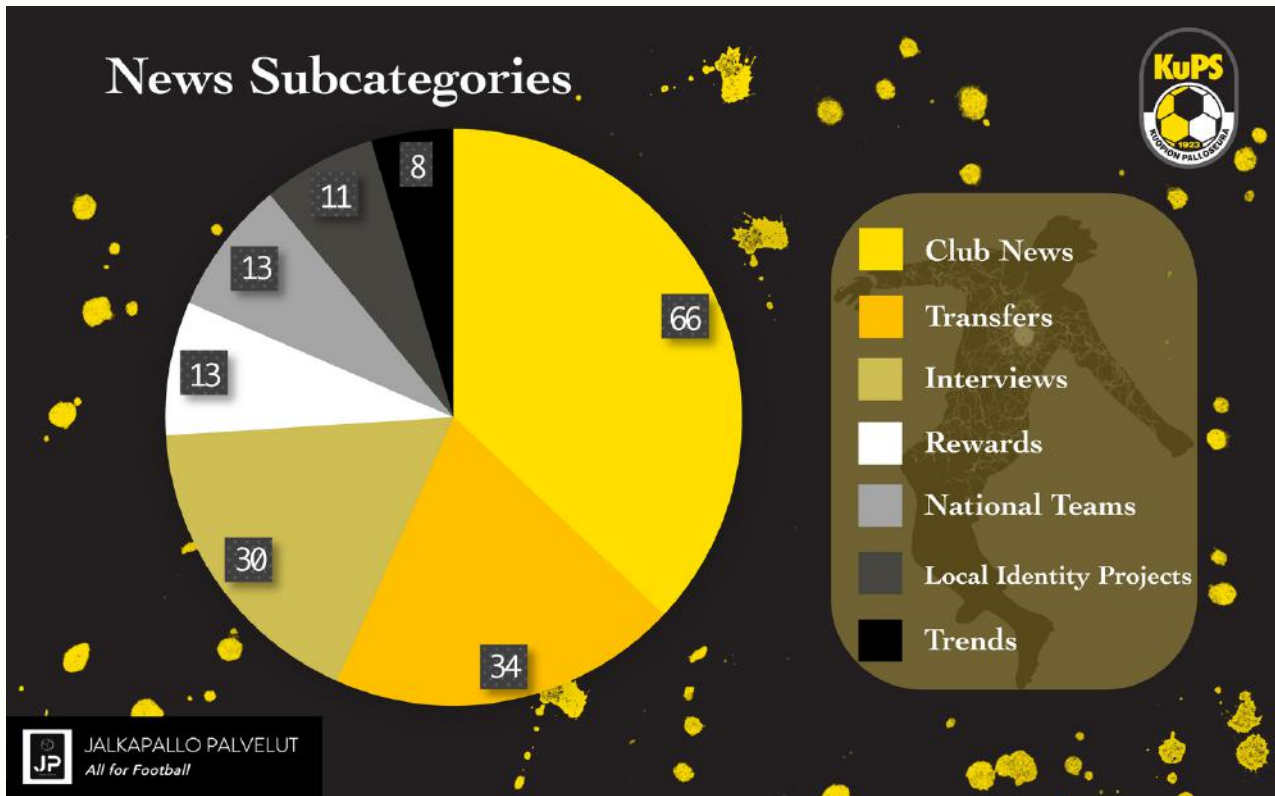
News, mostly Club News.

Chart 3: News Subcategories (numbers on pie chart define numbers of posts per category)

News category included 7 subcategories illustrated in the Chart 3. The dominant position in the chart obtained the Club's News subcategory. Together Transfers and Interviews built up almost equal number of posts to Club's News. The final four subcategories included posts about club staff receiving Rewards, players being invited to their National Teams, coverage of the club creating the projects to promote local identity, and news related to current issues (Trends).

In terms of efficiency, Transfer News subcategory had the strong position with 13 highly liked; 5 highly commented; 3 highly shared; and 2 highly viewed posts out of 34 posts. As for the rest of subcategories: **Transfers (13; 5; 3**; 2), **Club News (8; 5; 7**; 0), **Rewards (5; 2; 3**; 1), Trends (2; 0; 0; 1), Interviews (2; 0; 0; 1), Local Identity Projects (1; 0; 1; 0), National Teams (1; 0; 0; 0). The analysis of efficiency percentages compared cross-categorically provided in the further charts.

Results

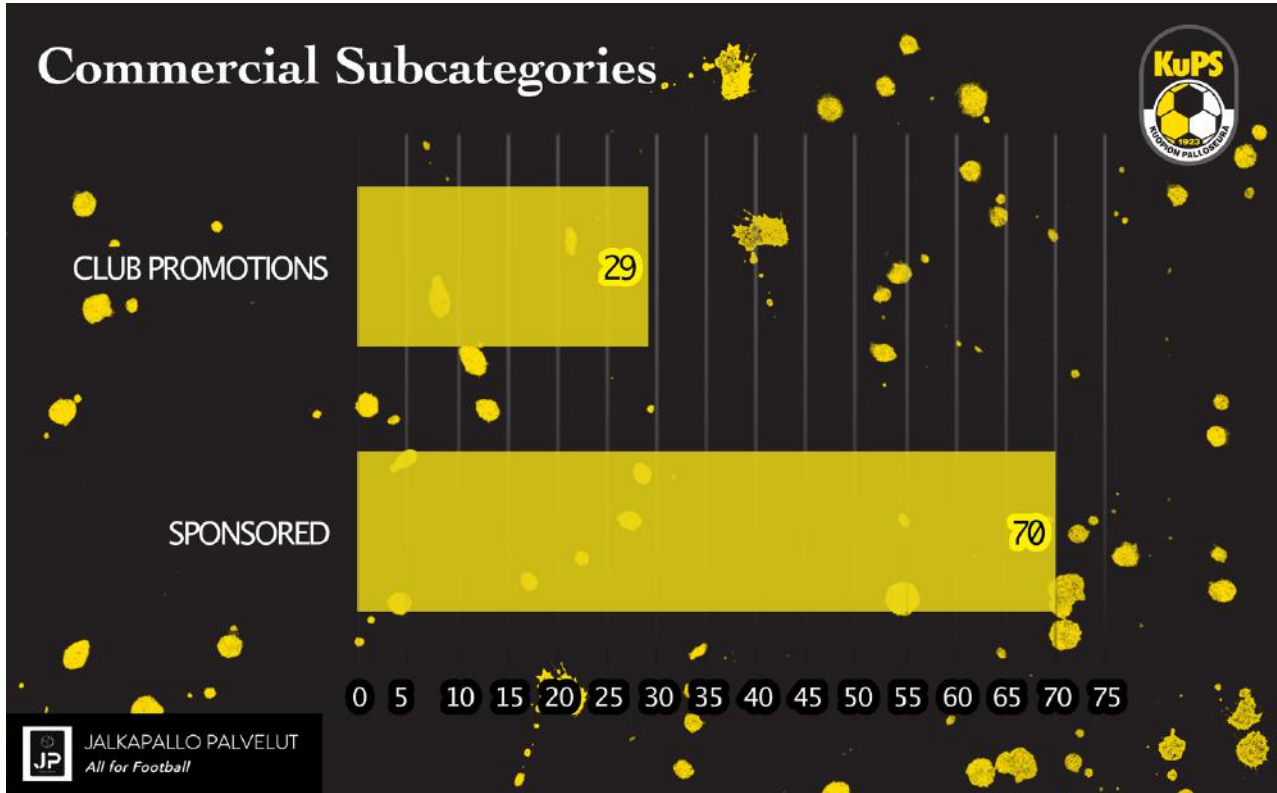*Commercial means focusing on marketing and sales*

Chart 4: Commercial Subcategories (numbers on the chart define numbers of posts per category)

Commercial category consisted of only two subcategories of Sponsored and Club Promotions. Both subcategories included posts with commercial focus of the message. While some posts might have included some commercial message, they were not included in this chart due to the focus of the message was shifted towards other subcategories. Sponsored subcategory (aim to promote the club's sponsor) included double as much posts as there were in Club Promotions subcategory (aim to promote club's attribution and services). Comparing groups in terms of posts with high engagement, the numbers seem to look even: Club Promotions (2; 4; 1; 1) and Sponsored (2; 1; 1; 4). However, taking into consideration the amount of total posts per subcategory, the Club Promotion becomes more efficient.

Results
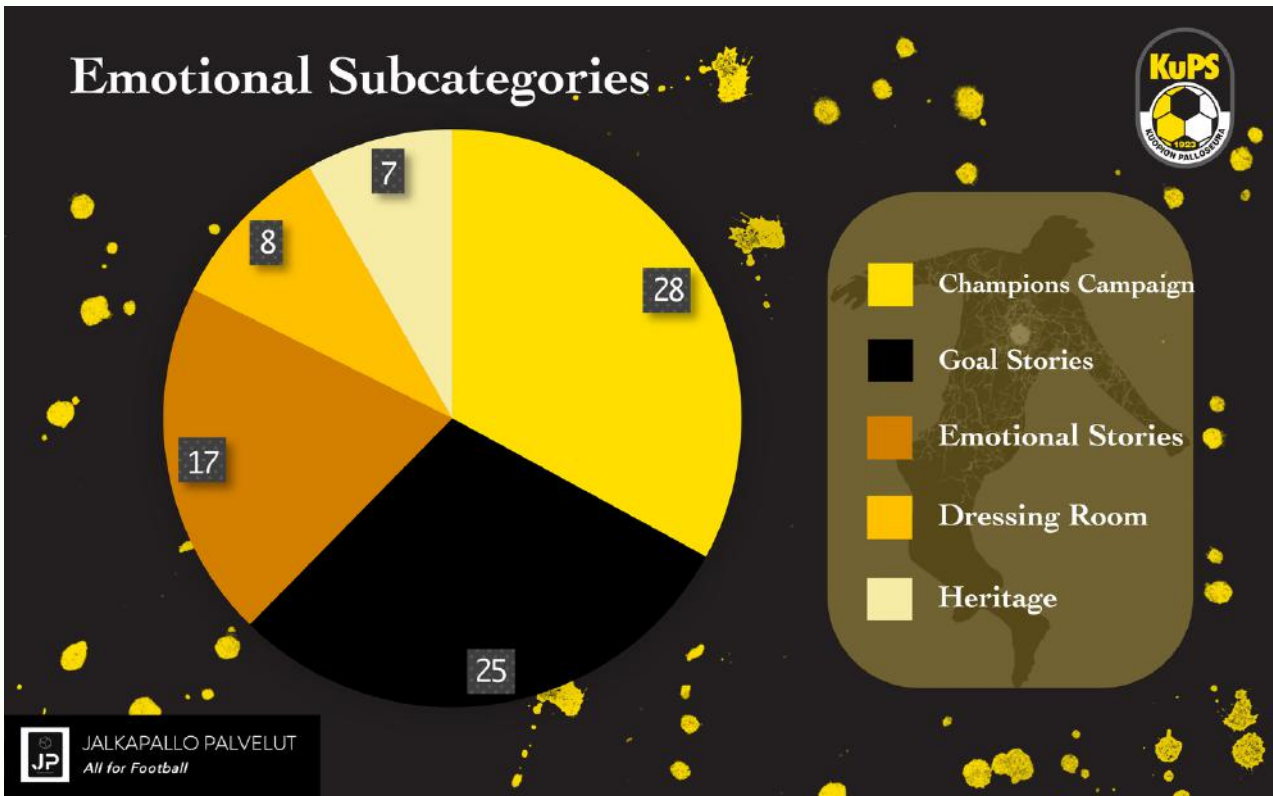
How to generate emotions?

Chart 5: Emotional Subcategories

Chart 5 included five subcategories of Emotional category. The main focus of which was to generate emotions from facts and situations. This category, as it had already been mentioned, obtained the highest efficiency rate. It is fair to say that the highest rates for this category were generated as the side effect for exceptional results of the main team last season (KuPS won the league title in season 2019). For instance, Champions Campaign included posts that were singly related to the fact KuPS became the champions of Finland (excluding just a few posts with main focus on news, engagement, or game results). The goal stories subcategory could be another example. While the posts on impressive goals could be published irrespectively to results of main team, the fact the main team became the champion promoted higher selection of goals, which promoted creation of 25 posts of Goal Stories.

As for the rest three subcategories, Emotional stories represented stories about occasion that artificially promoted emotions; Dressing Room included eight videos from dressing rooms illustrating emotions from important victories. Some videos from this subcategory were not included, as they firstly had the purpose of illustrating the Full Time Score. Finally, Heritage subcategory consisted of posts that promoted the club's historical characters or stories with emotional meaning. Moving to the efficiency of subcategories, this can be the sequence: **Champions campaign (23; 10; 16; 5)**, **Emotional Story (9**; 3; **5**; 1) **Goal Stories (7**; 1; 3; **8**), **Dressing Room (7**; 4; **6**; 1), and Heritage (2; 1; 0; 0).

Results

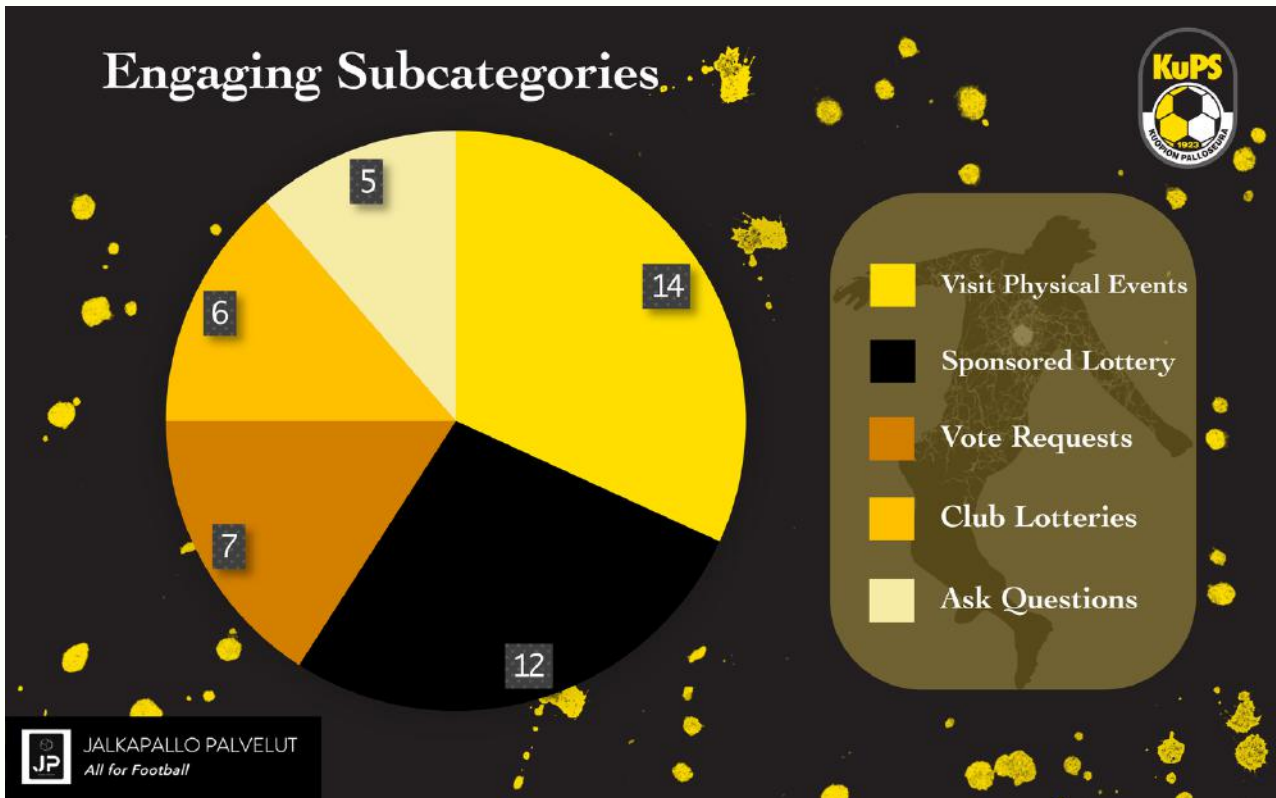*Five ways to engage audience from FC KuPS*

Chart 6: Engaging Subcategories

Chart 6 presented five subcategories of posts that engaged audience towards some action. The division was made based on type of actions KuPS was engaging its audience to perform. Those five subcategories included: engaging to visit physical events; to participate in sponsored lottery; to vote for club's activities; to participate in club's lotteries; and to ask questions from football players that would be included in the coming interviews within club's podcast. Evaluating Engaging subcategories in terms of efficiency, the following sequence appears: **Visit Physical Events** (**6**; 1; 1; 0) **Vote Requests** (1; **3**; **5**; 1); **Club Lottery** (1; **6**; 0; 1); **Sponsored** (0; **11**; 2; 0); Ask Questions (0;0;0;0).

Results: Efficiency

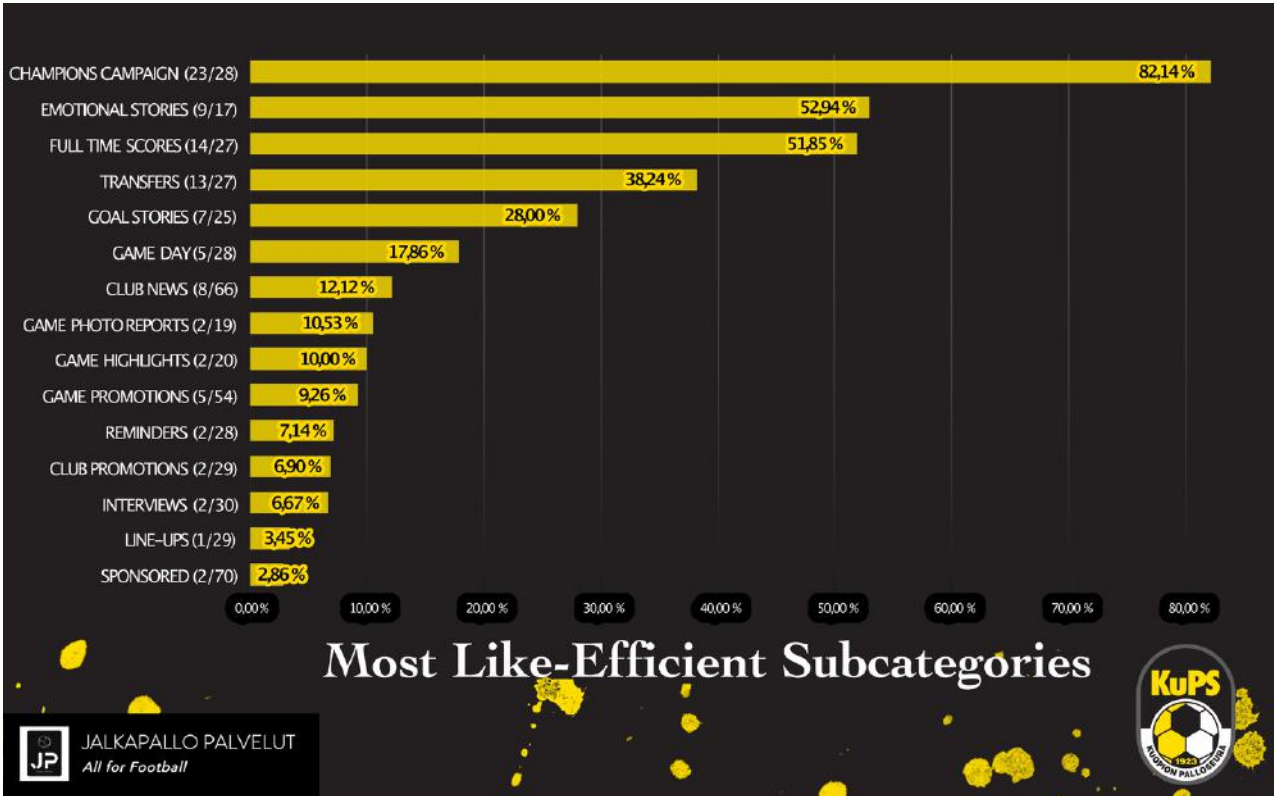## Like-efficient subcategories with more than 15 posts

Chart 7: Most Like-Efficient Subcategories

Overall, 24 subcategories included posts with over 352 likes per post. Nine of those subcategories were not included in Chart 7 due to too small sample of total posts (less than 15 posts / subcategory). Clearly, Champions' Campaign subcategory was the most efficient in terms of posts with high likes engagement. In addition, it is important to notice Emotional Stories and Full Time Scores subcategories, which had roughly 50% chance of receiving exceptional number of likes per post. Transfers, Goal Stories, Game Day, and Club News subcategories were also among those that should be mentioned in context of high likes engagement. Among the subcategories with small sample, Dressing Room (7 out of 8 posts with over 352 likes per post); Engaging to Visit Physical Events (6/14); and Rewards (5/13) had exceptional engagement rates.
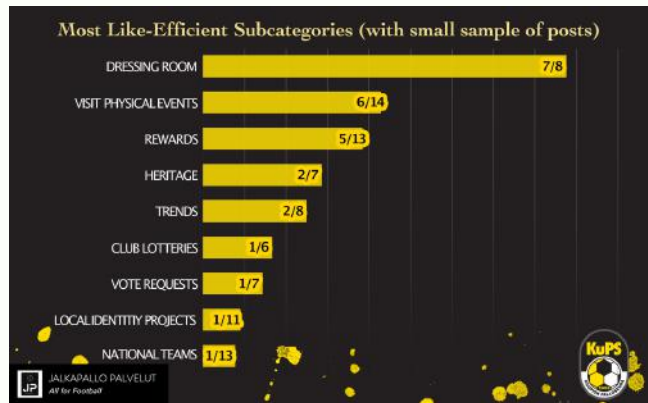

Chart 8: Most Like-Efficient Subcategories (2) *

* - Due to the small sample of subcategories, the efficiency rates might not give reliable data.

Results: Efficiency
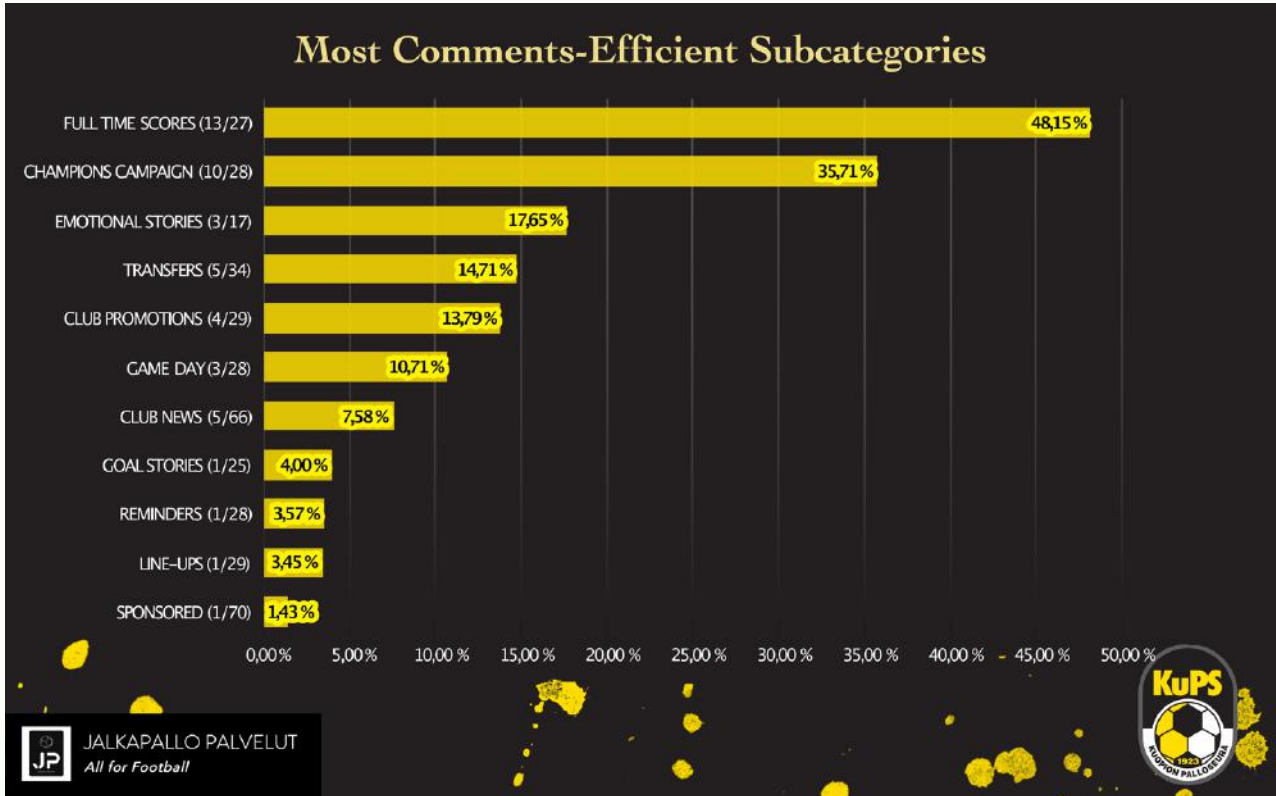
Most Efficient Subcategories: Comments

Chart 9: Most Efficient Subcategories: Comments

Chart 9 presented Full Time Scores, as the top engaging subcategory in terms of number of posts with over 20 comments per post. Similar to Chart 7, this one included only subcategories with sample of over 15 posts. For this reason, Chart 9 did not include subcategories of Club Lotteries (6 out of 6 posts with over 20 comments per post); Dressing Room (4/8); and Vote Requests (3/7) subcategories. Nevertheless, Chart 9 showed the value of Champions Campaign with 35,71% of posts, in addition to likes also being highly commented.

Chart 10: Most Efficient Subcategories: Comments (2) *

Finally, Transfers and Club News subcategories obtained precisely five posts with over 20 comments per post. However, the significant difference between total number of posts moved Club News on the seventh position in the Chart 9.
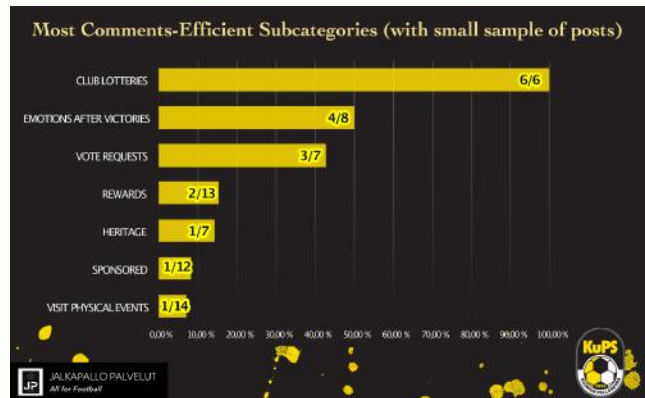
* – Due to the small sample of subcategories, the efficiency rates might not give reliable data.

Results: Efficiency

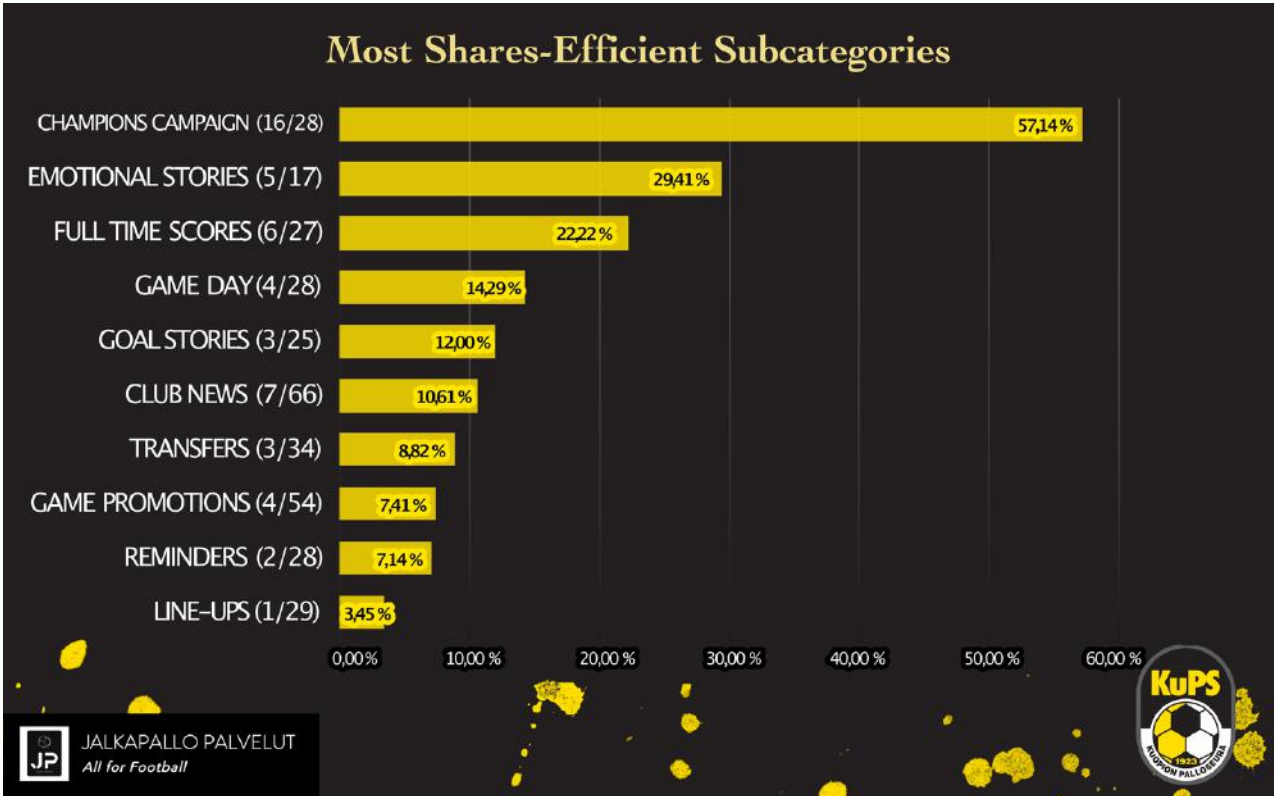*No surprise that Champions Campaign posts were also highly shared.*

Chart 11: Most Efficient Subcategories: Shares

Chart 11 clarified the significant difference between Champions Campaign and other subcategories in terms of number of shares. Overall, more than the half of all posts from this subcategory were share at least 10 times per post. The second most shared subcategory was Club News with 7 out of 66 posts receiving 10+ shares per post. In addition to Emotional Stories and Full Time Scores subcategories, there were also Vote Requests and Dressing Room (both not included in the chart due to small sample of total posts) that received 5 and 6 highly shared posts, respectively.
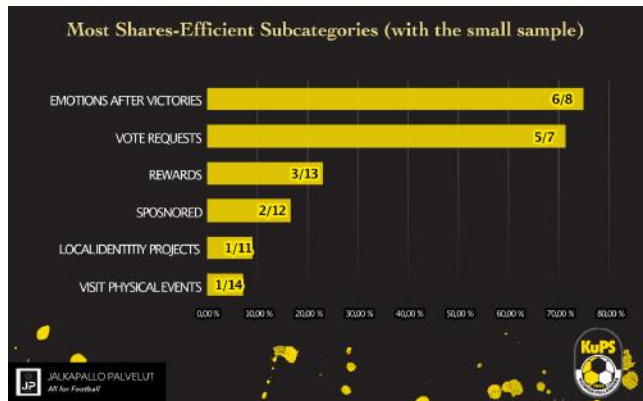

Chart 12: Most Efficient Subcategories: Shares (2) *

* - Due to the small sample of subcategories, the efficiency rates might not give reliable data.

Results: Views

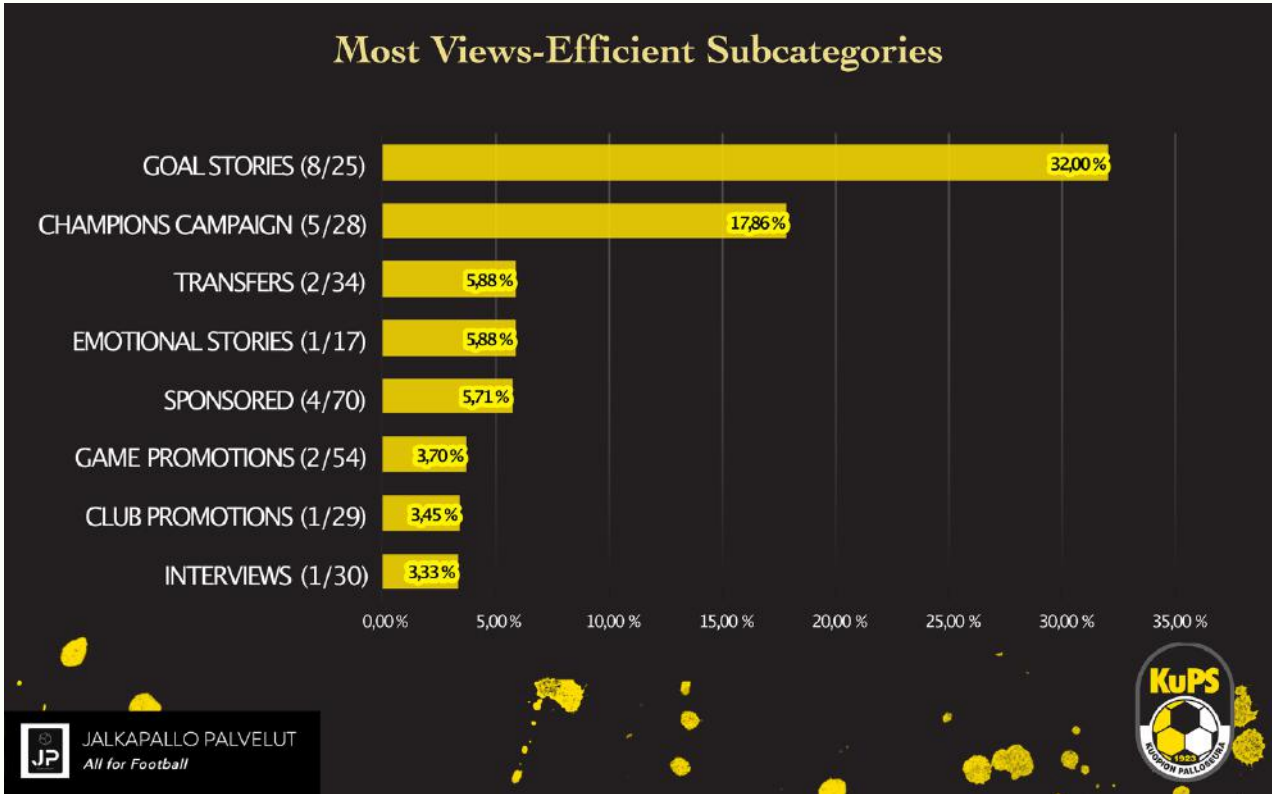## Most Efficient Subcategories: Views

Chart 13: Most Efficient Subcategories: Views

The last but not the least, Chart 13 presented the most viewed subcategories shed light on Goal Stories subcategory. Obtaining eight out of 25 posts with over 1000 views, it became the most efficient subcategory in terms of views on KuPS Facebook Page. Interestingly, Sposnored subcategory was also among the top five with four posts reaching out to over 1K viewers. The Champions Campaign also could not be ignored with five out of 28 posts being watched at least 1000 times per post.
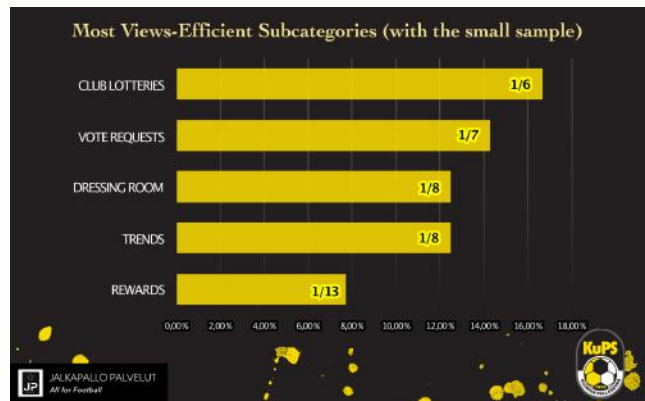

Chart 14: Most Efficient Subcategories: Views (2) *

* - Due to the small sample of subcategories, the efficiency rates might not give reliable data.

Juicy Content

No Surprise - The Winner Takes It All...

The top eight posts in terms of the number of likes belonged to Champions' campaign subcategory. The Collage 1 presented only posts with over 2K likes. There were five of those. To be completely precise, the top one post was transferred in Club News category, as it came up as the news directly after the game. The following posts were related to Champions campaign subcategory that due to its meaning belonged to Emotional content category. Interestingly, that four out of five posts with over 2K likes were made on one day: 19th of October 2019.

Collage 1: Top five 'Liked' posts on KuPS Facebook Page

Juicy Content

What else if not Champions' posts?

Collage 2: Examples of most-liked posts (Besides to Champions Campaign)

Observing the top liked posts on KuPS Facebook page (besides Champions Campaign), it is possible to see three subcategories of posts presented. The 'Full Time Scores' subcategory obtained three posts sharing the victories that made the main team closer towards winning the league's title. One post from Club News illustrated A-juniors after winning their league's title. One post from Rewards subcategory presented the personal title received by one of KuPS player. In comparison to these three subcategories, 'Emotional Stories', 'Transfer News', 'Goal Stories', and 'Game Day' (**highly efficient subcategories**) **did not have any posts with over 1K likes.**

Juicy Comments

Bitting the record with 768 comments / post

Collage 3: Most Commented Posts on KuPS Facebook Page

Moving to the most commented posts, Collage 3 presented 5 top commented posts. The numbers on top of every post illustrate the amount of comments the post engaged. Four out of five posts from Collage 3 engaged Facebook users towards participation in a different type of lotteries (#768 & #407 Sponsored Lottery; #573 & #424 Club's Lottery). The only post different from engaging to participate in a lottery represents the Club News subcategory. Interestingly, nine out of 11 posts from Sponsored Lotteries and five out of six posts from Club's Lotteries attracted over 100 comments per post. Valuable to mention, both most efficient subcategories in terms of comments ('Full Time Scores' and 'Champions Campaign') possessed only one post per subcategory with over 100 comments per post.

Juicy Shares

#384 shares under Veikkausliiga winner post

Collage 4: Most commented posts

Overall, nine posts from three subcategories on KuPS Facebook Page were shared over 50 times per post. Collage 4 presented examples from all those three subcategories. The record number of shares (384) from Veikkausliiga in 2019 received the Club's News post on KuPS becoming the champion of Finland. The second and third most shared posts on the page were posts from 19.10.2019 'Champions Campaign' posts, which gathered 108 and 90 shares per posts, respectively. Finally, the fourth most shared post on KuPS Facebook page belonged to 'Engaging to Vote' subcategory. It was share 77 times.

Juicy Views

*17K views for Facebook is truly impressive.*

Collage 5: Most Viewed Posts

In terms of views, the top five posts belonged to Emotional content. In particular, three top videos that were watched 17K, 6.6K, and 5.4K times belonged to Champions Campaign subcategory. The lower left screenshot presented the Emotional Story on Murillo player visiting Murillo ship in Kuopio (6.1K views). Finally, the right bottom post presented Emotional Goals subcategory, which was viewed 5.4K times.

Juicy Content

Unique Content - Best you can make!
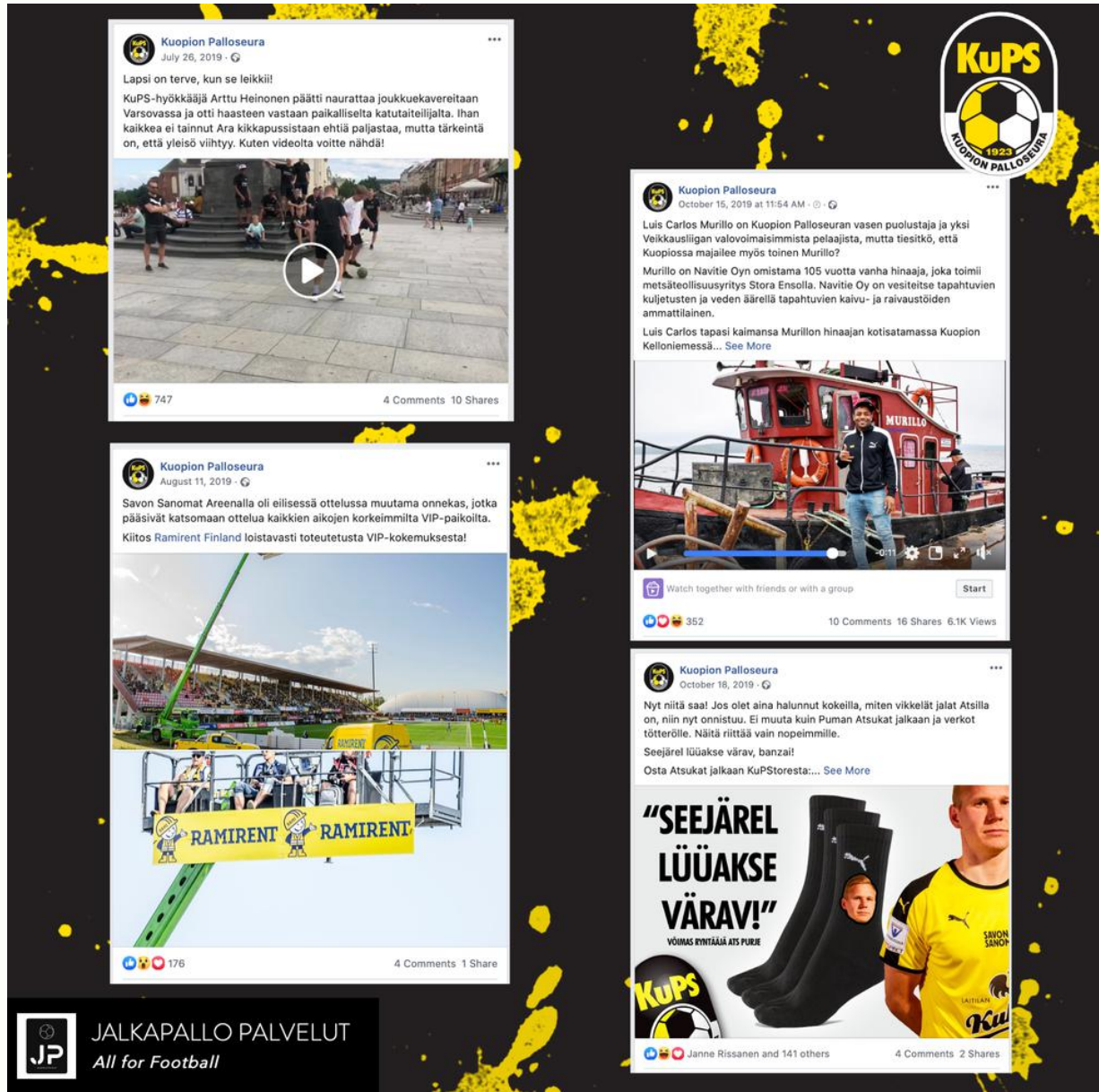
Collage 6: Posts with Unique Ideas

Here are a couple of examples on underestimated posts. While those posts did not receive exceptional engagements (besides Murillo story in terms of views), they offered KuPS supporters a couple of fun memories. The left top post presented one of KuPS strikers competing with a random football performer from Warsaw. While the story seems to be simple, it also shows there is a demand for such a content. It seems the demand for RamiRent sponsorship activation is not as high as for a random play on the street. However, the idea of RamiRent project appears very unique and offers the imagination different variations for the similar projects. Similarly, the socks with the face of the striker appears to be very entertaining, yet simple idea. Possibly, the similar post with different slogan could bring higher engagement in the future.

Juicy Templates

TOP 7 Successful Templates of KuPS Used in 2019.

Collage 7: Best Templates on SJK Facebook Page

Finally, there were formed three groups of posts: (1) templated-posts that still successfully engage audience, (2) templated-posts that save time and energy, while not engaging Facebook users, and (3) potential posts that could be templated in the future. For the interest of Jalkapallo Palvelut, the two last categories were not included in this report. Collage 7 presented seven screenshots of posts that engaged significant amounts of likes, comments, or shares, while those were prepared in advance and slightly changed before publication (or not changed at all). The collage divided posts on three lines, left one presenting only highly liked and commented; central one illustrating highly liked, commented, and shared; right one showing highly commented templates. The left side presented 'Engaging to Visit Physical Events' and 'Games Line-Ups' subcategories. The central one offered examples from 'Club News', 'Champions Campaign' and 'Full Time Scores' subcategories. Finally, the right column included two examples from engaging for 'Club's Lottery' and 'Sponsored Lottery' subcategories.

Conclusions

If I were you, I would definitely read this section.

It is probably fair to conclude that victories make all the difference in football. It does not matter how hard SJK was working on storytelling, the next 'KuPS' will always receive more because 'the winner takes it all'. KuPS overgone SJK, HJK, FC Lahti in 'likes' engagement at least 3 times. **Every tenth post of KuPS received on average 595 likes.** For the same time period, every tenth post of SJK engaged 187 likes; HJK - 172 likes; FC Lahti - 159 likes. It is possible to speculate on the data, as the month when KuPS won Veikkausliiga influenced tremendously on the number of posts with exceptional engagement rates. However, let us leave that for further analyses.

What was unusual for KuPS Facebook Page is Transfer News. Juicy Content did not include any Transfer News posts examples. The likes-efficiency coefficient also illustrated the lower than usual rates (38.24%). For sure, KuPS was creating very original and interesting transfer stories last season. Yet, those were not among the main posts on the page. Moreover, what was found specifically extra-ordinary, **the transfer news about management team members received higher numbers of likes than players!** Two most liked Transfer News on the page were about Keith Armstrong joining the coaching team in May 2019 and the new coach Arne Erlandsen entering the role in October 2019. The post about Urho Nissilä returning to KuPS was only the third most liked Transfer News. All three most liked posts engaged on average 750 likes per post, which is still very high result for this subcategory. Interestingly, similar situation (head coach's transfer being more engaging than players' transfers) was also noticed for SJK (in terms of comments) and FC Lahti (in terms of views).

One interesting feature noticed on the page of KuPS is the photographers. In comparison to HJK, SJK, and FC Lahti, KuPS games are covered by **two photographers**: Juha Leskinen and Miska Savolainen. Juha seemed to take care of home games, while Miska traveled with the team and covered the away games, mostly. What's also interesting, in comparison to other Veikkausliiga clubs, game photos were highly engaging. The post from Game Photos subcategory on average received 200 likes. This could also be the side effect of the first team's exceptional performance. Finally, **the way KuPS shared photos** was also unusual and **beneficial for all sides**. Each photographer throughout the season offered around four-five pictures from the game for the post on KuPS Facebook channel. The rest of pictures were always available from the link that was leading to either of Juha's or Miska's own channels (Flick personal account in case of Juha and own website in case of Miska).

Conclusions

Here was supposed to be clever phrase

One of the main benefits of this analysis was identification of **five types of audience engagement**. FC Lahti gave an idea on audience engagement tools, SJK demonstrated some other tools, however, KuPS offered the sufficient data to separate those posts in a special category. Overall, five subcategories were identified, including: Engaging to (1) Club's Lottery, (2) Vote, (3) Sponsored Lottery, (4) Visit Physical Event, (5) Ask Questions. On the example of KuPS, those engagement tools were tested. Clearly, Sponsored and Club's Lotteries were among the most engaging. However, it is valuable to remember about voting and visiting physical events engagements, which worked pretty well for KuPS, too.

KuPS produced 85 emotional content posts throughout the last season. That is another significant benefit of this report. Obviously, Champions Campaign is not the subcategory that could be utilise every season. Yet, the rest of subcategories could be useful for the future seasons. The practical implication for those subcategories could be connected with sponsors integration. **Connecting pure emotional content with sponsors' brands, it is possible to build the emotional connection** between the brand and potential customers. Practically, the sponsor could see that the post with its brand is highly liked and the message is interesting to the audience.

What **KuPS completely missed** was **birthdays**. There was only one birthday post during the whole year of analysis! Each birthday post offered a significant engagement rates for HJK, SJK, and FC Lahti. Thus, missing its players birthdays, KuPS lost a lot of engagements from fans. In terms of like-efficiency, Birthday subcategory gave HJK 3/13 highly liked posts; FC Lahti 2/7 highly liked posts; SJK 10/17 highly liked posts. What's not proven but seems to be logical is that making the personal birthday posts builds up the brand for each player. **Forgetting players' birthdays might lead to poor personal brands of players**.

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NG	Author: Nikita Goncharenko
	https://www.jalkapallopalvelut.com/portfolio

In https://www.linkedin.com/company/37199024/

f https://www.facebook.com/jphelsinki/

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