

**SOCIAL MEDIA
REPORT BY**

Jalkapallo Palvelut

**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: SJK FACEBOOK PAGE

FAN ENGAGEMENT

**SJK - club that made Seinäjoki the
Football Capital of Finland**

General facts:

- SJK Facebook page is liked by 13,345 and followed by 13,279 Facebook users. (April 2020)

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

- Based on findings of this report every 10th post on SJK Facebook page on average engages at least 187 likes.



Executive Summary

SJK is one of the best Finnish clubs in terms of Fan Engagement. While its main team was not performing that successfully last year, their Facebook Page still received an impressive number of engagements. One of the key secrets of SJK is the correct time and energy investments in creation of the right types of posts. Task for the reader: find two same posts about players' birthdays on SJK Facebook Page.



One special feature about SJK Facebook Page is storytelling. The posts with a significant amount of likes are usually telling stories. Be it player transfer or regular news, SJK offers it in the form of the story. Learn more from Page 8.

While some categories of posts require higher work on form (e.g. Sponsored), others might give you likes even if you post a black screen picture (e.g. Full Time Scores). Have a look at the Page 16 to see how content beats the form.

Campaigns over one post. Once an interesting news arrive, SJK 'hypes' on a campaign about it. The following order usually appears: Basic news (theme picture, caption, link to website); Interview (New picture, citation from interview, link to interview); Reminder (New picture, caption, link to website). [Page 19]

The weak side of SJK Facebook Page were 'shares'. The maximum number of shares per post was 28. Shares are essential for growing and reaching new audiences. Thus, SJK might have a look at how other clubs attract many shares. [e.g. Read HJK report from jalkapallopalvelut.com/reports]

Report Summary

The purpose of this report was to demonstrate the most efficient and powerful posts SJK created within the period of one year: 18.04.2019-18.04.2020. 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. In particular, Jalkapallo Palvelut aims at defining main categories of SJK 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?

This report was divided in 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 implications. The last section 'Conclusion' might be the most useful and interesting part for both professionals and regular readers.

How the research has been conducted?

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

The data analysed in this research included 621 posts from SJK 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 four categories of posts: News (259 posts), Games (220), Commercial (90), Informative Data (52). Each of these categories included several sub-categories. News included seven sub-categories, which were Club News (117), Transfer News (45), Trends News (28), National Teams' News (28), Birthday (17), Interviews for Outsiders (13), and Interviews for Club's Media (11). Games included eight sub-categories: Game Promotions (81), Game Day messages (32), Full Time Scores (22), After-Game Reports (22), Video Highlights (18), Line-Ups (17), Game Photo Collages (15), and Games Press Conferences (13). Commercial category included Sponsored (62) and Club Promotions (28) posts. Finally, Informative category consisted of Emotional (32), Engaging to Action (14), and Statistics-Infographics (6) subcategories.

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 122 likes. In other words, 20% of all posts engaged at least 122 likes. In addition to this division, for the purpose of comparison with earlier reports (HJK and FC Lahti Facebook

Reports), there was counted that on average every 10th post of SJK engages at least 187 likes. This was established from the fact that out of 621 posts that SJK published within the year period, 62 posts engaged more than 187 likes.

In addition to highly liked posts, this report included analysis of highly commented and shared posts. Originally, the minimum units for number of comments and shares were 20 and 10, respectively. However, after the first round of data extraction, it was found that the significant number of posts did not reach the lower limits just with a little number of units missing. Thus, the minimum units for comments was changed to 17 and for shares to 9. Overall, the final data analysis included 27 posts with at least 17 comments and 30 posts with at least 9 shares, which were also grouped in two different folders. In comparison to FC Lahti Facebook report, the data on number of views per video was not available on SJK Facebook page.

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

Results

"The secret of being boring is to say everything." (Voltaire)
 - This section aims to answer the research questions.

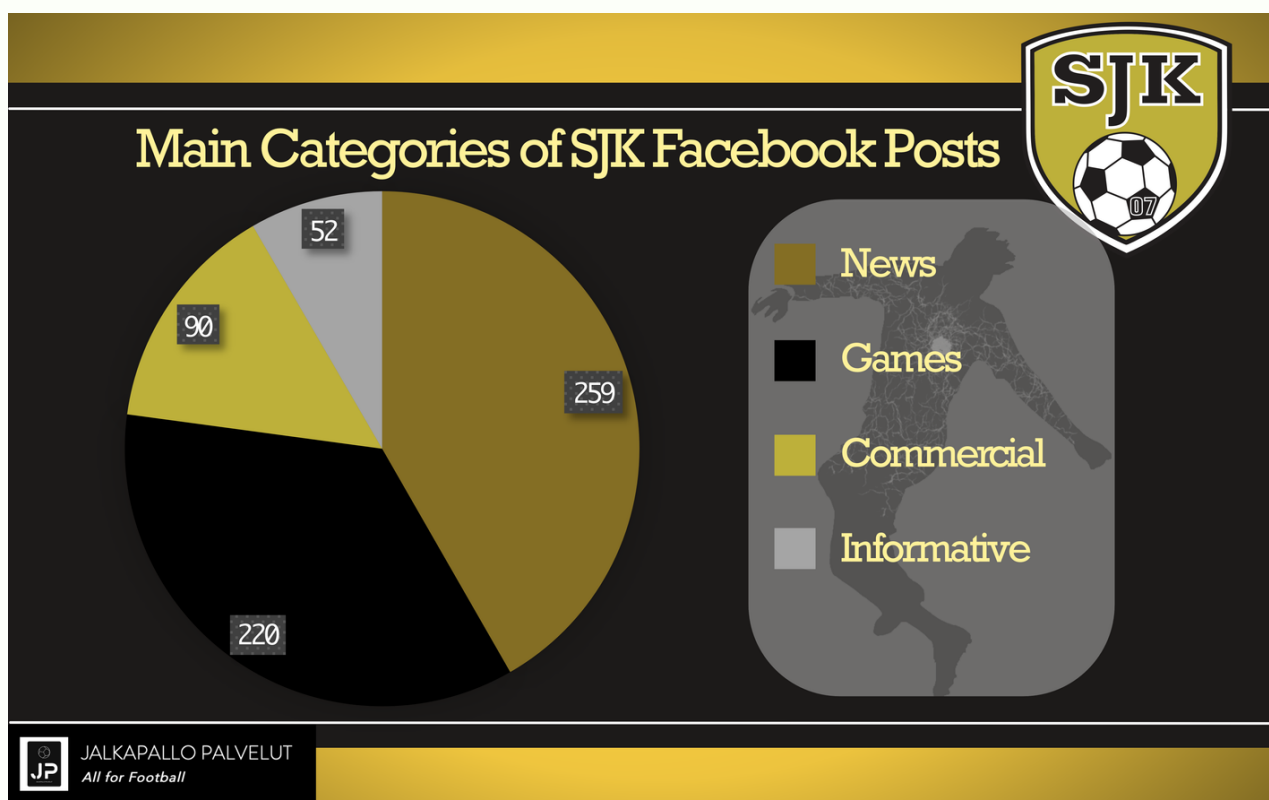


Chart 1: Main categories of posts SJK produced throughout the year

Chart 1 illustrates four main categories of posts. While each category serves different needs, it is still possible to compare them in terms of the number of likes, comments, and shares. Arranging categories based on number of posts that reached top 20% in terms of likes could illustrate the categories efficiency: News (84 posts with at least 122 likes; 6 posts with at least 17 comments; 20 posts with at least 9 shares), Informative (20; 9; 4), Games (14; 12; 0), and Commercial (6; 0; 6). 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 on 100. For example, News category efficiency equals 84 posts with at least 122 likes divided by 259 total number of posts and multiply by 100 = 32,43%. Here are the rest of categories' efficiency percentages in terms of likes: Informative (38,46%); Games (6,36%); and Commercial (6,67%).

Moving from the general statistics, it is time to observe the efficiency of all 20 subcategories that build up those four main categories. Numbers on those charts present the number of posts included into subcategory.

Results

Subcategories one-by-one: News

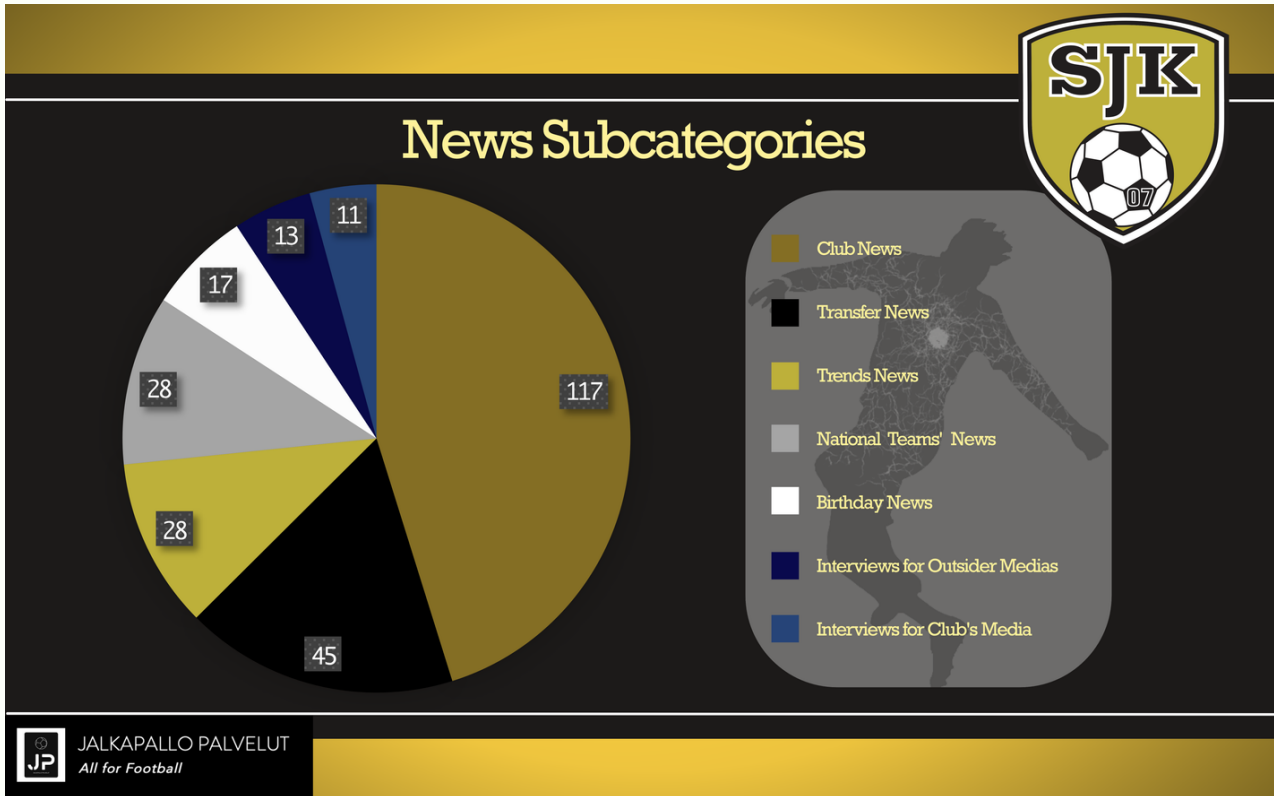


Chart 2: News Subcategories

News category included 8 subcategories. It is clear from Chart 2 that Club News subcategory took almost the half of the whole posts in the News category. To be mentioned, interviews were divided into two subcategories: for SJK's media channels and for not club's media channels: Interviews for Outsiders. While Club News took such a significant share in the News category, it was not the most efficient.

In terms of like efficiency, Transfer News subcategory had the strong position with 35 out of 45 posts included in 20% of most liked posts on SJK Facebook page. Second place was taken by Birthday News (10 out of 17 OR 10/17). Then it followed with Trends (10/28), Club News (26/117), Interview for Outsiders (1/13), and National team (1/28). Like efficiency in the form of percentages: Transfer News (77,78%); Birthday News (58,82%), Trends News (35,71%), Club News (22,23%), Interview for Outsiders (7,69%), and National Teams' News (3,57%).

Moving to News subcategories efficiency in terms of the number of comments, there were only 3 posts in Club News and 3 posts in Transfer News subcategories with 17 or more comments. Possessing such a small sample, comments-efficiency was not measured. In comparison to comments, shares data clarified that 13 Transfer News posts were shared 9 and more time (efficiency rate: 28,89%). Other News subcategories had too low number of posts with 9 and more shares to make percentage rates: Club News (5 posts), Interview for Outsiders (1 post), and Trend News (1 post).

Results

Subcategories one-by-one: Games

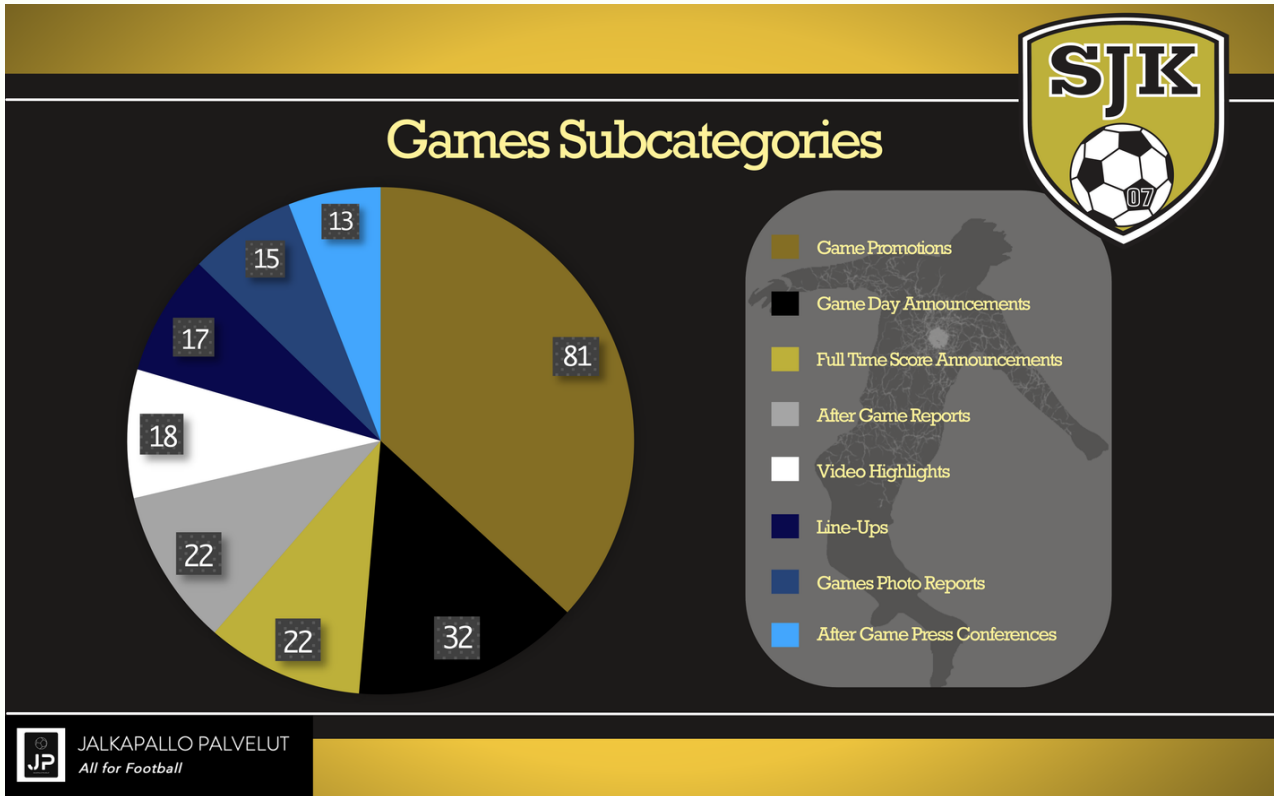


Chart 3: Games Subcategories

Similar to Chart 2, this one obtained one dominant subcategory: Game Promotions with 81 post, which roughly took one third of all posts of this category. Rest of the subcategories are spread relatively equally, varying from 13 to 32 posts. Similar to News Category, the efficiency of subcategories illustrated completely different picture.

Full Time Scores subcategory appeared to be the most 'likes-efficient' among all the subcategories. In particular, 8 out of 22 (8/22) posts became part of 20% most liked posts on SJK Facebook Page. Other Games subcategories with top liked posts included: After Game Reports (4/22), Photo Collages (1/15), and Game Day Announcements (1/32) subcategories. The likes-efficiency percentage rates showed the following sequence: Full-Time Scores (36,37%), After Game Reports (18,19%), Photo Collages (6,67%), and Game Day Announcements (3,13%).

Talking about comments, there was found only two subcategories with posts that were commented 17 and more times. Those subcategories were: Full Time Scores (9/22 posts; 40,91% efficiency) and Line-Ups (3/17 posts; 17,65% efficiency). Interestingly, there were no posts from the Games category, which were shared at least 9 times.

Results

A little mix... Commercial + Informative subcategories

Commercial category consisted of only two subcategories: Sponsored and Club Promotions. In spite of Club Promotions included over double as much posts as Sponsored subcategory, the posts efficiency of this category was not that high. There was found only 1 out of 62 posts that reached 20% of most liked posts on the page. Yet, Sponsored posts were presented with 5 posts, which made this subcategory's "likes-efficiency" up to 17,86%.



Chart 4: Commercial Subcategories

Whilst Commercial posts were not included into highly commented group (zero posts attracted at least 17 comments), it obtained 6 posts that were highly shared. In particular, both subcategories of Club Promotions and Sponsored equally obtained 3 posts with 9+ shares.

The whole Informative category (52 posts) is twice smaller than Club News subcategory (117 posts). Yet, the engagement rates for Informative posts were exceptional. Starting with the dry statistics per subcategory: Emotional Content (highly liked posts: 18; highly commented posts: 2; highly shared posts: 3); Engaging to Action (0;7;1); Statistics-Infographics (2;0;0). In particular, Emotional Content was especially engaging likes: 18 out of 32 posts received over 122 likes (limit for reaching the top 20% of liked posts in SJK Facebook page).

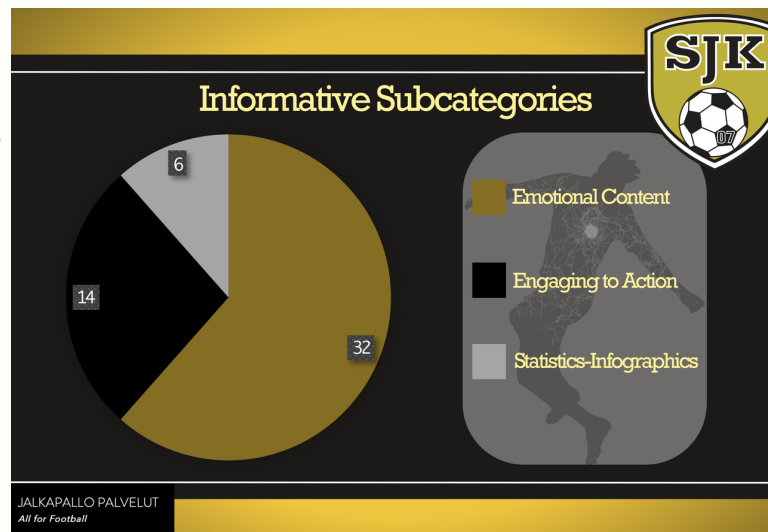


Chart 5: Informative Subcategories

While Engaging to Action subcategory did not include any posts with over 122 likes, 7 out of 14 posts engaged over 17 comments. Worth noticing that even though Statistics-Infographics obtained 2 posts with over 122 likes, the efficiency rate was not included in efficiency statistics, as the total amount of posts in the subcategory was too low (6).

Results: Likes

"SJK - Finnish Kings of Football Storytelling"

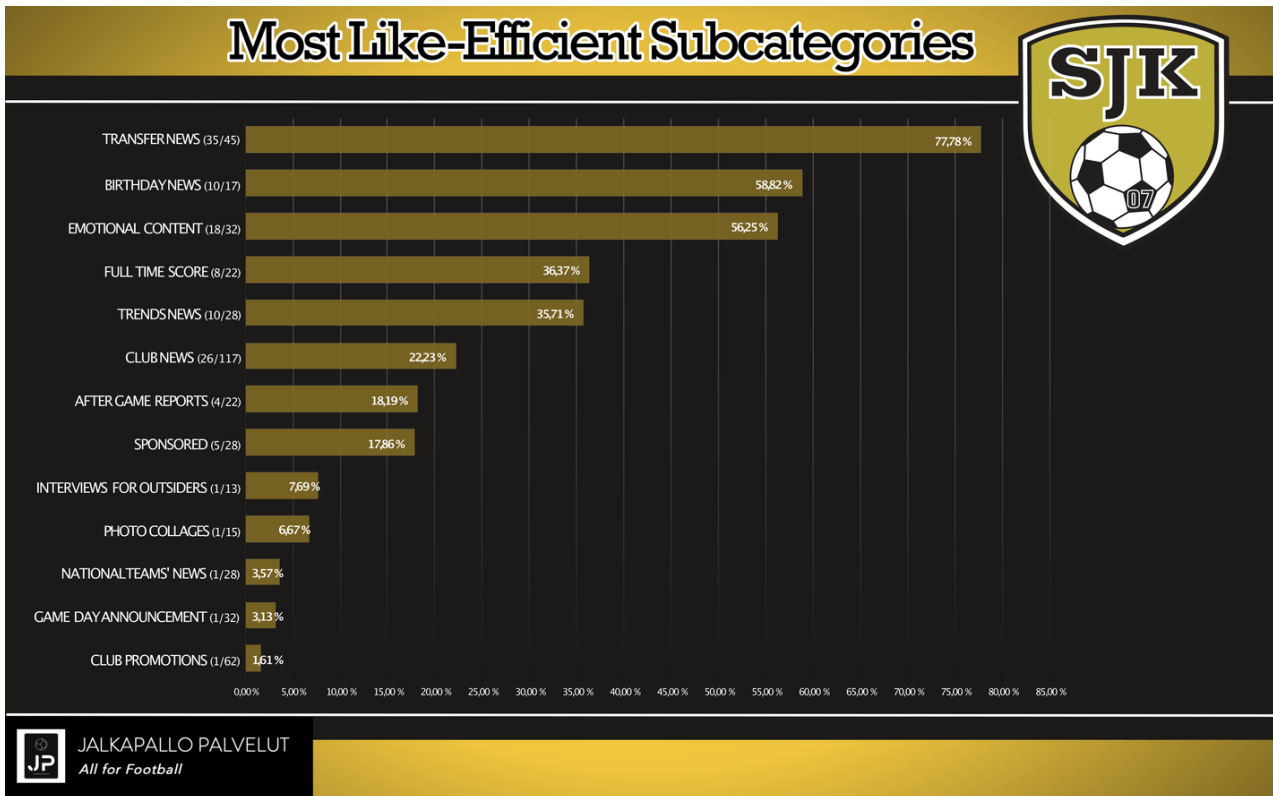


Chart 6: Most Like-Efficient Subcategories

From 20 subcategories created within this research, there were 14 subcategories that obtained at least one post included in top 20% of most liked posts. The chart above presents those main subcategories, excluding Statistics-Infographics due to small sample of the subcategory (only 6 posts). The top three subcategories from Chart 6 belong to unique content that SJK produced through the year. Transfer News offered SJK Facebook community stories about new team members, starting with arrival of a player ending with the presentations in the form of interviews. Birthdays, in comparison to many other clubs, SJK celebrates with unique photos every time, creating certain unique image of the player. Finally, emotional content is the unique subcategory for Finnish football clubs, which is based around storytelling promoting the feelings of nostalgia, sadness or happiness, and hope. All three most efficient subcategories present the hard work of SJK social media team in production of unique content in the form of storytelling.

Club News subcategory should not be forgotten. Despite its small efficiency percentage, the subcategory ranked second on SJK Facebook Page from the perspective of number of posts that were liked over 122 times (26 posts). Also, it was interesting to see that almost every fifth post from After Game Reports and Sponsored subcategories engaged at least 122 likes (efficiency percentages: 18,19% and 17,86%, respectively). Last five subcategories from Chart 6 might not offer sufficient knowledge, as each of them included only 1 highly engaging post.

Results: Comments

In case you were asking:

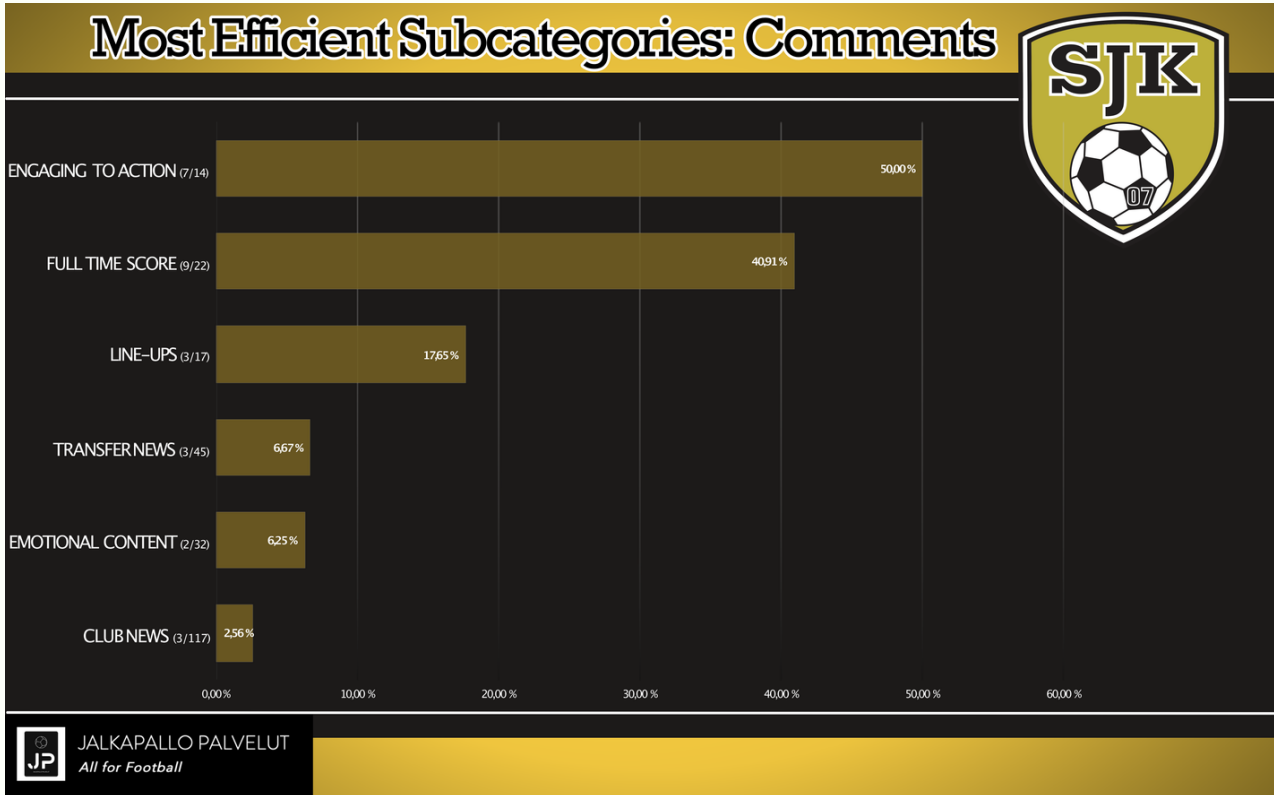


Chart 7: Most Efficient Subcategories: Comments

Chart 7 presents 6 subcategories of posts, which were highly commented (17+ comments under least post). It is clear that the last four subcategories missing the sufficient data to define them as highly efficient (maximum 3 highly-commented posts per subcategory). However, the first two subcategories: Engaging to Action and Full Time Score appeared to be highly efficient from the point of engaging users to comment under posts. As the statistics illustrated, these two subcategories obtain 50% and 40,91% of chance that posts would attract the high number of comments in the future.

Results: Shares

Shares is the key to new audiences

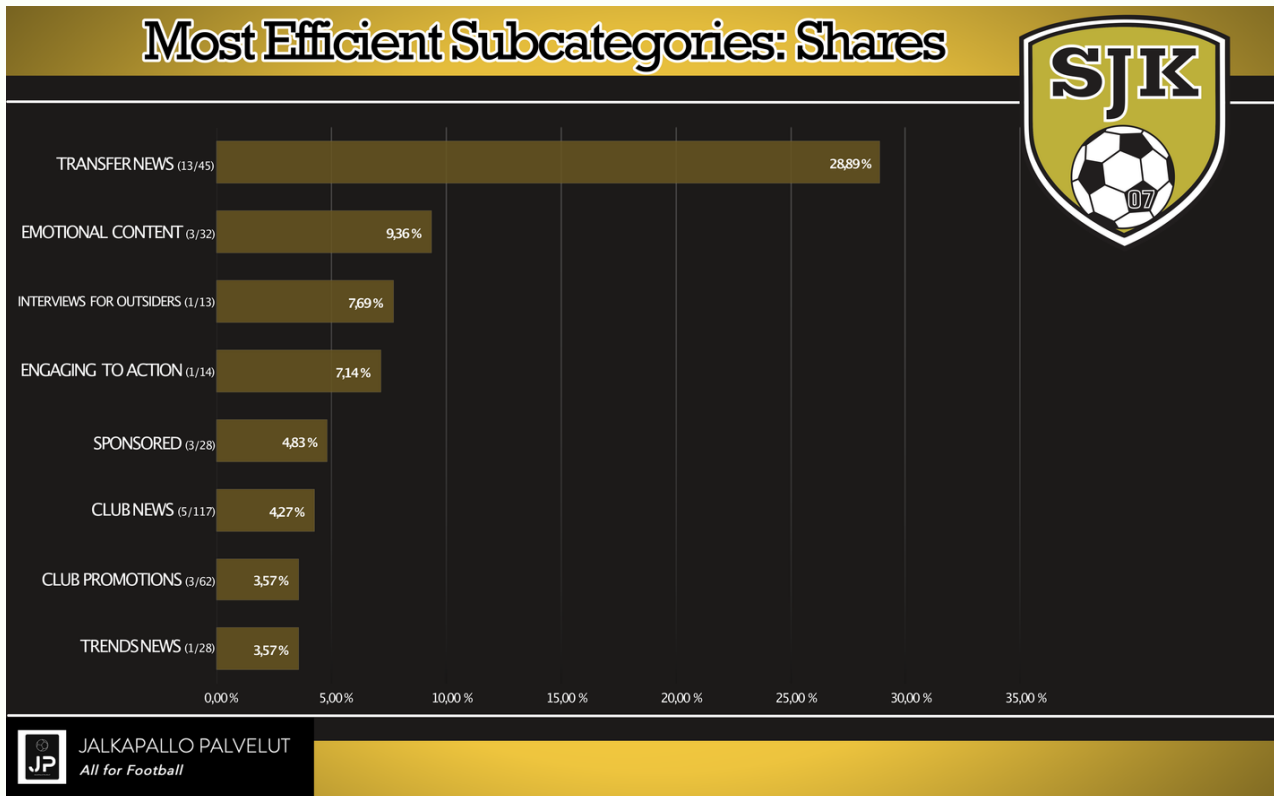


Chart 8: Most Efficient Subcategories: Shares

The significant percentage of Transfer News' efficiency demonstrate that every fourth post was shared at least 9 times. It is also interesting to look at the Club News (4,27%). While not having a significant efficiency percentage, this subcategory offered SJK 5 posts that were highly shared, which is the second-best result among all other subcategories. It is due to the high number of posts in this subcategory, the efficiency percentage does not look that appealing.

Juicy Content

From general statistics to practical examples:

While the official Facebook page of SJK had a little over 13K followers on the moment of April 2020, there were only 4 posts that collected over 600 likes. Surprisingly, the most liked post was also the most commented (and few shares away from being the most shared) post on the whole Page during the period of the study. Statistically speaking, only one of these posts was related to SJK's main team results ('Full Time Scores' subcategory: #4), while the top three posts belonged to 'Transfer News' (#1 and #3) and 'Trends News' (#2) subcategories.



Collage 1: Four most-liked posts on SJK Facebook Page

Juicy Content

Best of the Best: Examples from main categories

Collage 2 illustrates examples of News' and Games' subcategories that included at least one post with over 122 likes. The collage illustrates seven examples, including two large size screenshots of Club News and Game Reports that collected over 350 likes, one middle size picture of Birthday post (almost 300 likes), and four small size posts with roughly 120-150 likes per post. To be noticed, the four small size screenshots were the only examples of their own subcategories with over 122 likes. Thus, only three subcategories might be reliable in terms of constantly engaging audience.

Collage 2: Examples of most-liked News' and Games' subcategories

Juicy Content

and a little more of examples...

Similar to Collage 2, the one below illustrates examples of the most-liked posts among Informative and Commercial subcategories. Sponsored subcategory included five posts with over 122 likes. Most likely, the congruence between the name of the sponsor and the name of nomination promoted the strong positive engagement. Further investigation of this case could lead to creation of similar high engaging posts within Sponsored subcategory. Emotional subcategory included a high number of posts with mostly nostalgic and happy memories. However, the most dramatic and sad Informative post engaged the highest number of likes and significant number of comments and shares.

#Informative



Emotional

403 likes 56 Comments 18 Shares



Club-Promotions

188 likes 5 Comments 6 Shares



Infographics

190 likes 7 Comments 7 Shares



Sponsored

185 likes

#Commercial



#Commercial

Collage 3: Examples of most-liked Informative' and Commercial' subcategories

Juicy Comments

There is something magical about Head Coaches in SJK

Collage 4 illustrates that two most commented posts were about last head coach leaving his position (80 comments) and new coach entering the role (88 comments). The third place is actually shared between one post from the recent campaign (April 2020) of choosing the SJK Dream Team (57 comments) and Emotional post from Collage 3 (56 comments). Worth mentioning that SJK Dream Team campaign was extremely successful audience-engaging campaign that brought on average from 25 to 57 comments per post for the period of 12 days.



Collage 4: Most commented posts

Juicy Shares

Not more than 30, not less than 25.

Collage 5 illustrates four examples of most shared posts on SJK Facebook page with 26–28 shares per post. Interestingly, Sponsored subcategory post became the most shared in this study. Two bottom photos illustrated Transfer News subcategory posts that also got shared 26 times. While the upper-right corner example seemed to announce the interview with the new head coach, the description of that post was more related to Club News subcategory. It is worth mentioning here that several posts had a miss of focus in the post description. For instance, combining National Team with Club News together with Game Promotion in one post was a common issue, which led to lower engagements.



Collage 5: Most shared posts

Juicy Content

In this battle of Form versus Content 'SJK wins' anyway.

The large picture in the top-left corner from Collage 6 is the example that audience wanted to see the word 'Victory' more than to see the picture from the draw or even 'not-so-important-victory' game. Still, the same post with 'epic' picture could have brought higher engagement, like in the case of middle-bottom screenshot of SJK victory over VPS (post engaged 621 likes). Still, the importance of content took victory over importance of form in this subcategory.

The collage features several social media posts from SJK Seinäjoki:

- Top Left (Largest):** Post from June 2, 2019, announcing a 0-1 victory over KuPS. The headline reads "SJK VOITTA!". The post has 409 likes and 11 comments.
- Top Right:** Post from October 19, 2019, reporting a 0-0 draw with FC Lahti. It has 159 likes and 12 comments.
- Middle Right:** Post from September 13, 2019, reporting a 1-1 draw with VPS. It has 145 likes and 14 comments.
- Bottom Row (Three smaller posts):**
 - Left: Post from April 26, 2019, showing a player celebrating. 135 likes.
 - Middle: Post from April 26, 2019, showing a match action. 227 likes.
 - Right: Post from June 13, 2019, showing a player celebrating. 621 likes.

At the bottom left of the collage is the logo for JALKAPALLO PALVELUT (All for Football).

Collage 6: Content vs Form

Juicy Templates

TOP 7 Successful Templates of SJK Used in 2019.

Finally, there were formed three groups of posts: (1) templated-posts that engage audience, (2) templated-posts that save time and energy, and (3) potential templates that could be used in the future by SJK. For the interest of Jalkapallo Palvelut, the two last categories are not presented within this report. Collage 7 illustrates the successful templates from the (1) group.



Collage 7: Best Templates on SJK Facebook Page

Conclusions

Inside every seed is the potential for an incredible harvest. (F. Gray)

While SJK Facebook page obtains a little more than 13K followers, every 10th post receives on average minimum of 187 likes. That is an impressive statistics, in comparison to HJK (49K followers and every 10th post receive 172 likes) and FC Lahti (10K followers and every tenth post receive 159 likes). This is achieved through creation of highly engaging content, such as: **storytelling, unique formats of posts from same subcategories, emotional content** (e.g. Chart 6). While creating a minimum of templates for those subcategories, SJK's media team spends time and energy on posts' production, which in return pays off. As the result, posts from those subcategories attract the highest numbers of engagements.

One of the issues helping SJK to increase the number of engagements is **earning on hype of particular events**. Taking the example of most-liked post on the page within the period of this study (new coach signing), SJK created **three-post campaign out of one event**. In particular, it went in the three steps: News – News + Interview – Reminder of News + Interview (one week after). As the result, SJK received three posts about the same event with engagements of 928, 371, and 264 likes. The importance of storytelling has to be mentioned here. While the news might be attractive as the content itself, the follow-up posts receive likes for originality / uniqueness of the storytelling (including speechless video and photo storytelling).

The negative issue repeatedly happening on SJK Facebook Page is mixing messages in one post. Here is one example: "Akatemialla Kakkosen kärkikamppailu maanantaina – Hyökkääjä Jyri Kiuru sopimukseen". Is it news about the upcoming farm club's game or the transfer news of one player who resigns the contract? Most probably, it is two different news, in which Transfer News might have received high engagements. Another example: "SJK:n puolustaja Joonas Sundman pelasi koko ottelun Suomen U-21... (National Teams subcategory) Sundman palaa Seinäjoelle huomenna ja aloittaa valmistautumisen lauantaina 19.10. pelattavaan SJK – FC Lahti otteluun. (Game Promotion subcategory) ... Samana iltana, lauantaina 19.10., vietetään SJK-perheen yhteistä päätöstapahtumaa... (Club News subcategory)" Same issue – three different messages mixed in one message. As the result, post gathered only 22 likes. Final example: "SJK:n päävalmentaja Jani Honkavaara videolla Seinäjoella pelatun SJK – FC Haka Suomen Cupin karsintaottelun jälkeen. (Interview to Club's Media subcategory) Ottely päättyi 1-3 (1-2) Hakan voittoon. (Full Time Score subcategory) tarkempi otteluraportti SJK:n nettisivulla (After Game Reports subcategory)" This post received 30 likes and 2 comments. It could be expected that if the main focus was on Full Time Score or After Game Report, the number of comments (as the game was lost) could have been higher. The main issue here is not mixing subcategories, which usually has the positive impact on likes, - the issue is that **mixing messages in one post blur the focus** of SJK followers.

Conclusions

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

Finally, it is interesting to see that Games category posts did not have any posts with at least 9 shares. Same thing with Commercial category and comments: 0 posts with at least 17 comments. This might be the **potential for cross-categorial development** in the future. In other words, Commercial posts could be mixed with Engaging to Action subcategory. While Games (especially Game Promotions subcategory) might be connected with Sponsored charity to raise the number of shares for the category. However, these assumptions are issues for further analysis and can't be applied as the direct solutions.

Final remarks:

- 1) One of the tools that has been discovered on SJK Facebook Channel is **cover photos**. Those are **used to emphasis emotional content**. While FC Lahti used them for the purpose of Game Promotions, SJK managed to engage a high number of likes for each cover that basically included theme photo + slogan.
- 2) It is impressive how much likes receive **posts about club's management members**. When a new marketing or sales manager enters, post about him or her directly **receives high engagements**.
- 3) Content of After-Game Reports and Full Time Scores subcategories seem to be more important than the form that is used to present it. In other words, **'SJK wins' is better than beautiful, unique, storytelling picture from lost game**. It is possible to see the evidence from the Collage 6. This can be the potential for creation of templates that can save time and would not change the engagement rates.
- 4) An interesting pattern seems to appear: victories bring likes and loses bring comments. This report brought up the thought that in order to reach higher engagements, the **club needs to emphasize both victories and losses**. For instance, After Game Reports subcategory tends to be the main trigger for FC Lahti audience to comments after loses. Yet, SJK seems to hide the main triggers for Facebook audience to write comments under lost games. SJK seem to put this category deeper in the text, shifting the main focus of the post towards interviews, game highlights, etc. Overall, the degree of drama from lost games of the main team on SJK Facebook page seems to be lower than on Facebook pages of other football clubs (HJK and FC Lahti).

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

NG

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

The icon is a solid blue square with the white letters 'In' centered inside.

In

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

The icon is a solid blue square with the white letter 'f' centered inside.

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



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