

Use of Social Media for College Athletic Events:
Analysis and Implementation for the Cal Poly Women's Basketball Program

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Abstract

The field of public relations is a continuously evolving field that has also upheld a proven traditional structure until the relatively recent expansion of the Internet. With the development of tools like social media and online marketing, public relations transitions into an even more fluid and integrated communication model. Practitioners must successfully incorporate aspects of traditional strategies with those of new media to produce an effective public relations campaign. Social media is one of the most innovative and efficient public relations tools, with powerful outlets such as Facebook and Twitter. The primary notion to understand from this project is the successful collaboration between traditional public relations tactics with those of social media. Results of traditional media tactics, especially when applied to college athletic events, greatly optimize by incorporating social media.

Chapter 1: Introduction

The premise of this Senior Project is to address the efficiency of social media in partnership with traditional tactics when applied to college athletic events, with specific attention directed toward the Cal Poly Women's Basketball Team. The research from this project illustrates that in order for college athletics public relations campaigns to be profitable, strategic efforts must rely heavily on the use social media to reach appropriate demographics. Results of traditional media methods, especially when applied to college athletic events, significantly enhance by incorporating social media. College athletic events for the purpose of this project refer to games or other events sponsored by the teams, involving members of a community in which active participation is encouraged or required.

Public relations consistently adapts to new technologies, with social media a prime example. With the steady development of Internet tools like social media and its increasing use in online marketing, it is now essential for public relations campaigns to incorporate the more innovative tactics in collaboration with traditional devices to produce effective public relations campaigns. Social media are the best public relations tools through which tactics serve and achieve desired results.

By examining the specific needs of the Cal Poly Women's Basketball team and its publics, a public relations campaign will develop and execute according to those requirements. To determine the possibility for success of specific tactics and tools when applied to the Cal Poly Women's Basketball Team, it is essential to properly outline the program's goals and objectives. In order to develop an appropriate public relations strategy and action plan that includes tools with significant opportunity for success, the team must identify and direct actions primarily to its target demographic, while also including secondary publics to prevent limitation of the campaign.

Selection and implementation of specific tactics is based upon research into organizational relationships, the proven efficiency of various public relations techniques, and largely the prospective audience outreach expansion available through social media outlets. Social media sites such as Facebook and Twitter span a vast range of audiences and interests, thus serving as an ideal format for public relations campaign tactics,

applied both to general organizations as well as those specific to the area of college athletics, like the Women's Basketball Team. To most effectively reach appropriate demographics, thus achieving a successful public relations campaign, significant efforts should aim toward social media.

Chapter 2: Review of Literature

Purpose of Public Relations Tools

Public relations tools help organizations develop strategic communication within a community, in which the organization typically has little to no experience (Smith, 2005). It is not uncommon for an organization like the Cal Poly Women's Basketball Program to seek public relations assistance concerning event coordination and marketing, as public relations is particularly useful in the developmental aspect of communications (Smith, 2005). Points for consideration should include analyzing the situation, organization and its publics, determining goals and objectives, preparing action and response strategies, effective communication, selecting communication tactics, implementing the strategic plan, and then evaluating the strategic plan (Smith, 2005). Each step works in combination toward constructing an effective communication strategy for the given organization, in this instance the Cal Poly Women's Basketball Team.

Public relations is often defined as a two-way model of communication and management function between an organization and its publics. It is usually the responsibility of a public relations practitioner to help perceive the needs of the public and build a campaign accordingly. Successful public relations campaigns begin with a comprehensive public relations strategy that addresses the goals and objectives of the organization, while the initial action plan defines the targeted audience (Marconi, 2004). When developing a message, it is important to consider those addressed and if the message is appropriate for all members of the targeted audience (Marconi, 2004).

Relationships in Public Relations

The Cal Poly Women's Basketball Team's public relations system can be compared to the format of small businesses and independent brands in regards to

appropriate public relations techniques. Possessing similar qualities to a small business concerning current scope and ability for outreach, as well as an independent brand in as the only Cal Poly Women's Basketball Team, social media networking can serve as a building block for effective methods of audience communication (Klara, 2010). With the team relatively inexperienced in social media efforts, implementing social media tools enhances its supporter following and brand awareness. This serves as a means to improve its organization to public relationship.

The relationship between college athletic organizations such as the Cal Poly Women's Basketball Team and its publics can be evaluated primarily through two forms of interpersonal relationships, the exchange relationship and the communal relationship (Grunig, 2002). In an exchange relationship, "one party gives benefits to the other because the other has provided benefits in the past or is expected to do so in the future" (Grunig, 2002). With the Cal Poly Women's Basketball Team, this can refer to the opportunity for fans to win prizes or participate in some sort of contest during the events. The Cal Poly Women's Basketball Team attracts a certain audience based on that public's specific needs, and in order to maintain that audience, the team must cater to those needs.

In a communal relationship, the organization and the public are both interested in receiving benefits from one another (Grunig, 2002). For example, the Cal Poly Women's Basketball Program relies on the support of fans through monetary contributions as well as general participation in events, while the attendees expect the opportunity to receive special benefits, such as the possibility to win prizes, in exchange for their support of the team.

In a public relations campaign, the communal relationship adds value to the organization and its message by producing a greater insight into the values of the organization. Public relations strategies usually address the communal relationship first in order to establish the initial relationship within the organization to the community (Grunig, 2002). This must take place in order for an exchange of benefits between the organization and its public to properly occur.

Social Media Tools

Within the past several years, social media has transitioned from “buzz word” to strategic tool (Eyrich, et al., 2010). Social media, primarily Facebook and Twitter, have quickly gained popularity, changing the way organizations and individuals communicate (Baron, 2009). With the surge of the Internet, access to news is now instantaneous, making it easier than ever to reach a targeted audience. Users of social media sites personally broadcast messages, rather than depend solely on the media (Baron, 2009). Since those responsible for event promotion with the Cal Poly Women’s Basketball Team are usually assistant coaches or interns, the efficiency of social media is a highly valuable tool. Social media has made work faster, more direct, and more interactive (Baron, 2009). Through social networking, college athletic teams have the potential to connect with each other regarding media promotion tactics, and at the same time encourage increased communication between the team and fans. By devoting staff to exploring new media such as social media sites, college athletic programs like the Cal Poly Women’s Basketball team are then capable of expanding communication with both its already dedicated as well as potential attendees.

According to Jirapan Boonnoon for *The Nation of Thailand Newspaper*, Facebook is considered the most powerful medium because of its ability to customize what its users search for. This helps college athletic organizations like the Cal Poly Women’s Basketball Team to create a “personal touch” for their audience.

The number of social networking sites, along with their popularity, for both personal and business functions, has steadily increased within recent years. The main reason people connect through social media sites like Facebook and Twitter is to obtain constant communication and maintain relationships with people who share a common interest (Taraszow et al., 2010). Much like individual users can create personal profiles; college athletic programs can construct group profiles or pages with the ability to reach out to individuals that share the interest of that sport and program.

Prior to beginning a public relations campaign, one must “spell out how you will allocate staff time, budgets, computers, databases, in-house and contract services, and volunteer or intern help” (Bonk et al., 2008). The Cal Poly Women’s Basketball Team has an extremely low to non-existent budget for game and event promotion, which can

serve as a possible obstacle in performing a successful campaign. Given the minimal funding toward college athletics programs like the Women's Basketball Team, social media sites are a cost-effective alternative to traditional, more expensive methods. "With internet usage increasing among both young and old audiences and the continuing rise of social media channels, the web offers some invaluable fundraising opportunities for charities at a very low cost" (Cost-effective Digital Communications, 2009). Since there is minimal to lack of adequate funding for both a charity and basketball team, social media has the capability to have similar results for both types of organization.

Social media is an increasingly prominent tactic used by public relations practitioners today, and the area of college athletics is an ideal environment for its implementation. The use of Facebook and Twitter to promote businesses has become a prominent strategy when generating an organization's goods and services to improve sales (Plank, 2010). 'If nothing else, social media delivers a highly targeted audience, thousands of people who have, in effect, raised their hands and said, "I'm a fan and potential customer"' (Wharton, 2010). Organizations use these social networking sites as an outlet to invite fans and friends to attend or participate in various events (Plank, 2010). Those supporters through their individual profiles can then easily share event pages and invitations, further increasing the scope of the program's promotion.

"Niche Focus Group: Social Media is Changing the way we do Business" lists facts about the overwhelming size of social media sites, in particular Facebook. For example, if Facebook were a country, it would be the fourth most populated in the world. The article highlights that social media is no longer simply "social," but now a way for organizations to improve interactions with publics.

Chapter 3: Methodology

Comparison of University Athletics

In order to investigate the applicability of social media tools for the Cal Poly Women's Basketball Team, it is beneficial to observe the use of such media by other university women's basketball teams.

Along with Cal Poly Women's Basketball, several other California State University (CSU) women's basketball teams and several non- CSU teams were selected to perform a comparison of public relations tactics and tools. The purpose is to determine if there is a difference between the use of social media based on the school size and classification. By contacting those responsible for public relations and marketing for the specified universities, the goal is to determine whether tactics have recently shifted to an increased use of social media over the more traditional forms of communication.

Persons responsible for team marketing and outreach, often Assistant Coaches or marketing representatives, were contacted by both e-mail and voicemail to answer several questions related to their team's public relations efforts. The questions asked through e-mail included:

- What social media sites do your team have (i.e. Facebook, Twitter, YouTube), and how frequently do you use them?
- How long have you had these sites?
- Do you plan on continuing use of social media for your team?
 - Why or why not?
- Do you feel social media helps improve connecting with fans or other women's basketball teams?
- Who is responsible for updating your social media sites?
- Do you have an individual that is responsible solely for the public relations and marketing of the team?
 - If so, is this a paid position?
- Do you feel the social media sites improve, decrease, or have no affect on fan participation and attendance at events?
- Has attendance at games increased since your team began using social media?
 - If so, by roughly what percent?

The first intended comparison includes CSU and University of California (UC) system, consisting of teams only in the Big West Division. The two CSU teams contacted were Cal State Fullerton and Cal State Northridge, and the two UC teams were UC Davis and UC Santa Barbara. The second intended comparison includes the same CSU teams versus Purdue and Penn State, members of the Big Ten Division. The team coaches and

marketing representatives were contacted originally in October 2010 by both e-mail and voicemail and failed to respond. To substitute the lack of direct feedback from other universities, the Facebook pages for the other teams were analyzed, with a range of findings concerning size and frequency of use the site.

Cal State Fullerton has a Facebook fan page, with 253 users that “like” the page. The team utilized the site primarily to post photographs from events than to promote upcoming games. As of the beginning of December 2010, the Cal State Fullerton Facebook page had not been updated since October 2010.

The only Facebook presence located for UC Davis Women’s Basketball was a group page from the 2007-2008 academic year, consisting of only 30 members.

Purdue University in Lafayette, IN was the most active with social media of the teams researched. A number of Facebook sites exist for Purdue Women’s Basketball. These sites included a general fan page for the team with over 1,500 fans, a team alumni group page, as well as several other independent Purdue Women’s Basketball pages such as “Purdue Women’s Basketball = The Bomb” that has 153 members. Purdue utilizes its Facebook fan page to promote upcoming games, post photographs, as well as communicate with fans. The Purdue Women’s Basketball page also collaborates with Purdue Athletics for cross promotion of events.

Facebook pages for Penn State Women’s Basketball consisted only of groups reserved for current or past players. No pages directed toward fans or potential supporters of the team surfaced. A Facebook group or fan page could not be found for Cal State Northridge or UC Santa Barbara.

The findings concerning content of each university’s Women’s Basketball Facebook page will assist the Cal Poly Women’s Basketball team in coordinating its use of social media. The postings by other teams provide insight into potential content and consistency of use Cal Poly Women’s Basketball should follow. Purdue was the most active in its use of Facebook, which reflects in the number of postings by fans in support of the team.

Chapter 4: Discussion

S.W.O.T. Analysis

A significant amount of preparation is required for promotion of a college athletic event. In order to successfully develop a public relations campaign for the Cal Poly Women's Basketball game on November 19, 2010, it is essential to better understand the general needs of the program's targeted demographics.

To best outline a public relations strategy for Cal Poly Women's Basketball, an S.W.O.T. analysis was performed, measuring the program's strengths, weaknesses, opportunities, and threats. In order to gain a complete and accurate understanding of an organization, the S.W.O.T. analysis acts as a way to also understand the organization's performance, reputation, and structure (Smith, 2005). The S.W.O.T. analysis is created with attention toward both the external environments, threats and opportunities, and internal environments, strengths and weaknesses, of an organization. This is an important step to effective communication that can also provide a view into what limits the organization from becoming a success (Smith, 2005). See Figure 1 outlining the S.W.O.T. Analysis for the Cal Poly Women's Basketball Team.

One of the most prominent weaknesses for the Cal Poly Women's Basketball team is the lack of program funding. Because of the minimal funding resources, there is no full-time paid marketing staff, so the Assistant Coaches must double as public relations practitioners. Afraid of overextending alumni support, the team and interns organize several fundraisers each year to supplement the financial difficulties.

A recent weakness incurred by the team is the loss of star player, Christina Santiago, for the remainder of the season. This has discouraged a number of fans from attending future games. The disappointment was aided by the publishing of fairly negative articles from *The Tribune* that discourage the chances of the team's success for the season without Santiago.

Possible external threats to the Cal Poly Women's Basketball program include other sports or general campus organizations that can detract interest from the target audience. On-campus housing outreach is also sometimes difficult due to the various regulations concerning dorm or apartment access to those not residing within the buildings. Approval

from Cal Poly Athletics is also required for any and all promotion related to the team. Although this is to prevent redundancy, it also adds to the time and effort needed to execute each event or game campaign, which is a strain on the limited volunteer resources. It also prevents the smooth and timely completion of responsibilities, when staff and volunteers must organize a schedule around the approval of even the most basic of tasks.

To overcome the threats and weaknesses confronting the team, it is essential to capitalize on the strengths and utilize the opportunities available. Regarding strengths, the team generally performs well each season, with good overall stats, which typically help encourage attendance by Cal Poly students. There is also an easy access to the target public, with Cal Poly students and faculty frequently on campus, as well as the secondary public of community members being in close proximity. There are also organizations like the Mustang Maniacs that inspire school spirit and support by Cal Poly students. Cal Poly Athletics has a large number of marketing interns that assist with promotion for various sports programs at Cal Poly. The Cal Poly Women's Basketball team has a group of public relations and marketing interns that help promote games and events specific to the team to best reach its target audience.

Opportunities presented to the team include close proximity to its primary public of Cal Poly students and faculty. Several campus clubs and Associated Students, Inc. (ASI) organizations are on hand to assist the team in its event and game campaigns. The Cal Poly Women's Basketball team can collaborate with the Mustang Maniacs to better reach out to students for game attendance. The team was also recently referred to Central Coast PRspectives (CCPR), the student-operated and managed public relations firm on campus. By serving as a client in CCPR beginning Fall Quarter 2010, the team is supplied with a team of two to three public relations students in addition to the already established marketing interns. The Cal Poly Women's Basketball program is able to continue as a client in CCPR through Spring Quarter 2011, which should be an adequate duration to provide the team with a solid public relations basis to maintain in future years.

Cal Poly Women's Basketball's use of social media is currently both a weakness, due to its under utilization, and an opportunity. As of mid November 2010, the team has a Facebook page with only 649 fans. There is clearly a significant prospect for expansion.

The Cal Poly Women's Basketball Team's Facebook profile has the potential to become a highly effective tool in reaching targeted publics concerning event attendance and involvement. By utilizing cross promotion with the Cal Poly Athletics' Facebook Page, which has 4,227 fans, the Women's Basketball Team is able to reach an expanded audience that still consists of members that would be classified as its targeted public.

Organizations have the option between creating a Facebook group or fan page. An individual can "like" an organization's Facebook fan page, such as the Cal Poly Women's Basketball team, to become a fan of that page. This will then appear on that individual's personal profile, which is then visible to other Facebook users. This allows the organization to utilize various networks through the connection between each individual fan, helping to influence the friends associated with those individuals. Facebook groups are reserved for more intimate communication, with a limit of 5,000 email blasts allowed to friends of the group. Facebook also uses status updates that can be used to promote upcoming events, although it is not the primary element of the website.

Twitter is an outlet that focuses more on the status update to communicate between users. These "tweets" are limited to 140 characters per tweet, and may include links, announcements about an organization, or conversations. According to an April 2010 study, Twitter now has 105,779,710 registered users. New users are signing up at the rate of 300,000 per day, and 180 million visitors come to the site every month. These statistics were revealed at Chirp, the official Twitter developer conference. The obvious benefits to using Twitter as a public relations tool includes the huge number of people present on Twitter-allowing you to access people outside of your easily accessible demographics-increasing your networking abilities vastly.

By acknowledging the various components of the S.W.O.T. Analysis, the Women's Basketball Team will create and adapt a public relations action plan that will best capture the intended audience.

Public Relations Action Plan

The use of social media to promote Cal Poly Women's Basketball's first home game of the 2010-2011 season will be the primary focus of the campaign. The event takes place on November 19, 2010 at 7p.m., with the theme "Freshman Dorm Night," geared

toward gaining the support and interest of first-year Cal Poly students. The specific objectives within the public relations plan must be distinct in order to measure the success of the strategy (Marconi, 2004).

To best organize the tactics and tools needed for the team, it is a preliminary step to determine the goals and objectives for the public relations campaign. The primary goals and objectives for the women's basketball "Freshman Dorm Night" game campaign include:

1. Increase attendance from previous years
2. Improve outreach to students living in university housing on campus
3. Emphasize the benefits of attending Cal Poly Women's Basketball games, and college athletic events

Tactics and Tools

The primary tactic for the "Freshman Dorm Night" Cal Poly Women's Basketball game campaign is to reach students through primarily non-traditional methods of communication, with a focus on social media, and encourage their attendance and support of the team. To accomplish this, social media tools such as Facebook and Twitter will have a significant role in the campaign implementation.

The Cal Poly Women's Basketball Team can appeal to the self-interest aspect of its targeted demographic by offering fans a reward for their attendance and support. Whether it takes the form of door prizes to a select number of fans, or winnings from contests during halftime, game attendees will be encouraged to return to future games, in part for the chance to receive complimentary products. The free items act as a manner of recognition for the fans' support of the team. These giveaways will be promoted with the use of social media sites Facebook and Twitter.

For an audience to easily recognize an organization, it is important to display a consistent and relevant public image. Logos are a unique tool that allows the audience to become visually familiar with a particular organization, having lasting impact on prospective customers (Smith, 2005). By utilizing the Women's Basketball logo throughout a public relations campaign, there is a resulting sense of unity created concerning visual recognition by publics. Along with a presence on collateral materials

such as posters or prizes, using the logo across various social media sites such as Facebook and Twitter will create a uniform representation of the team, allowing the audience to immediately associate an event sponsored by the program.

Public Relations Campaign Implementation

The tools used for the “Freshman Dorm Night” Women’s Basketball game included a combination of traditional with new media. The more traditional forms of practice were all promoted with use of new media to increase the span of communication. Social Media sites, primarily Facebook & Twitter, announce of the traditional tools.

Some of the traditional tactics include a “Dorm Storm” where marketing interns attracted attention with face paint, Cal Poly gear, and a preview of the rally towels that were to be given to the first 200 Cal Poly students through the doors of the game later that evening. Interns also drove across campus on Cal Poly Athletics golf carts with signs promoting that evening’s first home game of the season. Students following the Cal Poly Women’s Basketball team on Twitter or fans of the team on Facebook were the first to hear of the free rally towels, including when and where they would be distributed. The cross promotion between the Cal Poly Women’s Basketball social media pages with those of Cal Poly Athletics improve the efficiency of the social media effort. The team is able to reach a wider audience of similar interests to the fans that subscribe to its social media sites.

Posters and flyers, with two variations in design, were also produced to catch the attention of students and faculty across campus. See Figures 3A and 3B for images of the two flyers used to promote the game. The flyers were posted around campus, uploaded to social media sites, and handed out during the “Dorm Storm.”

New to this season, a points system is established to encourage continued attendance and participation at home games. The more games a student attends, the more opportunities to win prizes, including team shirts and basketball shorts.

See Figure 2A and 2B for illustrations of cross promotion on Facebook and Twitter between the Cal Poly Women’s Basketball Team and Cal Poly Athletics for the Cal Poly Women’s Basketball game on November 17, 2010.

The success of the Cal Poly Women’s Basketball “Freshman Dorm Night” game

will be evaluated both quantitatively and qualitatively. First, the number of people in attendance at the game will be considered. This will not only help determine effectiveness of strategies, but it will also assist in determining whether or not this theme for the event is something that attracts students at Cal Poly to the games. Qualitatively, the interest of students at the event will be examined by surveying how many students actively participated in the game, whether by cheering, wearing Cal Poly Green, or competed in half-time activities. Due to regulations from Cal Poly Athletics, the implementation of physical surveys is not permitted during games, which weakens the ability for quantitative results analysis.

Chapter 5: Conclusion

Analysis of Results

Despite a number of unexpected factors that could easily impact the “Freshman Dorm Night” game attendance, such as horrible weather and the season loss of high scorer Santiago, the stands stilled filled with Cal Poly Women’s Basketball supporters. Julie Shaw, Assistant Cal Poly Women’s Basketball Coach said in response to the crowd turnout, “I could tell what an impact there was and that there were clearly more fans than we have had in the past. Let’s keep this up!” Attendance numbers were higher than the average home opener, largely credited to the increased public relations efforts, including the launch of Cal Poly Women’s Basketball’s Twitter profile and a more frequent use of its Facebook page. With the use of social media sites like Facebook and Twitter, students are more likely to learn about collateral materials such as the free rally towel give away to the first 200 Cal Poly students. All rally towels were distributed within 30 minutes of the gym doors opening. Many of the receiving students were those from on-campus housing locations visited during the “dorm storm.” There were also more than 120 students registered for the Cal Poly Women’s Basketball Season Points Contest.

This combination of traditional public relations tools like physical collateral materials with the social media promotion of those tools, leads to a more successful and thorough campaign. The Cal Poly Women’s Basketball’s target demographic of college students was more effectively reached through a combination of communication

methods. By addressing both traditional and new media, the team promotion reaches a wider range of individuals, thus attracting more patrons to events like the “Freshman Dorm Night” home opener.

Facebook also has analytical tools that assist in tracking the effectiveness of an organization’s page. Page administrators are sent weekly reports each Monday regarding the statistics for the given Facebook page. See Figure 4 for the Cal Poly Women’s Basketball Facebook statistic update received Monday, November 22, 2010 for the previous week in which the “Freshman Dorm Night Game” took place. There is a clear increase in activity on the team’s Facebook page, which is reflected both in the increased number of active users, general visits to the site, as well as the growth in number of fans for the team. Facebook serves as a method of tapping an audience of the Internet generation that would otherwise remain unacknowledged through traditional media tactics.

Recommendations

Social media sites like Facebook and Twitter are critical systems to communicate and promote Cal Poly Women’s Basketball as well as general college athletics events. These sites provide an outlet that can continuously generate a larger audience and potentially expand the Cal Poly Women’s Basketball demographic. Facebook and Twitter can each be used as a way to promote awareness by providing announcements, updates and pictures for students to see what types of events are happening on a weekly basis. Through social media, updates and images can be posted regularly, informing the audience immediately and lucratively. Since many of the social media sites were only recently developed to promote the “Freshman Dorm Night” game, there is an additional potential for success through increased use of the sites. Once a more substantial fan and follower base establishes on both Facebook and Twitter, the accessibility to probable patrons will further increase and solidify.

Considering the primary demographic for Cal Poly Women’s Basketball, college students are highly proficient with social media. These sites are an effective means of introducing this audience to actively participate in their campus community, and more specifically Cal Poly Athletics events like Women’s Basketball games. Based on the

success of the “Freshman Dorm Night” game, it is recommended that the Cal Poly Women’s Basketball team, along with other college athletics programs, maintain the use of social media to promote associated games and events. In conjunction with traditional media tools, the efficiency of public relations strategies is enhanced.

There is not one set public relations model that will apply to all organizations; each must cater to the specific needs of a given public. The field of public relations is more fluid than static, as it adapts to the requirements of an organization as well as current technology. As indicated by this project, for college athletic programs, social media is a highly effective tool for audience outreach. The collaboration between traditional as well as new media tools like social media increase the accessibility to an organization’s audience, thus making its public relations campaign more successful.

Figure Index

Figure 1: Cal Poly Women's Basketball S.W.O.T. Analysis Overview

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> ▪ Team generally performs well, good overall stats ▪ Easy access to target public ▪ Mustang Maniacs encourage school spirit and support ▪ Public Relations and Marketing Team Interns ▪ College Athletics Marketing Interns 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> ▪ Lack of or minimal funding ▪ No full-time paid marketing staff ▪ Assistant Coaches double as public relations practitioners ▪ Injuries to star players ▪ Minimal social media utilization
<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> ▪ Other sports programs, on campus and in the community ▪ Other campus organizations ▪ Campus housing outreach difficult due to regulations ▪ Approval from Cal Poly Athletics required for all promotion related to the team 	<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> ▪ Close proximity to target public ▪ Mustang Maniacs could help reach out to students ▪ CCPR (Central Coast PRspectives) ▪ Campus clubs/ ASI resources ▪ Social Media expansion

Figure 2A: Cal Poly Athletics Social Media Posts

Facebook

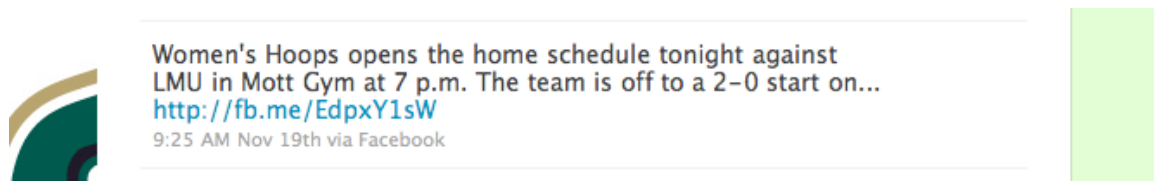


Cal Poly Athletics Cal Poly Women's Hoops hosts the Lions of LMU this Friday at 7 p.m. in Mott Gym following a Wednesday evening game at Fresno State. The first 200 Cal Poly students get FREE rally towels! — Cal Poly Athletics created an event.

Women's Basketball Home Opener vs. LMU
Friday at 7:00pm
Mott Gym

Sunday at 3:30pm · Like · Comment · Share · Invite guests

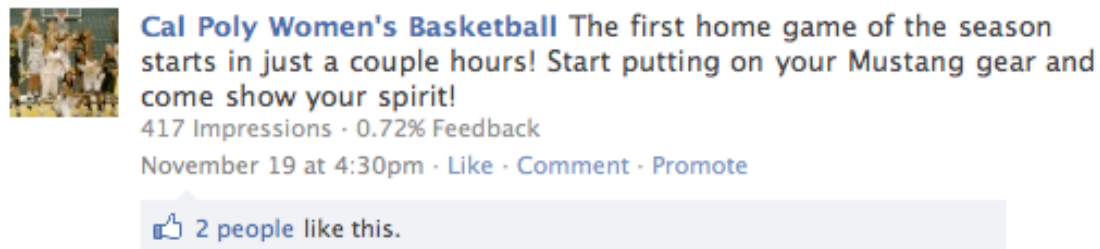
Twitter



Women's Hoops opens the home schedule tonight against LMU in Mott Gym at 7 p.m. The team is off to a 2-0 start on...
<http://fb.me/EdpxY1sW>
9:25 AM Nov 19th via Facebook

Figure 2B: Cal Poly Women's Basketball Social Media Posts

Facebook



Cal Poly Women's Basketball The first home game of the season starts in just a couple hours! Start putting on your Mustang gear and come show your spirit!

417 Impressions · 0.72% Feedback
November 19 at 4:30pm · Like · Comment · Promote

2 people like this.

Twitter



CPWomensBball

Join us for the season's first home game THIS FRIDAY at 7pm in Mott Gym!
11:25 PM Nov 15th via web

Cal Poly Women's Basketball is now on Twitter! Follow us for updates on the team!
7:22 PM Nov 15th via web

Figure 3A: ¼ Page Horizontal Flyer/ Poster



Figure 3B: ¼ Page Vertical Flyer/ Poster



Figure 4: Cal Poly Women's Basketball Facebook Statistics
(Received November 22, 2010)

Cal Poly Women's Basketball

204 monthly active users **103** since last week

658 people like this **10** since last week

18 wall posts and comments this week **1** since last week

459 visits this week **74** since last week

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