



## AMEC International Communication Effectiveness Awards 2014 Entry Form

Category: **Most innovative use of measurement in a digital campaign**  
Entering Company: **Umpf**  
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Client: **Umpf**  
Campaign title: **The UK's First Ever Sports Social Media Index**

### Objective/Brief:

This entry submission is slightly unusual in that Umpf (a PR and social media agency) is both the client and the PR agency who executed the campaign. Our internal brief was to develop a social media campaign that would generate new social media business leads from sports-related brands.

During one of our quarterly staff reviews, a number of staff expressed an interest in working for a sports brand (Umpf did not have any sports-related clients). We brainstormed ideas and felt the best tactic was to, in effect, lead by example. So, rather than cold-calling brands, our idea was to create a piece of social activity that would raise our profile enough to generate new business leads.

Our primary KPIs were to:

- Secure authority press coverage across industry publications
- Generate social conversation around sports, social media and Umpf
- Garner interest in our findings from sports clubs themselves
- Ultimately, generate new business leads for Umpf.

### Strategy:

We arrived at the conclusion that the best way to generate awareness among sports brands and social media managers would be to create our own piece of sports-related social media research and use our in-house social media measurement expertise to thoroughly critique and appraise it.

Our innovative idea was to create the UK's first ever sport-themed social media index – an annual league table benchmarking social media success. The 'Sport Social Media Index' would identify and acknowledge sports brands leading the way in social whilst simultaneously providing a snapshot of the sports social media landscape.

We decided to focus on professional British sports clubs and chose all 148 British professional football (English Premier League, Championship, Leagues One and Two; plus the SPL) rugby (Super League and Premiership) and cricket (County Championship Divisions One and Two) teams. Our objective was to rank them according to the best use of social media by their official club channels.



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In order to give our Index a unique edge, we applied both qualitative and quantitative social media measurement criteria. It was our view that most of the existing social media indices placed too much emphasis on quantitative data (which is, of course, although is far easier to plug into an algorithm, is potentially easier to 'game') and placed far too little, if any, on qualitative analysis.

Another significant part of our strategy was finding the right partners to bring on board. The reasons were two-fold:

- first, it gave our 'Sport Social Media Index' concept gravitas
- second, it would give us a potential 'in' with those partners in terms of generating new business leads.

We made our first approach to Opta, one of the world's leading sports data companies. They agreed to provide one of our panel judges. Next we offered William Hill co-authorship of the report alongside Umpf, in exchange for sharing the design and build costs of the report website.

### **Execution/Implementation**

We wanted our methodology to be innovative and original; tailored to the task in hand as opposed to choosing an existing off-the-shelf analytics tool.

It was key that our Index was a fair and representative snapshot of the sports social media landscape and that bigger clubs (with presumably greater resource and a larger number of existing followers/fans) were not given an unfair advantage. Scores were thus weighted to reflect percentage growth – a level playing field, to use a sporting analogy.

There were three elements to the Sport Social Media Index methodology, with a maximum score of 100 being attainable. The scoring included both quantitative data from a two-month analysis period and qualitative research from a team of 11 people from Umpf, our sponsor William Hill, as well sports data company Opta.

The first element – which accounted for 65% of the total score – was a full analysis of each team's official club social media channels. The analysis used data from 01 August 2013 to 30 September 2013; a two-month period designed to give all sports at least one month during which they were involved in competitive action.

Scores given at this stage took into account the breadth of official club social media channels (including Facebook, Google+, Instagram, Pinterest, Twitter, Vine and YouTube) as well as blog activity. The scoring included percentage engagement levels, percentage community growth as well as use of multimedia content including video, images, audio, official apps and external links.

The second element to the methodology was the judges' scoring. Judges marked each team and the combined total from the four judges was averaged to give a final additional score for each team. This element accounted for a maximum 35% of the total scoring.



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The third and final scoring element was the implementation of 'Red Card' penalties – 2.5% was deducted from the final score for each social media malpractice, including duplicate content, failure to use hashtags, idle content periods of four or more days and repeated spelling mistakes or grammatical errors.

The Sport Social Media Index included the main table – all 148 teams ranked top to bottom – and nine individual tables for each of the nine leagues analysed. We produced a website to host all the results, case studies, methodology etc: [www.sport.socialmediaindex.co.uk](http://www.sport.socialmediaindex.co.uk)

NB we used [www.socialmediaindex.co.uk](http://www.socialmediaindex.co.uk) as the core domain and added "sport." as a prefix to allow us to create subsequent branded social media indices, such as the Formula 1 index – [www.f1.socialmediaindex.co.uk](http://www.f1.socialmediaindex.co.uk) – which was released in March 2014.

We also created digital assets and badges (19 in total) for each winner and runner-up to use on their club websites and social channels – this aided with the publicity of the Index and helped to establish the Sport Social Media Index as a 'brand'; badges and logos were also issued to journalists alongside the launch press release.

Budget category: £0-£10,000.

### Conclusions:

Our [final league table](#) ranked football team Tottenham Hotspur at the top of the Index; rewarding the team for the variety of content available across all channels, high engagement percentages and the platform-by-platform tailoring of content.

The Sport Social Media Index was an innovation in social media measurement and generated 33 separate pieces of media PR coverage, including features in a variety of media including Metro newspaper, Birmingham Mail, Yorkshire Evening Post, Rugby League Express, Give Me Sport, UK Sport Network, The Professional Cricketers' Association, Brand-e, Corp Comms magazine, The Drum, etc. The media reach totalled 19,931,716.

In addition, our Index was reported on across club websites and match day programmes including Spurs, Leyton Orient, Notts County and Inverness Caledonian Thistle.

Socially, the Index received high profile Tweets from official club accounts eg



SpursOfficial: The Club has topped the Sport Social Media Index, which ranks sports teams according to the best use of social media. [bit.ly/KgQzcf](http://bit.ly/KgQzcf)  
Tweeted to 731,458 people at 2013-12-31 21:29:00 +0000 with 65 retweets and 1 reply



OfficialFOXES: #lcf have finished in the top 10 of the @Umpf #SocialMedia Sport Index - [bit.ly/KVOXo3](http://bit.ly/KVOXo3) #ssmi13 [pic.twitter.com/AISd7cmbSV](http://pic.twitter.com/AISd7cmbSV)  
Tweeted to 47,785 people at 2014-01-13 17:47:50 +0000 with 26 retweets



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In total, the campaign generated a reach on Twitter in excess of 1.5 million people. In addition, all but one of the winners went on to use our digital badges either on their website, on social media or both. This further amplified the reach of the Sport Social Media Index, aiding in establishing the brand.

Our Index is now firmly part of the annual social media calendar and has given us a platform to create additional social media indices; in March we will launch the first ever Formula 1 Social Media Index and we are already working on other social media league tables in different sectors.

Crucially, and most importantly, in creating our Index we generated new business, which was our absolute goal. Three clubs featured in the Index have asked Umpf to help with social media support and we won two pieces of social media work from a British bookmaker.

In summary, our creative piece of social media research hit each of our four objectives, all on a very small budget. It:

- Secured authority press coverage across industry publications
- Generated social conversation around sport, social media and Umpf
- Garnered interest from sports clubs
- Generate new business for Umpf.