

# Module 7

## Understanding New Media

This module will cover:

- What you can do with New Media
- Examples of new media use in sport
- Managing the conversations
- Tips and Implementation guidelines
- Risk Management
- Resourcing

### What you can do with New Media

New Media has many innovative tools that allow you to access information by methods previously unavailable. For example, you can test new product ideas via Blogs or Chat rooms, conduct simple market research surveys, conduct a poll, or simply view a video all from your desktop.

#### New Media allows you to listen

New media allows you to listen to your customers, your competitors, your members, your staff, your team and your peers. Blogs, chat rooms, Web Forums, Bulletin Boards, You Tube videos, Pod casts and more recently Twitter are all tools enabling you to “read” or “listen” to what your customers or members say about you in public forums. These tools provide valuable intelligence into your product or organisation.

#### New Media allows you to Ask Questions

New media allows you to have a “two-way” conversation with the client. You can ask for feedback, provide support information, ask about product development initiatives, or ask for feedback to a simple question.

Both LinkedIn and Twitter provide a forum for you to “ask a question”. The LinkedIn tool is particularly useful to businesses as you can glean information from a group or sub group of your peers.

#### New Media allows you to Make Contacts (sign-up)

Networks such as LinkedIn, Facebook, Bebo, MySpace etc allow you to invite people to become a member of your network. They can sign up in a professional or social capacity. The wonderful thing about those people who have become a “member” is they are already “engaged” with you, your brand or your organisation.

## New Media allows you to Interact with Contacts

Once people have signed up to become a member of your network, you can interact with them. Although this sounds very simple, it is important to be actively engaging with that network.

## New Media allows you to sell IP (Intellectual Property)

You can sell your "expertise" via channels such as Bulletin Boards, web casts, internet forums, blogs and video such as You Tube. This approach is very relevant to sporting organisations as they can sell things such as coaching expertise, fitness tips or rule changes in a credible manner.

## New Media allows you to sell Products & Services

There are many tools to help you "sell". The challenge is to be clever about it. Tools such as You Tube, chat rooms, web casts, internet forums, blogs etc can all be utilized to talk about your product or service. Remember people are "turned-off" by a "hard-sell". Also remember the people you are engaging with are already most likely a "fan" or "advocate" of yours so you have to be even more careful not to turn them off. A "soft-sell" or educational approach is more appropriate for your advocates.

## Examples of New Media being used in sport

Many sporting associations, clubs and athletes have begun to use new media to communicate with their members, and fans here are some examples;

Twitter	You can follow the cricket ball by ball; commentary @ <a href="http://twitter.com/cricfeedsb2b">http://twitter.com/cricfeedsb2b</a>  Athletes use twitter; <a href="http://twitter.com/SerenaJWilliams">http://twitter.com/SerenaJWilliams</a>
Email	Used by almost everyone now. Examples include AWRA's newsletter, club newsletters and general communications. Email can also be outsourced to a third party who provides a template and manages your newsletter distribution. Examples include <a href="http://www.campaignmaster.com.au">www.campaignmaster.com.au</a> and <a href="http://www.contactpro.com">www.contactpro.com</a>
SMS (Short Message Service)	Organisations can use SMS to communicate with their members. An example would be a communicating a change of venue or change of match start time. Companies such as <a href="http://www.SMSBroadcast.com.au">www.SMSBroadcast.com.au</a> provide this service.
Web tools	Online tools can help you organise your competition, run your club and enable supporters to get in touch with each other. My Hockey part of

	<p>Sporting Pulse.com is a great example of this.</p> <p><a href="http://www.sportingpulse.com/mysport.cgi?defaultMySportBrand=3">http://www.sportingpulse.com/mysport.cgi?defaultMySportBrand=3</a></p> <p><a href="http://www.Clicksport.com.au">www.Clicksport.com.au</a> brings together a number of online tools such as forums, personal blogs, in-depth features and articles, news, interviews, upcoming sports events, photo galleries, press releases, a sporting directory, sports tours, polls, jobs, a classified section for sporting goods along with a regular newsletter</p>
Facebook	<p>Organisations or clubs can host their own page – e.g. Hockeyroos</p> <p><a href="http://www.facebook.com/pages/Hockeyroos/29770750588">http://www.facebook.com/pages/Hockeyroos/29770750588</a></p> <p>Or Fans and supporters can set up pages about specific sports and issues;</p> <p>Fans of the Hockeyroos have set up <i>We love the Hockeyroos</i></p> <p><a href="http://www.facebook.com/group.php?v=wall&amp;viewas=0&amp;gid=56232500578">http://www.facebook.com/group.php?v=wall&amp;viewas=0&amp;gid=56232500578</a></p> <p>Here is an example of what Facebook users think of the Vancouver Winter Olympics Coverage.</p> <p><i>Eddie McGuire is ruining the 2010 Winter Olympics coverage</i></p> <p><a href="http://www.facebook.com/groups/edit.php?members&amp;gid=326612567792">http://www.facebook.com/groups/edit.php?members&amp;gid=326612567792</a></p>
Blogs	<p><a href="http://www.gototennisblog.com/">http://www.gototennisblog.com/</a></p> <p><a href="http://www.womenstennisblog.com">http://www.womenstennisblog.com</a></p>
Forums, Chat rooms	<p>These sites use a combination of new media tools</p> <p><a href="http://www.netballonline.com/">http://www.netballonline.com/</a></p> <p><a href="http://www.testmatchsofa.com/">http://www.testmatchsofa.com/</a></p>
You Tube	<p>Australian Sports Commission - Turn to Sport and Play for Life.</p> <p><a href="http://www.youtube.com/watch?v=hbGsI34asIg">http://www.youtube.com/watch?v=hbGsI34asIg</a></p> <p>United breaks guitars song on YouTube</p>



<http://www.youtube.com/watch?v=5YGc4zOqozo>

## Managing the conversations

Once you have decided to utilize new media tools, it is important to manage them in a professional and timely manner. Resourcing the tools to ensure they are interactive is often very difficult for organisations. To ensure you maximize these tools, you should:

- Appoint an owner or someone who is responsible for the various new tools you are employing
- Develop an organisational policy about new media use and access
- Always answer politely
- If someone asks a question, provide an answer to them quickly
- If someone raises a complaint or issue through one of the forums, suggest they provide their phone number or personal email address and you will contact them directly

## Ways New Media can be Utilised in Sport

There are a vast range of ways new media can be incorporated into the regular administrative and marketing activities of sporting organisations. They include:

- Providing information re date, time, venue of event
- Providing information for key players, managers and administrators re event details, training timetables, meeting schedules
- Providing parking tips for venues/events
- Delivering track side reports on results as they happen
- Covering the major plays of a game not being covered by live TV or radio
- Providing timely tips on weather conditions, traffic jams,
- Reporting crowd numbers and logistics related to event
- Interacting with members by playing games – ie guess the crowd attendance figure and win a prize (ie Tweet guesses to Administrator)
- Building interactive spectator base and fan clubs
- Creating awareness and support base for sport
- Creating a picture and video gallery of competition for traditional media use

### Tips for Using Social Media Forums

- Don't sell to people - No one likes an obvious hard sell!
- Converse with them – People like to be part of a "two-way" conversation not a "one-way" communication
- Engage with your audience – if you ask them to sign up for "daily tips" or "weekly updates" – ensure you provide information in the specified timeframe
- Provide useful tips but encourage feedback
- Speak in the same language as your audience (e.g. if communicating with 15 year old netballers you can be quite informal and use icons)



## Risk

Utilising new media can be risky if not managed properly. Comments made in any online forum have a permanency and once posted can not be retracted. As the producer of the material you have no control over who views the material or what usage will be made of your content. Distribution is very, very, swift – often on a global scale.

When you get it wrong online, the results can be very damaging and affect an athlete's career or damage the reputation of the organisation. Some recent examples include;

- A young professional basketball player made “negative remarks” about the coach in a blog and as a result was sacked from this team and was not able to secure a contract for the next season.
- Stephanie Rice famously changed her relationship status from “Dating” to “Single” prior to the Beijing Olympics which caused a media frenzy as the news filtered through Facebook quicker than it filtered through any of the traditional and media management channels.

## Resourcing

New Media does need an ultimate owner, however anyone can tweet, blog or use Facebook. From an organisational perspective ensure someone committed and capable is appointed to review both input and output. For many of these tools it doesn't have to be just one person. For example Twitter and Chat Rooms can be monitored very effectively by a team of people who have been provided access.

In larger organisations, the owner should be part of a communications, media or corporate function, however in a smaller organisation the role may need to be managed by an executive committee or CEO.

[Click here to view a social media engagement policy](#)

### EXERCISE SEVEN:

**Identify one of the key messages your organisation wants to deliver**

**Determine which tool (or multiple number of tools) you would use for this communication**

**List which social media tools you could use to deliver it?**