


Social Media and the Sports Marketplace 25 Ways Sports Organizations Can Utilize Twitter

1. CREATE EXCLUSIVE EVENT OFFERS – "TWEET UP EVENTS"

 **@pkitano** You're welcome to join us at the next #Sunstweetup. A little Twitter bird (search) told me you inquired. We have fun. Go Suns.

6:26 PM Feb 21st from TwitterBerry

2. ALERT FANS ABOUT SPECIAL GAME DAY VIP EXPERIENCES



bucksdotcom For those coming to the game tonight, you can catch Sessions signing autographs outside section 203 from 6-6:15pm. Enjoy!

13 minutes ago from TweetDeck



OfficialRockets Come meet Chuck Hayes and get free #Rockets tickets today! Stop by Capital One's Dunvale branch at 8401 Westheimer between 2:30pm -4:30pm!

about 4 hours ago from twitterrific

3. DISTRIBUTE COMMUNITY INITIATIVE ALERTS



DETPistons Donate to the Pistons Care Telethon: Text DEP to 90909 and \$5.00 will be added to your bill. Or call 877-DEP-2009 or check www.pistons.com

15 minutes ago from web

Met w/ Suns Community Relations camp leader today re: keeping Planet Orange Green. NBA's green week coming up in April. Go Green Suns.

9:46 PM Mar 2nd from TwitterBerry

4. DRIVE AWARENESS FOR SPONSOR PROMOTIONS



MHEAT HEAT Fans get Drafted and become the Miller Lite Player for a Day. - <http://www.urlzoom.org/2vb>

32 minutes ago from web



bucksdotcom RT @interstatemusic: Win an Archer Guitar or Pearl drum signed by the Milwaukee Bucks!
<http://tinyurl.com/bkmq85>

about 5 hours ago from TweetDeck



NewYorkRangers Vote for the 2008/2009 McDonald Extra Effort Award -- <http://is.gd/myl5>

11:52 AM Mar 9th from twhtml



khuda1 RT @FedExNews FedEx Office Provides Free Resume Printing on 3/10. We could all use something free, right?
<http://tinyurl.com/cmynno>

9:33 PM Mar 8th from web

5. PROVIDE BEHIND-THE-SCENES ACCESS TO ATHLETES AND TEAM PERSONNEL



bucksdotcom RT @CV31: Just woke up, about to eat, then relax my mind, by playing xbox 360
about 1 hour ago from TweetDeck



bucksdotcom At shoot around. I wonder if Luc or Joe brought the donuts? <http://twitpic.com/1z9hm>
about 6 hours ago from TweetDeck

It appears that @The_Real_Nash & @Baron_Davis have their own zany way of celebrating #ShaqDay. <http://twitpic.com/1w2z9>
Lol. Go Suns.

7:01 PM Mar 6th from TwitterBerry

Btw, @AlvinGentry, Suns coach, is Tweeting thx to @AlexisGentry! Working on profile photo & tutorial. I'm his Twitter coach. Ha. Go Suns.

10:16 AM Feb 26th from web

TA-DOW. Just talked 2 Nash. Finally gave green light 2 announce his Twitterness. Follow @the_real_nash Yes, it's him. Pls RT! Go Suns. #As09

12:45 AM Feb 15th from TwitterBerry

6. OFFER TEAM NEWS AND INFORMATION



MHEAT WADE Player Of The Month! - <http://tinyurl.com/d85ncl>
12:54 PM Mar 9th from web



kingscast Kings first GM Larry Regan passed away
<http://bit.ly/pcyaL> #kings
about 2 hours ago from TweetDeck



NewYorkRangers Hurricanes snap Blueshirts' winning streak at 3 - <http://is.gd/ml0b> - @Canes #Rangers
about 7 hours ago from twitrl



DETPistons Pistons win 5 of last 6. Keith Langlois credits play of Rip and Dice: [http://www.nba.com/pistons/...](http://www.nba.com/pistons/)
about 18 hours ago from web



espn Jacksonville Jaguars agree to terms with Tra Thomas - <http://tinyurl.com/ceca6s>
10:05 AM Mar 9th from web

7. IMPLEMENT FLASH MOB MARKETING TACTICS

I'm at the fashion sq mall, any1 touches me gets 2 tickets, tag me and say yur twit u hv 20 min

11:00 AM Feb 24th from txt



THE_REAL_SHAQ

8. PROVIDE UP-TO-THE-MINUTE INJURY UPDATES



pdxtrailblazers Rudy Fernandez remains hospitalized, but is expected to be released later this afternoon. He suffered a bruised chest and right hip pointer

about 3 hours ago from web



PredFans pwnicholson: Also, DeVries likely out tonight (illness) & Bonk's wrist is so bad he cant even skate :(#nhl #preds #hockey

about 8 hours ago from web

9. OFFER UPDATES ON TICKET SPECIALS AND NEW TICKET PACKAGES



DETPistons Pistons Care Telethon - Tomorrow all day - Pistons vs. Knicks 7:30 FSD - Call in and donate during broadcast:

<http://bit.ly/DdnZz>

about 3 hours ago from web



memgrizz Memphis Grizzlies expand benefits to season tickets holders as team announces 2009-10 pricing - <http://bit.ly/GP0N5>

1 day ago from web



bucksdotcom Morning practice. Don't forget we've got all you can eat tix for \$30 for Friday's game vs. CP3 and the Hornets!

<http://bit.ly/KtDGZ>

10:03 AM Mar 9th from TweetDeck

10. ENHANCE ONLINE FAN ENGAGEMENT TACTICS



DETPistons Send greetings and wishes to Chuck Daly.

Responses will be shared on Pistons.com -- dalywishes@palacenet.com

about 3 hours ago from web



DETPistons Pistons mailbag is always full. Check out today's questions and answers: <http://bit.ly/NpxBy>

1:26 PM Mar 9th from web



NewYorkRangers RT @thenyrangers: Vote for Rangers Moment of the Week <http://cli.gs/WE5tyZ>

11:37 AM Mar 9th from twihirl

It's #ShaqDay! Help me host a Virtual Birthday Party for @The_Real_Shaq! <http://tinyurl.com/bny3i7> Go Suns. (Please RT!)

8:10 AM Mar 6th from web

Sending out an email to our fans about voting Jerryd Bayless to the US Select Team. Vote on nba.com now.

12:15 AM Jul 19th, 2008 from Flock

11. PROMOTE VIRAL MARKETING EFFORTS



motherpucker Alexander Ovechkin's new commercial... give me some shots of vodka! hahaha <http://tinyurl.com/d78t9g> #nhl #hockey #caps
about 5 hours ago from web

@corybasil Your Happy #ShaqDay video is AMAZING. Big props. <http://tinyurl.com/cwrnw4> Go Suns. (Please RT)
2:09 PM Mar 7th from web

12. PROVIDE GAME ALERTS, PREVIEWS, AND RECAPS



edmontonoilers Next Game: Edmonton Oilers at Montreal Canadiens, tonight at 5:30 PM on SNET.
about 3 hours ago from web



DetroitRedWings Tonight the Red Wings host the Phoenix Coyotes at 7:30 p.m. ET: <http://is.gd/mlep> Let's Go Red Wings!
about 6 hours ago from web



Forechecker @predfans Your Capitals/Predators Game Day Preview... <http://urlzen.com/7n4>
about 7 hours ago from web



NewYorkRangers Game Notes: NYR - CAR - <http://is.gd/mx9p>
9:48 AM Mar 9th from twitrl



hockeywildernes Minnesota Wild @ Anaheim Ducks: The Morning After - <http://tinyurl.com/cxyp66>
10:14 PM Mar 8th from web



nytimesports Kurt Busch Wins Kobalt Tools 500 at Atlanta <http://tinyurl.com/cmpkel>
9:48 PM Mar 8th from web

13. RELEASE POSITIVE, CONTROLLED PUBLIC RELATIONS MESSAGING



FanNation Tiger ignites WGC-CA ticket sales: Some of his opponents admit that they can't wait to see the shape he's in. ... <http://tinyurl.com/bsujvr>
about 8 hours ago from twitterfeed

14. LEVERAGE ARENA PERSONALITIES



djirie Think I'm be here for a while.....
about 19 hours ago from TwitterBerry



djirie Miami!!!!!! Where you @@@@@@@@@@@@@?????????
about 19 hours ago from TwitterBerry

15. PROVIDE PLAY-BY-PLAY GAME COVERAGE



chicagobulls Wow. Wade gets a wide open lay up and misses it. Double OT coming up.
about 19 hours ago from web



chicagobulls Tie game. Heat ball. 3.7 seconds to go
about 19 hours ago from web



chicagobulls Salmons gets creamed and needs to hit two to tie this game. 5.7 seconds left.
about 19 hours ago from web



chicagobulls Wade misses two and bulls have a chance to tie
about 19 hours ago from web

16. OFFER TRASH TALK / TEAM CHALLENGES



bucksdotcom @chicagobulls you are .5 games up on us....how can I cheer for you? Its all good fun! It'll be a wild few weeks! @MNTimberwolves @mheat
about 24 hours ago from TweetDeck

Suns Fans: @ 1:30pm (AZ) Suns@Spurs game tips on ABC. Friendly challenge w/ @SpursDotCom: Pls include "#GoSuns" in tweets. Go Suns. Pls RT!

2:47 PM Mar 8th from TwitterBerry

17. PROVIDE UNIQUE TEAM FACTS



OfficialRockets Houston owns a 79-70 advantage in the all-time series over Denver. The #Rockets are 49-26 at home against the Nuggets and 30-44 on the road.
3:53 PM Mar 9th from web

18. DEVELOP AN AVID, ONLINE FANBASE



OfficialRockets I'll catch up on following my new followers this afternoon. Over 600 now. Thanks tweeps.
12:03 PM Mar 9th from web

19. REWARD FAN ENGAGEMENT



LewisHowes RT: Comment on this to win a free copy of my book! <http://tinyurl.com/bs52y3>
3:09 PM Mar 9th from TweetDeck

20. PROVIDE AWAY GAME DISCOUNTS AND INFORMATION FOR FANS



chrisbrogan Just got a hotel tonight for \$45 from Priceline (was listed as \$119). Man.. poor hotel industry.

10:41 AM Mar 9th from TweetDeck

21. USE AS AN ONLINE FORUM FOR FAN FEEDBACK

@notinbtnet Thx. @SunsWebmaster & I concepted today: Green site takeovers? Going green virtually in www.sunslockerroom.com? Ideas? Go Suns.

10:00 PM Mar 2nd from TwitterBerry

Been working in FBML and updating the Trail Blazers Facebook page. Ways to go. Anyone been doing cool styles on FB?

<http://bit.ly/tbface>

5:41 PM Feb 10th from web

22. SUPPORT IN-GAME ENTERTAINMENT FEATURES

Speaking of, Jay-Z & Beyonce dissed each other on the Kiss Cam @ timeout. Joking around. Go Suns. #AS0C

9:37 PM Feb 15th from TwitterBerry

About to feed 5,000+ at the Rose Garden. Harvest Dinner for the hungry. Oden, B-Roy, Blake, Rudy herero serve.

3:59 PM Oct 15th, 2008 from txt

23. ANNOUNCE NEW PERSONNEL HIRES

Just hired our Interactive Specialist, Damir Tuka. Welcome aboard the ship Trail Blazers.

6:58 PM Nov 11th, 2008 from web

24. Promote Text Messaging Initiatives

Will Rudy/Oden & the rookies finally beat the sophomores? Vote now, text "TBVOTE" to 66937. Std txt rates. Game starts at 6pm PDT.

5:59 PM Feb 13th from web

25. LINK TEAM SOCIAL MEDIA EXTENSIONS



chicagobulls Now you can be friends with Benny the Bull off the court too. Facebook profile: <http://tinyurl.com/d7tmpz>

1:53 PM Mar 9th from web



OfficialRockets Coach Adleman's Post Game Press Conference is now available in the video gallery of <http://www.nba.com/rockets/>

8:45 PM Mar 8th from web

@AlvinGentry's virtual office just opened in www.sunslotterroom.com Check it. We're giving away a road trip & jersey in there also. Go Suns!

4:56 PM Mar 9th from web

@jmunk86 One of my fav spots in www.sunslotterroom.com is the Spurs dartboard when @the_real_nash enters frame & jokes about Spurs. Go Suns.

about 16 hours ago from web in reply to jmunk86

A few more of my videos & photos from All-Star Saturday night . . . <http://tinyurl.com/cqz1bk> Go Suns. #AS09

4:50 PM Feb 15th from web

About to go on a call with the guys from Meebo about bringing rooms and community IM to the new iamatrailblazersfan.com. Could be cool.

5:28 PM Feb 23rd from web

For More Information:



Partnership Activation, Inc. provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.

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