ABSTRACT

CREATIVE PROJECT: Marketing and Social Media Content Strategies for Mid-Major Division I Athletic Departments

STUDENT: Tessa Lyons

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This project uses an overview of research of social identity theory, online communities, and content strategy to understand how to effectively create a content strategy for mid-major Division-I athletic departments. The research suggests a fan base is made up of fans who identify with the same sports organization and become part of the team’s community. Furthermore, incorporating content such as stories, visuals, and interaction opportunities keeps the members constantly informed and enhances this community by establishing a stronger identity. This research was imperative to the project in creating a content strategy for college athletic departments who want to create a community of people who identify with the sports teams and the university as a whole. The strategy is applicable to numerous sports and specifically less-profiled sports such as soccer, field hockey, gymnastics, tennis, and golf whose fan base lacks as compared to basketball and football. This project includes recommendations for an athletic department to market and promote its sports teams most effectively.