ABSTRACT

THESIS: AN ANALYSIS OF PROFESSIONAL LACROSSE LEAGUE INSTAGRAM ACCOUNTS AND HOW THEIR MANAGERS USE VARIOUS FORMS OF CONTENT TO ENGAGE AUDIENCES

STUDENT: Gunnar Olson

DEGREE: Master of Arts

COLLEGE: Communication, Information and Media

DATE: December 2018

PAGES: 40 pages

For niche organizations like Major League Lacrosse (MLL) and the National Lacrosse League (NLL), social media is a powerful tool used to engage fans. While major professional sports have widespread media coverage and live national television aiding their exposure, smaller leagues, like the two professional lacrosse leagues, must find other ways to engage fans so they will buy tickets to games and purchase subscriptions to streaming services. One of the ways the leagues work to engage its fans is through Instagram. While the platform boasts 500 million daily active users, second only to Facebook, scholarship about the utility of Instagram does little to show organizations what strategies to employ in order to tell their stories and show off their products. In order to help niche organizations engage fans, 200 posts were analyzed from each league’s account to determine if photo posts, photos plus posts, graphic posts or video posts garner the most engagement from fans. For the purposes of this study, engagement takes the form of comments and likes. Finally, the study will perform a contextual analysis on the 10 most engaging posts to provide conclusions about them and what characteristics they may have.