

MA/DA Digital Strategy



FANS FIRST. ENGAGE AND INTERACT. SHINE THE LIGHT.

We want fans to be the core of the conversation.

- Targeting fans with content they are interested with and have a better chance of engaging with
- Creating content people are eager to pass on. We need to have fans as our voices
- Moving from broadcasting to engaging while also being able to highlight content that doesn't get coverage in other areas

What are we confronted by in the cricket Social Media world?

- Wide range of social media channels with passionate audiences locally and overseas
- High in season messages volumes that are both customer related and simple fan engagement
- Just a handful of days in a six-month period without some form of match on
- The ability to quickly sift through content to find what is relevant is highly important
- Varying days that can include match content and issues management

Key Questions

1. **“What is our tone?”**
2. **Are we the voice of the fan, the team, MA, DA or all?**
3. **What stories do we need to tell?**
4. **Telling valuable stories and making people feel part of something. Picking stories that are relevant to people**
5. **How many people do we have to resource our accounts?**

What is working well?

- 1. Creating a tone of voice**
- 2. A coordinated approach to drive engagement**
- 3. Telling stories that matter to your local audience**
- 4. Try new things**

Where could we go?

- A strong voice that is distinct and your own
- THE source for all cricket information in your regions
- Engaging content that creates heroes of your players and initiatives
- Owning the interaction with your audience and other cricket stakeholders
- Overarching accounts that are the voice of cricket in your region

Content Ideas

- Sharing MA/NZC posts, especially if it involves players or staff from relevant MA/DA.
- Club performances (video/imagery) video content is highly engaging and far more readily available, so important to explore possibilities here.
- Club showcase of the week – encourage clubs to create their own content, which you can share.
- Consistency is key, create follower behaviour by running themes throughout the week. E.g. performances of the week posted on Monday's during season.
- Hero local players/staff within the community.
- Educate people about your social accounts (signs at clubs etc)

Dealing with negative feedback/inappropriate comments

- Best strategy is not to engage with any inappropriate or controversial content. It's difficult to change people's minds on social media and it's important to not get into social altercations with users.
- If comments are controversial or highly inappropriate, hide the comment and block the user if repeated.
- Remember, you can't control what people can and can't say on social media but it's important to monitor channels.

Thank you

