



# Media Recap

# OVERVIEW

## 2023-2024 Season

This season, we focused on rebuilding our social media platforms. Our primary goal was to showcase the personality of our players by creating content and graphics that allowed fans to get to know them better. We realized that if people don't know our players, they won't follow them. Our main focus was on creating video content, which we believed would increase viewership. Furthermore, we emphasized consistency in our posting schedule for both away and home games, as well as during the week.





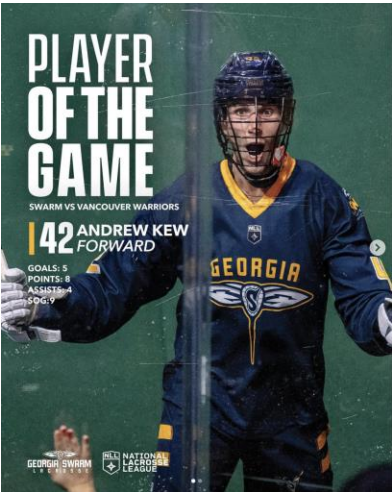
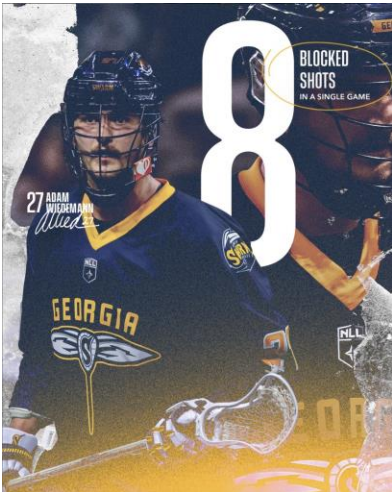
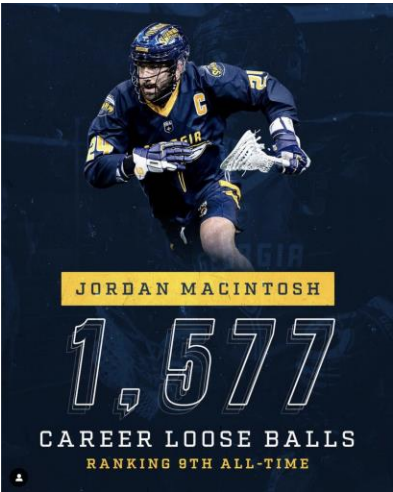
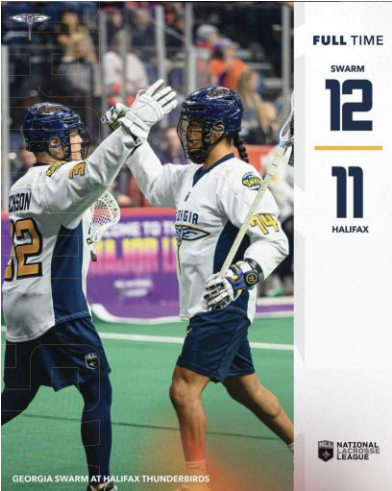
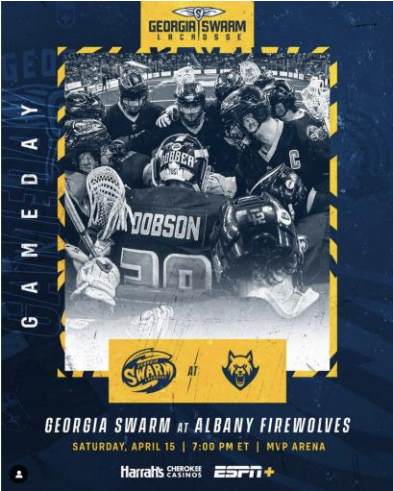


GOAL: THIS SEASON BUILD  
PERSONALITY & CONSISTENCY



MISSION: BUILD A FOLLOWING  
AND RECOGNITION

BRAND STYLE







# Swarm Media Data

Data is collected from December 1, 2023- April 30, 2024

#### Number of followers ⓘ

Dec 01, 2023 – Apr 30, 2024

31 031

Followers

+7.84% vs Dec 1, 2022 – Apr 30, 2023

#### Followers growth ⓘ

Dec 01, 2023 – Apr 30, 2024

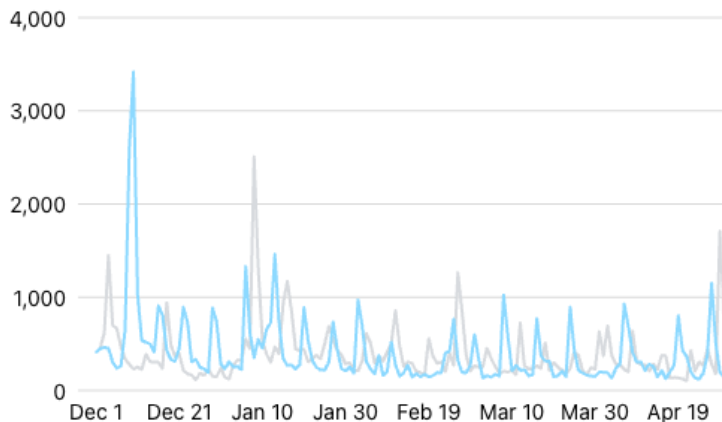
2 025

Followers growth

+47.27% vs Dec 1, 2022 – Apr 30, 2023

#### Instagram profile visits ⓘ

62.5K ↑ 5.3%



PROFILE LEVEL

#### Average Interactions ... ⓘ

Dec 01, 2023 – Apr 30, 2024



POST LEVEL

468.8

Avg. Interactions per post

+12.96%

vs Jul 2, 2023 – Nov 30, 2023

#### Average story reach

Dec 01, 2023 – Apr 30, 2024

POST LEVEL

1 237

Story reach

+16.29% vs Jul 2, 2023 – Nov 30, 2023

This chart was generated in Emplifi.io

#### Number of story impressions

Dec 01, 2023 – Apr 30, 2024

POST LEVEL

319 672

Story impressions

+2.03K% vs Jul 2, 2023 – Nov 30, 2023

This chart was generated in Emplifi.io

# WHAT WE ACCOMPLISHED – Instagram



Number of followers

Dec 01, 2023 – Apr 30, 2024

PROFILE LEVEL

27 549

Number of followers

+3.56% vs Dec 1, 2022 - Apr 30, 2023

This chart was generated using data-driven intelligence in Emplifi.io



Followers growth

Dec 01, 2023 – Apr 30, 2024

PROFILE LEVEL

812

Followers growth

+10.63% vs Dec 1, 2022 - Apr 30, 2023

This chart was generated using data-driven intelligence in Emplifi.io



Post Consumptions REAL-TIME



	Count	Share
Other Clicks	38 937	49.38 %
Photo View	26 015	32.99 %
Link Clicks	13 716	17.40 %
Video Play	181	0.23 %

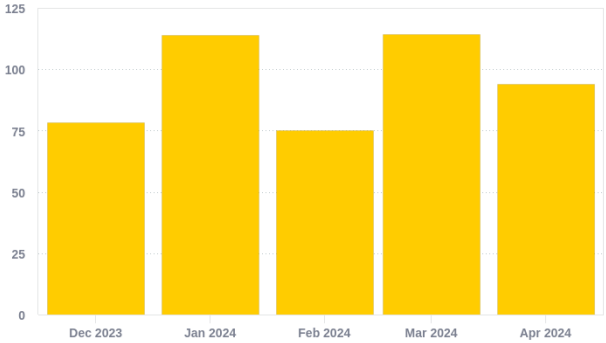
Page name	Sum of Page Post Consumptions
Georgia Swarm	47 840

Chart created using data-driven intelligence in Emplifi. Learn more at emplifi.io



Average Interactions per Post

Aggregated by Month



Max Interactions per Post on

114

Mar 2024

Min Interactions per Post on

75

Feb 2024

Average Interactions per Post

96.96

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook post

Reaching New Heights.

Mar 1, 2024, 5:58 PM

This post's reach (71,855) is **2,951%** higher than your median post reach (2,355) on Facebook.

Highest reactions on a post



Facebook post

Poster Dunk

Mar 10, 2024, 9:00 AM

This post received **1,162%** more reactions (795 reactions) than your median post (63 reactions) on Facebook.

Highest comments on a post



Facebook post

Speechless...

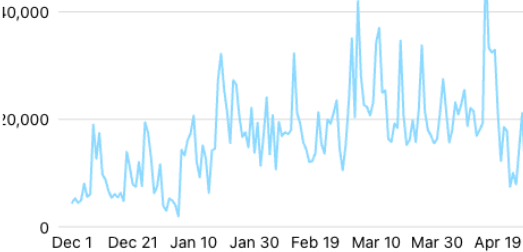
Feb 25, 2024, 3:40 PM

This post received **2,300%** more comments (96 comments) than your median post (4 comments) on Facebook.

Reach

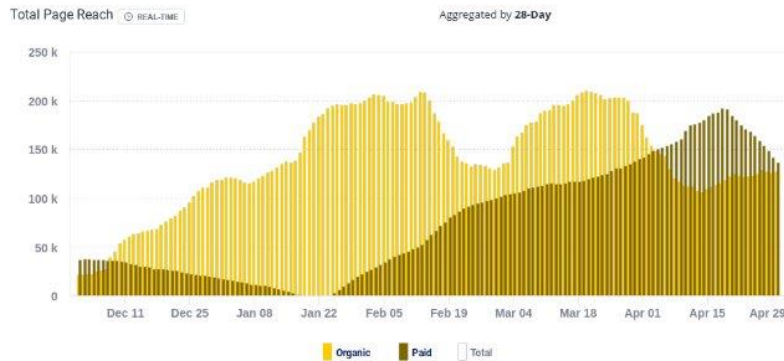
Facebook reach

822.1K ↑ 364%



WHAT WE ACCOMPLISHED - Facebook





Page name	Avg. Organic Reach per Day	Avg. Paid Reach per Day	Max Page Reach on	Min Page Reach on	Avg Page Reach per Day
Georgia Swarm	11 499.55	5 747.80	49 303 Apr 15, 2024	1 948 Jan 05, 2024	17 026.21

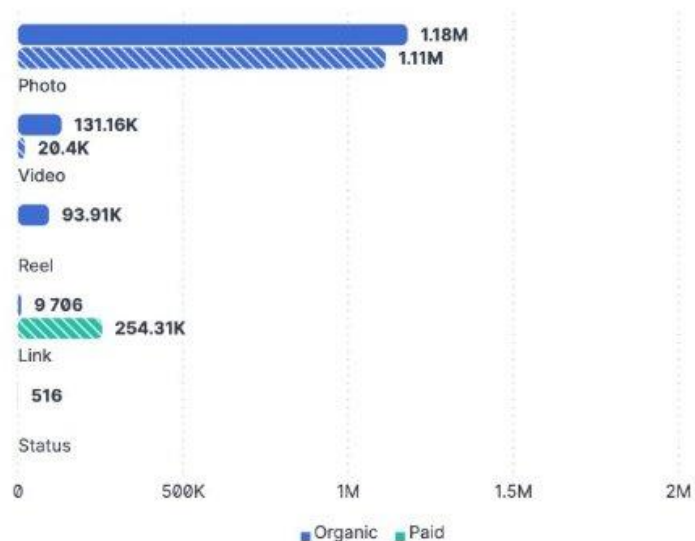
Chart created using data-driven intelligence in Emplifi. Learn more at [emplifi.io](https://emplifi.io)



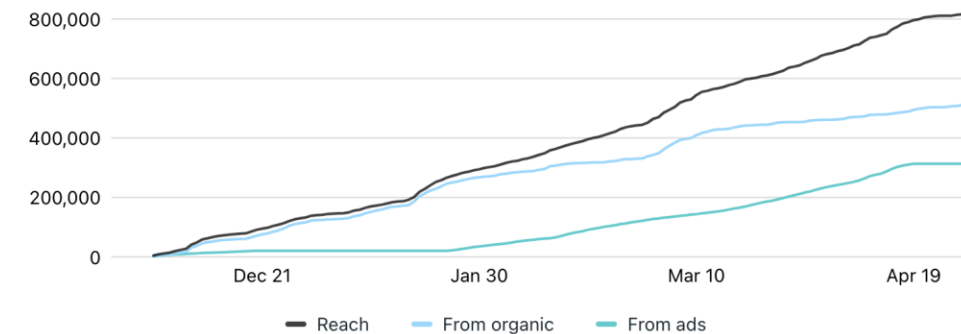
## Impressions per media type by paid vs. organic

Dec 01, 2023 – Apr 30, 2024

POST LEVEL



This chart was generated using data-driven intelligence in Emplifi.io



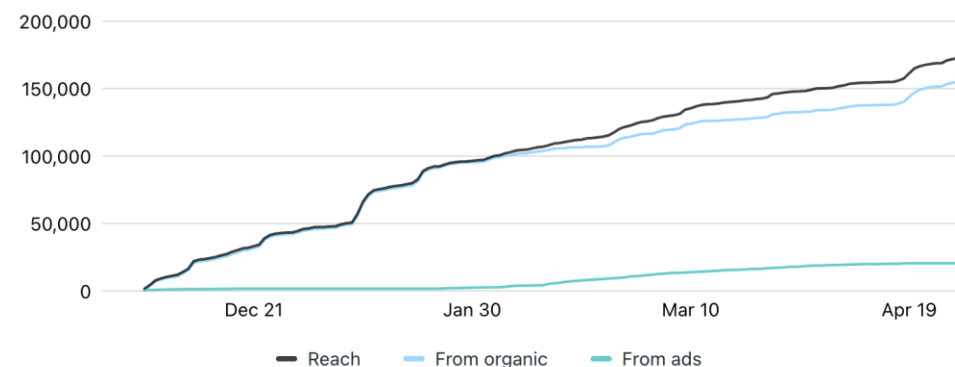
## FACEBOOK

### Reach breakdown

Total  
**822,111** ↑ 364%

From organic  
**513,721** ↑ 1.0K%

From ads  
**313,095** ↑ 128.6%



## INSTAGRAM

### Reach breakdown

Total  
**174,213** ↑ 173.3%

From organic  
**156,450** ↑ 253.3%

From ads  
**20,577** ↓ 3.5%

# WHAT WE ACCOMPLISHED – Facebook ADS/ORGANIC





Overview

Reach ⓘ

71,855

Higher than typical

Impressions ⓘ

72,896

Higher than typical

Interactions ⓘ

635

Higher than typical

Link clicks ⓘ

--

Reach

Interactions ⓘ

Reactions ⓘ

577

Higher than typical

Comments ⓘ

16

Higher than typical

Shares ⓘ

41

Higher than typical

Saves ⓘ

1

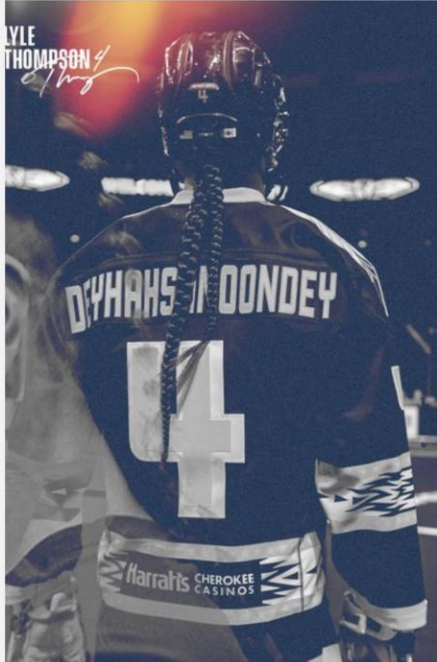
Higher than typical

Feed preview

Georgia Swarm

Published by Emplifi · March 1 ·

Reaching New Heights.



Overview

Reach ⓘ

46,351

Higher than typical

Impressions ⓘ

49,188

Higher than typical

Interactions ⓘ

729

Higher than typical

Link clicks ⓘ

--

Reach

Interactions ⓘ

Reactions ⓘ

649

Higher than typical

Comments ⓘ

24

Higher than typical

Shares ⓘ

54

Higher than typical

Saves ⓘ

2


Higher than typical

Feed preview

Georgia Swarm

Published by Emplifi · March 10 ·

Poster Dunk



Boost this post to reach up to 3924 more people if you spend \$168.

Boost

# WHAT WE ACCOMPLISHED – Best Posts

Overview

Reach ⓘ

37,285

Higher than typical

Impressions ⓘ

39,243

Higher than typical

Interactions ⓘ

698

Higher than typical

Link clicks ⓘ

--

Reach

Interactions ⓘ

Reactions ⓘ

611

Higher than typical

Comments ⓘ

19

Higher than typical

Shares ⓘ

67

Higher than typical

Saves ⓘ

1

Higher than typical

Overview

Reach ⓘ

24,952

Higher than typical

Impressions ⓘ

28,033

Higher than typical

Interactions ⓘ

2,243

Higher than typical

Plays and watch time

Plays ⓘ

38,621

Higher than typical

Average watch time ⓘ

5s

Typical

Watch time ⓘ

1d 17h

Higher than typical

Initial Plays

27,494

Replays

11,127

Interactions ⓘ

Likes ⓘ

1,972

Higher than typical

Comments ⓘ

16

Higher than typical

Shares ⓘ

199

Higher than typical

Saves ⓘ

56

Higher than typical

Audience

Age & gender ⓘ

Feed preview

Georgia Swarm

Published by Emplifi · April 14 at 11:30 PM ·

A perfect Sunday read!

\*Limited amount of special edition Legends of Lax @marvel comic book will be given away to youth April 19th!

Overview

Reach ⓘ

23,373

Higher than typical

Impressions ⓘ

24,812

Higher than typical

Interactions ⓘ

1,624

Higher than typical

Plays and watch time

Plays ⓘ

45,482

Higher than typical

Average watch time ⓘ

9s

Typical

Watch time ⓘ

2d 10h

Higher than typical

Initial Plays

24,571

Replays

20,911

Interactions ⓘ

Likes ⓘ

1,493

Higher than typical

Comments ⓘ

6

Higher than typical

Shares ⓘ

82

Higher than typical

Saves ⓘ

43

Higher than typical

Audience

Age & gender ⓘ

Feed preview

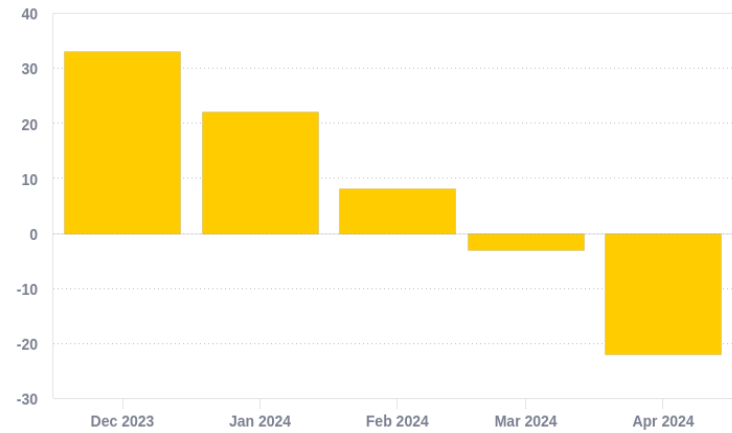
Instagram

georgiaswarmlax

WHAT WE ACCOMPLISHED – Best Posts

Growth of Total Followers

Aggregated by Month



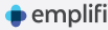
Total Followers  
**19.1k**

Total Change in Followers  
**+ 38**

Max Change of Followers on  
**+ 33**  
Dec 2023

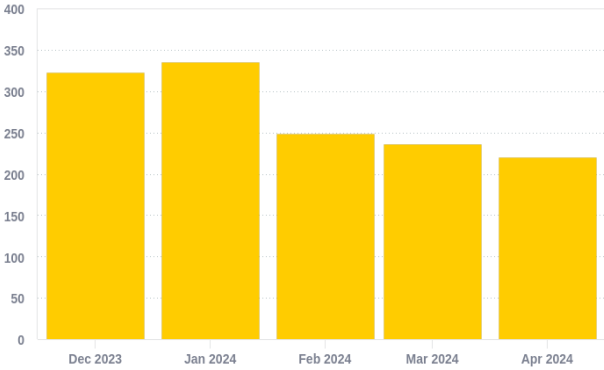
Average Change per Month  
**+ 7.60**

Chart created using data-driven intelligence in **Emplifi**. Learn more at [emplifi.io](https://emplifi.io)



Number of Mentions

Aggregated by Month



Sum of Mentions  
**1.4k**

Max Mentions on  
**335**  
Jan 2024

Average Mentions per Month  
**272.6**

Chart created using data-driven intelligence in **Emplifi**. Learn more at [emplifi.io](https://emplifi.io)



Top 5 Tweets by the Number of Interactions per 1000 Followers <sup>?</sup>

1 | **georgiaswarm**  
Dec 10, 2023 03:16 UTC +00:00

Dub #1  
#georgiaswarm #won

2 | **georgiaswarm**  
Dec 30, 2023 02:47 UTC +00:00

WE ATE 🍷  
#stingland

3 | **georgiaswarm**  
Mar 25, 2024 00:04 UTC +00:00

What a RUSH!  
<https://t.co/nvZxjEzs4V>

4 | **georgiaswarm**  
Mar 10, 2024 16:00 UTC +00:00

Poster Dunk  
<https://t.co/2sSWbS7gJj>

5 | **georgiaswarm**  
Feb 03, 2024 03:02 UTC +00:00

VANCOUVER HAS BEEN STUNG IN OVERTIME!!!!!!  
<https://t.co/oCC5b2aabM>

Interactions per 1k Followers	4.71	Interactions per 1k Followers	4.60	Interactions per 1k Followers	4.28	Interactions per 1k Followers	4.28	Interactions per 1k Followers	4.23
Likes	79	Likes	73	Likes	68	Likes	74	Likes	69
Replies	3	Replies	6	Replies	4	Replies	0	Replies	2
Retweets	8	Retweets	9	Retweets	10	Retweets	8	Retweets	10

# WHAT WE ACCOMPLISHED – X (Twitter)



*\*Please not Twitter data is not full reflected as their policies/platform has changed*



Reach

Video views

227,200

+214.5K (>999.99%) ↑

Reached audience

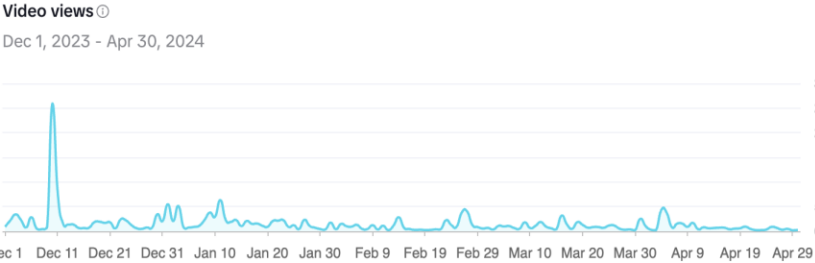
120,138

+112.2K (>999.99%) ↑

Profile views

14,971

+14.5K (>999.99%) ↑



Followers View more >

Net growth

906

+895 (>999.99%) ↑

New followers

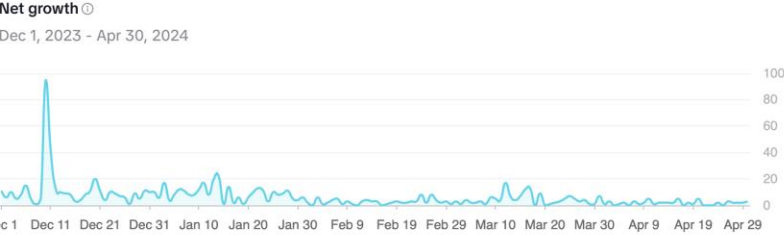
1,064

+1K (>999.99%) ↑

Lost followers

158

+112 (+243.48%) ↑



Engagement

Likes

8,963

+8.4K (>999.99%) ↑

Shares

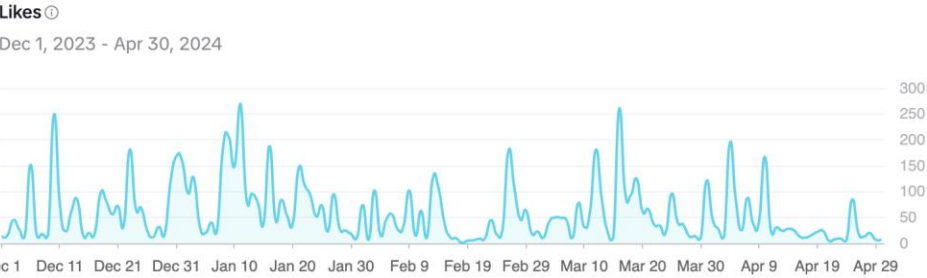
284

+276 (>999.99%) ↑

Comments

363

+337 (>999.99%) ↑



Total Followers: 3.471

New Followers: 1,064

Reached Audience 23-24: 120,138

Engaged: 8,108

48 Videos Posted this 23-24 season

Best Viewership Video: 14K Team Picture

Favorite Video: Jeff Henrick Hype

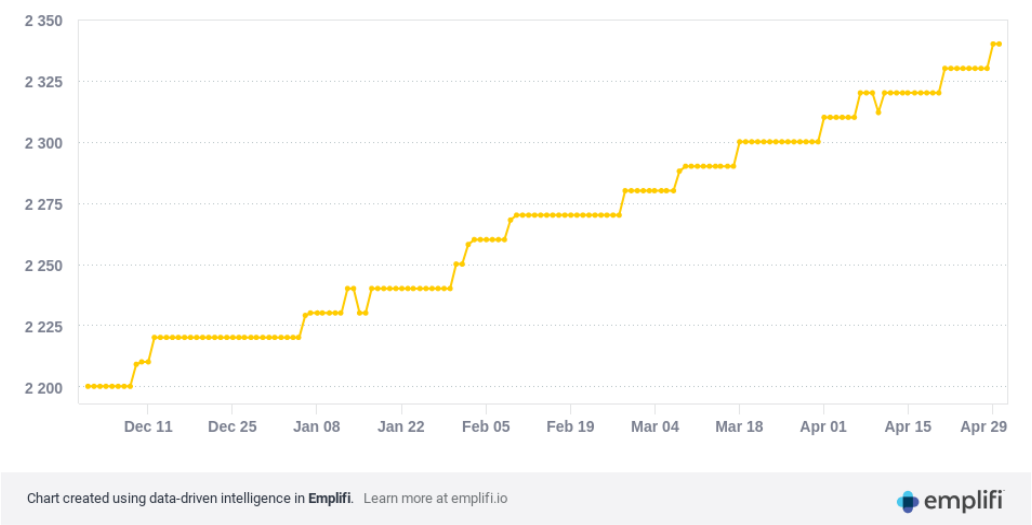


They love the camera ...

# WHAT WE ACCOMPLISHED – TIK TOK



Total Subscribers



Playlist	<div><div></div><div>Views from playlist ↓</div></div>	Views	Views per playlist start	Playlist watch time (hours)	Watch time (hours)	Average view duration
Total	—	38,602	—	—	593.5	0:55
The Swarm Experience	—	73 0.2%	—	—	0.3 0.0%	0:12
Press Conferences	—	1,077 2.8%	—	—	34.0 5.7%	1:53
Lyle Lessons	—	3,040 7.9%	—	—	57.7 9.7%	1:08
Game Highlights	—	2,959 7.7%	—	—	45.2 7.6%	0:54
Slow-Mow Mondays	—	28 0.1%	—	—	0.2 0.0%	0:29
Swarm in the Community	—	206 0.5%	—	—	1.7 0.3%	0:30
Mini Lessons	—	8 0.0%	—	—	0.0 0.0%	0:19
The Reel	—	7 0.0%	—	—	0.1 0.0%	0:34
#TBT	—	2 0.0%	—	—	0.0 0.0%	0:25
Interviews	—	19 0.1%	—	—	0.3 0.1%	0:53
Player Updates	—	11 0.0%	—	—	0.1 0.0%	0:29

Subscription status	<div><div></div><div>Views ↓</div></div>	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	38,602	593.5	0:55
<input type="checkbox"/> Not subscribed	37,342 96.7%	571.4 96.3%	0:55
<input type="checkbox"/> Subscribed	1,260 3.3%	22.1 3.7%	1:03












Top Searches On YouTube:

- 1. Georgia Swarm
- 2. Lyle Thompson
- 3. Georgia Swarm Lacrosse
- 4. Lacrosse Stick Tricks
- 5. Lacrosse Tricks

WHAT WE ACCOMPLISHED – YouTube

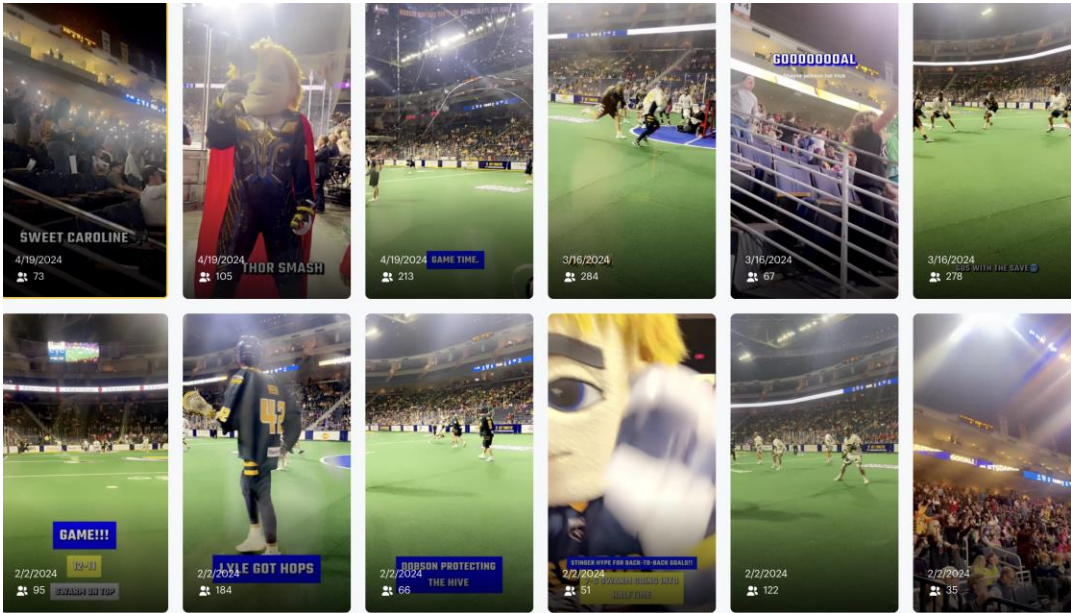


LET'S GO SWARM LENS

 Plays	209,317
 Camera Playtime 	3.6
 Shares	394
 Views	212,090
 Favorites 	22
 Clicks 	3
 Scans 	0

Average Spotlight Video Views 67-533  
Average View Time: 12.7 Seconds  
Unique Viewers Per Watch: 5

Snapchat was only used  
only at home games.  
Interns had ran the  
account and posted  
updates or videos



Money towards a geolocation  
filter for Snapchat users at  
games to use the filter and post  
pictures

WHAT WE ACCOMPLISHED – Snapchat





# Data Analysis

Overall engagement increased by more than 13% compared to last season. The most successful content across platforms were Video Reels and Carousel posts. Facebook, with its indigenous community, showed higher impact for our indigenous-related posts. We observed significant growth on Facebook compared to other platforms. Community events and player engagement were also key factors contributing to our success. Instagram and Facebook Stories reached between 1000-3000 real-time viewers. Organic posts performed well, leading to improved results for ads while spending less money. The highest performance peak occurred in January, whereas February saw lower engagement due to fewer posts while on the road. Playoffs marked the second-best performance period. Top posts featured Lyle Thompson, but we avoided over-saturating our feeds with his content to maintain post quality and viewership. Highlights and engaging content with Lyle and Dobson were particularly successful.





# Audience

## INSTAGRAM

- MALE 25-34 – Top Gender & Age
- 18-24 – Top Age Group By Followers
- Atlanta, New York, Roswell

## FACEBOOK

- MALE 25-34 – Top Gender & Age Group Followers
- 35-44 – Top Age Group
- Atlanta, Cumming, Marietta – Followers
- Atlanta, Hogansburg, Colombo

## TIK TOK

- Male 49.8% Female 50.2%
- 18-24 Top Ages
- Other 87.3%, Atlanta 2.4%, Calgary 1.6%

## YOUTUBE

- 92.1% Male
- 35-64 Top Ages
- Toronto, Atlanta, Montreal, Calgary, Binghamton

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## SNAPCHAT

- Women 18-24
- Top Interests: Gamers, Foodies, Film & TV Fans





# DASH

## THE #1 FAN ACTIVATION PLATFORM

Activated end of March

Began the first activation with a Swarm Team Tunnel Run Out for April 6th Fan Appreciation Game

Activations done through Dash:

- Upgraded Seats
- Members Upgrade
- Team Autograph Ball
- Tunnel Run Out
- Signed & Bid on Jordan MacIntosh Bobblehead
- Marvel Jersey Auction
- Bid on Comic Books
- Andrew Kew's Signed Lacrosse Gloves
- Team Autograph Poster
- Swarm Jersey
- Shipping

Total Net Profit  $\$12,491.5 \times 8\% = \$11,492.18$

Total Giveaway Entries= 1,330



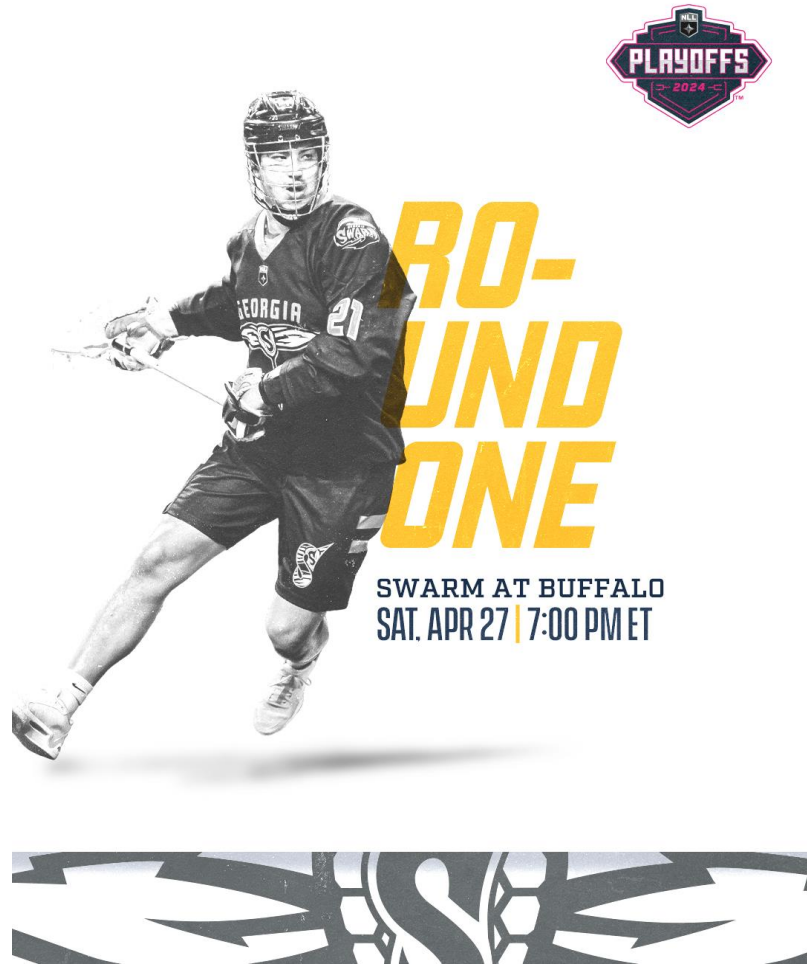
**BID ON A SIGNED  
JORDAN  
MACINTOSH  
BOBBLEHEAD**

POWERED BY **DASH**



A close-up, profile shot of a hockey player wearing a white jersey with a blue and yellow logo on the sleeve and a blue helmet with a black cage. The player is looking down, and the background is a blurred arena with orange and white lights.

# Playoffs Media



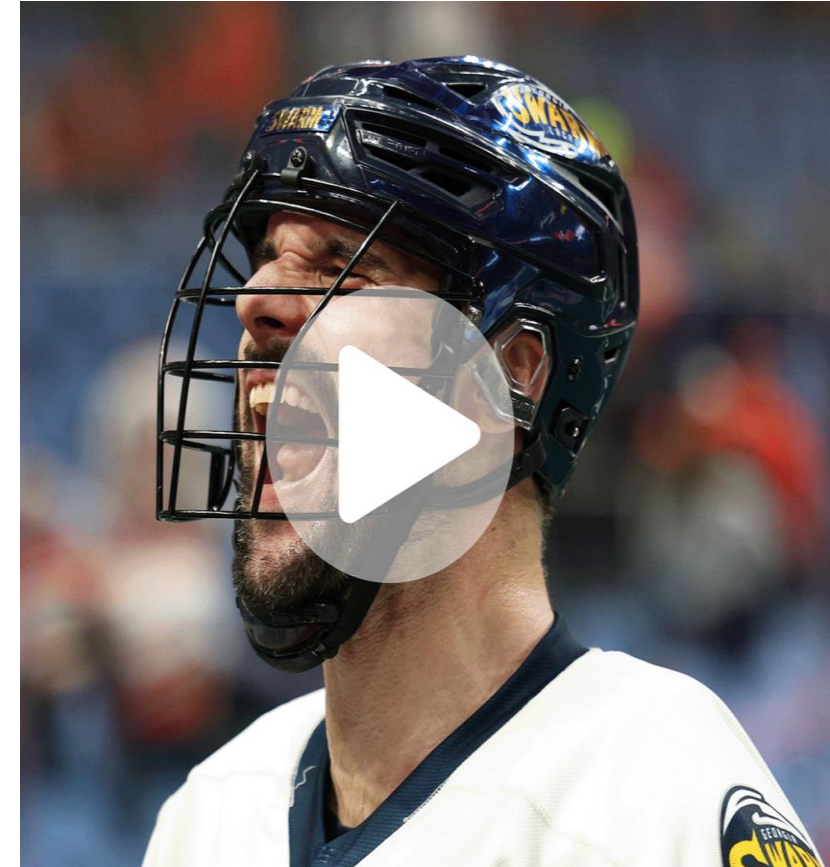
Instagram: 3182 Reached  
Facebook: 3,532 Reached



Facebook: 2861 reached  
Instagram: 2135 reached



## Emails





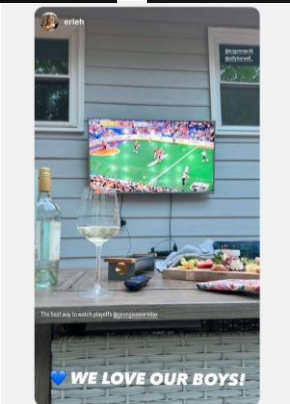
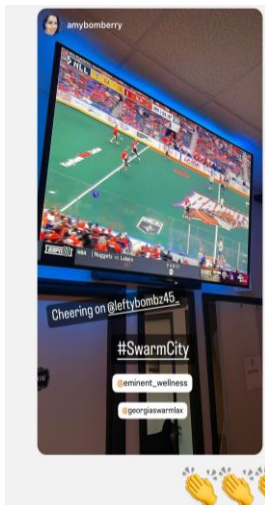
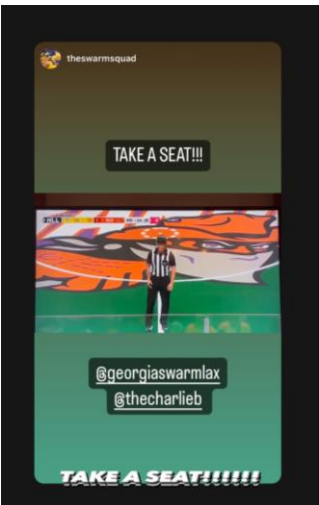


Instagram: 1650 Reached (Lower than typical)  
Facebook: 1578 Reached



Instagram: 2980 Reached  
Facebook: 1568 Reached

# Who Watched



## WIN A TEAM AUTOGRAPHED POSTER

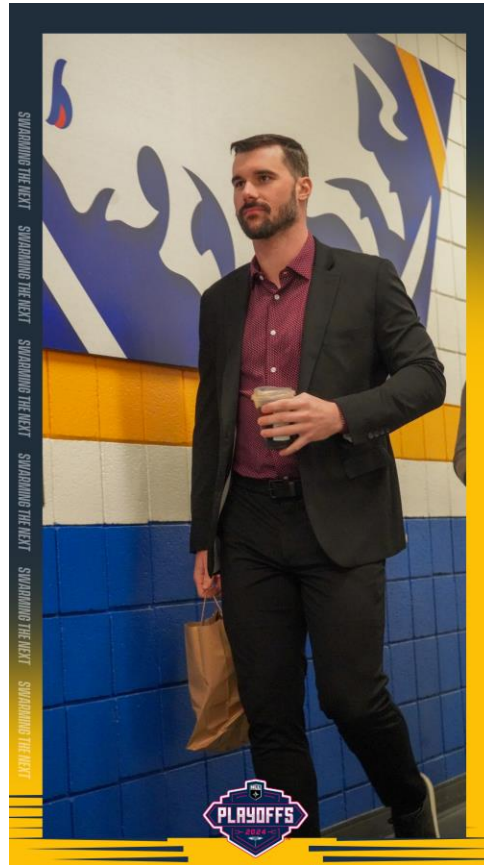


Instagram Story: 1155 Reached  
Facebook Story: 270 Reached

Entries: 78



# Playoff Stories



## More Numbers

### **Tomorrow**

Facebook: 961 reached

Instagram: 2855 reached

### **Job's Not Finished Reel**

Facebook: 1000 reached

Plays: 1120

Instagram: 4744 (Higher)

Plays: 7,073 (2265 replays)

### **Getting Serious**

Facebook: 3847 reached (Higher)

Instagram: 1850 reached

### **Game Day Story**

Facebook: 632 reached (Higher)

Instagram: 1196 reached

### **How to Watch Story**

Facebook: 418 reached

Instagram: 1136

### **Where to Watch Story**

Facebook: 334 Reached

Instagram: 1102 Reached

### **Playoff Mentality Post**

Facebook: 4,785 Reached, 115 interactions (Higher than typical)

Instagram: 2,997 Reached, 566 interactions (Higher than typical)

### **Road to Glory Article**

Facebook: 5,386 Reached

### **Focused**

Facebook: 4,425 reached (Higher)

Instagram: 2,038 reached



If We Won Graphics



A photograph of three lacrosse players in blue and yellow uniforms celebrating on a field. The player on the left is seen from the back, wearing a jersey with the name "KEW" and the number "42". The player in the center is also seen from the back, wearing a jersey with the name "WIEDENMAN" and the number "20". The player on the right is facing the camera, wearing a blue helmet and holding a lacrosse stick. The text "Off Season" is overlaid in the center of the image.

Off Season

# Sponsorship Media

## SPONSOR MEDIA

COST PER POST

FACEBOOK POST	\$700.00
<hr/>	
INSTAGRAM POST	\$310.00
<hr/>	
STORIES	\$55.00
<hr/>	
X (TWITTER)	\$38.00
<hr/>	
YOUTUBE	\$40.00
<hr/>	
TIK TOK	\$900.00
<hr/>	
SNAPCHAT	\$5.00
<hr/>	

Securing a media sponsor can help with:

- Increasing the value of your opportunity
- Attracting new sponsors
- Expanding your reach
- Ticket sales
- Activating other sponsors
- Proving ROI to current sponsors
- Beefing up your fulfillment and wrap up reports

Media sponsors guarantee you a certain level of exposure on specific channels and publications, protecting you against the fickle nature of organic media.

- Typical Post \$100 per 10,000 followers on one media platform
- If engagement is higher on certain post, cost is reflected
- Sponsors may choose how many post and will receive an engagement report on the post.

\*Cost above is based on our following

<https://www.sqwadhq.com/sports-sponsorship-price-calculator-copy/>



# Sponsorship Media

## **What They Could Sponsor**

- Game Week / Day
- Smile Picture
- Celebration Moment Picture
- Player of the Game
- Starting Lineup
- Halftime
- Arrivals/Fit checks
- Post game press conference
- Goal of the game
- Sting Rewind
- Swarm Highlights
- Warmups
- Match Notes

# Sponsorship Media To Avoid

- Avoid sponsors having control of the graphics, videos, or pictures
- Allow us to create collabs with them
- Copy is simple for example presented by: @harrahs or its @harrahs I celebration
- Not all post will have copy or logos. They can just have a logo on a picture or just invite them to collab on socials etc.
- Influencers of our brand not a person



# WHAT'S NEXT?

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Swarm Market Strategy & Brand Guidelines Book

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Swarm Recreation Video "Who Are We"

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Box 101 Updates & Lacrosse Breakdown

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Swarm Experience Updates

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Incorporate Sponsorship Media

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Utilize Dash and Fan Compas Calendar

---

Arena Graphics and LED

---

Redo Game Notes & IDs

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Showcasing Highlights

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Events & Ideas: Buzz at this Bar, Swarming Section, 24-25 House Swarming Party

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Ad Target Better