



Georgia Swarm

2024- 2025

MEDIA/MARKETING SEASON RECAP

SEPT 1, 2024- APRIL 30, 2025





SUMMARY

This report provides a comprehensive analysis of the Georgia Swarm's media presence during the 2024-2025 season. It covers performance metrics across digital platforms, evaluates the effectiveness of content strategies, and examines player-driven media engagement. Marketing initiatives and their reach across various channels are also assessed, offering a full picture of how the team is connecting with its audience.

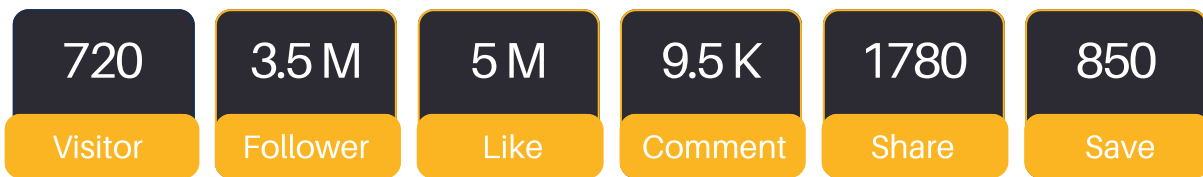
The final section of the report focuses on forward-looking strategies. It outlines actionable recommendations to expand the Swarm's market footprint, particularly within the Atlanta region. Emphasis is placed on increasing brand visibility, strengthening community engagement, and leveraging local partnerships to build a more robust and loyal fanbase.



AUDIENCE ANALYSIS

Summary analysis of the Georgia Swarm Professional Lacrosse Team's media audience for the 2024-2025 season. Data is pulled from Meta Business Suites, Hootsuite, & Google Analytics.

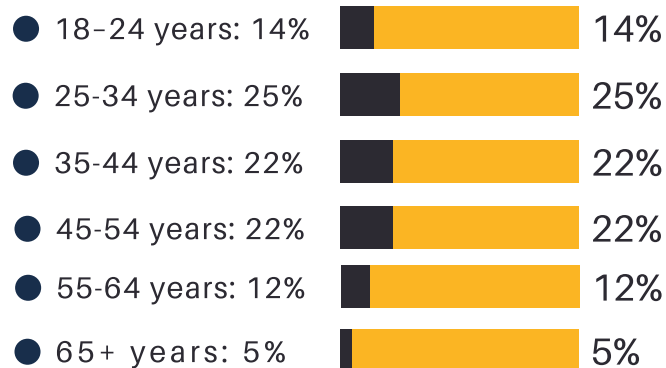
SOCIAL MEDIA PERFORMANCE OVERVIEW



GENDER BREAKDOWN



AGE DISTRIBUTION



MOST ACTIVE

12PM-7PM
Monday most viewership
Tuesday & Thursday most engagement
Sunday's people aren't active until 8pm

TOP CITIES

1. Atlanta, GA
2. Cumming, GA
3. Roswell, GA
4. New York, NY
5. Woodstock
6. Ashburn, VA
7. Lawrenceville, GA
8. Marietta, GA

CONCLUSION

Our audience demographics show a consistent skew across all media platforms, with 60% male and 40% female. While we do not have a specific age group target, we have noticed that individuals aged 25 to 44 are the most engaged, particularly between the hours of 12 PM and 7 PM. We have experienced over a 150% increase in content compared to last year; however, the number of followers has remained relatively stable due to changes in social media algorithms. Our audience predominantly resides in the USA and Canada, with English as the primary language and Spanish as a secondary language. The major lacrosse markets are in Atlanta and New York.



INSTAGRAM

Overview

2.8M

Views

392.3K

Reach

105.7K

Interact

548

Post

73.8K

Visits

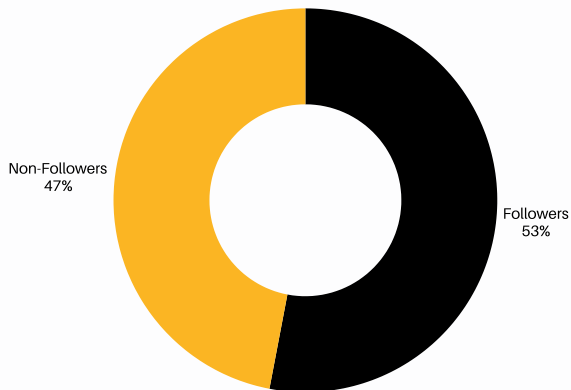
3.3K

Link Clicks

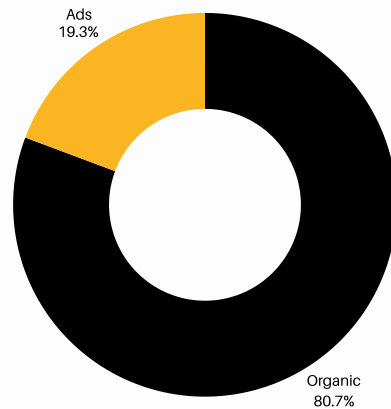
3.6K

Follows

Content Viewed



Content Reach



Profile Reach

1,606,972

Profile Impressions

2,631,203

Posts

103.8K

Interactions

392.3K

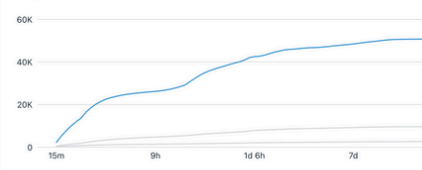
Reach

Overview

Views 52,619 Reach 30,049 Interactions 2,487 Watch time 3d 7h

This reel received more views compared to your recent Instagram reels.

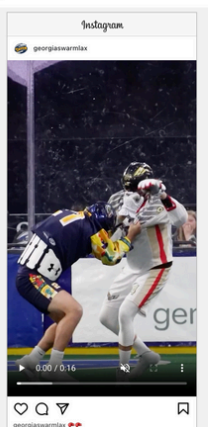
Views 52,619



Followers breakdown

From followers 21% From non-followers 79%

Feed preview

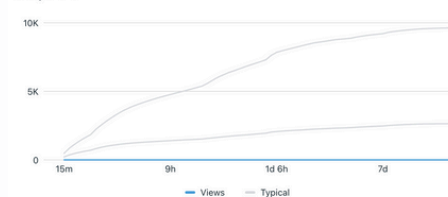


Overview

Views 59,314 Reach 30,818 Interactions 1,752

This post received more views compared to your recent Instagram posts.

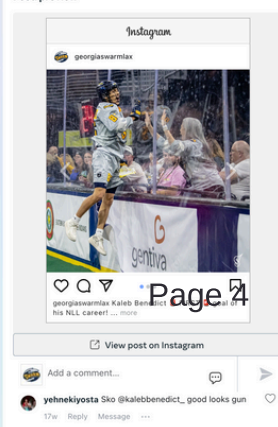
Views 59,314



Followers breakdown

From followers 31% From non-followers 69%

Feed preview





FACEBOOK

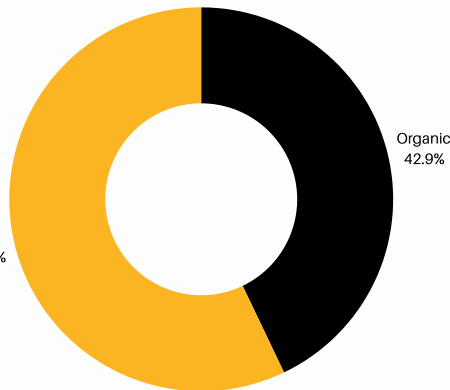
Overview

4.8M	1.6M	57.4K	380	48K	31.9K	1.5K
Views	Reach	Interact	Post	Visits	Link Clicks	Follows

Content Viewed



Content Reach



Profile Reach

4,538,179

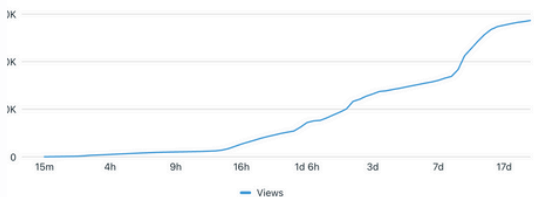
Profile Impressions

6,047,564

Overview

See how this post compares to your last 10 Facebook posts.
[See recent posts](#)

Views	Reach	Watch time	Reactions, comments and...
359,608	260,216	36d	14,217



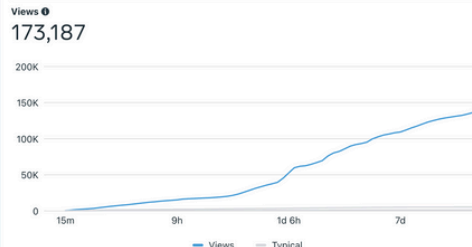
98% non-followers
2% followers



Overview

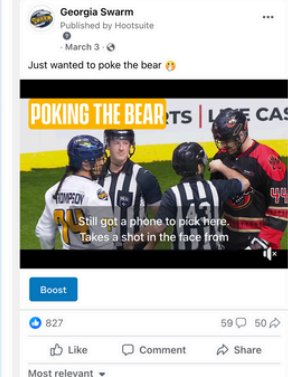
Views	Reach	Interactions	Link clicks
173,187	84,357	957	--

See how this post compares to your last 10 Facebook posts.
[See recent posts](#)



From followers

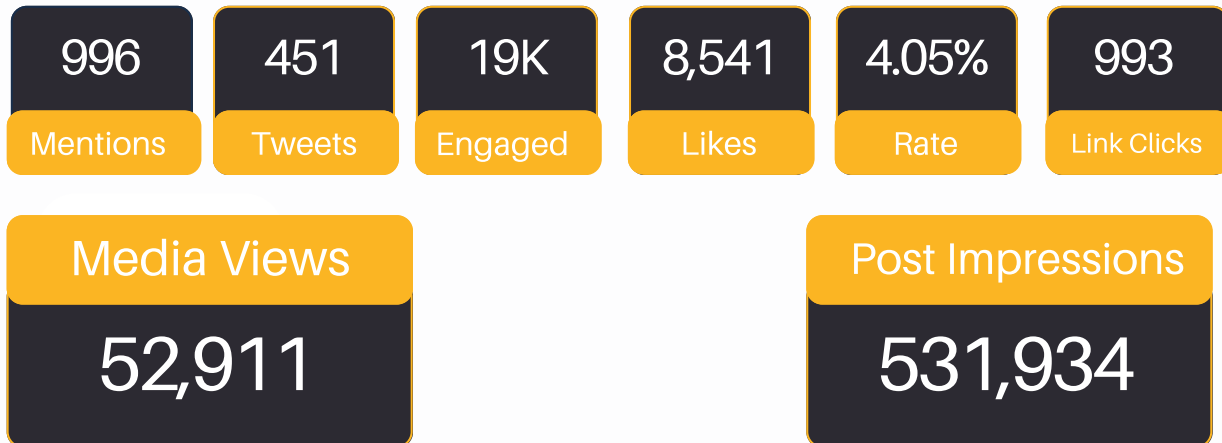
Feed preview





X (AKA TWITTER)

Overview

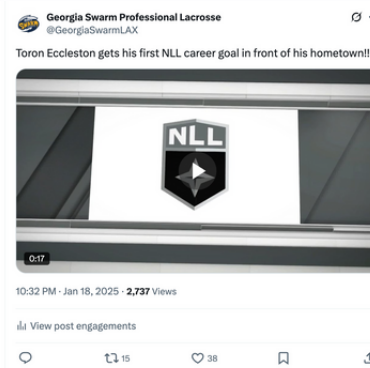


Best Tweets by Impressions

Tweets table									
DATE	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...	% ENG...	
@GeorgiaSwarmLAX Oct 02, 20:15	Get on Shayne's level this season 🤔 https://twitter.com/GeorgiaSwarmLAX/status/1841572671890280926/photo/1	1	1	18	0	13,844	429	3.1%	
@GeorgiaSwarmLAX Sep 03, 00:33	The Georgia Swarm have signed Miles Thompson to a one year agreement.	11	3	90	2	12,702	193	1.52%	
@GeorgiaSwarmLAX Nov 25, 18:04	Meet your 2024-2025 Georgia Swarm!! 🗨️ https://twitter.com/GeorgiaSwarmLAX/status/1861108605111419193/p...	9	4	50	0	10,197	345	3.38%	
@GeorgiaSwarmLAX Jan 18, 22:46	📢 UPDATE 📢 The Georgia Swarm have placed Miles Thompson on the Active Roster from the Injured Reserve List and placed Liam McGrath on the...	2	2	43	2	10,133	124	1.22%	
@GeorgiaSwarmLAX Oct 22, 22:29	Swarm sign back Jeremy Thompson and new comer Joey Cupido to one year agreements.	6	5	49	2	8,769	188	2.14%	
@GeorgiaSwarmLAX Nov 03, 13:42	Huge congratulations to our very own Head Coach Ed Comeau on getting inducted into the Canadian Lacross...	10	5	67	1	7,844	236	3.01%	
@GeorgiaSwarmLAX Nov 01, 00:31	Lyle Thompson makes history being the 28th player score 350 career goals! https://twitter.com/GeorgiaSwarmLAX/status/1861108605111419193/p...	6	2	30	1	7,659	117	1.53%	



Most Reweets





TIK TOK/YOUTUBE

Tik Tok

Video views

8.2K

+413 (5.3%)

Profile views

263

+72 (37.7%)

Likes

557

+126 (29.2%)

Comments

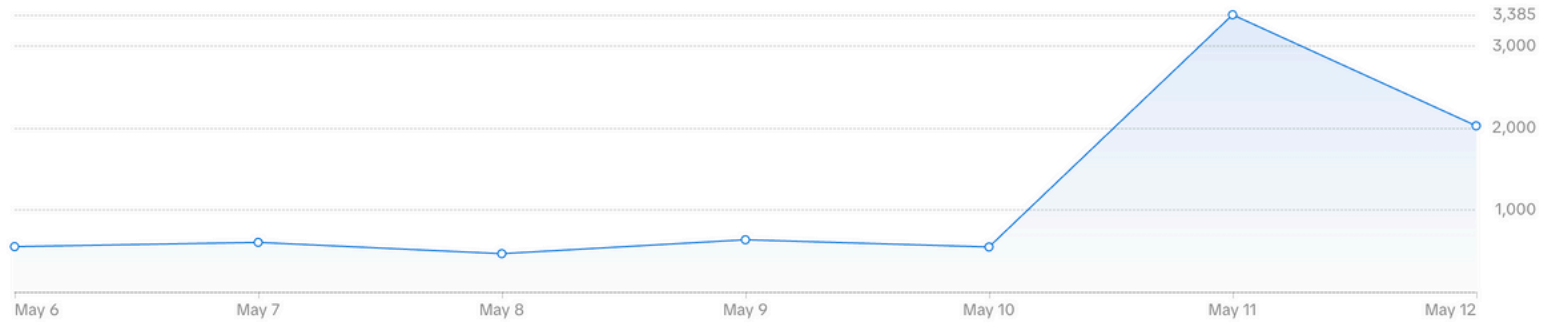
70

-14 (-16.7%)

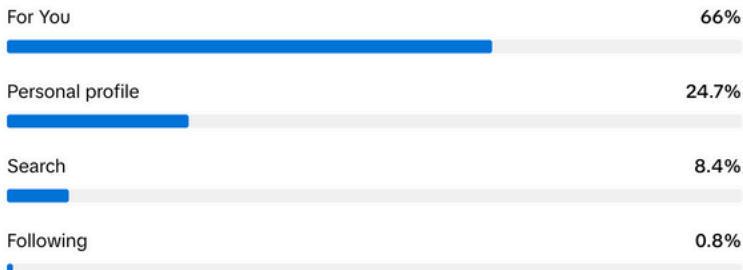
Shares

11

+1 (10.0%)



Traffic source



Search queries



YouTube

Views

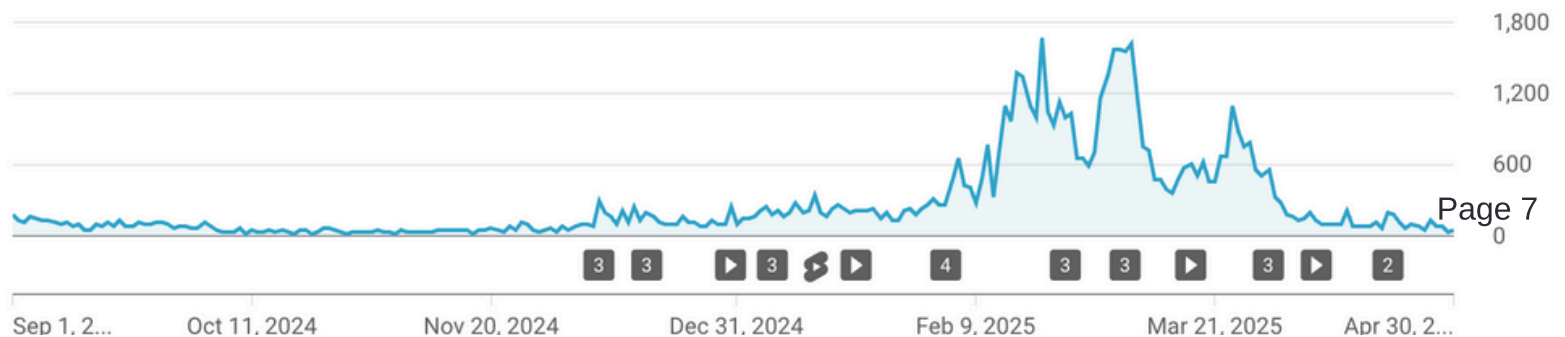
65.3K

Watch time (hours)

823.5

Subscribers

+160





CONTENT PERFORMANCE



This year, the Georgia Swarm saw a significant shift in content strategy, focusing heavily on amplifying carousel posts and evolving the style of our graphics. This approach paid off, as carousel content performed extremely well across platforms, driving higher engagement rates. The introduction of Slate into our workflow made our content creation process more efficient while helping us emphasize our brand colors and overall identity. As a result, our social media accounts looked more cohesive and professional, strengthening our visual presence and making the brand feel more official and recognizable to fans.

We also saw notable improvements in video content performance, particularly through Reel collaborations with the league, which helped boost viewership and exposure. Our content included more highlight plays, which consistently attracted strong engagement. On TikTok, lighter and more interactive videos—such as fun Q&A segments—performed better compared to previous years, showcasing the importance of relatable and entertaining content. Altogether, the combination of strategic content changes, improved visual branding, and expanded video efforts led to measurable growth in our digital reach and fan interaction.

Content Performance

Content Piece	Total View	Conversion Rate
Photo	758,600	46%
Carousel	500,955	29%
Story	612,434	0%
Reel	391,969	25%



CONTENT PERFORMANCE

Instagram



georgiaswarmlax



SLATE

This year, we implemented Slate, which helps tell our brand story. It was easy and useful for creating quick content that effectively communicates our brand. It was particularly beneficial for captioning videos. We hope to use this tool in the next season, as the content appears seamless and professional.

The only improvement we'd like to see in Slate is an upgrade to a version that allows our graphic designer to import Photoshop files, making editing in Slate more convenient. Currently, we don't have the capability to create templates that allow us to swap out logos for other teams.



Telling the Brand Story

Branded Cohesive Text



PLAYER MEDIA

This season, Georgia Swarm players showed varying levels of activity and engagement across their personal media platforms. Lyle Thompson continued to lead with a strong and consistent presence, using his platform to highlight both his on-field performance and off-field advocacy, particularly around Indigenous culture. Posts that included video highlights, behind-the-scenes footage, and personal reflections consistently drove the most engagement.

However, overall player activity was inconsistent, with several athletes maintaining minimal or no presence throughout the season. This limited their visibility and the team's broader media footprint. While a few players posted here or their with building their personal brands, others missed key opportunities to connect with fans and grow their followings. To improve, the team could benefit from encouraging more frequent and authentic content creation, offering basic media support or training, and emphasizing the value of a consistent personal brand in today's sports landscape.



PLAYER MEDIA

GOALTENDER #45 BRETT DOBSON (X & Instagram)

Brett Dobson's Instagram presence reflects a strategic and authentic engagement with the lacrosse community. With over 11,000 followers, his profile highlights his roles as the starting goalie for the Utah Archers (PLL) and Georgia Swarm (NLL), as well as the founder of BD45 Goaltending, emphasizing his commitment to both professional play and mentorship. His content includes game personal, behind-the-scenes glimpses, & fostering a connection with athletes with diabetes. Notably, Dobson's deliberate approach to social media—such as reducing activity during critical game periods—underscores his focus on performance over promotion. While his engagement with NLL-specific media could be expanded, his current digital strategy effectively balances personal branding with professional dedication.

14

Posts

181,035

Views

11,687

Engaged

6.46%

Rate

6.46%

Interaction

\$5,063

Value



THIS SEASON

- 6 out of 9 Instagram post were Swarm related
- Reposted on stories of game days
- Engaged with Teammates
- Instagram value of \$3,760, avg. \$354 per post
- X - Mostly Retweets

LAST SEASON COMPARISON

- 2 out of 3 Instagram post were Swarm related
- Increased social value by \$4,000
- Engagement rate was higher with 11.28%
- 43,171 in 2023-2024 season



PLAYER MEDIA

FORWARD #4 LYLE THOMPSON (*Instagram*)

This season, Lyle Thompson was a strong contributor to the Georgia Swarm's social media presence. He consistently engaged with team content, including regularly participating in "Question of the Day" videos where he brought humor and energy on camera. He was also a great representative during Native Heritage Night, showing support both in person and online. Lyle's willingness to be involved, approachable, and visible helped strengthen the team's image and fan engagement across platforms.

One area Lyle could improve is expanding his in-season content specifically tied to Georgia Swarm branding. While his posts were strong and consistent most were only posted on game days. Increasing fan engagement activations could help strengthen the team's visibility and tie his large personal following more directly to Swarm initiatives and lacrosse teaching focuses.

11	483,278	52,354	10.83%	4.06%	\$17,998
Posts	Views	Engaged	Rate	Interaction	Value

Data from Zoomph



THIS SEASON

- 9 out of 11 post were Swarm related
- Reposted on stories of game days & Junior Swarm
- Engaged with Teammates

LAST SEASON COMPARISON

- 6 more post than last season
- 194,942 more views increase of 170%
- 117% more engagement
- \$6,000 more social value
- 20% Decrease in Engagement Rate



PLAYER MEDIA

FORWARD #4 LYLE THOMPSON MEDIA

IMPROVEMENTS

- Posting Game Day Content before shoot around or day before the game
- Engage more with fans and the NLL in comments
- Show more personal content whether its family, nature, golfing, out shooting lacrosse, etc.
- Video footage
- Wearing Georgia Swarm branded gear in clinic videos/tutorials related to Georgia Swarm
- Consistency - Maintain a regular posting rhythm on stories or post

CONTENT STRATEGY

Educational Series

- Pair teaching with historical facts with lacrosse skills & tutorials (Could do this as a video paid service)

Fan Challenge/Giveaway

- Run a campaign around home games to encourage fans to do something. Like Game Day Fit check to get a signed stick

Unstrung Series

- Highlight plays & Teammates

Example: Unstrung with Lyle Episode 1: Shayne Jackson on Scoring & Sushi

Weekly Series

- Short Reels discussing lacrosse, life lessons, and Indigenous Identity
- "What Lacrosse Taught Me About..."

Game Day Rituals

- Share Instagram Story on what they do before a game day. (Walk around the mall, Starbucks, take a nap, etc.)
- Post Idea: What I eat, Listen To, Think

Host Live Q&A

- Once a week host live Q&A. Best platform would be Tik Tok as he could earn money. But, Instagram/YT too.

CONTINUE

- Authenticity - Showing real moments: locker room shots & walking with son/family
- Cultural Representation - Adding in Indigenous root photos or videos
- Training/Education - Promoting lacrosse camps to reinforce his role as a teacher & ambassador for lacrosse
- Coming to the camera - Improved coming up to the camera and showing personality and true self



PLAYER MEDIA

GOAL TENDER #45 BRETT DOBSON MEDIA

IMPROVEMENTS

- Posting Game Day Content before shoot around or day before the game
- Engage more with fans and the NLL in comments
- Posting just a picture or a carousel with a video or video reels. Engages more with audience
- Show more out in communities and coaching lacrosse in Georgia
- Slow down talking more and use terms that folks know in Georgia
- Consistency - Maintain a regular posting rhythm on stories or post
- Be a bigger advocate for the NLL

CONTENT STRATEGY

Educational Series

- Pair teaching with facts with lacrosse skills & tutorials (Outdoor vs Indoor)

Weekly Series

- Short Reels discussing lacrosse, life lessons, and diabetes
- "Inside the Box" / "Goalie Save Breakdown"

Set Lacrosse Standard

- Working out in the gym
- Film Study
- Recovery Routines
- Food Prep

Game Day Rituals

- Share Instagram Story on what they do before a game day. (Walk around the mall, Starbucks, take a nap, etc.)
- Post Idea: What I eat, Listen To, Think

Host Live Q&A

- Once a week host live Q&A. Best platform would be Tik Tok as he could earn money. But, Instagram/YT too.

CONTINUE

- Community - Being active and showing enthusiasm in the community
- Coming to the camera - Improved coming up to the camera and showing personality and true self



OVERALL PLAYER MEDIA

IMPROVEMENTS

Posting Content

- Not Reposting Game Day Post right before the game.
- Lack of Swarm Content on channels

Communication

- Avoiding Media Communication Upon Request
(We know this as they would like an Instagram post or be online, but wouldn't respond back)

Take Part In Everything

- Turning the other way for questions or just denying content because they think its dumb

NLL Season vs PLL Season

- Be bigger advocates of the NLL. During season I see comments to repost of PLL content. Also, willingness to do PLL Content vs NLL Content.

Wearing Georgia Swarm Branded Gear

- Have a dress requirement that hats and shirts to any appearances, clinics, or something in our lacrosse season needs to be Swarm Apparel. This should be a fine if they don't come equipped. No more TBL or Jays hats to appearances.

Engagement

- Engage more with fans in comments or liking comments or reposting.

GreenFly

- Utilize apps League provides or speak up if need something

CONTINUE

- Authenticity - Showing real moments: locker room shots & walking with son/family
- Cultural Representation - Adding in Indigenous root photos or videos
- Training/Education - Promoting lacrosse camps to reinforce his role as a teacher & ambassador for lacrosse
- Coming to the camera - Improved coming up to the camera and showing personality and true self



WEBSITE REPORT

Content Performance

Active users

141K

New users

139K

Average engagement ti...

56s

Event count

1.5M

MOST VIEW/ACTIVE PAGES

- Home Page
- Schedule
- Team
- Events

ACTIVE USER DEVICE

- Mobile - 66.3%
- Desktop - 32.8%
- Tablet -1%

	City	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
<input checked="" type="checkbox"/>	Total	141,115 100% of total	139,413 100% of total	128,445 100% of total	53.46% Avg 0%	0.91 Avg 0%	56s Avg 0%
<input checked="" type="checkbox"/>	1 Atlanta	25,347 (17.96%)	21,832 (15.66%)	23,568 (18.35%)	55.3%	0.93	50s
	2 (not set)	14,818 (10.5%)	12,791 (9.17%)	7,990 (6.22%)	44.17%	0.54	21s
<input checked="" type="checkbox"/>	3 Ashburn	4,852 (3.44%)	4,404 (3.16%)	1,489 (1.16%)	27.48%	0.31	14s
<input checked="" type="checkbox"/>	4 New York	4,404 (3.12%)	3,547 (2.54%)	3,182 (2.48%)	51.91%	0.72	35s
<input checked="" type="checkbox"/>	5 Lawrenceville	3,693 (2.62%)	3,290 (2.36%)	4,019 (3.13%)	65.79%	1.09	2m 14s
<input checked="" type="checkbox"/>	6 Toronto	3,262 (2.31%)	2,824 (2.03%)	2,873 (2.24%)	63.28%	0.88	56s
<input type="checkbox"/>	7 Ottawa	1,879 (1.33%)	1,679 (1.2%)	1,753 (1.36%)	68.08%	0.93	1m 01s
<input type="checkbox"/>	8 Moses Lake	1,573 (1.11%)	1,575 (1.13%)	207 (0.16%)	13.15%	0.13	2s
<input type="checkbox"/>	9 Suwanee	1,836 (1.3%)	1,502 (1.08%)	3,444 (2.68%)	60.09%	1.88	2m 13s
<input type="checkbox"/>	10 Miami	1,869 (1.32%)	1,422 (1.02%)	1,413 (1.1%)	49.88%	0.76	39s

Data highlighted above shows that those are the only three cities in Georgia that are active/new users that engage with our website. This understanding shows you that we aren't marketing to the right audience. Atlanta Active user journey should be around 25% of our market or higher. Question how can we fix this?



WEBSITE REPORT

<input type="checkbox"/>	6	/tickets/singlegametickets/	9,149 (1.78%)	6,712 (4.76%)	1.36	19s	26,828 (1.74%)
<input checked="" type="checkbox"/>	1	/tickets/memberships/	2,952 (86.49%)	1,966 (86.72%)	1.50	36s	8,477 (85.96%)
<input checked="" type="checkbox"/>	2	/tickets/memberships/777club/	227 (6.65%)	195 (8.6%)	1.16	22s	713 (7.23%)

Out of the top pages on our website. The ticket pages are not one of them this year. Other factors like FEVO, Ticketmaster, and third parties come to play, but this should be a higher conversion page. On that note you can see that on Single Game Tickets people spend about 19 seconds either looking or trying to figure out tickets. Their short attention span needs to purchase tickets right away. Goal next season is how can a consumer do a one shop purchase then jumping through multiple hoops of information.

Second, season memberships did not get much attraction. How can we make this look more enticing with in the 36seconds they view this page?

City	↓ Total users
Totals	17,958
1 Atlanta	6,005
2 Lawrenceville	1,081
3 (not set)	690
4 Suwanee	495
5 Marietta	483
6 Gainesville	421
7 Sandy Springs	377
8 Cumming	372
9 Waleska	368
10 Duluth	351

Data Sampling – 30 Days

Pulling for GA4 the past 30 days which from this report is March 14-May 11 these cities were active users in viewing the Georgia Swarm Media. When looking at this shows that we're lacking in the Atlanta Market especially in the city of Duluth.

First Time Purchasers

Data presents in the last 30 days, first time purchasers which is unique as these cities are very different to the active users. This data provides the possibilities of users who never been to a game and be great to target and explore interest with.

City	↓ First time purchasers
Totals	1,031
1 (not set)	24
2 Acworth	12
3 Alpharetta	6
4 Americus	2
5 Arcade	1
6 Athens	12
7 Atlanta	265
8 Auburn	7
9 Bainbridge	1
10 Belvedere Park	1



ATTENTIVE

Attentive was introduced for the 2024-2025 Georgia Swarm season as a new marketing tool. We implemented this because over 70% of users utilize their mobile devices to purchase tickets and gather information about the Georgia Swarm. We soft-launched our first SMS messaging campaign featuring Theme Nights on October 25th. Additionally, we began offering Game Day tickets through a Fevo offer link for several events.

The majority of sign-ups originated from the Mobile Welcome screen on our website and from email subscribers. In-game sign-ups were successful only during the first few games when we provided a jersey incentive.

For next year, we plan to focus on running ad campaigns for sign-ups, offering Rush ticket giveaways, and enhancing our customer journeys.

Year one with Attentive

Text Subscribes ▼
893

Text Unsubscribes ▼
61

Emails Collected ▼
996

Campaign Messages Sent ▼
17,673

Journeys Messages Sent ▼
2,730

Sign Up Units Performance Jan1 - May 13

Impressions ▼
103,041

Clicks ▼
567

Click-Through Rate ▼
0.55%

Email Subscribes ▼
514

SMS Subscribes ▼
401

Sign-Up Unit	Type	↓ Impressions	Clicks	Click-Through Rate	Email Subscribes	SMS Subscribes	C
Total Jan 1, 2025 - May 13, 2025	-	103,041	567	0.55%	514	401	
MobileFullscreen - Exclusive News	MOBILE	70,992	338	0.48%	402	181	
Desktop Fullscreen - Exclusive News	DESKTOP	29,783	54	0.18%	90	36	
SMS Only Landing Page - Exclusive News (Email Subscribers)	LANDING_PAGE	1,032	34	3.29%	-	23	
Summer Events Sign Up	MOBILE	976	11	1.13%	14	4	
AD give away	LANDING_PAGE	221	123	55.66%	-		



ATTENTIVE

IMPROVEMENTS

Journeys

- Set up more journey's for user to follow

Add Season Members

- Import season members into a welcome journey to be able for them to subscribe and get certain deals

Rush Tickets

- On game day offer student/teacher rush tickets. Have this as an exclusive campaign

Personalize

- Figure out how to make text personalize for example, " Hi Jessica, ever heard of the Swarm?"

Avoid targeting too much

- Be strategic with offer and news. People unsubscribe left and right by sending more than one text a week.

Link URL clicks

- Work with Attentive on how to track link clicks and openings on messaging

Campaign Calendar

- Organize different campaigns and schedule out texts ahead of time.

Birthday SMS

- Create special groups or discounts for birthday or anniversary or lacrosse members.



***CLICK HERE TO
SIGN UP FOR SMS***





DASH AUCTION

CONTINUE

- Ran 32 Dash Activations
- Raised a little over \$25,000 on Dash (does not include Dash Fees)
- Continue to find items fans can get signed or personalized

IMPROVEMENTS

Fulfillment

- Work on how to get orders to be fulfilled and organized

Plan Ahead

- More time we had the more time we could promote and the better it did.

In Game

- How can we utilize Dash more in game as people aren't signing up. Do we use this as the Raffle Drawing or a Silent Auction in Game.

Update Season Members

- Update Season Ticket Holder list in Dash and have interns keep up with it now.

Unique Items

- Creating Unique items or Baskets to giveaway or bid on.

Utilize the ticket option

- Finding a way to utilize the ticket option more.





TRENDS WE ARE SEEING IN 2025

In 2025, media trends are being shaped by AI-generated content, hyper-personalization, and immersive formats like augmented and virtual reality. Streaming platforms are blending social media features, and short-form video continues to dominate. At the same time, there's a noticeable shift in the user journey—brands are focusing less on pushing ticket sales or one-off conversions and more on building long-term engagement through storytelling and value-driven experiences. People want to connect with the brand itself, not just the product, making trust, authenticity, and community central to media strategies.

TRENDS

- **Death of Followers**
- **Video still #1**
- **Consumption overly high**
- **All about the brand image**
- **Carousels Featuring Images and Videos**
- **Fan-Centric Storytelling Over Ticket Sales**
- **Creator & Athlete-Led Media**
- **Live Streams + Real-Time Commerce**
- **Community player appearances**



WHAT'S NEXT?

IMPROVEMENTS

- Continue to add Brand Elements that help people identify who we are as a Brand.
- Targeting the right areas, Marietta became a heavily social area this year, but not Duluth?
- How to get outdoor lacrosse users to know more about the pro team in Georgia
- Work on getting support for other teams in ATL
- Keep building out Slate elements and adding the paid Photoshop element
- Adding WSC & getting rid of Grabyo
- Figuring out how to target younger audiences' interest that needs to be through TikTok
- Media Day training for players
- Figure out tactics to get players more involved in media & community
- Hire help for media day
- A/B Target Ads to make sure we are targeting the right audience
- Invest in other Marketing Tactics in Atlanta to be recognized more
- Target the first-time user market
- Be more informative in advertising
- Fix the website or get a new website - waiting on league
- Create Journeys through Attentive
- Utilize Dash in creative ways.