

Social Media and the NFL

With the increase in the use of phones and tabs, Social TV as a habit is becoming a norm. While a portion of people use it to express their enthusiasm and involvement in the game, there is a large segment that uses social media to keep track of a game as an alternative to watching it on TV. This makes it essential for teams to be active on a variety of social networks.

More than just helping fans stay updated, a social media presence for the teams could even help in increasing ticket sales and encouraging memorabilia purchases.

While a large portion of the content these teams publish can be a reminder of what happened on the field, the crucial factor is to do it all in real-time and be proactive.