SOCIAL MEDIA OVERVIEW

BY THE NUMBERS

3,456,000  Net exposure of impressions generated across Facebook, Twitter, Instagram and LinkedIn
4,771    Current number of Twitter followers
4,397    Number of Twitter followers attained by Buffalo
3,725    Current number of Facebook "likes"
2,378    Current number of LinkedIn members
1,561    Number of Facebook "likes" prior to Buffalo's community management
2,164    Number of Facebook "likes" gained by Buffalo's community management
1,175%  Increase in Twitter followers as STMA social media community managers
1,075    Current number of Instagram followers
354    Current number of LinkedIn followers (Company)
138.62%  Increase in Facebook "likes" as STMA social media community managers

BUFFALO RESPONSIBILITIES

- Community manage @FieldExperts accounts; craft and post original content focused on STMA members and their facilities
- Develop unique graphics for increased social media engagement
- Build editorial calendar with weekly themes dedicated to STMA members, facilities, events, among others
- Integrate paid-promoted component into existing social media campaigns to further engagement, reach and participation from member base and sports turf enthusiasts alike
OVERVIEW

In 2013, Buffalo.Agency (Buffalo) began managing the Sports Turf Managers Association’s (STMA) various social media channels, including: Facebook, Twitter and LinkedIn.

Utilizing a variety of tactics and weekly themes (#MemberOfTheWeek, #TurfTip, #StadiumOfTheWeek, #TurfJob, #GameOfTheWeek, #SportsTurf, #TurfExpert), Buffalo has significantly grown all STMA social media accounts.

The STMA Twitter handle, @FieldExperts, has grown from less than 300 followers to more than 4,770 followers to date. This represents a 1,175% increase. Facebook posts have reached 50,000 users and generated engagement from 3,900 individuals and organizations alike. In January 2015, Buffalo created an STMA Instagram account. Since then, there has been over 400 posts highlighting STMA members and their facilities.

On LinkedIn, Buffalo posts industry insights, turf jobs, news releases and content to drive engagement. Buffalo assumed control of the STMA LinkedIn company page September 1, 2017 and at that time the page contained approximately 240 followers. In one month, Buffalo increased followers by 48%, earning 114 new followers.

Social Media Metrics: As of October 13, 2017

- Twitter: 4,771 followers
- Facebook: 3,725 “likes”
- LinkedIn (Group): 2,378 members
- Instagram: 1,075 followers
- LinkedIn (Company): 354 followers
REPRESENTATIVE TEAM SUPPORT

- FC Dallas
- Georgia Tech (GT)
- Baltimore Orioles
- Columbus Crew SC
- Green Bay Packers
- Charlotte Knights
- Springfield
- New York Red Bulls
- Isotopes
- Greenville Drive
- D.C. United
- San Diego Padres
REPRESENTATIVE MEDIA SUPPORT

ESPN

THE PLAYERS' TRIBUNE

FANSLIED

Sports Illustrated

NBC Sports

The News & Observer

The Washington Post

Forbes
WEEKLY THEMES

Whether it’s a home baseball, football or soccer game, the open line of communication makes sure all interested parties are in the loop and able to assist with the final decision on proceeding with the event or closing the field.

- Eric Fashender

www.stma.org | #TurfTips

Five Questions with STMA’s First Female President
Toniás Silvan on LinkedIn

#GameOfTheWeek is @lsu vs. @UWBadgers at #LambeauField, kicking off tomorrow afternoon. #SportsTurf

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