‘Growing Our Direct Audience’

Jordan Olympic Committee
AGENDA

- JOC’s history on social media
- Determine position (strategic Issues)
- Determine JOC’s position on social networks
- Develop Strategy
- Building the plan
- Content and communications improvements
- Action Grid
- JOC’s Growth 2020-2016
- Audience
- TOKYO 2020 (CASE STUDY)
- Arab Campaign
JOC’s History on Social Media

2012
JOC launch its Social media platforms (Facebook and Twitter)

2017
Launching National strategy for sport

2017
Inspiring Phase on Social Media
Develop content strategy and Communications

Tokyo 2020
Determine position

Strategic issues

- Limited Social Media strategy
- Lack of in-house professional resources
- Need for a long-term content strategy
- Key message absence and lack of spokespeople
- No archive for Jordan Sport

In 2016
(Before launching the first National Strategy for Sport)
Determine JOC’s Position on Social Media networks

**Strengths**
- Olympic logo/brand
- Accessibility
- Sports Events
- JOC’s new strategy
- Athletes willing to support

**Weaknesses**
- Structure
- Resources
- Content
- Communications strategy
- Lack of Professionalisation in national federations

**External origin**
- JOC as a trusted source for sports news
- No competition
- Athletes as high profile JOC/sport ambassadors

**Opportunities**

**Threats**
- Audience satisfaction
- Budget
- Unpopularity of many social media platforms in Jordan.
Develop Strategy

Following the launch of the National Strategy for Sport in 2017, the JOC designed a social media strategy.

**Mission**

To grow JOC’s social media platforms in order for the organisation to directly communicate with a large proportion of the population.

**Vision**

JOCS Social media platforms to be a trusted source of sports news and information, so that sport can play an integral part in the lives of all Jordanians.

**Objectives**

- Raising the JOCS profile through Social media platforms.
- Rebuilding the JOCS’s brand image on Social media in accordance with the National Strategy for Sport
  Expand the reach and engagement across all sections of the Jordanian society.
- Create more awareness about Jordan sports, its athletes and their achievements.
- Encourage ‘buy-in’ by enriching the JOCS’s communication channels by working with the various stakeholders, partners and other entities.
- Create and maintain and archive for Jordan sport.
## Building the plan

### Old Structure
- **team**
  - No Content creator
  - No Videos production
  - No archive system
  - No in-house Designer
- **plans**
  - Covering JOC's events only
- **performance**
  - No clear KPI's

### New Structure
#### Structure
- **team**
  - Digital expert
  - Content creator
  - Designer
  - Production Unit (videography and photography)
- **plans**
  - Content plan
  - Digital communications plan
- **performance**
  - Insights
  - KPIs
  - Recommendations

#### Projects
- **Events**
  - Social Media coverage for all national events.
  - Live coverage (in-house resources)
- **Athletes**
  - Meet our champ
  - Overseas participation
  - Athletes Ranking
  - Interviews
  - Documentaries
- **Campaigns**
  - Engaging calendar
  - online Competitions
  - Sport (Olympic and Non Olympic)
Content and Communications Improvements

**In-House Content**
- Written
- Engaging
- Informative
- Historical

Generate and develop different kind of content to meet our audience satisfactions

**Communications Channels**
- Social Media platforms
- Bloggers and Influencers
- Traditional media
- Athletes

Creating different campaigns to communicate our messages with local, regional and international sport bodies
## Action Grid

<table>
<thead>
<tr>
<th>Action</th>
<th>Who is involved</th>
<th>Tools and Techniques</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>More media coverage (for all national events)</td>
<td>Media team and other parties</td>
<td>• Press release&lt;br&gt;• Video News Releases (VNR)&lt;br&gt;• Archiving&lt;br&gt;• Live coverage</td>
<td></td>
</tr>
<tr>
<td>Projects and campaigns</td>
<td>Media team</td>
<td>• Planning projects on social media for athletes and sports&lt;br&gt;• Launching campaigns to engage with society</td>
<td></td>
</tr>
<tr>
<td>Archiving System</td>
<td>Media Team and IT team</td>
<td>• Creating an online system to archive Jordan’s sporting history&lt;br&gt;• Google drive</td>
<td></td>
</tr>
<tr>
<td>Communications and Content</td>
<td>Media Team</td>
<td>• Creating content for all social media platforms&lt;br&gt;• Develop content to include (designs, Videos, written, etc)</td>
<td></td>
</tr>
</tbody>
</table>
JOC’s Growth
2016 - 2020

Followers
- 2016: 1M
- 2017: 1M
- 2018: 1M
- 2019: 1M
- 2020: 1M

Reach
- 2016: 80M
- 2017: 80M
- 2018: 80M
- 2019: 80M
- 2020: 80M

Engagement
- 2016: 1M
- 2017: 1M
- 2018: 1M
- 2019: 1M
- 2020: 1M

Video views
- 2016: 7M
- 2017: 7M
- 2018: 7M
- 2019: 7M
- 2020: 7M
The percentage of female participation on our social Media platforms before 2016 was %18, so we made it a priority to target this important segment of society with specially tailored content.

The percentage of females participating in sport has increased since 2017 because many of the projects have targeted Jordanian women and girls to get involved.

The growing number of 34-25 year-olds getting involved meets our mission to encourage more parents to participate in sport so that their children will also then take part.

We have targeted females of all ages through Facebook and online campaigns, and secondly we have also targeted parents to encourage their children to embrace sport into their lives.
TOKYO 2020

JOC launched a campaign for team Jordan at the Olympic Games that went through three phases to promote our participation in Tokyo2020.

#SupportOurOlympians

**Pre- Games**
- Tourism campaigns
- Meet our Olympians (full profile)
- Where they are (camps maps)
- Training and preparations
- Countdown design to Tokyo
- 100 Olympic fact

**During Games**
- Live coverage on social media
- Interviews with athletes pre ad post competition
- Daily schedule
- Daily highlights
- Arab campaign
- Information about Tokyo (Building connections)

**Post-Games**
- Live coverage events (Airport, honorary events)
- PR campaign (Athletes profile post Tokyo on Social Media)
- Legacy Website
- Wikipedia
## Pre-Games
- Tourism campaigns
- Meet our Olympians (full profile)
- Where they are (maps)
- Training and preparations
- Countdown design to Tokyo
- 100 Olympic Fact

## During Games
- Live coverage on social media
- Interviews with athletes pre-ad
- Daily schedule
- Daily highlights
- Arab campaign
- Information about Tokyo (Building connections)

## Post-Games
- Live coverage events (Airport, honorary events)
- PR campaign (Athletes profile)
- Post Tokyo on Social Media
- Legacy Website
- Wikipedia
# Tokyo insights
from June to September 2020

<table>
<thead>
<tr>
<th><strong>Unique Posts</strong></th>
<th><strong>157</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Reach</td>
<td>8.5M</td>
</tr>
<tr>
<td>Organic Reach</td>
<td>4.3M</td>
</tr>
<tr>
<td>Impressions</td>
<td>17.3M</td>
</tr>
<tr>
<td>Video Views</td>
<td>2.9M</td>
</tr>
<tr>
<td>Organic Video Views</td>
<td>1.6M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Engagements</strong></th>
<th><strong>2.7M</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reaction</td>
<td>528K</td>
</tr>
<tr>
<td>Share</td>
<td>27K</td>
</tr>
<tr>
<td>Comments</td>
<td>39K</td>
</tr>
<tr>
<td>Link clicks</td>
<td>37K</td>
</tr>
<tr>
<td>Other Clicks</td>
<td>2M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Total Story reach</strong></th>
<th><strong>2.2M</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>spend</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

( Including Arab Campaign )
With Arab in the Olympics
Communicate our messages with Arab NOCs

Boosting to reach the maximum number of Arab communities

Posts
17 post

Total Reach
5.5M
Organic Reach 2.7M

Engagements
1M
Thank you.

“You are the champ campaign”

“Arab Campaign video”