



Social Media

'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



Determine position

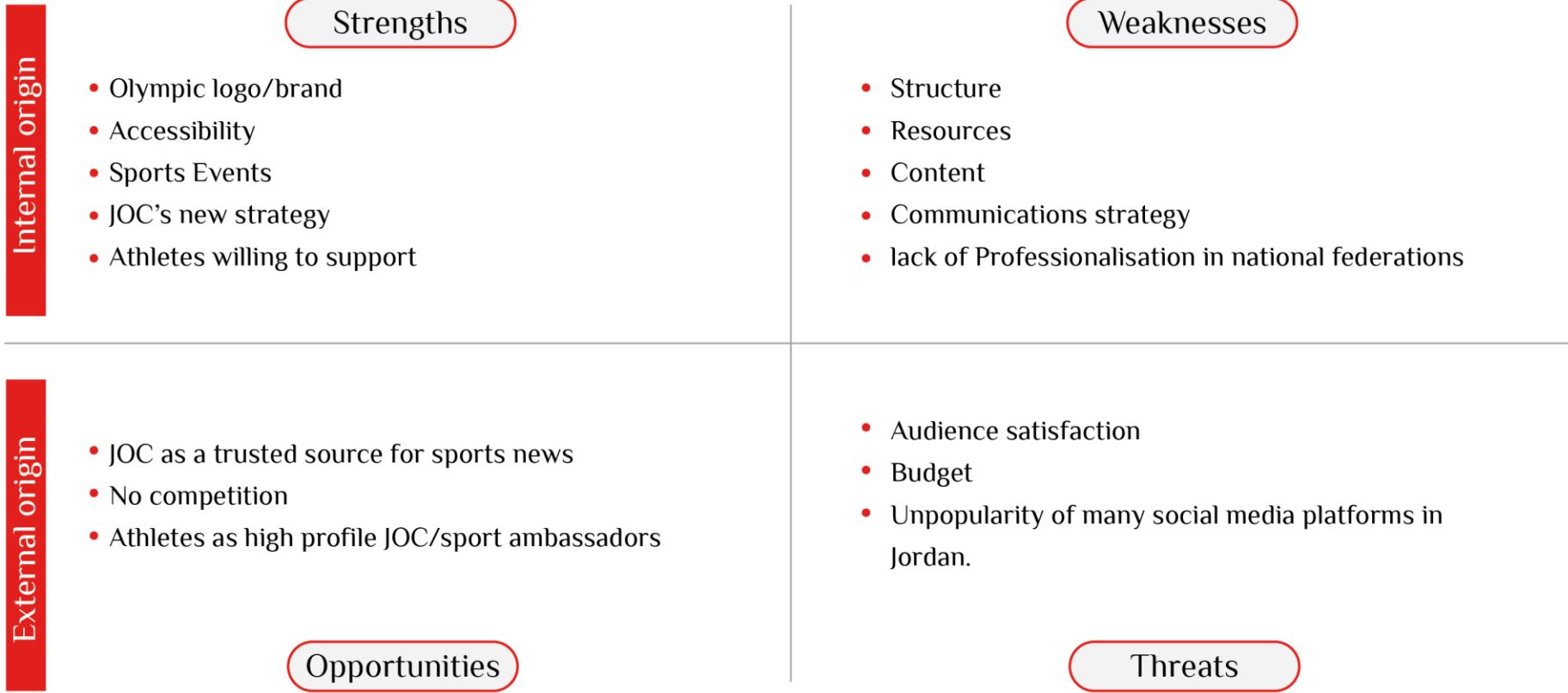
Strategic issues

In 2016
(Before launching the first National Strategy for Sport)

- 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

Determine JOC's Position

on Social Media networks



Develop Strategy

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

Mission

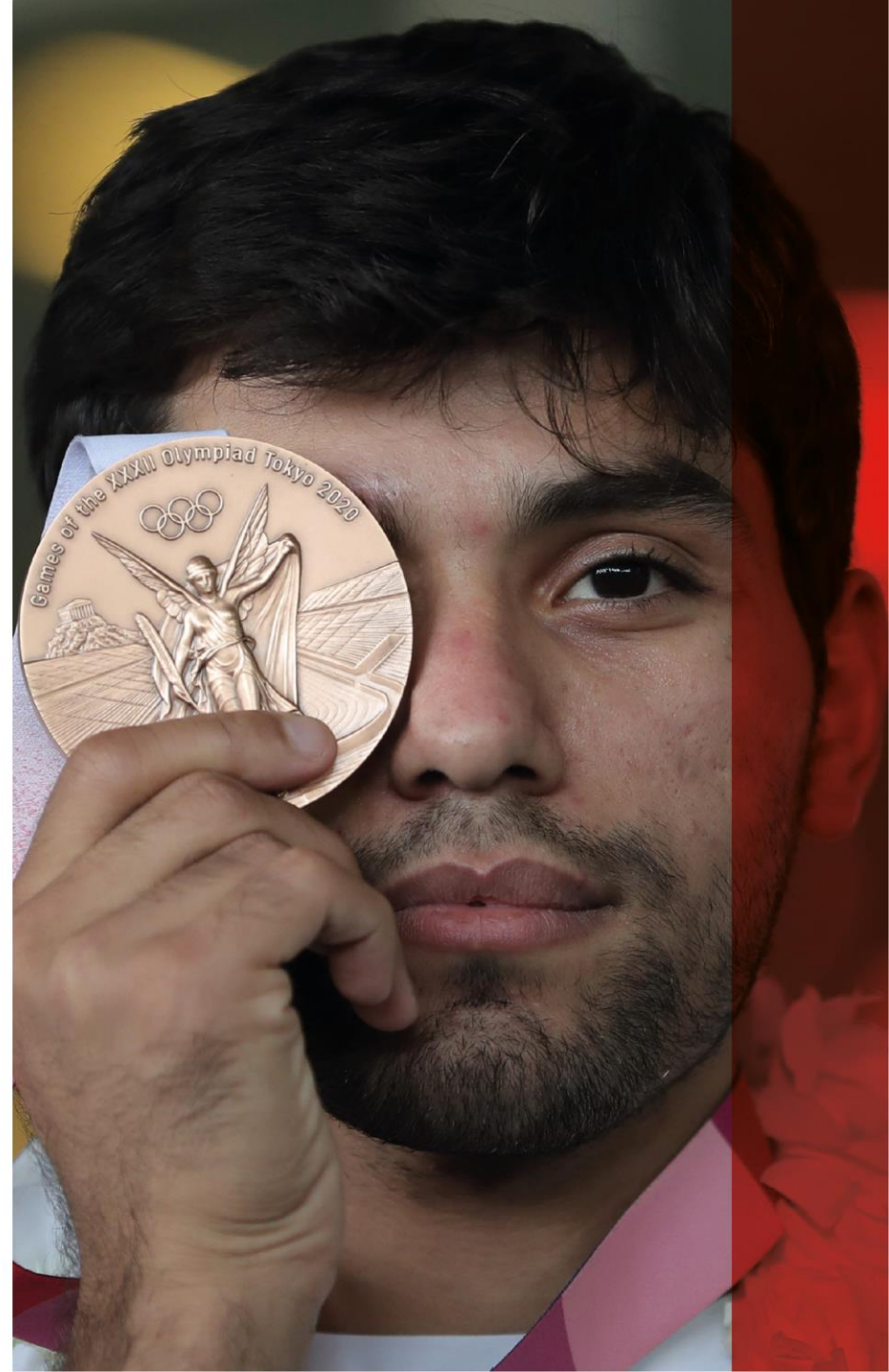
To grow JOC's social media platforms in order for the organisation to directly communicate with a large proportion of the population.

Vision

JOC's 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 JOC's profile through Social media platforms.
- Rebuilding the JOC'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 JOC'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

Action	Who is involved	Tools and Techniques
More media coverage (for all national events)	Media team and other parties	<ul style="list-style-type: none"> • Press release • Video News Releases (VNR) • Archiving • Live coverage
Projects and campaigns	Media team	<ul style="list-style-type: none"> • Planning projects on social media for athletes and sports • Launching campaigns to engage with society
Archiving System	Media Team and IT team	<ul style="list-style-type: none"> • Creating an online system to archive Jordan's sporting history • Google drive
Communications and Content	Media Team	<ul style="list-style-type: none"> • Creating content for all social media platforms • Develop content to include (designs, Videos, written..etc)

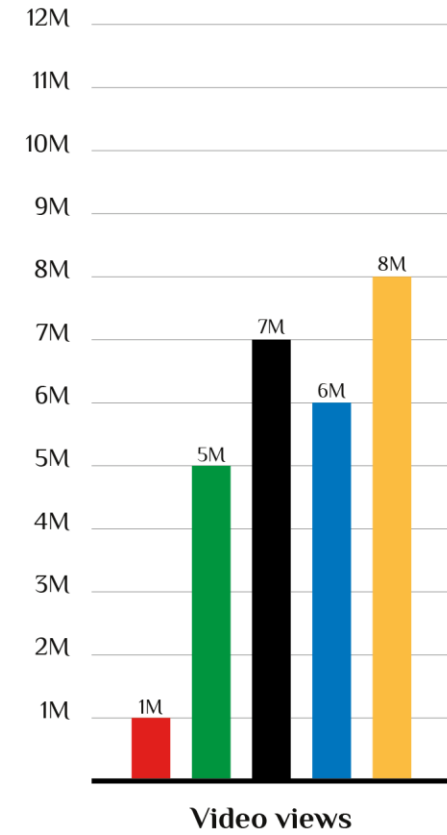
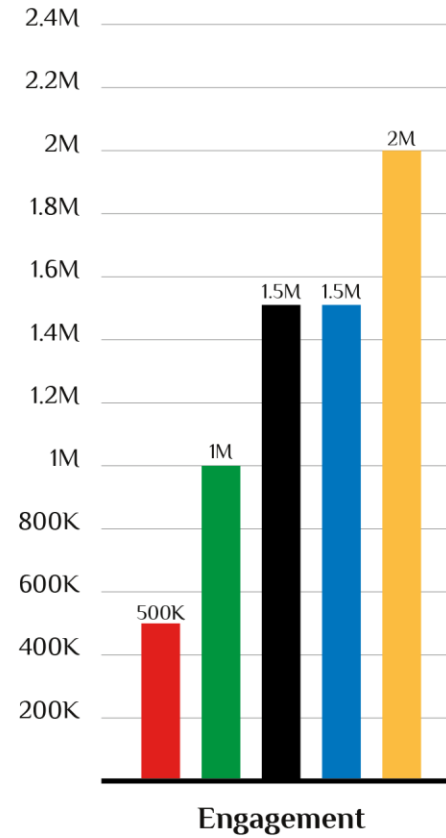
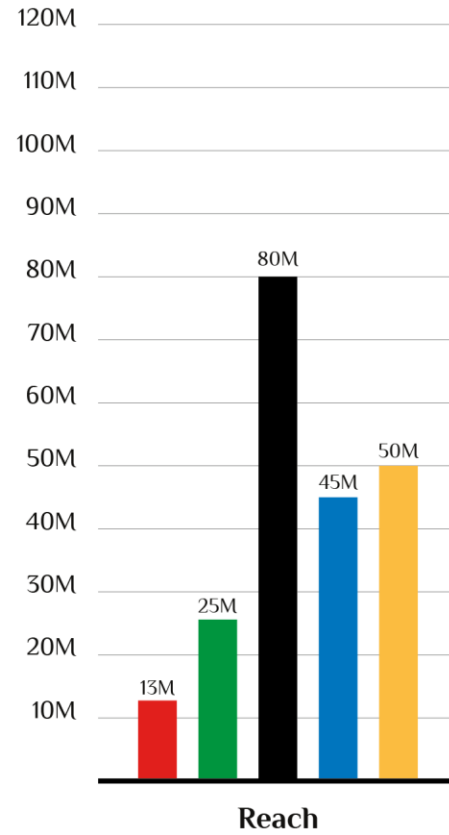
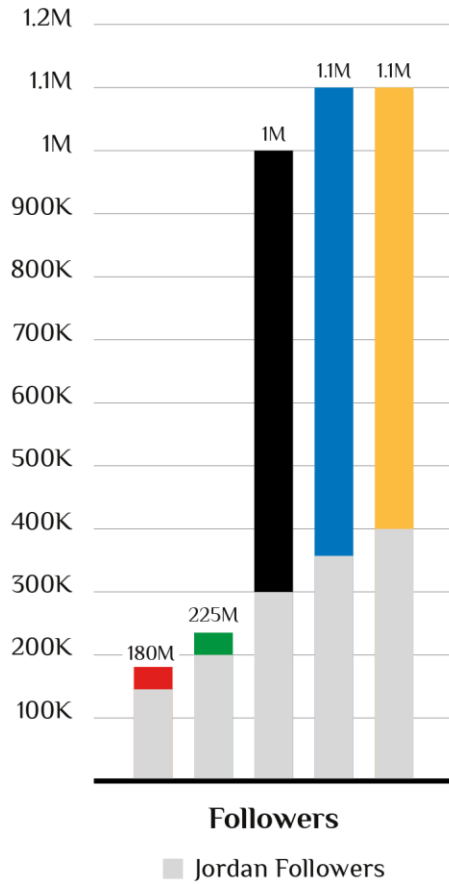
Examples



JOC's Growth

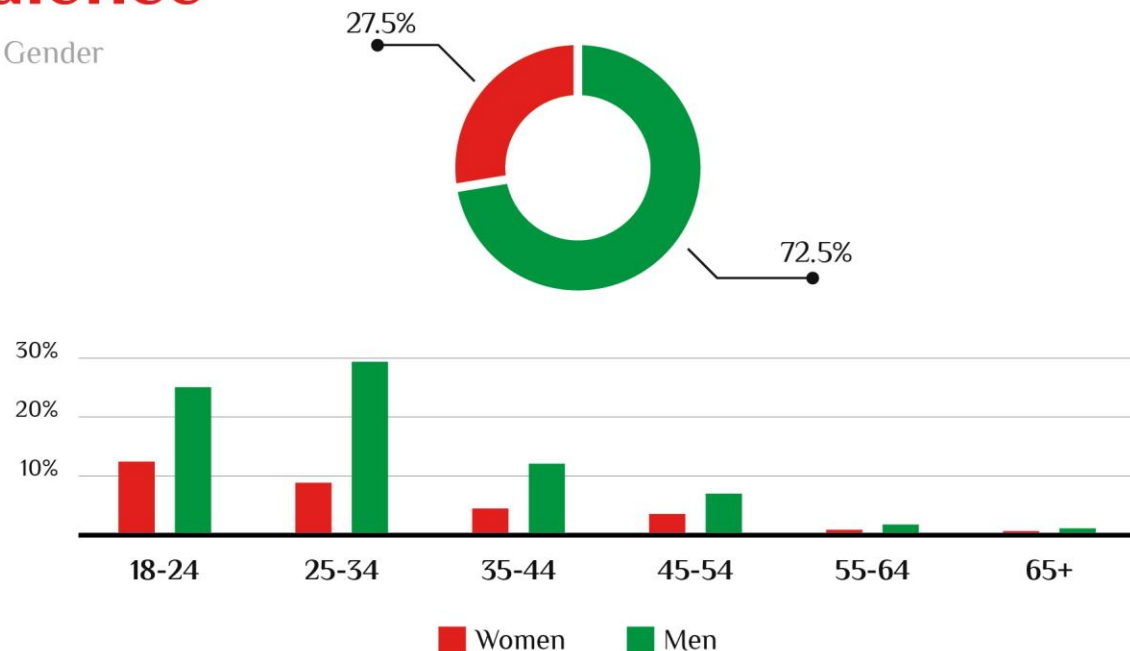
2016 - 2020



2016 2017 2018 2019 2020

Audience

Age and Gender



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 and post competition
- Daily schedule
- Daily highlights
- Arab campaign
- Information about Tokyo (Building connections)

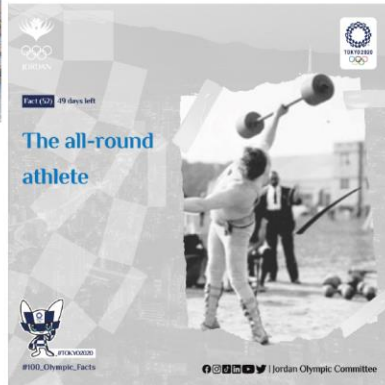
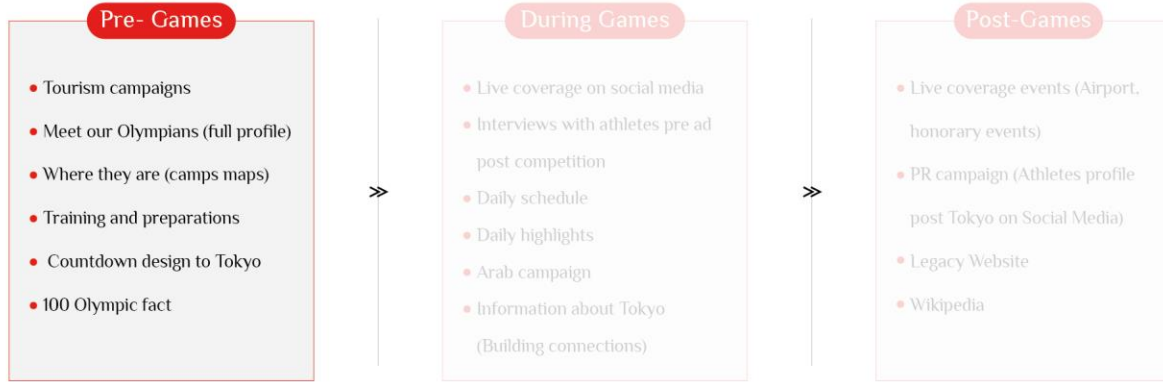
Post-Games

- Live coverage events (Airport, honorary events)
- PR campaign (Athletes profile post Tokyo on Social Media)
- Legacy Website
- Wikipedia



TOKYO 2020

#SupportOurOlympians



TOKYO 2020

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جدول منافسات الفرق الأردني
المنافسات الأولمبية الصيفية - طوكيو 2020
الاحد 29 تموز 2021

الوقت	الغناء	الرياضة	اللاعب
12:51 مساءً	10:00 صباحاً	الملاكمة - وزن تحت 83 كجم	عبد القاسم
02:27 مساءً	10:00 صباحاً	الملاكمة - وزن تحت 81 كجم	عبد الهادي
03:00 مساءً	10:00 صباحاً	الرفع أثقال - 105 كجم	اسماء الوريع



TOKYO 2020

#SupportOurOlympians



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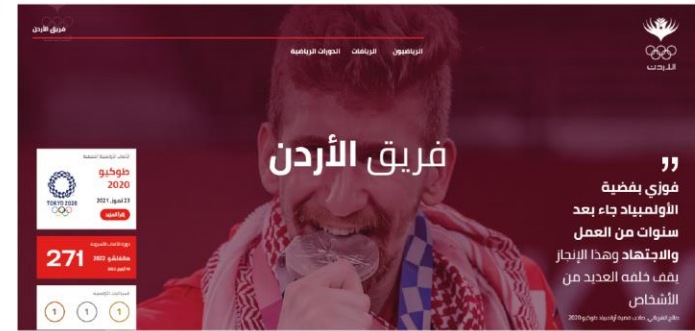
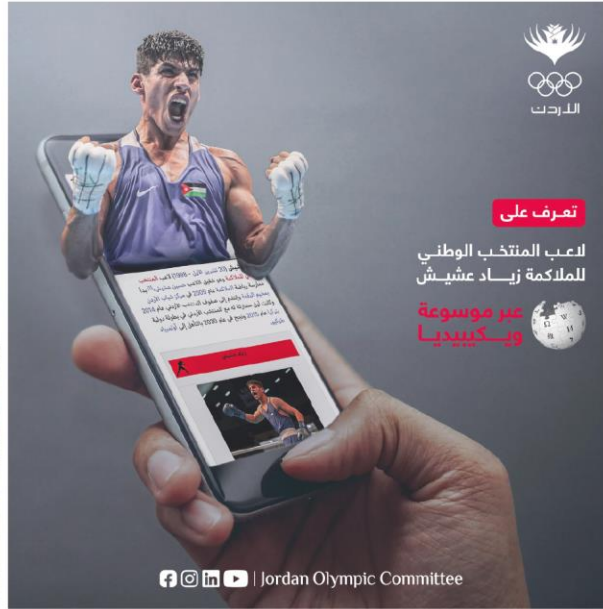
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Jordan Olympic Committee اللجنة الأولمبية الأردنية was live.
★ Favorites · August 10 ·

البطل المتوج بالميدالية البرونزية في منافسات الكرايتيه بأولمبياد طوكيو ٢٠٢٠ ، عبدالرحمن المصاطفة يصل إلى أرض الوطن برفقة البعثة الأردنية التي شاركت في الأولمبياد.



Tokyo insights

from June to September 2020

Unique Posts **157**

Total Reach

8.5M

Organic Reach 4.3M

Impressions

17.3M

Video Views

2.9M

Organic Video Views 1.6M

spend

\$5,000 (Including Arab Campaign)

Engagements

2.7M

Reaction 528K

Share 27K

Comments 39K

Link clicks 37K

Other Clicks 2M

Unique Stories **234**

Total Story reach

2.2M



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”