

# ANOC Digital Accelerator Program



Paris 2024 Summer Olympic Games



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### SECTION 1

# 01 THE PURPOSE OF THIS DOCUMENT



Paris 2024 is set to be a bigger and better Games than ever including being the first to achieve full gender parity.

## 10,000

ATHLETES

## 206

NOCs

## 32

SPORTS (28 RETURNING + 4 NEW)

## 329

EVENTS

As the Summer Olympic Games takes place every 4 years – with the exception of the unprecedented Tokyo 2020 being behind closed doors – Paris 2024 presents an incredible opportunity for NOCs to capitalise on the global stage.

Throughout this document, we present a variety of considerations, recommendations and tactics that aim to take your social media content to the next level.

#### WE AIM TO ANSWER 3 KEY QUESTIONS:

1. How can you maximize social media impact before, during, and after Paris 2024?
2. What industry lessons can enhance social media strategies for Paris 2024?
3. What can be learnt from NOC social media performance at Tokyo 2020 that can be applied to Paris 2024 social media strategies and tactics?

All our considerations, recommendations and tactics will be developed using:

#### 1. ANOC DIGITAL DASHBOARD

to analyse NOC social media performance during Tokyo 2020

#### 2. INDUSTRY EXPERTS

to draw on knowledge from our supporting Research, Content & Creative agency Redtorch, who have over 15 years' experience delivering global social media strategies and campaigns for some of the biggest International Olympic Federations (IFs)

## The Importance of Social Media

Social media has become a crucial tool for NOCs to maximise their presence and impact during major events like the Olympic Games. Why?

### Short-term Benefits

The quick, easy wins where impact can be seen immediately with little resource.

#### PROMOTION & AWARENESS:

- Social media platforms provide NOCs a global stage.
- NOCs can promote national pride, athletes, and teams.
- Strategic leveraging of social media channels increases awareness.
- Generates excitement and support from followers.

#### ENGAGEMENT WITH FANS:

- Social media enables direct interaction.
- Fosters community and loyalty.
- Engaging content deepens connection with fans.
- Examples include behind-the-scenes glimpses, Q&A sessions, and fan polls.

#### REAL-TIME UPDATES & ATHLETE SUCCESSES:

- Social media facilitates real-time updates.
- Highlights athletes' performances and achievements.
- Keeps audiences informed and engaged throughout the event.

#### STORYTELLING:

- Social media offers a powerful storytelling platform.
- Allows NOCs to share compelling narratives.
- Narratives focus on athletes' journeys, struggles, and triumphs.
- Crafting authentic/emotive stories captivates audiences and inspires support for athletes.

#### CELEBRATION & REFLECTION:

- Social media provides a space for celebration and reflection.
- NOCs can celebrate athletes' achievements and milestones.
- Reflect on performances and experiences.
- Sharing celebratory moments and heartfelt messages conveys pride and gratitude to athletes and supporters alike.

### Long-term Benefits

These might initially take a bit more time and thought to achieve but have a greater impact in the long term.

#### INTERACTION/BUILDING OF RELATIONSHIPS WITH ATHLETES:

- Social media enables direct communication between NOCs and athletes.
- Collaboration on content creation and sharing personal insights.
- Engagement with fans together.
- Nurturing these relationships amplifies athlete voices and strengthens bonds with the audience.

#### LEGACY-BUILDING:

- Social media provides an opportunity for NOCs to leave a lasting legacy.
- Documenting journey, sharing memorable moments, and engaging with future generations.
- Inspires continued interest and participation in sports.
- Fosters a legacy of excellence and inspiration.

#### TO SUMMARISE:

Social media serves as a dynamic and essential tool for NOCs to promote their participation in the Games, engage with fans, celebrate achievements, and leave a tangible legacy. By effectively harnessing the power of social media, NOCs can maximise their impact and influence on a global scale.

## Adapting to Resource Levels: a Global Perspective

We understand the varying levels and capabilities of resource, time and knowledge among our 206 NOCs. As a result, we will present a variety of considerations, recommendations and tactics tailored to the specific levels of NOC capability.

This is established using following methodology:

#### LOWER TIER NOC =

# <10K

#### FOLLOWERS

#### MEDIUM TIER NOC =

# 10K – 99K

#### FOLLOWERS

#### TOP TIER NOC =

# 100K

#### FOLLOWERS

These tiers are based on the number of followers across Facebook, Instagram, X/Twitter, YouTube and TikTok

The above methodology is a guide to help you plan resourcing, ultimately you know your NOC best and how ambitious you can be based on your capabilities.

Once you've establish your NOC tier, you need to:

Define clear objectives

- what do you want to achieve from your social media content?
- what do your audience want from you?

Conduct a realistic review of your social media channels

- based on your resource/capabilities, what social media channels do you have time to run, which channels help to achieve your set objectives and what channels are your target audience on?

### DEFINING CLEAR SOCIAL MEDIA OBJECTIVES

Before creating any content, you need to define some social media objectives. Put simply, what do you want your social media to achieve?

SMART (Specific/Measurable/Attainable/Relevant/Timely) is a great framework to help create your social media objectives.



Ensure your objectives fit within these 5 categories so they are clear and achievable.

Possible objectives could be created around wanting to improve:

- awareness
- growth
- engagement
- conversions

It's important to understand and answer a few key areas when defining your objectives. Below are 3 key areas to consider, supported by some questions you and your team can answer to give yourselves a better understanding and ensure you are on the same page.

**1 ASSESS CURRENT STATE:**

- evaluate your current social media presence, including platforms used/ audience demographics/ engagement levels
- questions to ask yourself:
  - what is the primary purpose of our NOC’s presence on social media during Paris 2024? e.g.
    - we want to promote/celebrate our athletes & their achievements
    - we want to connect with our community
    - we want more people to know about our NOC
    - we want to monetise our followers post-games
  - what resources do we need to execute our social media strategies effectively? e.g.
    - do we have a set budget to deliver our social media content?
    - how many people are in our team and what skills do they have?
    - what digital tools can we access to help in content creation and posting?
    - do we have any partners we could lean on to help with our social media?

**2 UNDERSTAND AUDIENCE:**

- gain insights into the interests/preferences/ behaviours of your target audience on social media platforms
- questions to ask yourself:
  - who is our target audience on social media, what do they like, and what do they want from our content?
  - which social media channels do our target audience use most and which will best help us achieve our objectives?
  - what content themes/formats do our target audience like that will help achieve our objectives?
  - when are they active on social media? Are there certain times in the day/days of the week that they are easier to access?

**3 ALIGN WITH OVERALL OBJECTIVES:**

- ensure your social media objectives align with any broader business aims your NOC might have regarding participation in the Games and strategic priorities
- questions to ask yourself:
  - how do our social media objectives contribute to the overall success of our participation in the Games?
  - what specific social media outcomes do we want to achieve during Paris 2024?

You can then set some clear, measurable, achievable social media objectives using the SMART framework. An example could be:

**“By the conclusion of the Paris 2024 Olympics, achieve a 25% increase in the National Olympic Committee’s total social media followers compared to pre-Olympics levels, through consistent daily posting of engaging content across all relevant platforms.”**

**MAXIMISE YOUR CHANNELS**

We understand that the majority of NOCs will not be launching new channels ahead of Paris 2024. However, once you have created your objectives, it is important to use social media channels correctly to maximise your content performance.

Outlined below are the key social media platforms and the objectives they can specifically help tackle.

We have also suggested what ‘resource requirements’ (low, medium, high) each platform would need – how much time it would take to get the best out of the channel.

**FACEBOOK:**

- Audience Reach: Large, diverse user base for broad outreach.
- Engagement: Facilitates interaction through comments, likes, shares.
- Resource Requirements: Low.

**X/TWITTER:**

- Real-time Updates: Fast-paced for real-time news during the Games.
- Conversation: Enables participation in discussions and prompt responses.
- Resource Requirements: Low.

**INSTAGRAM:**

- Visual Storytelling: Emphasizes visual content for compelling stories.
- Engagement: Various interactive features to encourage participation.
- Resource Requirements: Medium.

**YOUTUBE:**

- Video Content: Powerful for sharing longer-form videos.
- Audience Engagement: Builds a dedicated subscriber base.
- Resource Requirements: High.

**YOUTUBE SHORTS:**

- Short-form Video: Platform for bite-sized, attention-grabbing content.
- Resource Requirements: High.

**TIKTOK:**

- Youth Engagement: Popular among younger audiences.
- Creativity: Encourages innovative content.
- Resource Requirements: High.

**LINKEDIN:**

- Professional Networking: Connects with stakeholders and showcases achievements.
- Thought Leadership: Shares industry insights and updates.
- Resource Requirements: Medium.

**SNAPCHAT:**

- Youth Engagement: Engages younger demographics.
- Behind-the-scenes Content: Ideal for exclusive updates.
- Resource Requirements: High.

**NOC WEBSITES:**

- Information Hub: Centralized hub for comprehensive info.
- Branding & Identity: Showcases brand and values.
- Engagement & Conversion: Facilitates interaction and loyalty.
- Resource Requirements: Medium.

**WHATSAPP CHANNELS:**

- Direct Communication: Personal communication channel.
- Resource Requirements: Low.

When reviewing channels and content output, be realistic about what is achievable depending on your resourcing and capabilities.

Whichever of the level you are in, we suggest using the following number of channels:

**LOWER TIER NOC =**  
**1-2 CHANNELS**

**MEDIUM TIER NOC =**  
**3-4 CHANNELS**

**TOP TIER NOC =**  
**5+ CHANNELS**

## SECTION 2

# 02 PRE-PARIS 2024: BUILDING A STRONG FOUNDATION

A strong social media foundation is integral to maximising the impact and success of your NOC's participation in the Olympic Games. It affects everything from engagement to financial backing and operational effectiveness.



Social media platforms enable you to connect directly with fans and followers, enhance visibility, and maintain interest in athletes and events leading up to the Games.

Posting by NOCs significantly increases prior to any Games, particularly in the 5 days before the Opening Ceremony, where the number of posts increased by 20% each day on average. It's the optimum time to produce best-performing content that includes building emotive athlete stories with strong narratives and creating a 'togetherness' through national pride by launching national Olympic campaigns.

By engaging audiences pre, during and post-Paris 2024, NOCs can also ensure ongoing support and enthusiasm for future competitions.

This chapter offers support on how to develop a comprehensive content strategy and build an engaged community on social media.

## Developing a Comprehensive Content Strategy

Given the magnitude of opportunities that come with any Olympics, it's essential to have a clear and structured content strategy pre-Paris 2024 that engages with your community and ensures the alignment of everyone within your NOC.

This includes:

### GOAL SETTING

To establish clear objectives for NOCs that guide all subsequent content-related activities during the Games. These should align with broader organisational goals outside of Games time and provide a focus for content creation.



### 1. AUDIENCE RESEARCH

To learn about those who follow you or might be interested in your content to understand your audience's preferences, behaviours and demographics, e.g. age, location. Such information helps create content that resonates and engages more effectively with them and suggests the best times to post. It's about knowing your audience so you can better connect with them and meet their needs – Insight pages on social media can help.

### 2. CONTENT AUDIT

To identify in a simple way what types of content have previously performed well and what need to be improved. It's worth identifying any current trends, e.g. a song/meme, in the build-up to Paris 2024 for additional engagement.

### 3. CONTENT PLANNING & IDEATION

To create new content plans through pre-Games planning, think about what you want to post on social media and what might engage your audience. Looking back at content you have previously posted is a good place to start. What are others posting and what can be replicated?

### 4. CONTENT CREATION & DISTRIBUTION

To create engaging/relevant content – anything from a quick tweet or Instagram photo to a longer video on YouTube. It's key to produce something your followers will find interesting/ informative/entertaining before you share/post on your audience's various preferred social media platforms. Planning a variety of content is also important including short-form videos, long-form videos, static imagery and carousels.

### 5. SEO (SEARCH ENGINE OPTIMISATION) STRATEGY

To help you improve content discoverability (and therefore online visibility) through search engines – increasing traffic and leading to more exposure through the optimization of website/ social media content.

### 6. CONTENT PROMOTION – PAID, PRESS ATHLETES

To extend your reach by promoting content on these channels through paid ads, press releases and endorsements by athletes/influencers. Using reliable sources or personalities (e.g. athletes) increases the credibility/appeal of content. Paid promotion can be highly targeted and helps reach specific segments of your audience more effectively.

### 7. MEASUREMENT & ANALYTICS

To track performance against goals by measuring/ analysing your content. This will inform future content creation while helping evaluate return on investment for content activities – enabling better decision-making about resource allocation.

## Building an Engaged Community

Building an engaged community during Paris 2024 and beyond is crucial for any NOC so you leverage the power of social media and achieve a wide range of strategic objectives – from enhancing athlete support to promoting the Olympic movement worldwide.

### 1 WORKING TOWARDS A COMMON CAUSE

You can build an engaged community by promoting national pride/unity and celebrating the outstanding achievements/performances of your athletes.

### 2 BENEFITTING THE COMMUNITY

Many NOCs share behind-the-scenes content, interviews and live event coverage, offering entertainment/enjoyment to followers with enthusiasm for Olympic sports. Posting exclusive content that gives insights into the lives/challenges/triumphs of athletes brings your audience closer to their favourite stars.

### 3 CONTENT IDEAS TO HELP BUILD COMMUNITY

**Contests & Giveaways:** enhance participation through contests/giveaways/exclusive content with athletes.

**Interactive posts:** use polls, quizzes and questions to engage your audience directly. These types of posts encourage participation and can supply valuable feedback. Stories can be a great tool for generating interactions while not posting directly to your feed.

**UGC (User Generated Content):** encourage your community members to share their photos/stories/videos that you can then repost. UGC showcases authentic material and makes members feel valued/part of the community.

**Live streams:** host live sessions on platforms like Facebook, Instagram or YouTube to drive real-time interaction with your audience. Live Q&A sessions & interviews with athletes can draw high involvement.

**'Hype'/campaign launch videos:** a well-produced campaign launch video will evoke national pride among your audience. Videos let you tell compelling stories about athletes, including their struggles/triumphs/personal journeys. These stories humanise the athletes, making them more relatable to the audience.

**Use patriotism to your advantage:** including national symbols/local landscapes/cultural references in your content to enhance a sense of local identity and pride, further bonding the community.

**Build relationships between fans & athletes:** create a closer relationship between your audience and athletes to generate national pride/engagement with your content pre-Paris 2024, e.g. organise meet-ups between athletes and fans, broadcast live interviews or personalised videos created by athletes thanking fans for their support.

## Leveraging Existing Platforms & Partnerships

As well as building an engaged community, you can also leverage the platforms/partnerships that already exist. Collaborating with partners and athletes on content is important for efficiency and relationship building.

## How to Engage With & Give Back to Partners

You can use social media to engage with and give back to your partners, e.g. sponsors/media/ educational institutions/athletes, in various impactful ways.

**Highlighting partnerships:** feature your partners on social media on a regular basis, highlighting how these collaborations contribute to sports development/ athlete support – increasing visibility for partners as well as demonstrating the value of the partnership to your audience.

**Co-branded/collaborated content:** create/share content that includes both you and your partner’s branding, e.g. videos/infographics/articles that discuss the partnership’s impact. Some platforms even let you collaborate directly with a partner so content is visible on both parties’ channels.

**Engagement campaigns:** develop content that encourages interaction from followers, perhaps involving contests/giveaways sponsored by partners – increasing engagement while providing value to both audience and partners.

**Content featuring athletes:** share content that features athletes talking about their training/ competitions/personal stories that link back to how partners support these journeys, e.g. training tips/ nutritional advice/gear and apparel.

Impact reports: share visuals/short reports on outcomes/impacts of various initiatives supported by partners, e.g. community outreach/athlete scholarship programmes/ development of sports facilities.

## How to Engage With & Give Back to Athletes

**Athlete spotlights:** feature athletes regularly on social media channels as they tell their stories to build an emotional connection between audience and athletes pre-Paris 2024, e.g. through profiles/interviews/training day routines/achievements – highlighting their hard work/ successes.

**Educational content:** create valuable content that can aid athletes in their careers, e.g. through tips on nutrition/mental health/training techniques/ media training.




**Support during & post-competition:** use social media (within the IOC rules) to provide invaluable support for athletes during competition, e.g. by sharing updates/behind-the-scenes content/ words of encouragement from fans – continuing this support post-competition is crucial through championing their performances/looking ahead to their next competition.

**UGC:** encourage athletes to share their own content so it can be reposted on your channels. Encourage athletes to tag your channels and even collaborate where possible.

## Resource Considerations: Optimising Strategies When Resources Are Limited

Even with limited resources, you can still optimise your social media strategies by focusing on efficient practices that maximise impact without requiring extensive investment. Here are some practical ways you can achieve this:

**Leverage free tools:** use free/low-cost social media management and artificial intelligence tools such as Hootsuite, ChatGPT or Later to help with content creation, manage multiple accounts and track engagement.

TOOL	USE	AVAILABILITY
ChatGPT 	<ul style="list-style-type: none"> <li>writing copy/ newsletters</li> <li>athlete information database</li> <li>language translation</li> <li>content ideas</li> <li>draft a simple content calendar</li> </ul>	<ul style="list-style-type: none"> <li>used in 152 countries</li> <li>notable countries not included: China, Cuba, Kazakhstan, Ukraine, Tonga</li> </ul>
Hootsuite 	<ul style="list-style-type: none"> <li>social media management</li> <li>content scheduling</li> <li>analytics &amp; reporting</li> <li>social media monitoring</li> </ul>	<ul style="list-style-type: none"> <li>used in 200+ countries/ territories</li> </ul>
Later 	<ul style="list-style-type: none"> <li>content management</li> <li>use Linkin.bio</li> <li>hashtag suggestions &amp; management</li> <li>media library &amp; organisation</li> <li>built-in AI tools</li> </ul>	<ul style="list-style-type: none"> <li>used in countries without social media restrictions</li> </ul>

**Focus on high-impact platforms:** identify where your audiences are most active and concentrate efforts on these rather than maintaining a presence on every platform. Similarly, if you’re using paid ads, use your resources to push content that has already resonated well with the audience, rather than push low-performing content.

**Curate & repurpose content:** curate relevant content from athletes/partners/other related entities or repurpose existing content across different platforms instead of always creating new content.

**Engage volunteers & interns:** engage volunteers/ interns who are looking for experience in digital marketing/sports management for a cost-effective way to support social media efforts, e.g. by offering onboarding & training sessions, giving them meaningful responsibilities and career development opportunities, organising social events.

Community-driven content: encourage your community to contribute content – UGC provides authentic material to share and increases community engagement/loyalty.

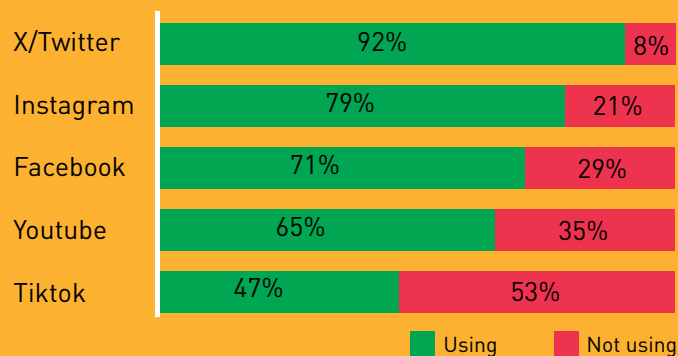
**Leverage partner collaborations:** collaborate with sponsors/media partners/other stakeholders to cross-promote content – expanding reach to new audiences/ leveraging existing relationships without significant financial outlay, e.g. a paid partnership between Australia’s NOC and ASICS.

[Example here](#)

SECTION 3

# 3 DURING THE PARIS 2024 OLYMPIC GAMES

## NOC PLATFORM USAGE



Before we dive into recommendations/tactics for Paris 2024, however, it's extremely important to start by reviewing all IOC guidelines. They were created to enable athletes/accredited individuals to share their experiences at the Games while protecting the rights of IOC media rightsholders.

There are 2 sets of guidelines:

1. for athletes
2. for accredited individuals

### ATHLETES

They are a key avenue of support for you in content creation/achieving objectives. Establish athlete relationships early on in your planning; communicate guidelines with athletes to ensure they know what they can/can't post (especially as there have been updates since Tokyo 2020).

[Full guidelines here](#)

[Athlete social media FAQ's here](#)

### ACCREDITED INDIVIDUALS

NOCs fall under 'accredited individuals' so the guidelines below apply directly to your social media output. Clarity is essential to ensure full use is made of your capabilities while adhering to the guidelines and avoiding any possible conflict with the IOC.

Accredited individuals also refer to others, e.g. coaches & support staff/media personnel/ IOC members & staff/volunteers.

[Full guidelines here](#)

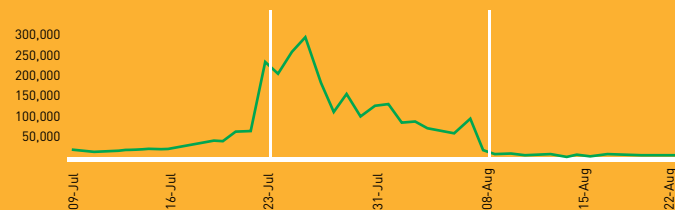
[Accredited individuals social media FAQ's here](#)

### BOOSTING CONTENT DURING GAMES TIME

Games Time is when your content gets the greatest results. - This chapter (3) highlights how to maximise your content during Paris 2024.

When reviewing NOC Tokyo 2020 data via the ANOC Digital Dashboard, we saw that most NOC audience growth came in the first 5 days of the Games when interest and excitement are at their peak.

### INSTAGRAM GROWTH BY DAY



What does this tell us? Games Time is when your content is likely to perform best. It's when fans/athletes are most engaged, so this period must be a key focus for content creation/ output.

Note that Facebook has the largest potential audience for most NOCs, whereas Instagram and TikTok present the best opportunity for growth. Consider these facts when choosing what channels should receive most resources.

Almost every NOC uses Facebook but are on other platforms much less.

## ATHLETE SUPPORT

### 1. Cyber Abuse Protection

For the 2024 Olympic Games the IOC have launched a Cyber Abuse Protection service that uses AI to help identify and respond efficiently to online abuse directed towards athletes.

This service will identify, analyse and provide protection to all competing athletes, entourage members and technical officials.

[Further information and FAQ's here](#)

### 2. Mindful Social Media Learning Course

The IOC have created this course to help athletes become more aware of the negative affects social media may be having on their mental health. It offers a range of strategies that encourage mindful use of social media and provides further information on where to go for support.

[Further information and FAQ's here](#)

## REAL-TIME CONTENT & STORYTELLING

We touched on recommendations (see chapter 2) that would help build a strong foundation to support your social media ambitions. Here, it's about producing real-time content/storytelling to fully engage your community.

When planning Games Time content, there are 4 key content themes to guide you in the storylines you tell.

1. Campaign
2. Planned Content
3. Anticipated Content
4. Reactive Content

### 1. Campaign

A Paris 2024 campaign refers to an approach centred around a specific theme (e.g. national pride), message (e.g. support your athletes/country) or goal (e.g. establish long-term relationships with your athletes). It involves developing a narrative/concept that guides the creation/distribution of content across various channels.

**Example:** for Paris 2024, you might launch a campaign focused on highlighting athlete journeys – celebrating their achievements/rallying support from fans under the theme "Unleash the Spirit of [country name]."

### 2. Planned Content

Content that can be scheduled/prepared/created in advance of publication dates.

Characteristics: planned content is carefully curated/researched/developed to align with the overall goals/themes of your campaign/content strategy. It may include blog posts/pre-recorded videos/graphics, etc.

**Example:** as part of your social media strategy for Paris 2024, planned content could include athlete profiles/ event schedules/behind-the-scenes videos/inspirational quotes scheduled for release throughout the Games.

### THINGS TO THINK ABOUT ...

When planning tactics under the categories mentioned above, always ask yourselves the following questions:

### 3. Anticipated Content

Content that cannot be created in advance as it depends on real-time events/ developments/ circumstances. During Paris 2024, you will be well-informed about the competition format/potential outcomes and need to think proactively/plan for various possibilities.

**Example:** while preparing for Paris 2024, anticipate certain key moments, e.g. medal wins/record-breaking performances/emotional victories. Plan content ideas/templates to save time and still post in a timely manner as events unfold.

### 4. Reactive Content

Content created in response to real-time events/trends/ unexpected moments during the Games.

**Example:** if your athlete unexpectedly wins gold/ achieves a remarkable feat during Paris 2024, you can react directly or repackage a trending topic/subject in popular culture that fits with your content (e.g. a trending song).

[Guidelines on the use of Paris 2024 marks and footage by NOCs](#)

[Guideline FAQ's on the use of Paris 2024 marks and footage by NOCs](#)





- what specific actions/outcomes do we hope to achieve with this content?
- how can we create a connection with our audience through authentic storytelling/relatable experiences?
- how does this content contribute to our overall campaign/content strategy?
- which content formats (e.g. images/videos/stories) are most suitable for conveying our message/engaging our audience?
- are there specific features/functionalities of social media platforms that we can leverage to enhance the effectiveness of our content (e.g. hashtags/polls/live streams)?
- what emotion(s) do we want this content to spark?
- is the content timely/relevant to current events/trends/conversations around Paris 2024?
- are there opportunities to capitalise on trending topics/viral moments to increase engagement/reach?
- what insights can we gain from the data to inform future content planning/strategy adjustments?

By creating content under the 4 categories and by answering these questions, you can guarantee your content includes a mix of format/storylines/emotions.


## ENGAGING WITH YOUR COMMUNITY


A key lever to make content go further is working with your community – from athletes/fans to broadcasters/influencers. They all have different ways of supporting you, as you have in supporting them.


By engaging with athletes/fans/broadcasters/influencers, you can tap into their networks/ expertise/influence to enhance your social media presence/reach/impact during Paris 2024.

### ATHLETES

Engaging with athletes is a powerful way to amplify your social media presence/connect with your audience on a more personal level.

 **Content Collaboration:** collaborate with athletes to co-create content that provides unique insights into their training routines/motivations/behind-the-scenes moments, e.g. athletes tagging you in their Facebook/Instagram Stories/Q&A sessions/live streams.

 **Highlighting Achievements:** celebrate the achievements/milestones of your athletes on social media. Share highlights from their performances/victories/personal stories to inspire/engage your audience. They are more like to share on their own channels if you focus on individuals – which gets your content seen by a wider audience. Always be mindful of the IOC Guidelines when sharing their posts, as athletes have more flexibility in the restrictions than accredited individuals.

 **Building Personal Brands:** support athletes in building their personal brands by promoting their social media profiles/sharing their content/amplifying their message. This benefits not only the athletes but enhances your reputation as a supportive/ collaborative organisation.

The best way to get athletes on board with sharing content is to make it very clear how it benefits them and give them the tools they need. They need to see that creating content doesn't need to use huge amounts of time and effort. This could be done through running a workshop (online or in person) or creating and distributing a how-to guide.

## FANS

Engaging with fans is essential if you want to foster a sense of community/loyalty/advocacy.

**UGC:** encourage fans to share their experiences/photos/videos related to you and to Paris 2024. Feature UGC on social media channels to showcase the diverse perspectives/voices within your fan community.

**Interactive campaigns:** encouraging fans to participate/engage with your content, e.g. contests/quizzes/polls/hashtag challenges that foster creativity/interaction.

**Recognition & appreciation:** strengthen the bond between you and your supporters by acknowledging their support/responding to their comments/recognising their contributions to your community.

## BROADCASTERS

Collaborating with broadcasters can extend the content you have access to through pre-agreed partnerships.

**Cross-promotion:** partner with broadcasters to cross-promote their content/coverage of Paris 2024. Share highlights/interviews/exclusive content produced by broadcasters on your social media channels.

**Example:** Team GB partnered with Eurosport at Tokyo 2020 when they partnered with Eurosport to share Olympic footage on their own channels. [This achieved 8.4m video views.](#)

**Guest Appearances:** arrange for your representatives/athletes/officials to make guest appearances on broadcaster platforms for interviews/panel discussions/commentary. This provides valuable exposure/insights into your activities/perspectives.

## INFLUENCERS

Partnering with influencers can amplify your message/reach new audiences that might be interested in Paris 2024.

**Brand Partnerships:** identify influencers whose values/audiences align with your brand/objectives. Collaborate with them on sponsored content/endorsements/ambassadorships to reach their followers/leverage their influence.

This is a great tactic to identify local influencers who your audience will affiliate with, who may not be high cost, or who may be looking for new projects to amplify their following/work experience.

**Content Co-creation:** work with influencers to co-create content that resonates with their audience while promoting your message/initiatives, e.g. sponsored posts/product placements/influencer-led campaigns.

Involving potential partners in your community can make a huge difference with regards to resources and in how your social media content performs.

## MEASURING & ADAPTING SOCIAL MEDIA TACTICS

Blending what we've learnt so far to push your social media performance in Paris 2024 leads to the final factor to ensure you've covering all areas – measure and adapt your social media tactics through a 'learn and adapt' approach.

What do we mean by this?

A learn and adapt approach is a continuous process of gathering insights/evaluating performance/making adjustments based on feedback/data-driven analysis. Be open to learning from experiences – both successes and failures – and use this knowledge to refine strategies/ tactics/decision-making over time.

## LEARNING

Actively seek out information/feedback/insights from various sources, e.g. audience engagement metrics/performance analytics/user feedback/industry trends. Be curious, ask questions, and be receptive to new ideas/perspectives.

### 1. Analysis

analysing data and feedback to identify patterns/trends/areas for improvement

### 2. Reflection

reflecting on past experiences/successes/challenges to extract lessons learned/insights gained

### 3. Adaptation

using the knowledge/insights gained from learning/analysis to make informed adjustments to strategies/tactics/approaches

### 4. Amend & Improve

embracing a mindset of continuous improvement/amendment where each cycle of learning/adaptation informs the next

### 5. Feedback Loop

establishing mechanisms for ongoing feedback/communication, both internally within the team and externally with stakeholders/audience members

## WHAT KEY METRICS NEED TO BE REVIEWED?

When applying a learn and adapt approach for your Paris 2024 content, there are various metrics you can review/learn from to make your social media content improve over time. They can be split out into two categories:

### 1. QUANTITATIVE RESEARCH

Measuring/analysing numerical data with a focus on quantifiable variables/ relationships/patterns.

### 2. QUALITATIVE RESEARCH

Exploring/understanding phenomena through non-numerical data with a focus on the quality/depth/context of information gathered.

## WHICH METRICS FALL UNDER THESE 2 CATEGORIES?

### QUANTITATIVE METRICS

**Reach:** total number of unique users who have seen your content. This indicates the potential size of your audience/the extent of your content's visibility.

**Impressions:** total number of times your content is shown, including multiple views by the same user. This provides insights into the overall exposure/frequency of your content's appearance on a user's feed.

**Engagement Rate:** percentage of people who interact with your content (likes, comments, shares, clicks) relative to the total number of people who see it. This reflects the level of interaction/interest your content generates among your audience.

**Click-through Rate (CTR):** percentage of users who click on a link/CTA in your content relative to the total number of users who view it. This measures the effectiveness of your content in driving traffic to your website/other desired destinations.

**Conversion Rate:** percentage of users who complete a desired action, e.g. making a purchase/signing up for a newsletter, after

clicking on a link/CTA in your content. This indicates how effective your content is in driving measurable outcomes/achieving your objectives.

The ANOC Digital Dashboard is a key resource to use when reviewing social media metrics on your own channels – what is doing well, what can be improved, which other NOCs are performing well, and what you can learn from the NOC community to better your social media performance.

[Access the ANOC Digital Dashboard here.](#)

### QUALITATIVE METRICS

**Sentiment Analysis:** evaluating the tone/sentiment of user comments/mentions/ conversations about your brand/content (positive, negative, neutral). This provides insights into how your audience perceives your brand and feels about its content/topics.

**Audience Demographics:** understanding the characteristics of your audience, e.g. age/ gender/ location/interests/behaviours, helping tailor your content/messaging to better resonate with your target audience/identify opportunities for audience growth.

**Engagement Quality:** assessing the depth/quality of how users interact with your content, e/g/ meaningful comments/shares/conversations. This indicates the level of genuine interest/connection/relationship-building of your audience.

**Social Media Mentions:** monitoring/tracking instances where your brand/related keywords are mentioned on social media, either directly or indirectly. This provides insights into brand awareness/reputation/broader conversations around your brand within the social media landscape.

**Content Performance:** evaluating the performance of individual pieces of content, including which types of content (e.g. videos/images/text) resonate best with your audience. This helps identify trends/preferences/opportunities for optimisation in your content strategy.

By analysing both quantitative and qualitative metrics, you can gain a comprehensive understanding of your social media performance/audience engagement/overall impact. This will enable you to make informed decisions/refine your strategies for greater success.

**MAXIMISING IMPACT WITH LIMITED RESOURCES**

Each of the 206 NOCs varies in its knowledge, capabilities and resources. This has a direct impact on the platforms/level of content that can be implemented during Paris 2024. It's vital, therefore, to be clever in how you maximise the impact of your content if you have limited resources.

Here are some ways you can make the biggest impact:

**RECYCLE CONTENT**

**Content Repurposing:** repurposing existing content saves time by eliminating the need to create new material from scratch. Adapt/repackage content into different formats, e.g. infographics/short videos, so you can efficiently reach new audiences/reinforce key messages with minimal effort.

**Highlight Reels:** creating highlight reels from existing footage/interviews allows you to showcase compelling moments/athlete stories without investing significant time/ resources in new production. These reels serve as engaging content that resonates with audiences yet require minimal editing/production time.

**RE-SHARE ATHLETE CONTENT (WITH CREDITS)**

UGC: sharing athlete-generated content strengthens the connection between you and your athletes as well as saving time on content creation. Leverage content already created by athletes so you can maintain an active presence on social media while focusing resources on other strategic initiatives.

**Example:** [Australia's NOC showing their Olympic athletes as they reunite with their families.](#)

**ONBOARD EXTRA HELP (E.G. STUDENTS/INTERNS)**

**Internship Programmes:** engaging students/interns provides additional manpower to manage social media tasks/projects. They can assist with content creation/scheduling/ community management, enabling your social media team to delegate responsibilities and focus on higher-level strategic planning/engagement efforts.

**ALLOW ATHLETES TO MANAGE CHANNELS**

**Athlete Takeovers:** allowing athletes to manage social media channels during takeovers reduces the burden on your social media team to create/curate content. Athletes can share their experiences directly with fans, providing authentic, engaging content that resonates with audiences while your team focuses on monitoring/supporting the takeover.

**Example:** Women's Rugby League created the world's first TikTok account run exclusively by players. The aim was to give fans an insight into the life of a player, both on and off the pitch.

This comes across as authentic and is a good way of producing a channel/content on behalf of the Rugby League with no input/resource from the organisation itself.

[View the TikTok channel here.](#)

**USE AI & FREEMIUM TOOLS TO SAVE TIME**

**Content-creation Tools:** leveraging AI-driven content creation tools/Freemium platforms streamlines the content creation process by automating repetitive tasks. These tools can generate graphics/edit videos/suggest optimal posting times. This saves you time/effort while maintaining a consistent, professional presence on social media.

Some Freemium tools you might consider are highlighted in the Appendix.

**SPEAK IN NATIVE LANGUAGE**

**Localised Content:** if your target audience is from your country, tailoring content to their native language enhances engagement/saves you time by ensuring messages are meaningful/easily understood. By speaking/writing in the language that your audience is most comfortable with, you can effectively communicate its message/connect with fans more efficiently.

Paris 2024 is set to be an incredible Olympic Games, with so much opportunity for you to increase performance on your channels and to make an impact on your target audience.

In this chapter we have outlined key considerations/tactics you will need to think about/ implement during Paris 2024. In the next chapter we will be discussing why it's so important that your content output/efforts do not slow down post-Paris 2024.

SECTION 4

# 4 BEYOND PARIS 2024: SUSTAINING MOMENTUM & GROWTH

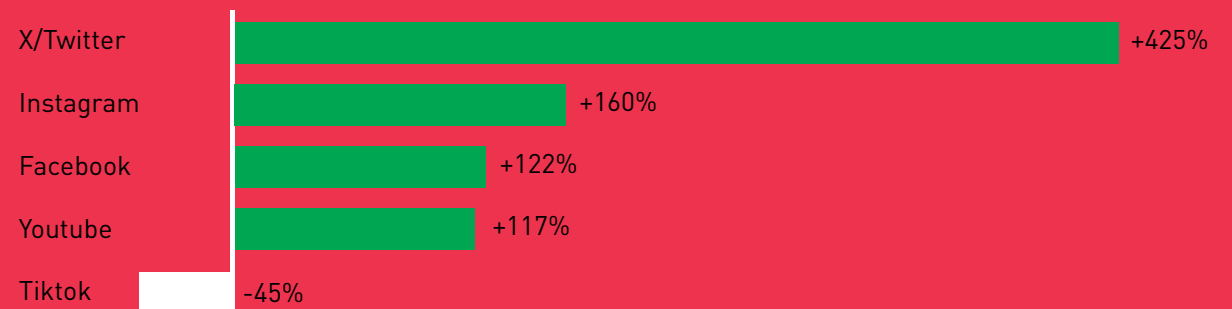


After the excitement of the Olympic Games fades, your NOC faces the challenge of retaining and expanding its post-Games audience while maintaining momentum and growth on its social media platforms.

**WHAT WE SAW IN TOKYO ...**






NOCs posted a lot less after the Games than before or during. However, the number of engagements did not drop and was in fact higher than before the Games on all platforms except TikTok (which had limited data from Tokyo).

**AVERAGE ENGAGEMENT (POST-GAMES VS PRE-GAMES)**



Typically, the growth in followers post-Games was lower than during the event. This was probably due to new followers disengaging once the event was over.

This is shown by the collective NOC Growth Rate (increase/decrease in followers) at Tokyo:

	PRE-GAMES	POST-GAMES
 <b>FACEBOOK</b>	+0.8%	+0.2%
 <b>INSTAGRAM</b>	+7.0%	-0.6%
 <b>X/TWITTER</b>	+1.6%	+0.4%
 <b>YOUTUBE</b>	+1.2%	+2.4%
 <b>TIKTOK</b>	+7.1%	+0.1%

YouTube actually saw more growth post-games than pre-games, possibly due to more video content being available to NOCs that they didn't have before the action kicked off.

So, the posts you share post-Games are critical as they are an opportunity to talk to the audience you want to retain and engage with in the future plus you'll now have a great bank of content to use once the Games has taken place.

If you plan your post-Games content ahead of the event starting you can ensure you maintain momentum, but you will also have a better idea of the sort of content you want to source during the games. For example, you can have a list of specific athletes you want to gather photos/videos of to be used after the Games have finished.

## Grow Your Fan Base Beyond the Olympics

To keep momentum and growth on social media platforms post-Games, you must develop a plan focused on retaining those new fans gained.

Top tips:

**Frequency:** maintain consistent posting

- keep posting often – keeping your audience engaged/interested

**Athlete relationships:** cultivate beyond the Games

- keep talking to your athletes/sharing their stories – continuing to appeal to your audience and keep them engaged

**Newsworthy content:** repurpose engaging ideas

- identify which types of content worked well during the Games and re-use them – maintaining interest/excitement

**Ticket to the future:** hype upcoming events

- use your platform to raise awareness about major events in the sports calendar – keeping your audience informed/excited about upcoming competitions/initiatives

**Avoid farewell blues:** focus on the next chapter

- post-Games wrap-ups can offer an emotive angle but might inadvertently prompt some followers to disengage

**Shift the narrative:** maintain positive momentum

- content should have a positive spin and shift towards what lies ahead for the team/athletes – maintaining audience engagement

**Teamwork makes the dream work:** collaborate with athletes

- make use of connections you've built over the Games – getting athletes to create content for you or collaborate with their own content

**Inspire & inform:** keep fans engaged

- everyone loves to feel inspired: keep this in mind when creating content that will appeal to your current fans as well as those gained during the Games who know less about you and your athletes
- [Here is an example from Team Belgium, a simple graphic specifically aimed at encouraging engagement from fans asking them to relive their favourite Olympic moment.](#)

**Continue the Olympic journey** – follow athletes returning home post-Paris 2024 and highlight what their performances/experiences mean to their family/country.



## SECTION 5

# 5 ADAPTING YOUR STRATEGY TO FIT YOUR RESOURCES

Once you've established if you are a Low, Medium, or High resource NOC, you can make decisions suitable for your capabilities. No matter your size, it's important to maximise all available resources to get the most out of Paris 2024.

## STRATEGY

**Consistency is key:** to build a recognisable brand on social media, e.g. consistency in elements such as logos/colours/messaging across all channels. This is something you can achieve no matter your resources.

**Think carefully about platform selection:** if your NOC is small and has limited resources, be strategic as to how you prioritise social media platforms. Rather than trying to be on every platform, focus on those where your target audience is most active/engaged.

Facebook has the largest current or potential audience on average for NOCs, therefore if your NOC has low resource, this may be the key platform to focus on – ensure messaging, creative and community engagement is optimised.

If you want to target a young audience, for example, you might focus your time/energy on TikTok. If you want to build a community of slightly older fans, you might focus on Facebook.

## SOCIAL MEDIA

**Be reactive:** if time and resources allow, factor in time to your busy schedule to create reactive content in real-time that can't be prepared in advance. You can make the most of trending topics/moments as they unfold.

**Community management:** social media is about having meaningful interactions with your audience. Dedicate time to actively engage with your followers by responding promptly to comments/messages/mentions. Take this a step further by encouraging more conversation – through organising contests/posing questions/asking directly for feedback.

**Create content with athletes & partners:** athletes are the heart and soul of the Games, and their stories resonate deeply with audiences around the world. Partner with athletes to co-create compelling content so you can tap into their authenticity/ passion/influence to connect with fans on a personal level and generate greater reach/engagement on social media platforms.

**If resources allow, organise shoots with athletes (for video/photo content) ahead of Paris 2024. You will then have a bank of strong visual content to share despite the restrictions on Games live footage. Arrange these shoots for pre-Games competitions attended by the athletes to save logistical planning/time.**

**Embrace authenticity & storytelling:** authenticity is a powerful asset for small NOCs on social media. Leverage your unique story/culture/heritage to connect with your audience on a personal level. Show off your athletes for who they are; they probably want to grow their social media followings, too, so explore how to help each other out in creating content.

Demonstrate the best your country has to offer by highlighting local sports traditions/ showcasing the impact of Olympic programmes in the community, e.g. through videos/photos or even a simple article.

**Post in your own language:** time is a particularly valuable commodity when you have a small team. Consider posting only in your native language instead of translating copy. Most social media platforms have very good built-in translation tools for your audience to access even if they don't speak your language.

**Recycle content:** recycle existing content/repost content from athletes/other relevant accounts to save valuable time/resources while maintaining a consistent presence on social media platforms. Always be mindful of IOC restrictions when resharing content from athletes.

**Handy tip:** looking to recycle out content? Save files in appropriate, easy-to-find folders will make life much easier when looking for old photos/videos.

Sharing content created by athletes/other stakeholders diversifies your feed and fosters a sense of community/ collaboration – remember to always give credit where it's due! A good place to start is to write a list of athletes/organisations you feel are relevant; follow them on social media. Take some time each week to scroll through your feeds/discover posts you'd like to share.

On some platforms you can repost directly, others require you to download content and repost it to your channel. Don't be afraid to message the account and ask questions about the content (this gives more context to your copy) or even ask for the content to be sent to you directly to save downloading.

**Encourage & leverage UGC:** a huge asset for small NOCs looking to expand their reach/engagement on social media. Encourage fans/athletes/supporters to share their Games-related content, e.g. photos/videos/stories. By showcasing UGC on your social media channels, you will enhance authenticity and foster a sense of community/ belonging among your followers. Just always keep the IOC restrictions in mind when sharing content made by others e.g. no field-of-play footage allowed.

## MANAGEMENT & PARTNERSHIPS

**Optimise resources by forming partnerships:** maximise your impact on social media by forming partnerships with other organisations/sponsors/local influencers. Collaborating with like-minded partners gives you increased reach/access to additional resources. A great way to make use of a partner's online audience is to collaborate on posts for Instagram, Facebook and TikTok, etc.

If you can't secure a partnership with an organisation/ sponsor, you could turn for help to local communities/ academic institutions. By tapping into this talent pool, you can access fresh perspectives, specialised skills, and a willingness to contribute that can breathe new life into your campaigns.

Interns provide valuable assistance in content creation/ data analysis/platform management. Volunteers can help with tasks such as community engagement/ content distribution/event coverage. To form these partnerships, visit the websites of local institutions/ clubs and contact them via email/phone. Let volunteers know of the incredible benefits they could get by helping you deliver a successful Olympic Games, e.g. work experience/learning new skills/meeting new friends.

**Leverage influencer partnerships:** influencers are powerful voices on social media because of their ability to reach large, highly engaged audiences. If you have sufficient budget, leverage influencer partnerships to amplify your message/reach new users, e.g. by collaborating with athletes/celebrities/social media personalities who have a passion for sports and a sizable following. If you don't want to go through an agency, try sending direct messages on social media. Although influencer marketing can be expensive, there are those who are more than happy to provide content in exchange for a product or experience, e.g. a free ticket to an event/exclusive access to meet athletes.



**Invest in paid advertising:** while organic reach is valuable, you can also benefit from investing in paid advertising. Paid ads allow you to target specific demographics/ promote key initiatives/boost content visibility (refer to Chapter 13 of the ANOC Social Media Handbook for more guidance on how to achieve this). Allocate a portion of your budget to paid advertising campaigns, ensuring they are optimised for maximum impact and ROI.

**Track & analyse performance as you go:** measuring the effectiveness of social media efforts is crucial for optimising strategy/maximising results. If you have the time and resources, analyse performance data during the Games and adapt tactics as you go. Identify what content most appeals to your audience, which channels are most effective, and where there is room for improvement.

Some examples of tools available:

### **NATIVE IN-APP ANALYTICS TOOLS**

(E.G. INSIGHTS/ANALYTICS TABS ON FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, TIKTOK)

**FANPAGE KARMA**

**HOOTSUITE**

**TALKWALKER**

**MENTIONLYTICS**

**SOCIALBEE**

**BRAND24**

**BUFFER**

## DESIGN

Harness the power of visuals: you have a strong identity so how will you use it? Whether you have an inhouse design team or collaborate with an agency, you should invest in high-quality visuals, e.g. edits of behind-the-scenes footage/athlete profiles/ captivating graphics. Through visually appealing content, you can capture the attention of your audience and stand out from the crowd. Create templates ahead of time so members of the team can use and edit them consistently throughout the Games.

Use free tools to save time & money: large production budgets may not be feasible if you're a small NOC, but you can still create compelling content using cost-effective methods, e.g. leveraging UGC, repurposing existing content, using free/low-cost content creation tools. Focus on creating authentic/relatable content that engages your audience, even if it means adopting a 'do-it-yourself' approach.

Recommended Freemium tools include:

**CANVA**  
CREATIVE DESIGN

**CHATGBPT, GEMINI OR  
EQUIVALENT**  
WRITING & IDEA CREATION

**IN-APP VIDEO TEMPLATES**  
E.G. IG REELS - VIDEO EDITING

**SPLICE**  
VIDEO EDITING

**TIKTOK CREATIVE CENTER**  
RESEARCH TRENDS

**BUFFER**  
PLAN, CREATE & SCHEDULE CONTENT

## SECTION 6

# 6 INDUSTRY LEARNINGS APPLICABLE TO NOCS

In this chapter, we will draw from the wealth of experience and innovation of your fellow NOCs as well as from within the broader digital landscape to provide insights/learnings that will improve your social media performance.

## LEARNINGS FROM NOCS

First, let's look at NOC content that has performed highly and what can be learned from it.

### Pre-Games

Outlined below are examples of high-performing content posted by NOCs pre-Tokyo 2020.

#### PRE-TOKYO 2020: INDIA'S NOC EXCITEMENT VIDEO

India's NOC kicked off their Tokyo 2020 campaign with a video aimed at building excitement in the run up to the Games. The aim of this video was to inspire and unite athletes and fans alike through emotive storytelling and generated a great deal of attention on social media platforms.

#### [Hype video](#)

**Learning:** getting your audience to connect with something is a key characteristic of top-performing content. Pulling on those heartstrings or evoking national pride will give your content a narrative and resonate deeply with your audience.

#### PRE-TOKYO 2020: SPAIN'S NOC #ELCORAZÓNDEESPAÑA CAMPAIGN

Spain's NOC placed athletes at the heart of their Tokyo 2020 campaign. Through the #ElCorazónDeEspaña (The Heart of Spain) initiative, they focused on telling incredible athlete stories by showcasing their journeys, aspirations and achievements. This effectively engaged audiences, creating familiarity and emotional connections to build excitement for the upcoming Games.

#### [Athlete stories](#)

#### [Athlete interviews](#)

#### [Continuation of campaign](#)

**Learning:** define a clear campaign outline so you can create a variety of content that is consistent in tone and theme.

#### PRE-TOKYO 2020: NAMIBIA'S NOC ON FACEBOOK

Namibia's NOC focused on engaging posts about athlete profiles and the national flag to bring together fans and athletes in support of their nation. This attracted new followers and generated large engagement (116% growth rate, 2.6k to 5.7k fans). Their content also focused on community initiatives which laid a solid foundation for future channel growth and engagement.

#### [Flag posts](#)

#### [Athlete profiles](#)

#### [Flagbearer announcement](#)

**Learning:** use one of your main strengths – your nation – as a driver for engagement at Paris 2024. It's the biggest global stage on which to represent your country with fans and athletes rallying around their national flag.

### During the Games

Outlined below is an example of high-performing content and key learning (posted during Tokyo 2020).

#### DURING TOKYO 2020: BRAZIL'S NOC INSTAGRAM STRATEGY

Brazil's NOC demonstrated an understanding of audience preferences during Tokyo 2020, particularly on Instagram. By featuring a mix of winner announcements/athlete interviews/news updates/sport graphics, they highlighted the passion of fans for athletes and Olympic events to create content that built connection and excitement throughout the Games.

#### [Medals](#)

#### [News style updates](#)

#### [Sport graphics](#)

#### [Sports graphics 2](#)

#### [Athlete interviews](#)

**Learning:** know your audience. Brazil knew their target audience – the fans – and produced content they knew their fans would want to see. This meant they were efficient and specific with their content creation and resource which led to extremely promising results.

#### DURING TOKYO 2020: NEW ZEALAND'S NOC ATHLETE FOCUSED TIKTOK VIDEOS

During the Games, New Zealand amassed the most average engagements per post and the 3rd most engagements overall. Focusing on athletes in funny, relatable and behind-the-scenes videos, New Zealand managed to capture a unique side of athletes that heavily engaged their audience on TikTok. Focusing on athlete personalities and showing a side to them fans may not see is likely to be more engaging with TikTok's younger demographic of users

#### [Funny videos](#)

#### [Athlete personalities](#)

#### [Behind-the-scenes/unique videos](#)

**Learning:** use TikTok to capture a younger audience. Focusing on athlete personalities, showing a different side to them and creating funny/unique content is likely to be more engaging with TikTok's younger demographic of users.

#### DURING TOKYO 2020: GREAT BRITAIN'S NOC HIGHLIGHT VIDEOS

Great Britain partnered with Eurosport at Tokyo 2020 to share Olympic footage on their own channels, achieving 31m video views during the Games on Facebook alone – this was triple the amount of any other NOC. These videos proved to be some of the most successful posts across all NOCs and demonstrated the desire from fans to see best moment & highlight videos during the Games.

#### [Diving highlight](#)

#### [Equestrian highlight](#)

**Learning:** partner with broadcasters to deliver Olympic footage. Something that not all NOCs did during Tokyo 2020, so a broadcaster partnership will deliver a significant number of video views & engagement, as well making your NOC known among fans as the place to come to view Olympic content.

### Post-Games

Outlined below are some examples of content post by NOCs post-Tokyo 2020, coupled with some key learnings.

#### POST-TOKYO 2020: JAPAN'S NOC ON YOUTUBE

Japan's NOC used behind-the-scenes content on YouTube to retain their high engagement rate post-Tokyo 2020 (they tripled their account size throughout the Games). How did they do this? By posting exclusive insights into athlete personalities/experiences, e.g. Q&A sessions/celebratory medal moments/feature interviews.

#### [Q&A with fans](#)

#### [Behind-The-Scenes with medallists](#)

#### [Behind-The-Scenes feature interview](#)

**Learning:** give your fans what they want. There will be masses of Paris 2024 content available, specifically results/competition footage so you need to think beyond what's already out there and create content that is unique to you and your NOC. You can do this by making the most of the unique access/relationship you have with athletes.

## WhatsApp

WhatsApp offers massive untapped potential. It's a powerful tool for you to connect with fans/ stakeholders on a global scale. With its enormous user base of over 2 billion people across 180 countries, it's a powerful tool to connect with fans/ stakeholders – and yet remains largely underutilised.

Use WhatsApp for 2 different purposes:

1. enhancing fan experience
2. connecting with stakeholders

### ENHANCING FAN EXPERIENCE

WhatsApp allows you to reach fans worldwide in a direct, personal and accessible manner. Its real-time updates/notifications features enable you to keep fans engaged with event updates/ scores/ breaking news to enhance the fan experience during live events.

Launching a channel on WhatsApp is cost-effective and you can build enthusiastic fan communities similar to virtual fan clubs. With interactive engagement features, e.g. polls/ quizzes, you can further increase engagement/gather valuable audience feedback.

### CONNECTING WITH STAKEHOLDERS

WhatsApp also offers you a direct avenue to engage with stakeholders such as athletes and their entourage.

You can leverage WhatsApp as a platform to provide athletes with real-time updates/ reminders regarding their training schedules/competition timings/team meetings/other crucial events. By establishing direct communication channels, you can ensure that athletes stay informed and organised, minimising the risk of missed opportunities or miscommunication.

## Long-form content

The trend of social media platforms embracing long-form content (typically videos over a minute) represents a significant shift in user engagement, driven by evolving preferences/ habits. This shift is fuelled by the recognition that long-form content tends to attract higher engagement/attention, leading to increased dwell time/interaction rates. Algorithms on TikTok and Instagram have been adjusted to prioritise longer posts, while integrated publishing tools streamline the creation and sharing process.

While short-form content is still a popular and high-performing content format that requires low resource to produce, do include long-form content on your channels (e.g. Instagram) if possible.

## AI

AI is the buzzword of the moment. It stands out significantly from concepts like Metaverse and VR with its proven potential to improve efficiencies/create new growth opportunities for you. With easy access to platforms like ChatGPT/Gemini, there are some key areas where it can have an immediate impact for you.

**Creative** – the ability to generate a wide range of content when using the correct inputs. Through image generation, it enables you to swiftly visualise your concepts, quickly create themed graphics and create posts similar to high-performing ones you've seen elsewhere. This is extremely useful if your budget is limited when producing social media content.

**Insights** – through analysis of engagement metrics and other key performance indicators, AI helps analyse/ understand what works best, thus allowing you consistently to optimise digital marketing strategies for better results. AI goes hand in hand with the native analytics sections of the social media platforms, to better understand performance.

Athlete social media posts can be analysed to generate insights, too, as can understanding the sentiment behind posts/comments to assist athletes in representing a stronger digital presence.

**Operations** – when time is of the essence during Paris 2024, routine tasks, e.g. scheduling posts/sending emails/sorting inquiries, can be automated. This frees up team members to focus on more strategic initiatives.

## APPENDIX

# APPENDIX

## KEY TERMS

**Audience Demographics:** understanding the characteristics of your audience, e.g. age/ gender/ location/interests/behaviours.

**Brand:** A “brand” refers to something over and above a visual identity or logo. It encompasses how an organisation is perceived (its reputation and image) by its audience – including fans, supporters, stakeholders, the general public. Overall, a brand falls under areas such as identity (logo, colours, typography, visual assets), values, mission, tone of voice and perception.

**Click-through Rate (CTR):** percentage of users who click on a link or call-to-action (CTA) in your content relative to the total number of users who view it.

**Collaboration:** when creating content on platforms such as Instagram or Facebook, collaborate with others so they can display the content to their audiences too.

**Conversion:** a “conversion” refers to a specific action taken by a user that aligns with the goals of an organisation/campaign. This could be any action demonstrating a user’s interest/ commitment that leads to a desired outcome.

**Conversion Rate:** percentage of users who complete a desired action, e.g. making a purchase/signing up for a newsletter after clicking on a link/CTA.

**Content Dimensions:** specific size specifications (height/width) of content for optimal display on each social media platform.

**Content Performance:** evaluating the performance of individual pieces of content, including which types of content (e.g. videos/images/text) resonate best with your audience.

**Copy:** text used to describe any type of content, e.g. promotional/exciting/informative/serious.

**Curated Content:** the process of selecting content from other sources to share on your channels, e.g. searching/discovering/gathering/organising/presenting that content to your audiences.

**Engagement:** interaction between users and content on social media, typically measured by likes/comments/shares/views.

**Engagement Quality:** assessing the depth/quality of user interactions with your content, e.g. meaningful comments/shares/conversations.

**Engagement Rate:** percentage of people who have interacted with your content (likes/ comments/shares/ clicks) relative to the total number of people who have seen it.

**Freemium:** a business model whereby basic services are provided free of charge while more advanced features must be paid for.

**Hashtag:** a word/phrase preceded by a hash sign (#), used on social media platforms to identify digital content on a specific topic.

**Impressions:** total number of times your content has been shown, including multiple views by the same user.

**Objective:** a specific, measurable goal that an NOC aims to achieve through its social media activities. Objectives provide a clear direction and focus for the NOC’s social media efforts, guiding the development of strategies and tactics to attain desired outcomes.

**Quantitative Research:** the measurement/analysis of numerical data with a focus on quantifiable variables/ relationships/patterns.

**Qualitative Research:** the exploration/understanding of phenomena through non-numerical data with a focus on the quality/depth/context of information gathered.

**Reach:** total number of unique users who have seen your content.

**Search Engine Optimisation (SEO):** including words users are likely to be searching for is one way of making sure your website/page is one of the first results a user sees.

**Sentiment Analysis:** evaluating the tone/sentiment of user comments/mentions/ conversations about your brand/content (positive, negative, neutral).

**Social Media Mentions:** monitoring/tracking instances where your brand/related keywords are mentioned on social media, both directly and indirectly.

**Tactics:** actions/strategies employed to achieve your social media goals.

**Trends:** patterns of content/sounds that become popular on social media platforms within a short time frame, often reflected in widespread discussions/ content creation/use of specific hashtags.

**User Generated Content (UGC):** any form of content, e.g. images/videos/text/audio, posted by other users on social media.

## Best Practice on Social Media Platforms

Given the array of social media platforms available – and the benefits/drawbacks that come with them, it’s imperative to follow best practice on each. What works on Instagram may not achieve the same results on X. Your audience on Facebook may want to see different content on YouTube.

Before reviewing best practice for each platform, it’s worth choosing the appropriate ones for your audience and content (this can be found in Chapter 1).

### 1. OVERARCHING BEST PRACTICE

**Optimise Your Profile:** make sure your profile is complete with a recognisable username/a clear profile picture/a compelling bio/a link to your website/a landing page.

**Stick to Brand Guidelines:** when creating any social media content, always stick to your brand guidelines to maintain continuity/make content easily recognisable.

**Engage With Your Audience:** respond to comments/ questions/messages. Engaging with your followers not only builds relationships but encourages further interaction to boost your content’s visibility.

**Use Hashtags:** relevant hashtags help reach a wider audience. Do research to find the best hashtags that will help you target your content more effectively.

**Look for Trends:** using trends/trending sounds is an easy way to generate engagement/remain relevant.

**Insert CTAs:** CTAs are a very good, easy tools to generate further engagement with your content beyond a view or like. CTAs should be clear/brief/easily achievable. They can go in your post copy, at the end of a video, or at the bottom of a graphic.

**Leverage SEO:** research/use relevant keywords in your username/caption copy/descriptions/hashtags. This improves your content’s visibility in search results.

**Post consistently & at optimal times:** consistency is key to maintain/grow your audience. Plan a content calendar to help you post regularly. Frequency can depend on your resources/ audience preferences, but a few times a week is generally a good start. Use analytics tools to determine when your audience is most active and schedule posts for those times to maximise engagement.

### 2. FACEBOOK

**Use a Variety of Content Types:** Facebook supports various content types, including text posts/photos/ videos/live videos. Use a mix to keep your content fresh/ engaging. Videos/live broadcasts often tend to have higher engagement rates.

**Leverage Facebook Insights:** use Facebook’s built-in analytics tool to track engagement/ reach/page views, etc. Analysing this data helps you understand what content works best and the optimum times to post.

**Use Correct Content Dimensions:** photos/graphics should be in 4x5; videos will be displayed in 9x16 on a user’s feed.

### 3. X/TWITTER

**Copy Considerations:** X is a valuable platform for you, providing up-to-date news/information to audiences. Keep your messaging concise; aim for 1– 2 hashtags per post. Include a clear CTA where applicable and keep the tone conversational.

**Content Types:** X’s algorithm is moving more toward a video-first strategy, the content type that drives the most engagement in the app. Avoid images with heavy text on X and when driving to a link, consider using a website button to make your image or video clickable.

**Content Dimensions:** On X, photos, graphics and videos are all recommended to be posted in a square format (1:1). Landscape videos are also considered to be applicable (16:9).



## 4. INSTAGRAM

**Consistent Aesthetic:** maintain a consistent style/colour scheme across your posts. This helps your feed look cohesive/more visually appealing, crucial for attracting/retaining followers.

**Use High-quality Images & Videos:** as a visual platform, it's important to use high-resolution images/videos where possible. Grab your audience's attention within the first few seconds using text/exciting moments to improve retention rate.

**Stories & Reels:** make use of Instagram's full range of formats including Stories & Reels. Reels consistently achieve higher engagement on the platform and increase visibility.

**Content Dimensions:** ensure that each piece of content is produced in optimum dimensions. Photos/graphics should be 4x5, videos 9x16. With Reels, you need a thumbnail that will go with your video and fits on your profile page.

## 5. YOUTUBE/ YOUTUBE SHORTS

**Optimise Video Titles & Descriptions:** make sure your titles are clear/compelling and that they contain relevant keywords. Descriptions should provide a detailed overview of the video's content, including keywords/phrases that help with SEO.

**Create High-Quality Video Content:** Focus on the quality of both your content and production. Ensure good lighting, clear audio, and high-resolution video where possible. Content should be engaging, informative, and provide value to viewers.

**Use Custom Thumbnails:** Create eye-catching thumbnails that give a preview of the video content. Thumbnails can significantly influence click-through rates. They should be visually appealing and relevant to the content.

**Create Playlists:** Organise your videos into playlists. This can increase watch time because videos play consecutively. Playlists can also help in organising your content more effectively for viewers to find related videos.

**Monitor Analytics:** Utilize YouTube Analytics to track the performance of your videos. Insights on viewer demographics, watch time, traffic sources, and engagement rates can guide your content strategy and optimization efforts.

**YouTube Shorts:** Use videos posted as Reels on Instagram/Facebook, as well as TikTok posts as YouTube Shorts. On average in 2024, NOCs have seen 14% more engagements on Shorts posts than regular videos.

## 6. TIKTOK

**Understand the Platform:** TikTok is driven by trends/music/challenges. It's important to stay up to date with the latest content/participate in these trends to remain relevant.

**Experiment With Different Content Types:** don't be afraid to try different types of videos or jump on new features/trends. TikTok encourages photo posts as well as longer-form video so make sure your profile has a consistent content mix.

**Tell a Story:** even short videos can tell a story. Having a clear beginning, middle and end, or a surprising twist, makes your content more engaging/memorable.

**Educational Content:** informative content that teaches something in a fun, quick manner can be very successful on TikTok, appealing to users who love to learn new things in an entertaining format.

**Olympic Boost:** TikTok's algorithm responds quickly to what's popular, what viewers are talking about. TikTok will certainly give Paris 2024 content a huge boost, so leverage this as best you can.

## 7. LINKEDIN

**Professional Tone:** maintain a professional tone in all communications. Unlike other social media platforms, LinkedIn is primarily for professional discussions/networking, so keep posts and comments professional/respectful.

**Networking:** actively connect with other profiles in your industry. When you send connection requests, personalise your message to make a more meaningful connection. Explain why you want to connect, and how you might be able to help each other.

**Join and Participate in Groups:** a great way to meet like-minded individuals/pages. Participate actively in discussions/share relevant content to enhance your visibility/credibility within your industry.

## 8. SNAPCHAT

**Be Authentic & Casual:** Snapchat's format is perfect for informal, authentic content. Users typically prefer content that feels genuine rather than overly polished/corporate. Show behind-the-scenes glimpses/quick updates/spontaneous moments.

**Create Engaging Stories:** Stories are the backbone of Snapchat. Use them to tell interesting, coherent narratives that encourage viewers to watch from beginning to end. Consider using a mix of video/photo/text snaps to keep content dynamic.

**Use Filters & Lenses:** Snapchat is known for its wide array of filters/lenses that add a fun, creative twist to your content. Using these features can increase the shareability/enjoyment of your snaps.

**Leverage Snapchat Discover:** a platform to reach a wider audience, content should be high quality/tailored to the interests of your target demographic.

**Time-sensitive Content:** leverage the ephemeral nature of Snapchat with time-sensitive offers/news to create urgency/encourage more frequent check-ins from your followers.

## 9. WHATSAPP

**WhatsApp Broadcast:** allows you to send messages to multiple recipients without revealing other recipients' identities – ideal for mass announcements/promotions.

**Creating Groups:** WhatsApp is an efficient way of communicating with multiple athletes/other stakeholders simultaneously. Creating groups ahead of events allows streamlined updates without having to create a piece of content.

## Freemium Tools

Please note, access to these tools varies from country to country.

### CANVA

A user-friendly platform for creating graphics/posters/infographics/social media visuals with customisable templates/fonts/design elements.

### BUFFER

A social media management platform that allows users to schedule/publish posts across multiple social media platforms, track performance analytics, and engage with their audience.

### HOOTSUITE

A comprehensive social media management tool that enables users to schedule posts/monitor conversations/manage multiple accounts/track performance metrics.

### UNSPLASH

A popular platform for accessing high-quality, royalty-free images/photographs for use in social media posts/blogs/other digital content.

### PIXLR

An online photo editing tool that offers a range of editing features, filters, and effects for enhancing images and creating graphics.

### GOOGLE ANALYTICS

A powerful web analytics tool that provides insights into website traffic, user behaviour, and conversion metrics. It can be used to track the performance of social media campaigns and website referrals.

### BITLY

A link management platform that allows users to shorten URLs/track link clicks/analyse engagement metrics for their social media/marketing campaigns.

### CHATGPT

An AI-powered language model developed by OpenAI. It assists in generating content ideas/writing copy/responding to user queries.



