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The Nashville Predators Social Media Audit

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Nashville Predators: Social Media Audit

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Abstract

This report and presentation will deliver a comprehensive social media audit completed on the Nashville Predators, a national hockey team. In the end, it will show results of our group's analysis of the communication strategies on the various platforms that the Nashville Predators use for their business and brand. While we already have prior knowledge and experience in social media, we plan to use the theories and principles to come to even better conclusions about the success of the Nashville Predators' online presence.

The Nashville Predators are known for being a professional hockey team in the NHL. The Predator's brand is strong with its social media presence. The accounts the Nashville Predators maintain are across the following platforms: Instagram, Twitter, Facebook, Pinterest, Snapchat, TikTok, and LinkedIn. The Predators use social media to connect and communicate with fans and followers. All of these accounts are focused on the team as a whole.

The analysis revealed that the Nashville Predators do a significant job on their social media platforms when reaching and connecting with their target audience. The accounts often utilize photos, videos, stories, and text-based posts. This creates a variety of content that captures and engages with the audience. In addition to photos from games and press appearances, the feeds often include behind-the-scenes content which may incentivize fans to follow. However, there is room to grow when it comes to community management. This audit will include notes about how they interact with comments and user-generated content. This will provide an in-depth about how the Predator's utilize their social media presence as a whole.

In conclusion, this social media audit report offers the back end information about how the Nashville Predators use social media for strategic communication. This report will not only include an in-depth analysis, but recommendations that can be utilized for strategic communication.