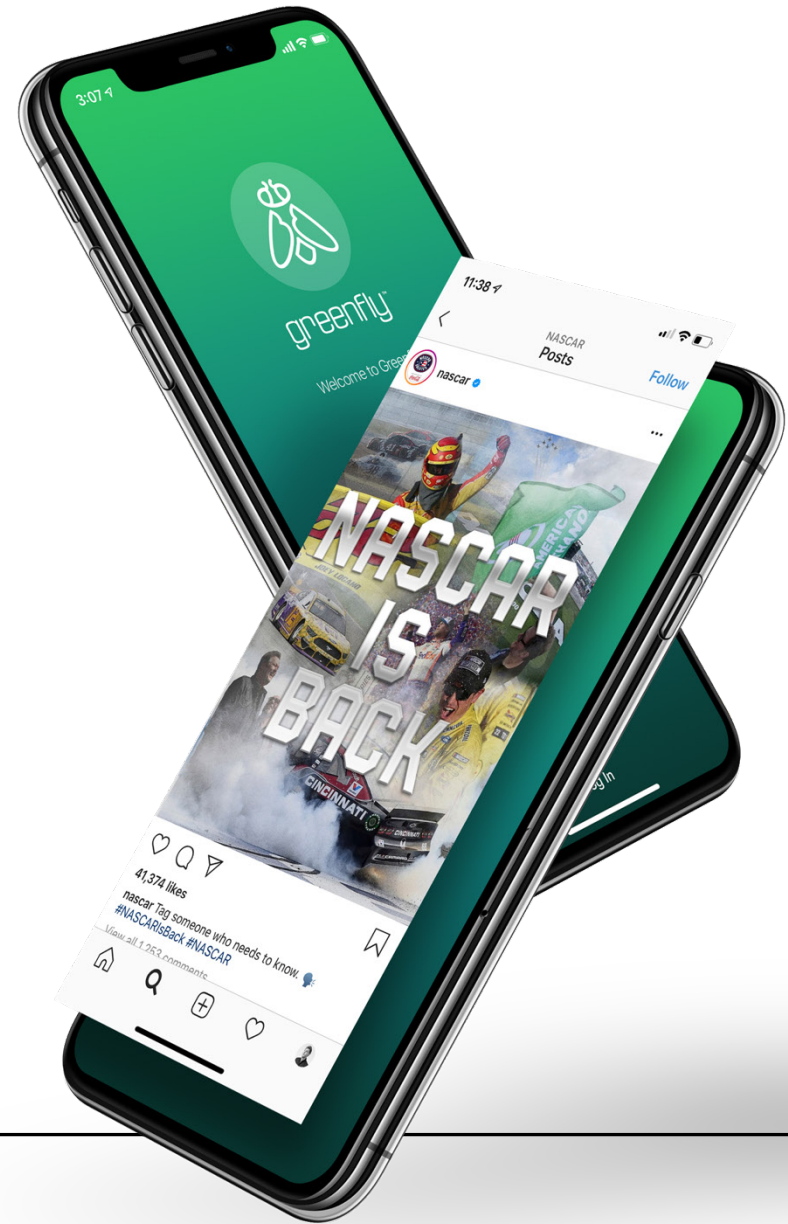




The Restart of Sports Across Social Media

180 Social Media Examples
From Sports Organizations as
Play Resumes

July 2020



From teams and leagues who have started:

15 LEAGUES



35 TEAMS



CLICK IMAGES
TO SEE THE
LIVE POST

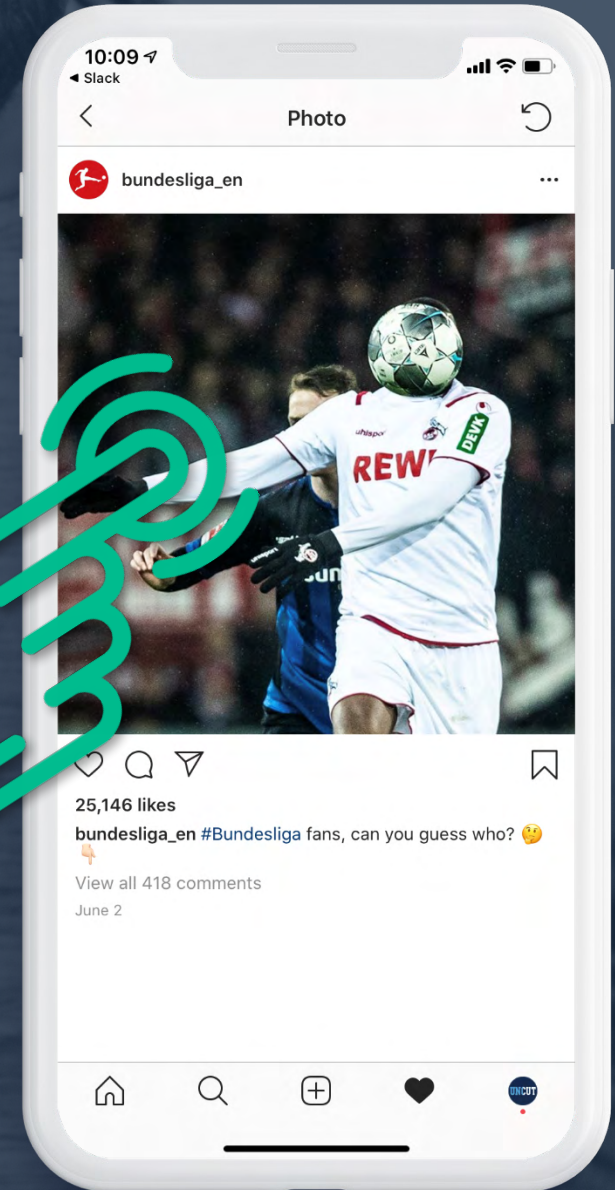


Table of Contents

1. [We're Back](#)
2. [The Restart](#)
3. [Game Content](#)
4. [Digital Stadium](#)
5. [Fan Engagement](#)
6. [Social Good](#)
7. [Appendix](#)



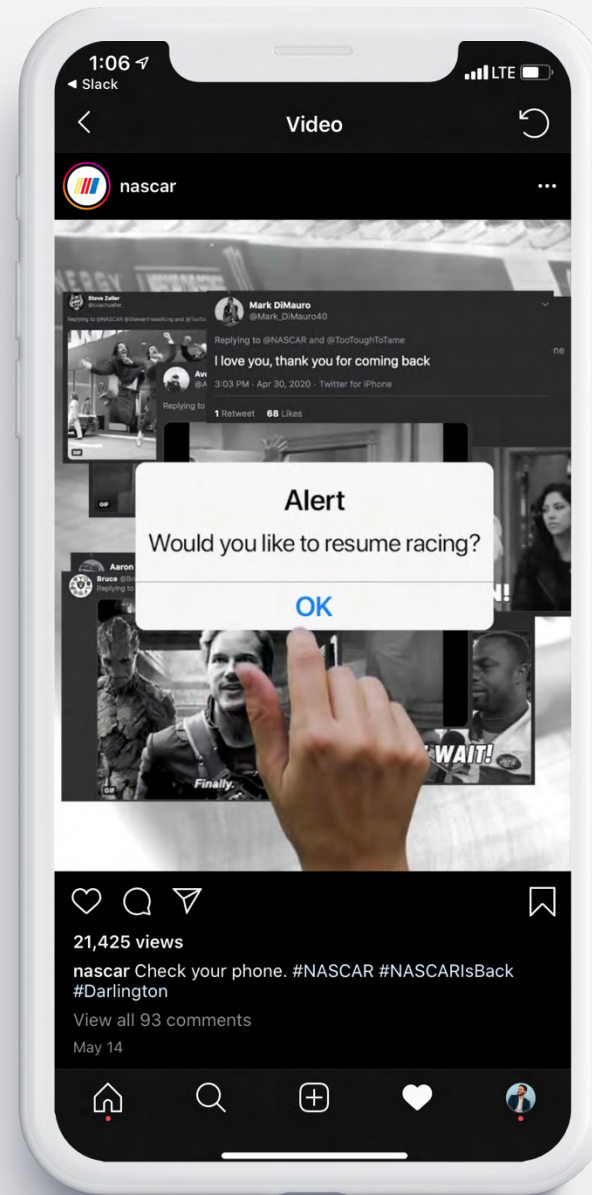
We're Back

Announcing Their Return



We're Back

Announce the return
of sports through
creative storytelling



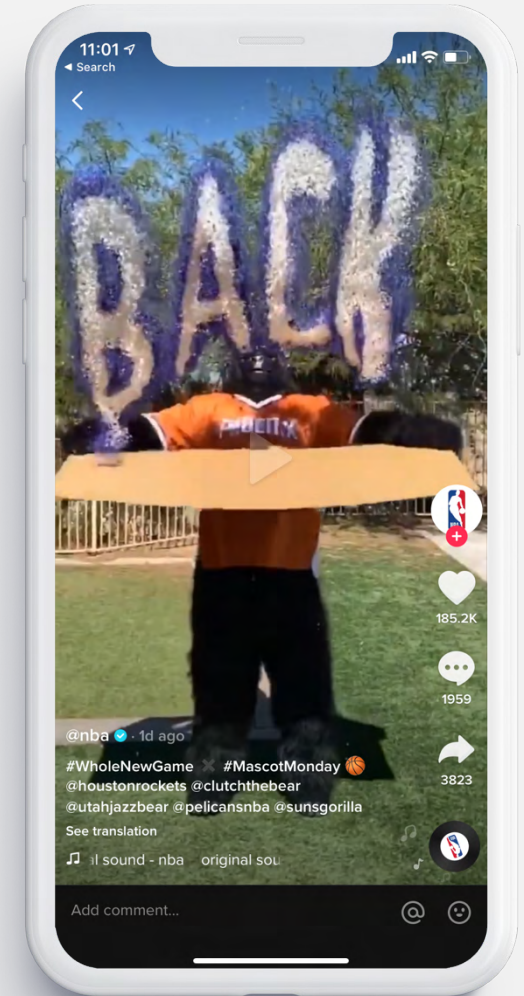
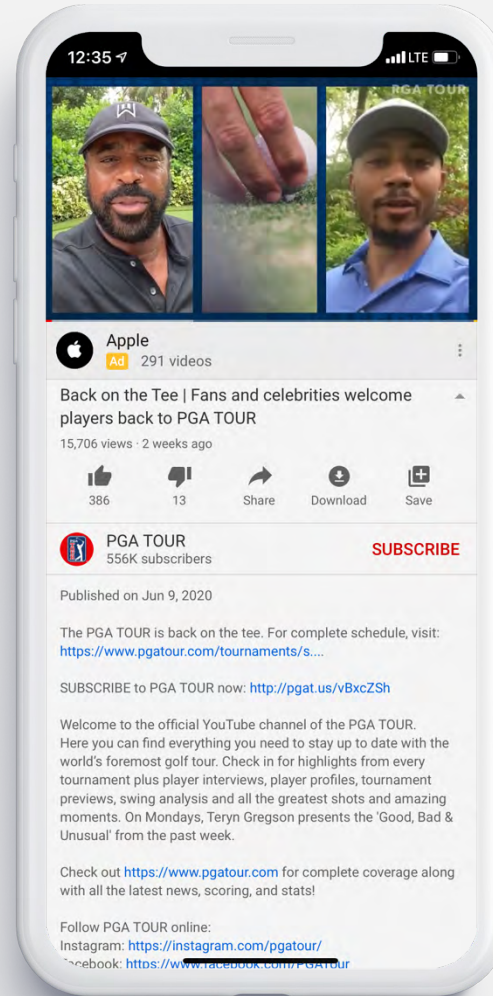
We're Back

Have players
announce your return
with the latest trends
(e.g. Swipe challenge)



We're Back

Announce your return
with influencers
(mascots work too!)



We're Back

Attract offseason audiences by helping first-time fans pick their team & learn the rules



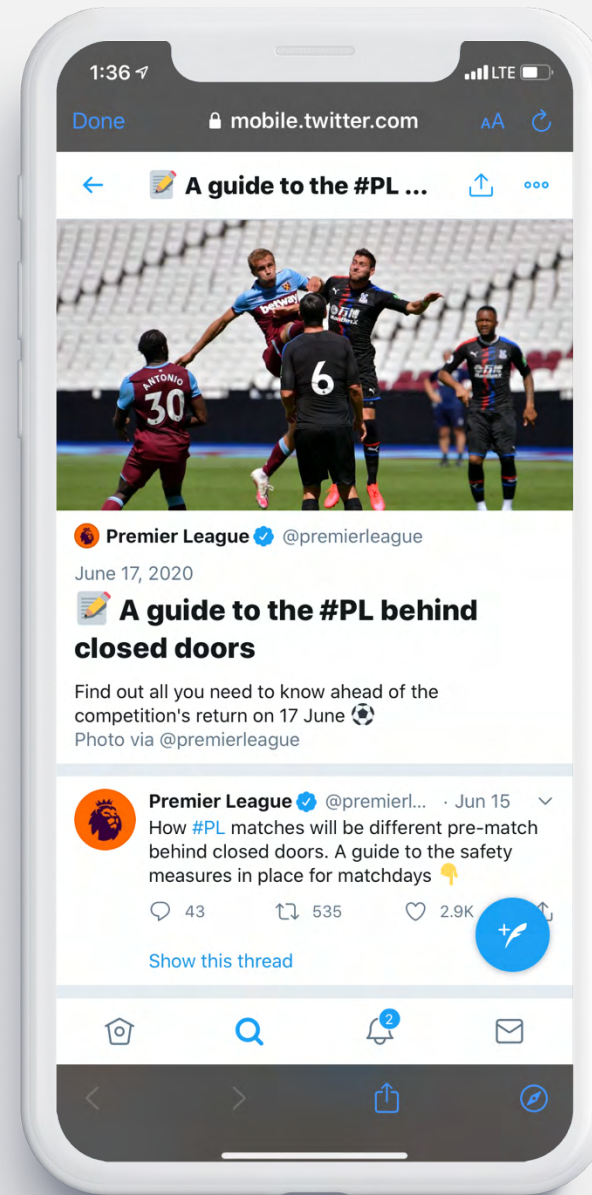
The Restart

Setting the stage for return to play



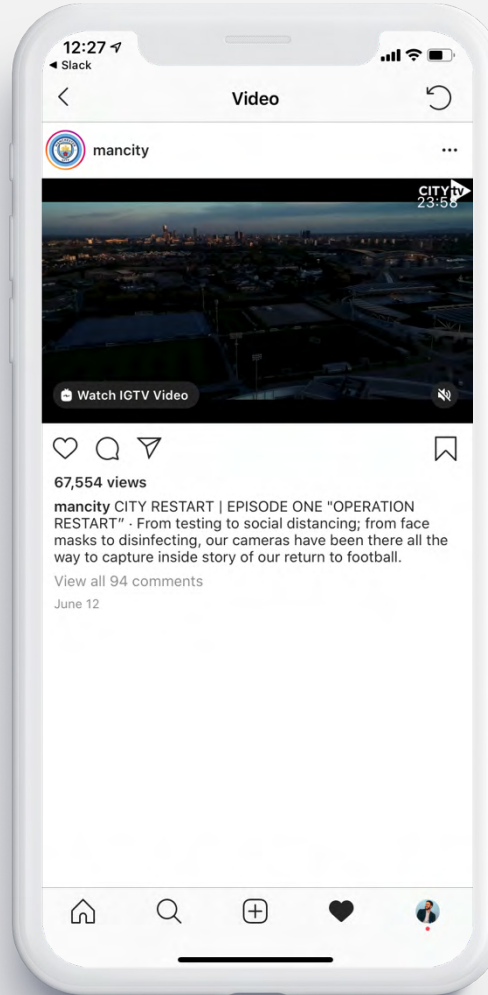
The Restart

Inform fans of the specifics behind your return plan
(via Twitter Events)

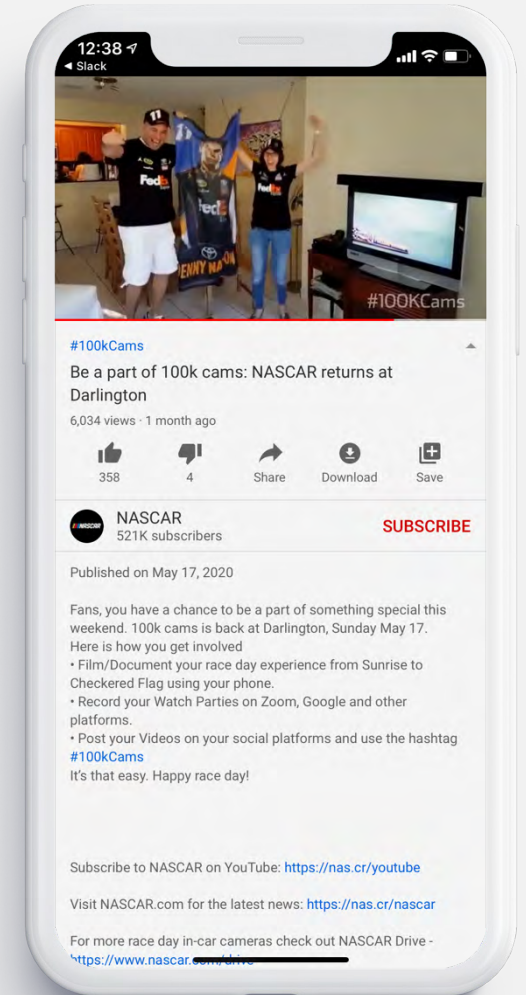


The Restart

Document the road to your return from an organization or a fan perspective



Make a multi-episode series



Use UGC

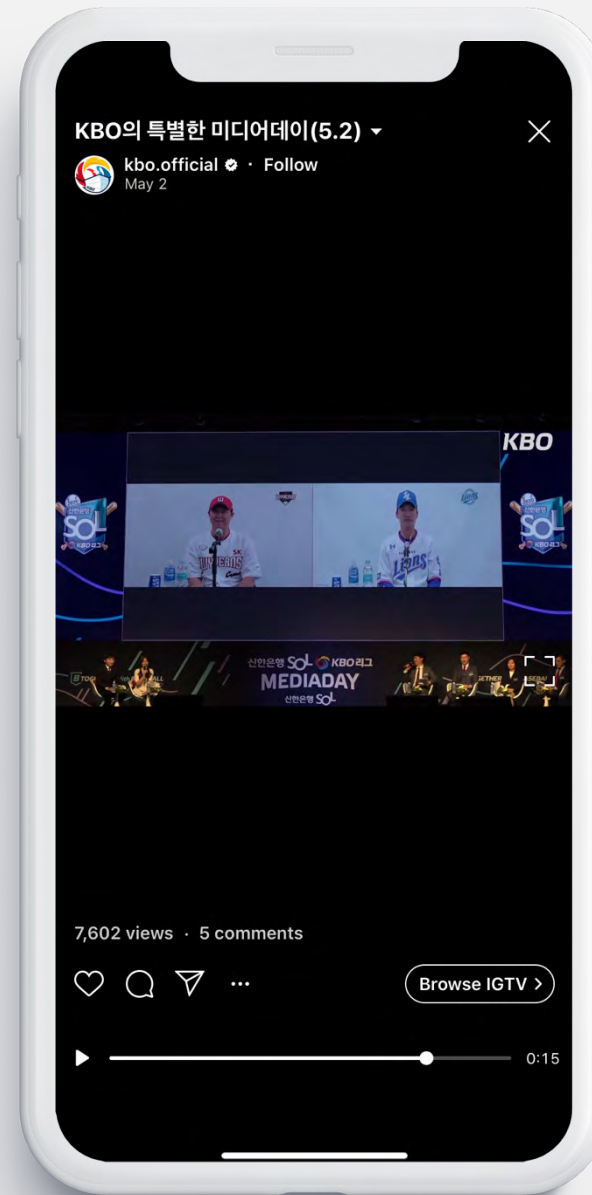
The Restart

Explore creative ways
to release your new
schedule



The Restart

Host a virtual media day before getting back on the field



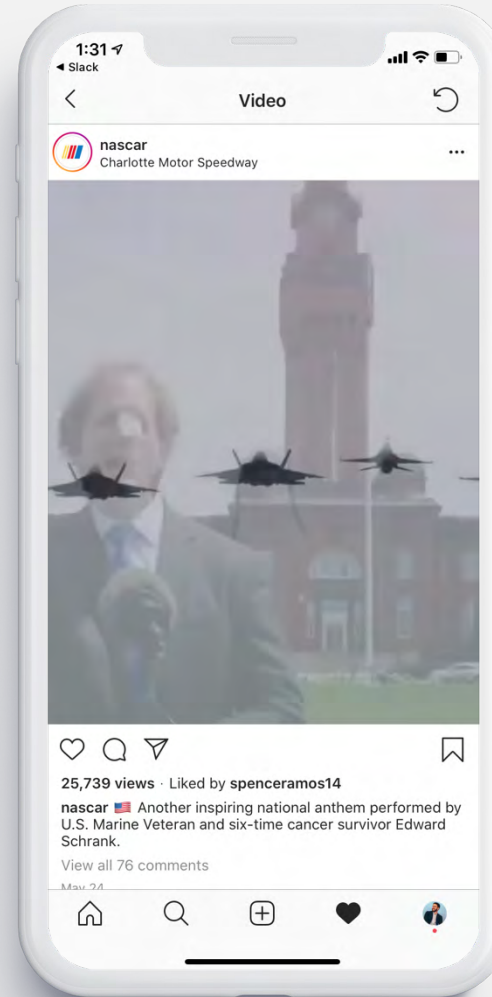
Game Content

Covering games with remote fans & staff



Game Content

Film the national anthem remotely



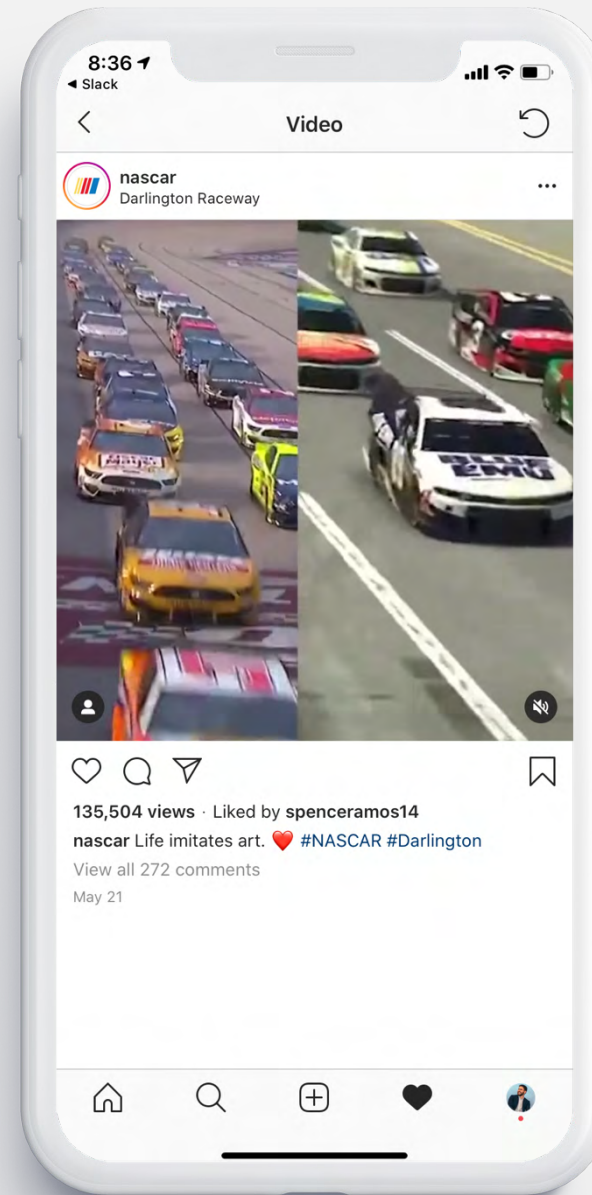
Film the live
production



Invite a virtual
singer

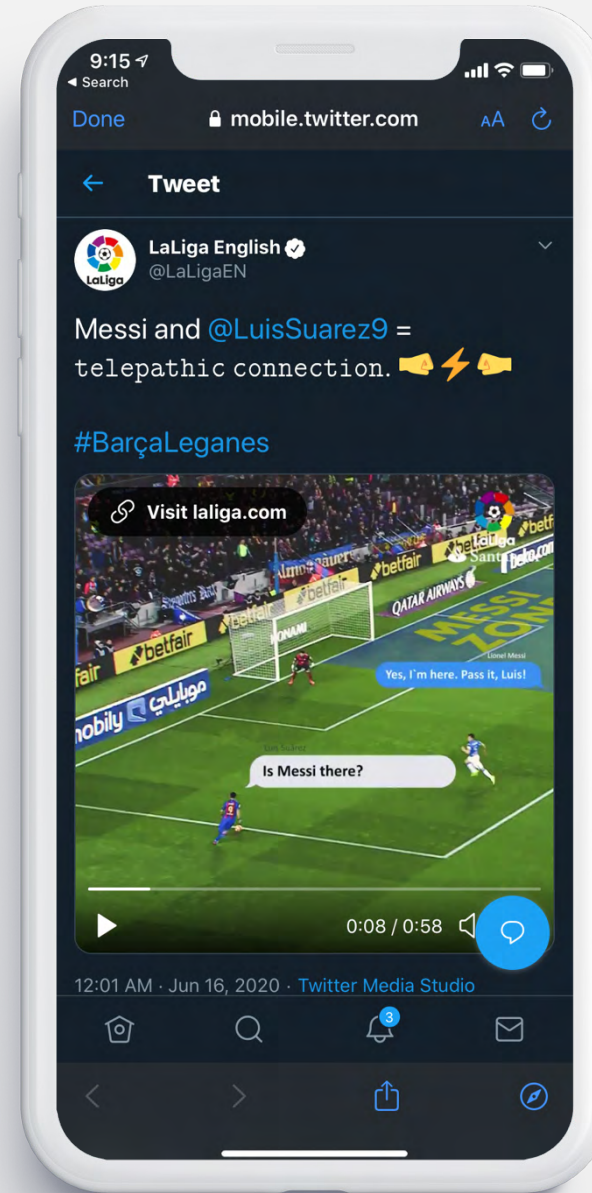
Game Content

Keep attention on
esports offerings
through creative
video editing



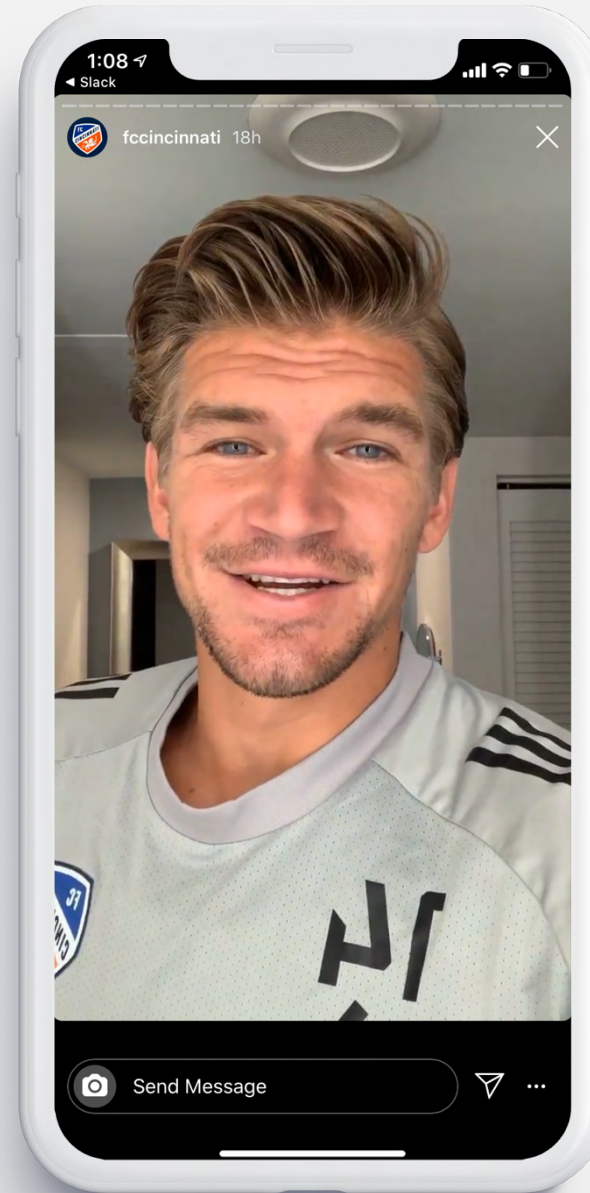
Game Content

Use post-produced highlights to extend the conversation



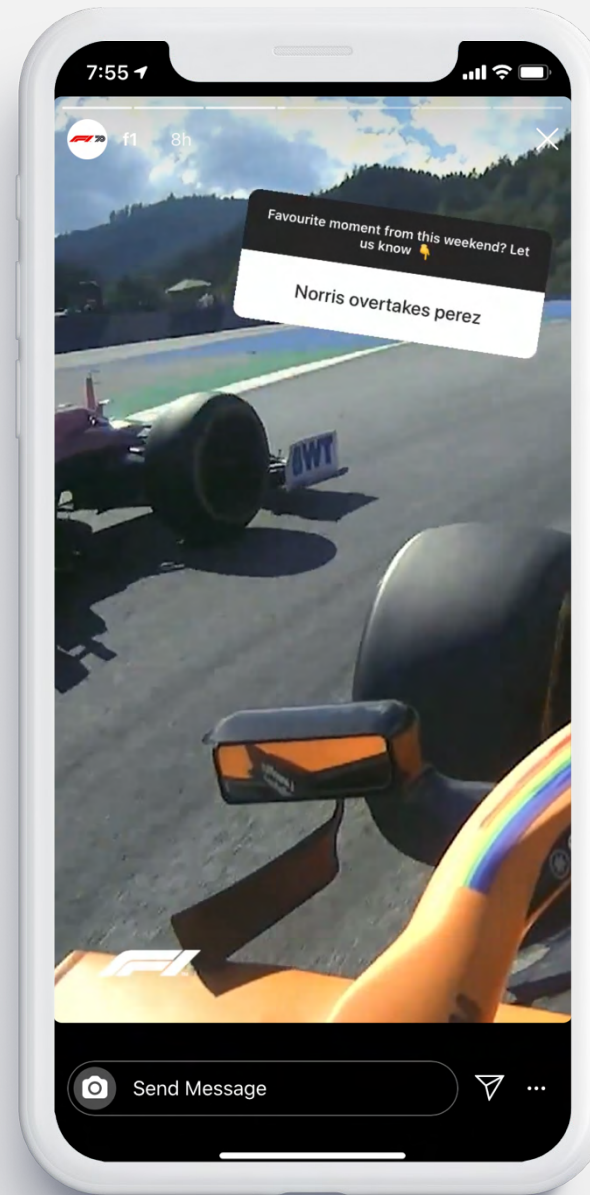
Game Content

Have players host a takeover from inside the bubble



Game Content

Poll fans on their favorite game moments & reply with their selected clip



Digital Stadium

Curating a digital gameday experience for fans



Digital Stadium

Bring fans inside your
venue through AR
(via Snapchat Lens)



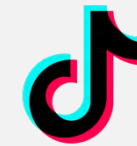
Digital Stadium

Show the changes to
your venue with a
behind the scenes
stadium tour
(via Twitter Threads)



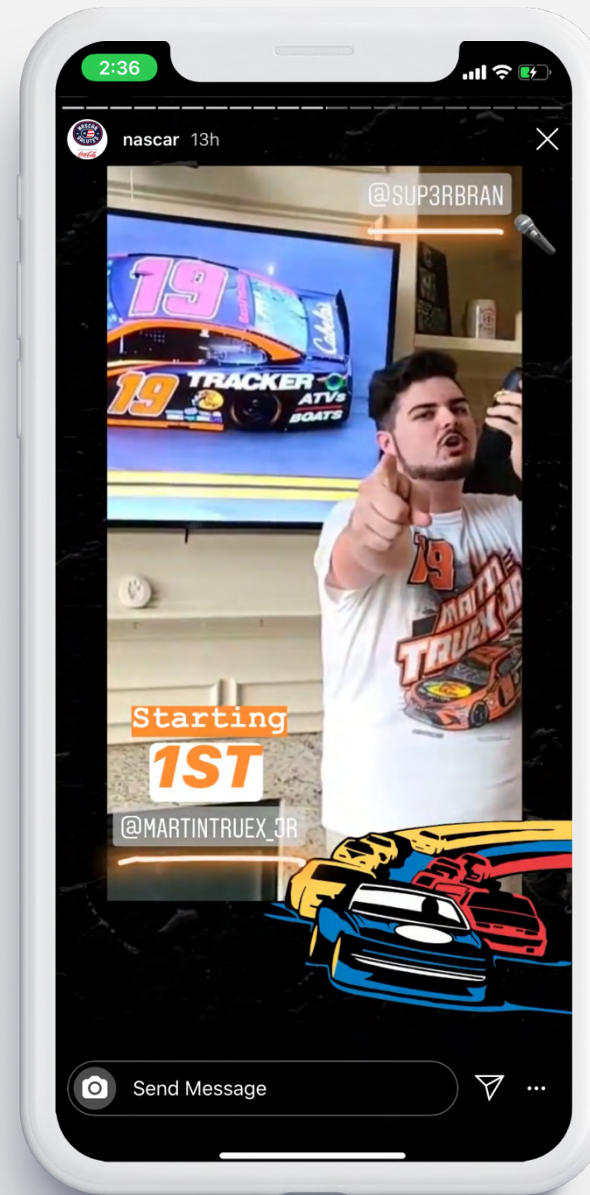
Digital Stadium

Have players or fans
film themselves
singing team songs or
chants



Digital Stadium

Have fans announce
the starting lineup
(via Instagram Stories)

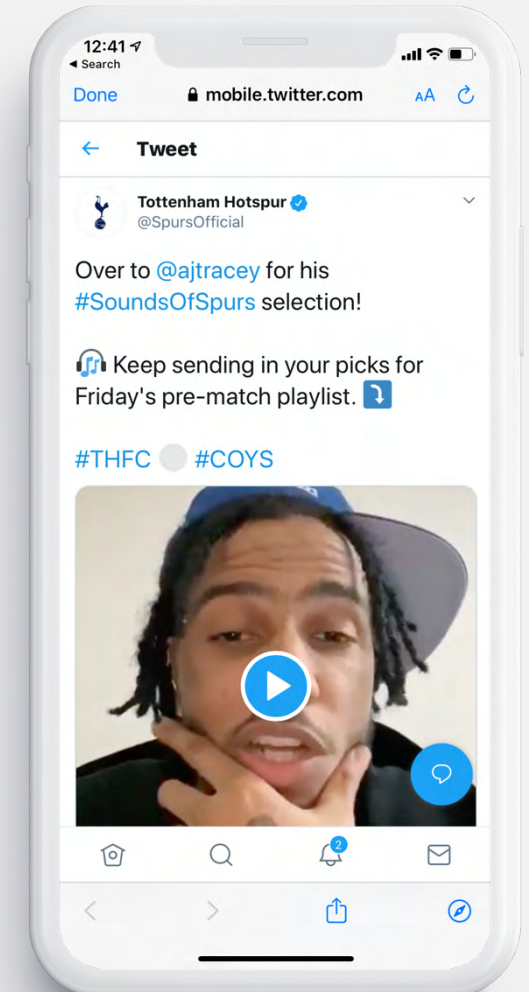
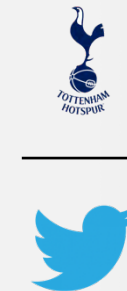
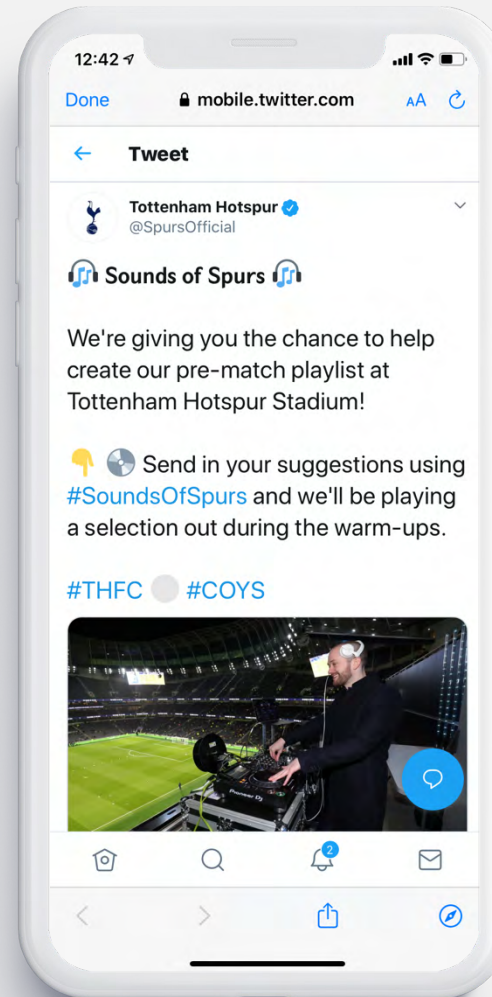
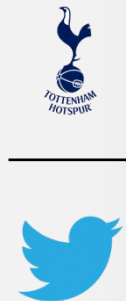


 **NASCAR**



Digital Stadium

Collaborate with your fans to make a gameday playlist



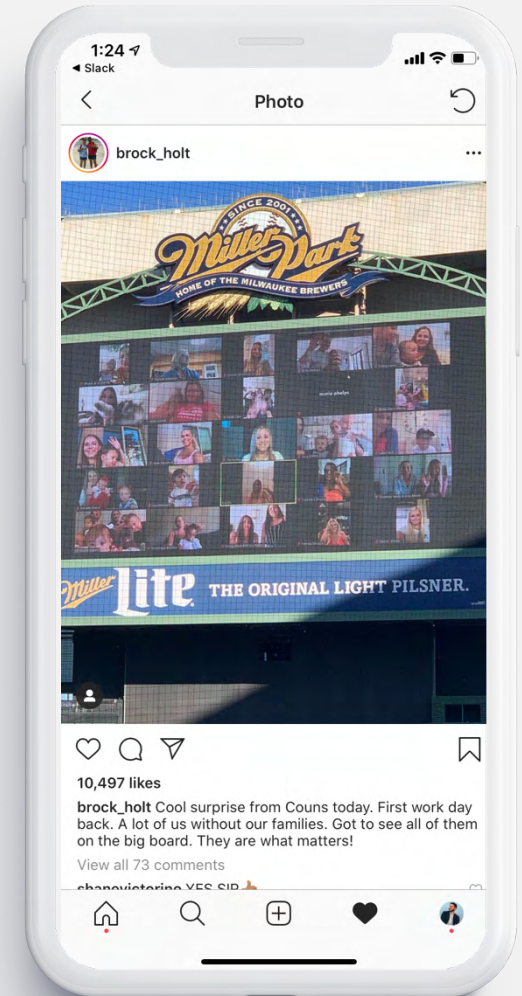
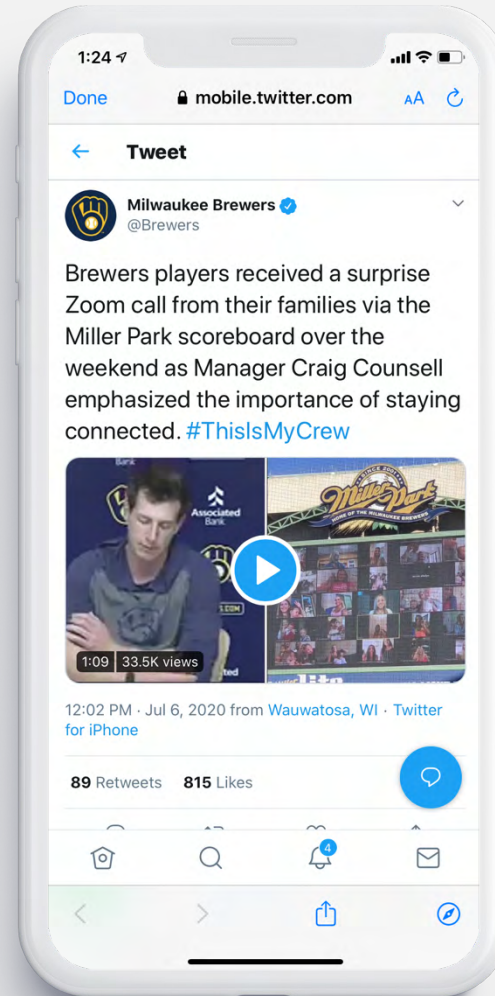
Digital Stadium

Invite season ticket holders to watch with their section via Zoom



Digital Stadium

Invite players' families
to tune in from the
jumbotron via Zoom



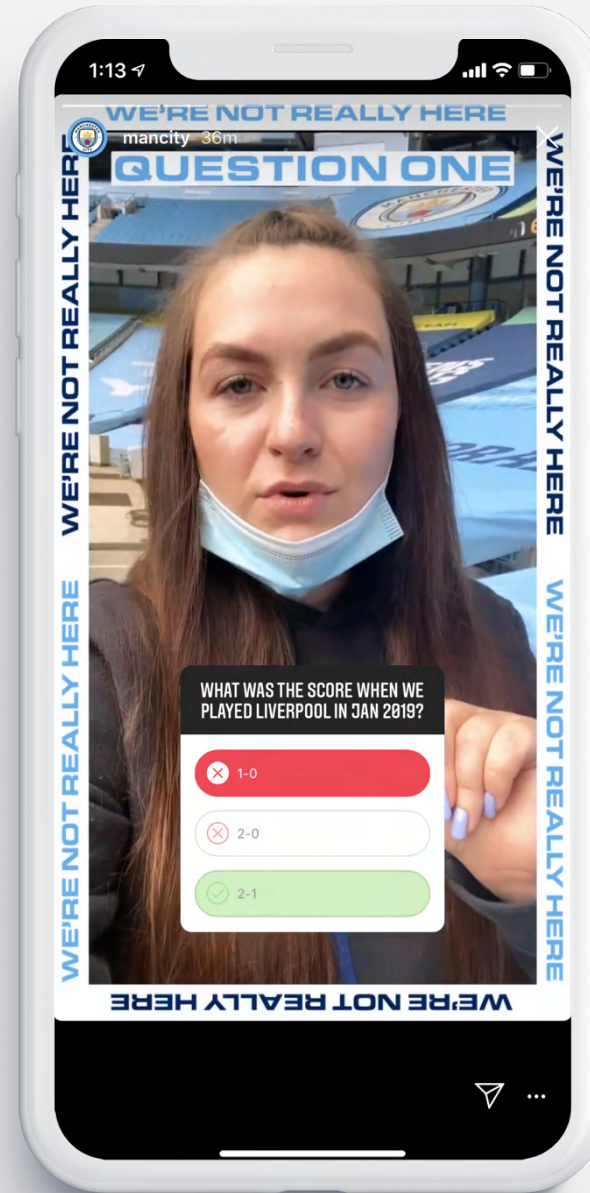
Fan Engagement

Helping fans feel connected to the team from home



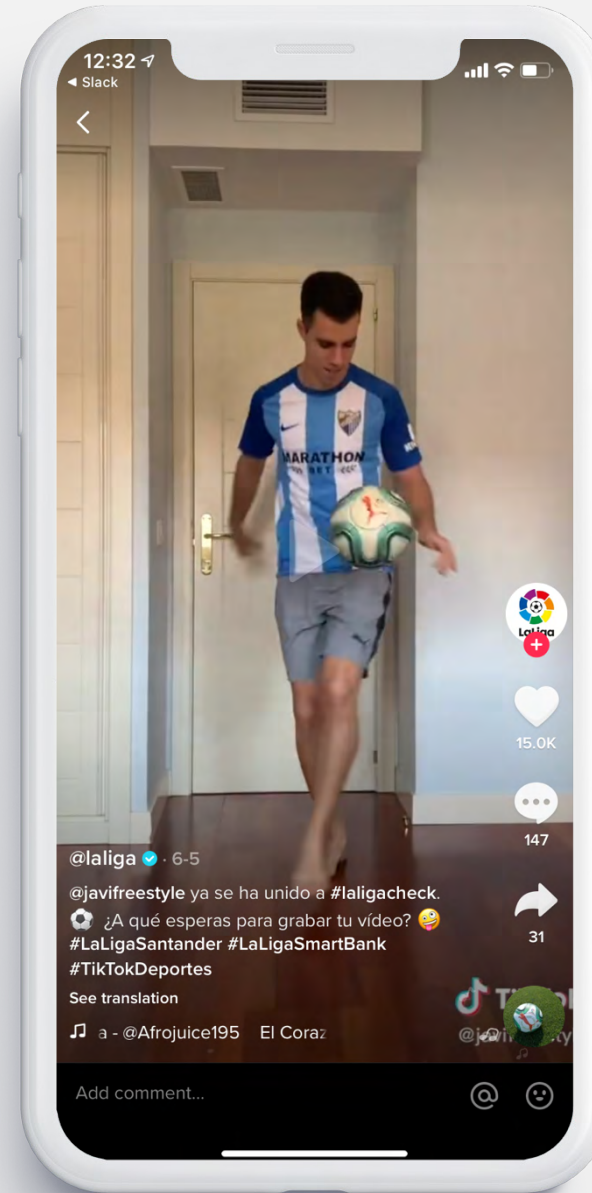
Fan Engagement

Have staff run an
interactive quiz on
social
(via Instagram Stories)



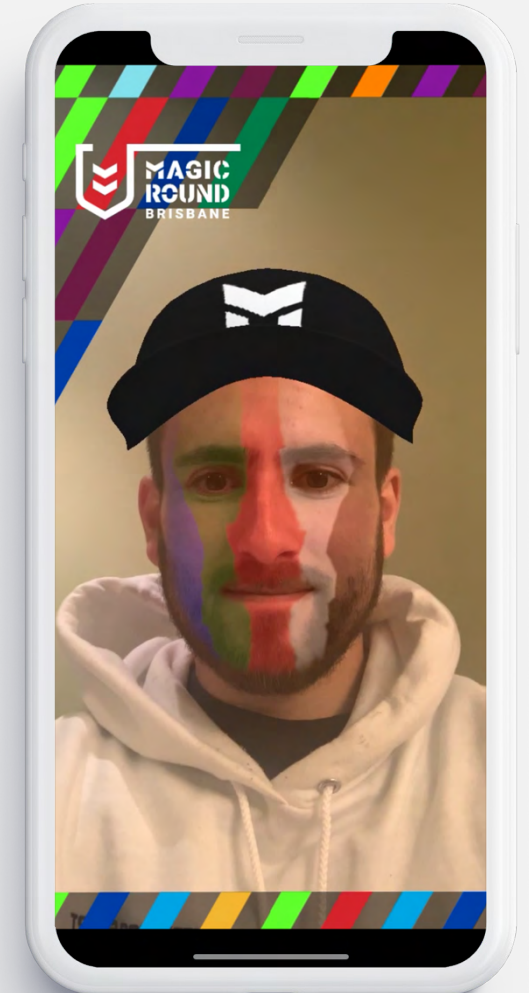
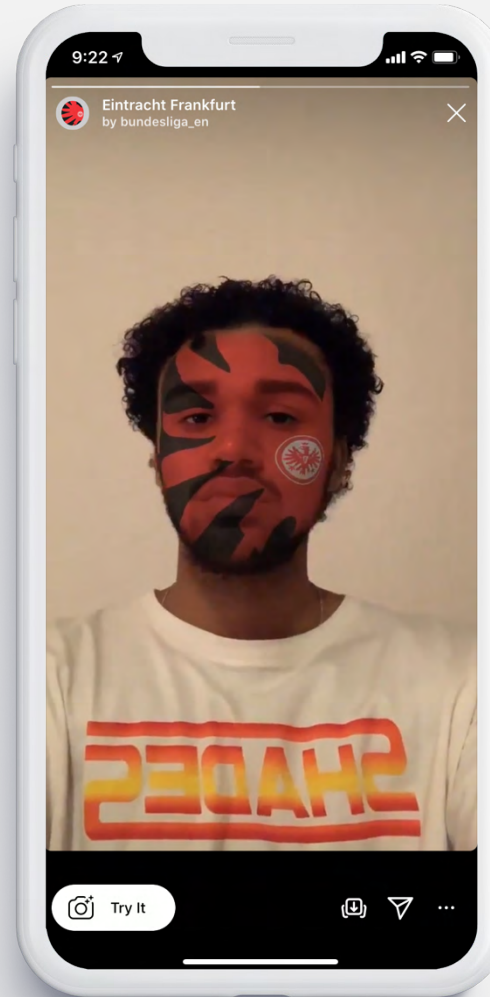
Fan Engagement

Make sounds for fans
to create with on
TikTok



Fan Engagement

Give fans the tools to
create their own
content and support
the team
(via Instagram Camera
Effects & Snapchat Filters)



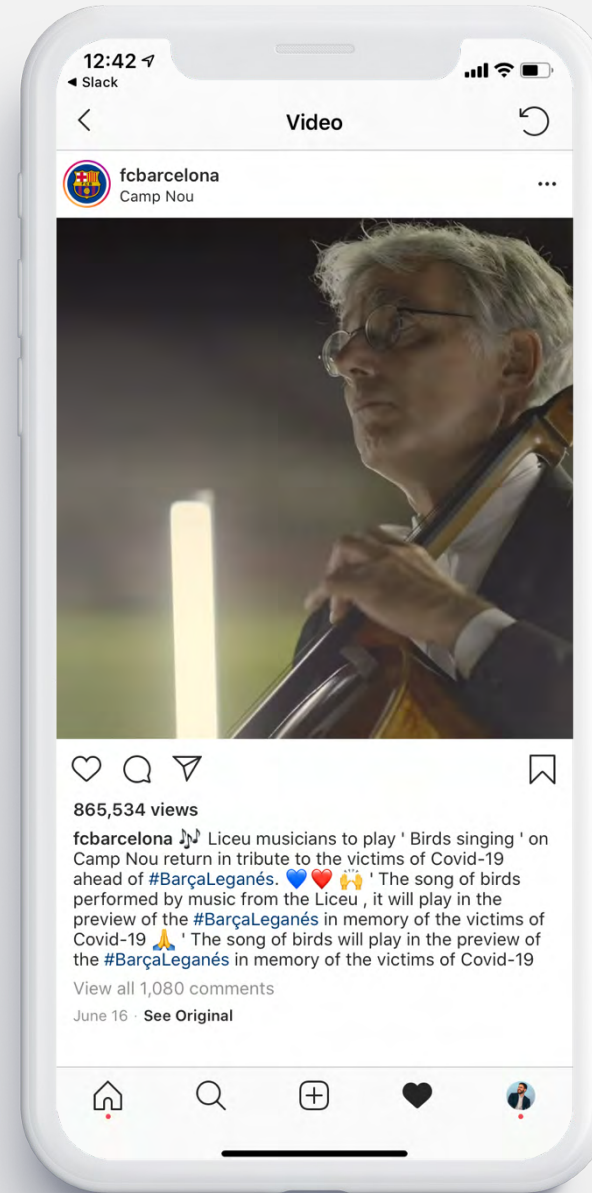
Social Good

Addressing Social Causes



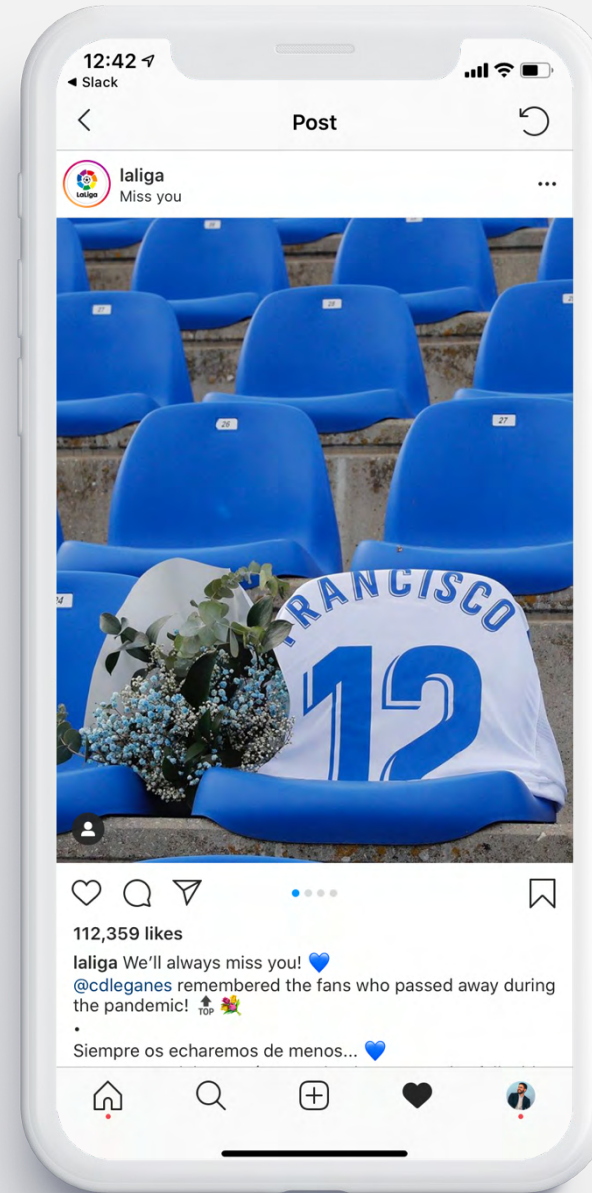
Social Good

Commemorate those
who have passed due
to COVID-19



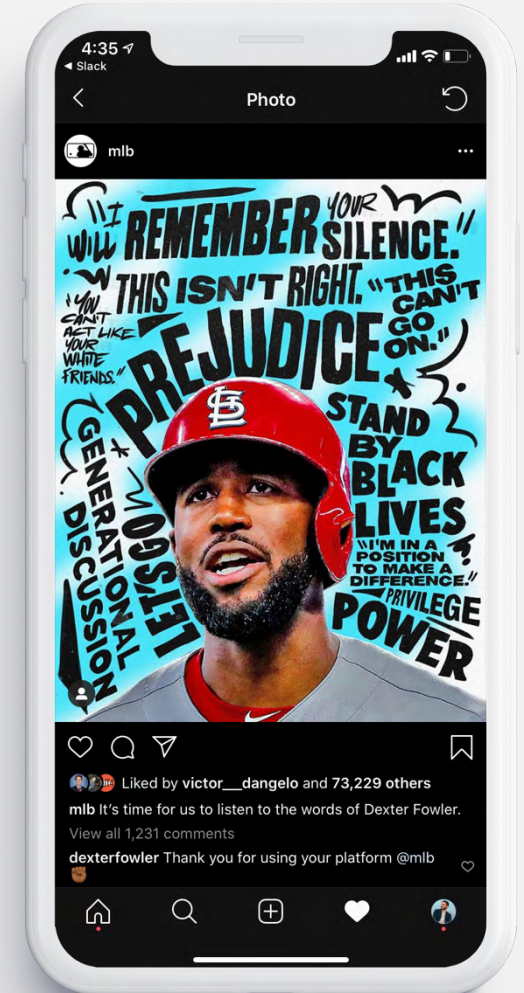
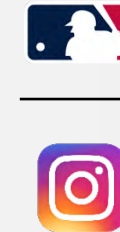
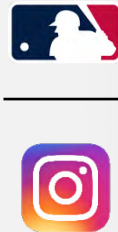
Social Good

Commemorate fans who have passed due to COVID-19 at their seats



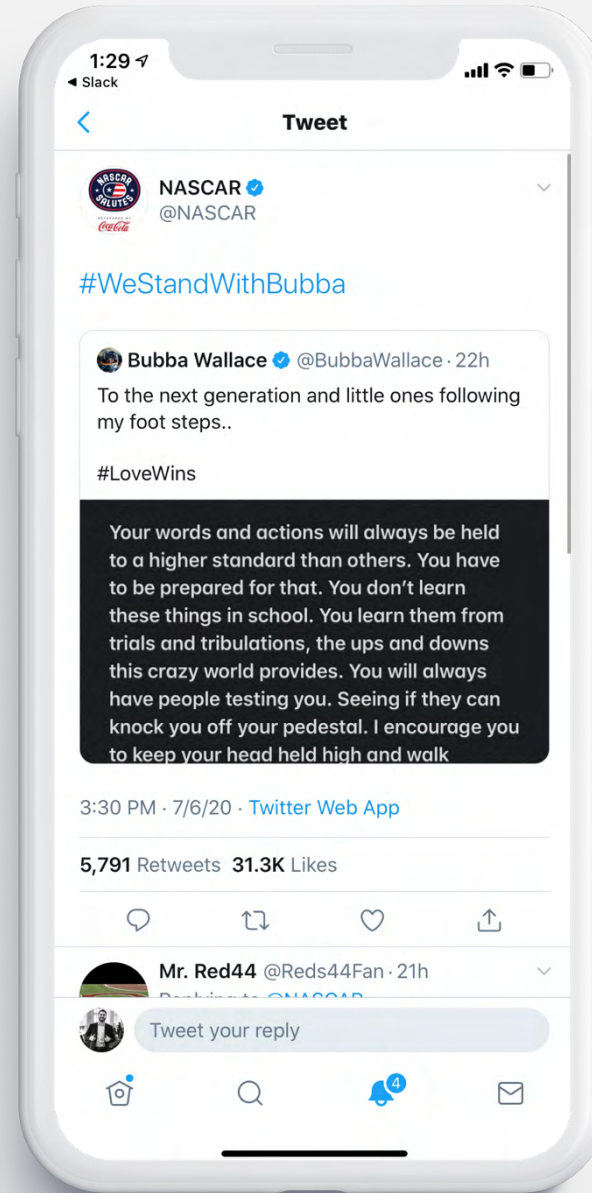
Social Good

Amplify your athletes' voices through creative quote graphics



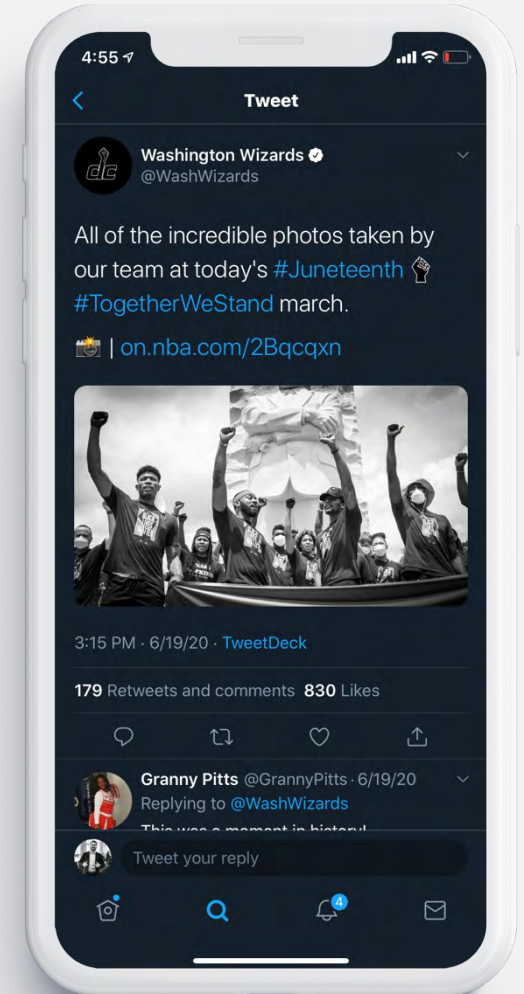
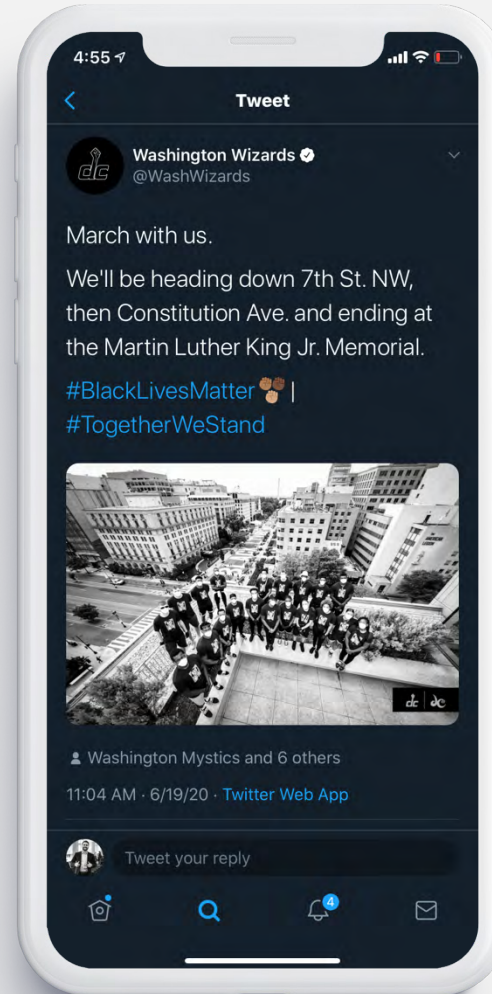
Social Good

Let your athletes' voices be yours



Social Good

Support your athletes
by lending them your
media capabilities



Appendix

The Best of the Rest



We're Back

Comeback Video (under 1 min)

- #37 English Premier League
[Instagram](#)
- #38 LA Galaxy, MLS
[Twitter](#)
- #39 Manchester United FC, EPL
[Instagram](#)
- #40 Major League Baseball
[TikTok](#)
- #41 NASCAR
[TikTok](#)
- #42 National Rugby League
[Instagram](#)
- #43 National Rugby League
[TikTok](#)
- #44 Oakland Athletics, MLB
[Instagram](#)
- #45 Texas Rangers, MLB
[Twitter](#)

Comeback Video (1-3 min)

- #46 Korean Baseball League
[Instagram](#)
- #47 La Liga
[Instagram](#)
- #48 Manchester City FC, EPL
[Instagram](#)
- #49 NASCAR
[Instagram](#)
- #50 Real Madrid, La Liga
[Instagram](#)

Return Graphics

- #51 NASCAR
[Instagram](#)
- #52 National Rugby League
[Instagram](#)

Welcome Back Cam

- #53 Milwaukee Brewers, MLB
[TikTok](#)

Attracting First-Time Fans

- #54 NASCAR
[Twitter](#)
- #55 National Rugby League
[Instagram](#)

Countdown to Restart

- #56 Australian Football League
[Instagram](#)
- #57 National Rugby League
[TikTok](#)
- #58 UFC
[Twitter](#)

The Restart

Your Return Plan

#59 Bundesliga
[YouTube](#)

#60 Formula 1
[Instagram](#)

#61 NASCAR
[YouTube](#)

PSA Graphic

#62 English Premier League
[Instagram](#)

#63 Manchester United FC, EPL
[Instagram](#)

Return FAQ for Fans

#64 Brooklyn Nets, NBA
[Instagram](#)

Players Adjusting to COVID-19

#65 Bundesliga
[YouTube](#)

#66 FC Bayern Munich, Bundesliga
[TikTok](#)

#67 PGA Tour
[Instagram](#)

#68 Ultimate Fighting Championship
[TikTok](#)

#69 Valencia CF, La Liga
[Instagram](#)

Inside the Bubble

#70 Utah Jazz, NBA
[Instagram](#)

#71 Washington Wizards, NBA
[Instagram](#)

Stadium Adjustments to COVID-19

#72 Tottenham Hotspur FC, EPL
[Twitter](#)

Schedule Release Through Video

#73 Boston Red Sox, MLB
[Twitter](#)

#74 Chicago Cubs, MLB
[Twitter](#)

#75 Seattle Mariners, MLB
[Twitter](#)

#76 Texas Rangers, MLB
[Twitter](#)

Game Content (1/2)

Creative Highlights

- #77 FC Bayern Munich, Bundesliga
[Instagram](#)
- #78 FC Bayern Munich, Bundesliga
[TikTok](#)
- #79 FC Bayern Munich, Bundesliga
[TikTok](#)
- #80 Tottenham Hotspur FC, EPL
[Instagram](#)

Player Arrivals

- #81 Australian Football League
[TikTok](#)
- #82 FC Barcelona, La Liga
[Twitter](#)
- #83 Houston Dash, NWSL
[Twitter](#)

Game Threads via FB Events

- #84 Manchester City FC, EPL
[Facebook](#)

Content from Practice

- #85 Bundesliga
[Instagram](#)
- #86 FC Barcelona, La Liga
[Instagram](#)

Bloopers

- #87 NASCAR
[Instagram](#)
- #88 NASCAR
[Instagram](#)
- #89 NASCAR
[TikTok](#)

Livestream Studio Analysis

- #90 Australian Football League
[Facebook](#)
- #91 Manchester City FC, EPL
[Facebook](#)
- #92 NASCAR
[Facebook](#)
- #93 NASCAR
[TikTok](#)

Mic Up Players

- #94 NASCAR
[Instagram](#)
- #95 NASCAR
[Twitter](#)
- #96 PGA Tour
[Instagram](#)
- #97 UFC
[TikTok](#)

Incorporate Esports

- #98 Bundesliga
[TikTok](#)
- #99 NASCAR
[Instagram](#)

Stadium Guests

- #100 NASCAR
[Instagram](#)
- #101 NASCAR
[Instagram](#)

Game Content (2/2)

Behind the Scenes

#102 Chelsea FC, EPL
[TikTok](#)

#103 FC Bayern Munich, Bundesliga
[Instagram](#)

#104 Tottenham Hotspur FC, EPL
[Instagram](#)

Sponsored Highlights

#105 National Women's Soccer League
[Instagram](#)

Remote Interviews

#107 NASCAR
[Twitter](#)

#108 UFC
[Twitter](#)

Gameday Set-up

#109 NASCAR
[Instagram](#)

#110 Tottenham Hotspur FC, EPL
[Instagram](#)

Put Pen to Paper

#111 Bundesliga
[Instagram](#)

Turn Memorable Moments into GIFs

#112 NASCAR
[Twitter](#)

Digital Stadium

UGC: Fans Watching From Home

#113 English Premier League
[Twitter](#)

#114 Formula 1
[Instagram](#)

#115 Formula 1
[Twitter](#)

#116 Milwaukee Bucks, NBA
[Twitter](#)

#117 National Rugby League
[Instagram](#)

Repurpose Video Board Content

#118 NASCAR
[Instagram](#)

#119 Toronto Blue Jays, MLB
[Instagram](#)

#120 Toronto Blue Jays, MLB
[Instagram](#)

UGC: Best Wishes to Players

#121 Denver Nuggets, NBA
[Twitter](#)

#122 Phoenix Suns, NBA
[Twitter](#)

#123 Tottenham Hotspur FC, EPL
[Twitter](#)

Behind The Scenes Takeovers

#124 NASCAR
[Instagram](#)

#125 NASCAR
[Twitter](#)

#126 Valencia CF, La Liga
[TikTok](#)

Stadium Sounds

#127 NASCAR
[TikTok](#)

#128 Tottenham Hotspur FC, EPL
[Twitter](#)

Sponsor Activations

#129 English Premier League
[Instagram](#)

#130 English Premier League
[Instagram](#)

Recreate Community via FB Groups

#131 Australian Football League
[Facebook](#)

Stadium Pictures

#132 FC Barcelona, La Liga
[Instagram](#)

Host a Drive-in Watch Party

#133 Orlando City SC, MLS
[Twitter](#)

Keep Using Stadium Geotags

#134 Australian Football League
[Instagram](#)

Fan Engagement (1/2)

Creative Video

#135 Houston Dash, NWSL
[Instagram](#)

#136 Orlando Magic, NBA
[Instagram](#)

Fan Appreciation

#137 FC Bayern Munich, Bundesliga
[Instagram](#)

#138 Manchester United FC, EPL
[Instagram](#)

#139 Manchester United FC, EPL
[Twitter](#)

#140 Portland Thorns FC, NWSL
[Instagram](#)

#141 Manchester City FC, EPL
[Instagram](#)

Fan Trivia

#142 Bundesliga
[Instagram](#)

#143 Bundesliga
[Instagram](#)

#144 Bundesliga
[Instagram](#)

#145 La Liga
[Instagram](#)

#146 NASCAR
[Instagram](#)

#147 NASCAR
[Instagram](#)

UGC

#148 Manchester City FC, EPL
[TikTok](#)

#149 Manchester City FC, EPL
[Twitter](#)

#150 Liverpool FC, EPL
[Twitter](#)

Give Fans Tools to Create Content

#151 Borussia Dortmund, Bundesliga
[Twitter](#)

#152 Bundesliga
[Instagram](#)

#153 Eintracht Frankfurt, Bundesliga
[Instagram](#)

#154 NASCAR
[TikTok](#)

#155 National Rugby League
[Instagram](#)

Players Videos

#156 Juventus FC, Serie A
[Instagram](#)

#157 Manchester City FC, EPL
[TikTok](#)

#158 National Rugby League
[TikTok](#)

Fan Engagement (2/2)

Fan Opinions

#159 Joe Gibbs Racing, NASCAR
[Instagram](#)

#160 NASCAR
[Twitter](#)

Merchandise

#161 Manchester City FC, EPL
[TikTok](#)

#162 Liverpool FC, EPL
[Instagram](#)

#163 UFC
[Instagram](#)

Sponsor Activation

#164 Joe Gibbs Racing, NASCAR
[Instagram](#)

#165 Portland Timbers, MLS
[Twitter](#)

Giveaways

#166 Bundesliga
[Instagram](#)

#167 Manchester United FC, EPL
[Facebook](#)

Social Good

Black Lives Matter

- #168 AC Milan, Serie A
[Twitter](#)
- #169 Australian Football League
[Instagram](#)
- #170 NASCAR
[TikTok](#)
- #171 Major League Soccer
[Instagram](#)
- #172 Manchester City FC, EPL
[Instagram](#)
- #173 National Women's Soccer League
[Twitter](#)
- #174 National Women's Soccer League
[Instagram](#)
- #175 National Women's Soccer League
[Twitter](#)
- #176 Washington Wizards, NBA
[Twitter](#)

COVID-19

- #177 La Liga
[Instagram](#)
- #178 Tottenham Hotspur FC, EPL
[Twitter](#)
- #179 Tottenham Hotspur FC, EPL
[Twitter](#)

Pride

- #180 Oakland Athletics, MLB
[Instagram](#)



The Restart of Sports Across Social Media

hello@greenfly.com | +1 (310) 620-8565 | www.greenfly.com



July 2020