

#teamUCM Night at the Blackout Game UCM's first-ever social media event

Inspired by the [Kansas City Royals Social Media Night](#), the IPR team recognized an opportunity to host the University of Central Missouri's first social media night during a basketball game.



#teamUCM Facebook cover photo

CHALLENGE

Develop a partnership with UCM Athletics to host a fun and unique event where fans are able to have a voice online and interact with UCM Athletics and others using the hashtag #teamUCM. Create an atmosphere of unity between UCM athletic teams and fans alike, contributing to the sense that "we are all part of Team UCM."



#teamUCM video board graphic

GOALS

- Develop an understanding of what #teamUCM is among the UCM Community
- Create an engaging atmosphere that allows fans to be part of the athletic experience
- Increase attendance at the Mules and Jennies MIAA basketball game
- Increase interaction on UCM Athletics' Twitter and Facebook accounts

HOW #teamUCM CAME TO LIFE

Blackout basketball game

- We developed a partnership with another organization at UCM that hosts an event that is already well-known by the UCM community:
The annual Blackout basketball game.
- The title of the social media night became "#teamUCM Night at the Blackout Game"

Videos

- A [30 second teaser video](#) was released on social media before students left for winter break, one month before the event. The video was played on the video board during home UCM basketball games leading up to #teamUCM Night.
- A [1:25 video](#) illustrating why students believe in #teamUCM, and asking others to believe, was released on social media one week before the event. It was played on the video board during both the Mules and Jennies games on #teamUCM Night.

Website

- ucmo.edu/teamucm included information for all things #teamUCM. It explained what #teamUCM means, housed #teamUCM videos, explained how fans could win prizes and listed sponsorships.

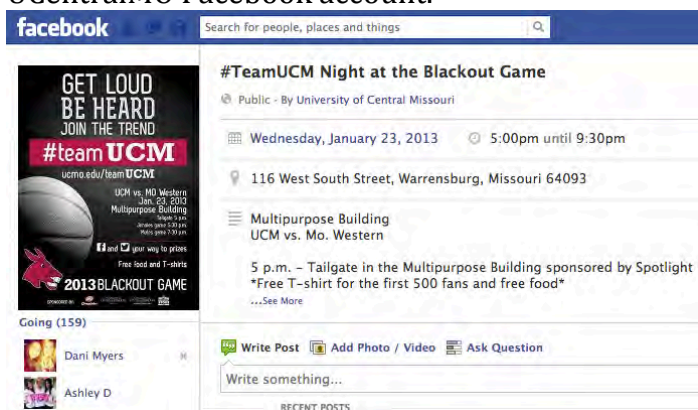
Sponsorships

- [Local businesses and UCM departments](#) sponsored contests during the event. This ensured unique prizing including an airplane ride from the UCM Department of Aviation and \$110 in DQ bucks from the Warrensburg Dairy Queen.

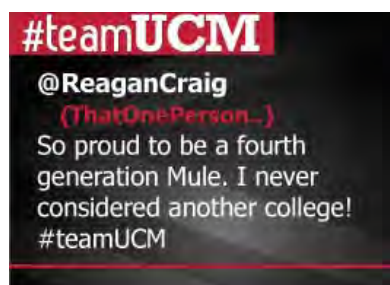


Buzz before the event

- A #teamUCM Night at the Blackout Game Facebook event was created through the UCentralMO Facebook account.



- Fans were encouraged to tweet what #teamUCM means to them one week before the event. Selected tweets were featured on the video board during #teamUCM Night.



Free stuff and a tailgate!

- Everyone loves free stuff. We wanted to make sure fans were provided with free items as soon as they walked in the door. 500 T-shirts and #teamUCM wristbands were given away, as well as cards explaining how to win via social media.

- A UCM student organization called The Spotlight sponsored the tailgate. During the tailgate students were able to pick up their Blackout T-shirts and grab some free food. The tailgate started at 5 p.m. and more than 100 students were in line beginning at 4 p.m.

Marcus Burnett @EskimoEvan
My future school #teamUCM pic.twitter.com/MzSb3VWw
Hide photo Reply Retweet Favorite More



**HOW TO WIN
DURING THE UCM BLACKOUT GAME:**

1. Follow @UCMMULES on Twitter, and "like" facebook.com/UCMAthletics.
2. Watch for opportunities to answer trivia, retweet, comment on a post and more.
3. Wait for a Twitter reply or Facebook post to see if you've won!

[/UCMMULES](#) [/UCMAthletics](#)

UNIVERSITY OF
CENTRAL MISSOURI
LEARNING TO A GREATER DEGREE



Prize giveaways via social media throughout the night

- Fans could win a variety of prizes including Nike-branded UCM apparel, a UCM basketball autographed by the basketball players, date night prize packs and more. During both the Mules and Jennies games, tweets and Facebook posts were sent from the UCM Athletics accounts giving fans opportunities to win prizes about every five minutes.

UCM Mules & Jennies @UCMMULES 23 Jan
Don't have a Valentine's gift yet? Reply with your favorite Applebee's appetizer for a chance to win a date night prize pack! #teamUCM
Expand

Megan Harris @megsharris
Just won a #DateNight prize pack from @UCMMULES! THANKS!! #teamUCM
19 HOURS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE

- Fans who didn't have a smart phone or who weren't on social media could win prizes as well. Some of the #teamUCM cards were instant winners because they had a special sticker on them. The little girl below won a UCM backpack filled with prizing.



Contests

- Uniques contests throughout the evening were possible because of #teamUCM sponsors and included:
 - ChooseRED Shuffle, sponsored by University Relations
 - Fan Makeover, sponsored by the University Store
 - DQ Challenge, sponsored by the Warresburg Dairy Queen
 - The Great Skyhaven Bounce Race, sponsored by the UCM Department of Aviation and Skyhaven Airport



Behind the scenes: IPR's social media command center

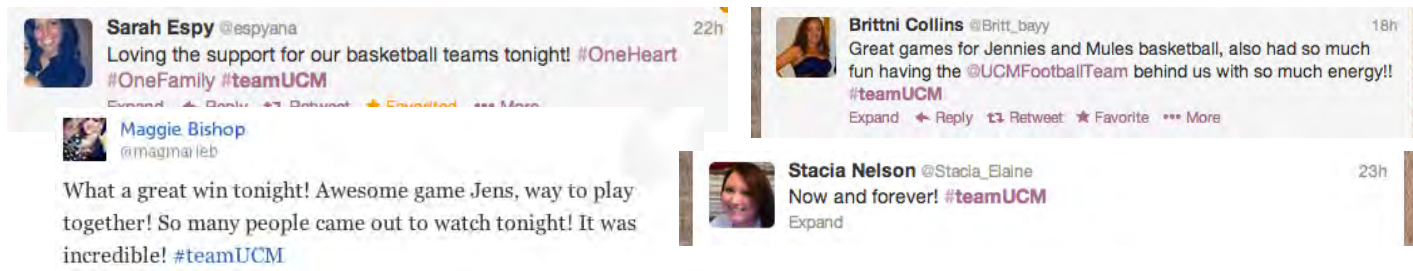
- The students in the PR firm coordinated all social media and prizing behind the scenes.



RESULTS (evaluated based on goals established before campaign launch)

Goal 1: Develop an understating of what #teamUCM is among the UCM community.

- Based on the tweets and Facebook posts from fans, we believe our first goal was absolutely accomplished.



Goal 2: Create an engaging atmosphere that allows fans to be part of the athletic experience.

- 500+ fans received free #teamUCM gear
- 50+ fans won prizes via social media
- 30+ fans participated in contests, held on the court for all fans to see

Goal 3: Increase attendance at the Mules and Jennies MIAA basketball game on Wednesday, Jan. 23.

- Approximately 4,200 people were in attendance
- 26% increase from other MIAA home UCM basketball games

Goal 4: Increase interaction on UCM Athletics Twitter and Facebook accounts.

- 1,416 uses of the hashtag #teamUCM during the event
- 7% increase in followers on UCM Athletics Twitter account @UCCMMULES
- 6% increase in Facebook likes on UCM Athletics Facebook account

**note: increase in Facebook fans and Twitter followers happened over the course of one month.*

CONCLUSION

Overall, #teamUCM Night at the Blackout game gave fans a reason to not only go to the game, but become involved and engaged with it. The event gave students a voice and helped them to believe and feel a part of #teamUCM.

As one fan said,

