



INDIANA SPORTS CORP

Social Media Slam Dunk: Dittoe PR's Full Court Press For Men's Final Four and Indiana Sports Corp

CHALLENGE

- ✓ LIMITED ATTENDANCE
- ✓ PUBLICIZE SAFETY PLAN
- ✓ HELP INDY SHINE THROUGH ISC SOCIAL CONTENT

In January 2021, the National Collegiate Athletic Association (NCAA) announced that for the first time in program history, the entire Division I Men's Basketball Championship, known as NCAA March Madness, would take place in one region. Their choice: Indiana, with the majority of games taking place in downtown Indianapolis.

Due to COVID-19, fan and staff attendance at the 2021 March Madness games were severely reduced. With a limited number of tickets to watch the games in person and a national, weeks-long spotlight soon descending upon the city, ISC focused on developing the ultimate fan experience outside of the arena. This was an opportunity to not only showcase Indianapolis, but its unique ability to host an entire March Madness tournament as well as future major sporting events.

SOLUTION

- ✓ DUAL SOCIAL STRATEGIES
- ✓ HIGHLIGHT ACTIVITIES FANS COULD ATTEND
- ✓ LEVERAGE VIDEO CONTENT
- ✓ FOSTER SOCIAL ENGAGEMENT

Throughout March Madness, Dittoe PR was responsible for executing two different social media strategies in tandem without on-site access to the tournament games, due to the pandemic protocols.

Social media efforts for ISC focused on the activities fans could participate in across the city, including pop-up art exhibits, musical performances, spoken poetry and more. For Men's Final Four, Dittoe PR shined a light on what student-athletes were doing when not playing in the tournament and showcasing the fan experience during the games.

By leveraging video content provided by Butler University students working with the NCAA, video performance for ISC and Men's Final Four increased drastically. Video content ranks as the most engaging content across all social media platforms, and with the introduction of features like Instagram Stories, Reels, IGTV and Fleets, sharing a variety of video content was important to fully engage with NCAA Men's Basketball fans.



RESULTS

- ✓ LIVE SOCIAL BROADCASTS
- ✓ FULL COURT PRESS

Live-tweeting 67 games on top of sharing ongoing content about youth programs and community impact across Instagram, Twitter and Facebook required a full-court press from the Dittoe PR social media team. In the end, it was an incredibly successful and rewarding engagement between Dittoe PR, ISC and Men's Final Four.

COVERAGE + STATS

ISC MARCH MADNESS PROJECT
From February 22-April 15, 2021, across Facebook, Twitter and Instagram, Dittoe PR achieved the following results for ISC:



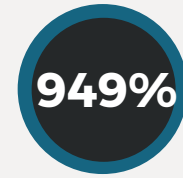
IMPRESSIONS



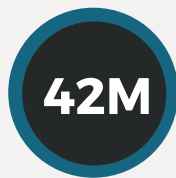
ENGAGEMENTS



NET FOLLOWERS



INCREASE IN
CROSS-CHANNEL
VIDEO VIEWS



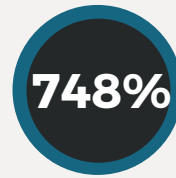
IMPRESSIONS



ENGAGEMENTS



NET FOLLOWERS



INCREASE IN
CROSS-CHANNEL
VIDEO VIEWS

NCAA MEN'S FINAL FOUR PROJECT
From February 22-April 15, 2021, across Facebook, Twitter and Instagram, Dittoe PR achieved the following results for Men's Final Four:

Dittoe Public Relations

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ISC PARTNERSHIP TO DATE

From February 22, 2021-June 30, 2022, across Facebook, Twitter, Instagram and LinkedIn, Dittoe PR achieved the following results for ISC:

5.9M

IMPRESSIONS

196K

ENGAGEMENTS

4.4K

NET FOLLOWERS

38%

INCREASE IN
CROSS-CHANNEL
VIDEO VIEWS

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