

2025

Philadelphia Eagles

Social Media for Positive Audience Engagement

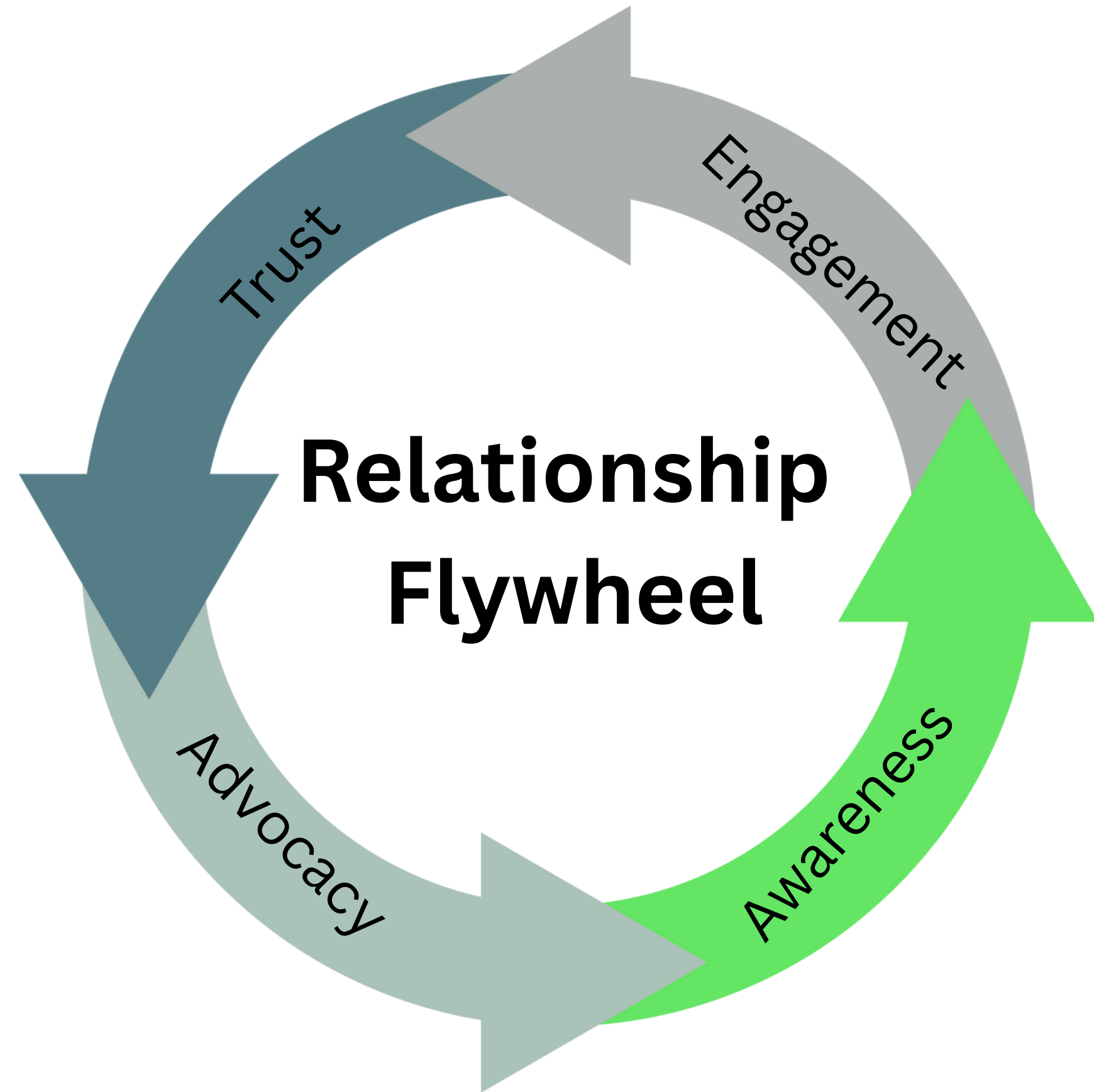


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VP Digital Strategy**

The Power of Connection: Using Social Media for Positive Engagement

- Social media as a tool for impact, not just impressions.
- This isn't about followers — it's about fostering connection and trust.
- Social media is about connection, empathy, and consistency.
- Your online presence is your reputation — make it reflect your values.
- Engagement is a reflection of trust earned over time.





Why it Matters: Trust • Relationships • Reach • Reputation

- Trust: People trust people more than brands. Authenticity drives credibility.
- Relationships: Engagement > broadcasting
Community is built through consistent, human conversation.
- Reach: Social amplifies your mission; every follower is a potential advocate.
- Reputation: Online presence shapes first impressions; your digital behavior builds or breaks brand trust.

Platforms × Demographics × Strengths		
Platform	Demo	Strength
Instagram	Age: 18–44 (strongest in 25-35 range)	Visual storytelling, emotion-driven content
Facebook	Age: 18–44 (most active: 35-49)	Community groups, events, long-form posts
Tiktok	Age: 18–34 (strongest 18–29 cohort; rapid growth among 35–44)	Short-form, trend-driven storytelling; authenticity and personality over polish; discovery algorithm that amplifies reach beyond followers
X	Age: 25–45 (skews slightly younger male audience)	Real-time conversation, news and sports commentary; immediacy and dialogue
YouTube	Age: All age groups (18–65+); top among 18–44	Long-form storytelling, evergreen content
LinkedIn	Age: 25–55 (professionals, executives, and B2B audiences)	Professional thought leadership, partnerships

Know Your Audience: Meet Them Where They Are

- Understand who your audience is and why they’re there.
- Don’t copy-paste. Tailor your tone, visuals, and cadence to each platform.
- Data + empathy = strong strategy.

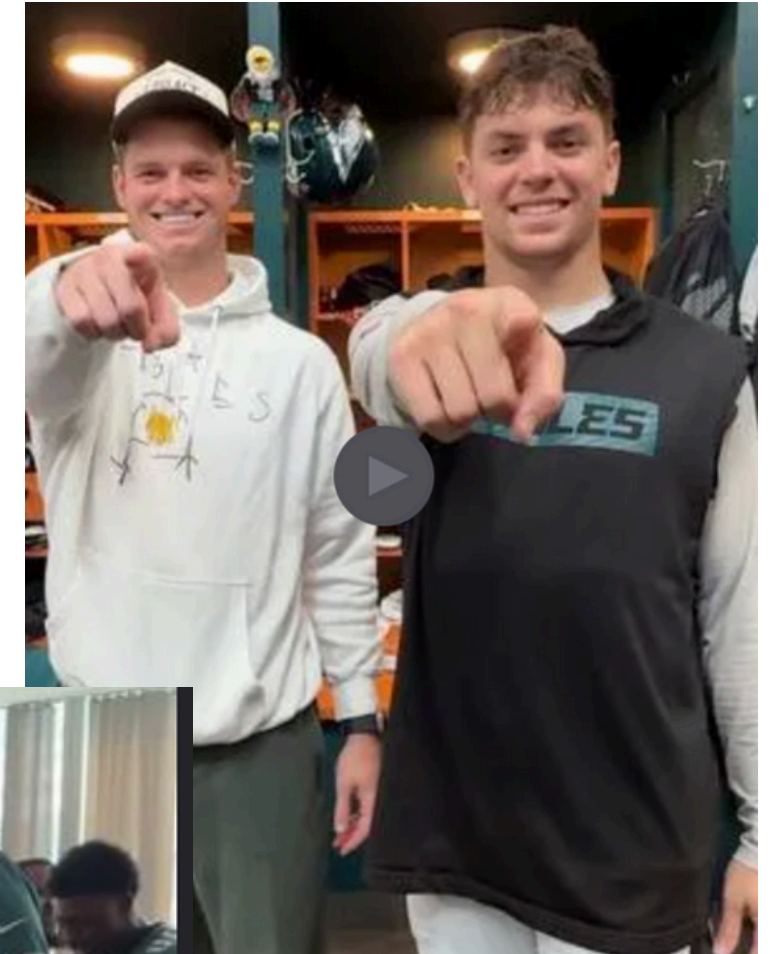
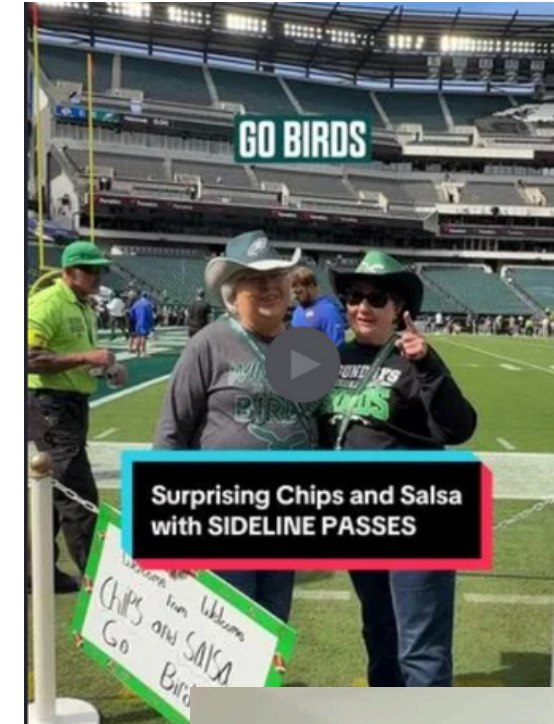
Do

- Engage > Broadcast
Reply, reshare, & spotlight fans, partners, & players.
- Empower Fans & Creators- Reshare fan art, UGC, and Creator Collective moments.
- Off the field content-Show the People Behind the Brand

Don't

- Over-polish or rely solely on graphics and templated posts.
- Delay content for perfection
- Limit voice to on-field only — the brand is bigger than football.

Best Practices: The Fundamentals of Positive Engagement



Content That Connects: Create Stories, Not Just Posts



Storytelling Flow → Educational | Inspirational | Entertaining

- Educational: Teach something useful (explain, demystify, spotlight expertise).
- Inspirational: Share stories of resilience, impact, or transformation.
- Entertaining: Celebrate the moments that make people smile or feel part of the community.
- Use the Eagles as an example. Players, fans, and causes that move people emotionally.
- If it doesn't make someone feel something, it's just noise.



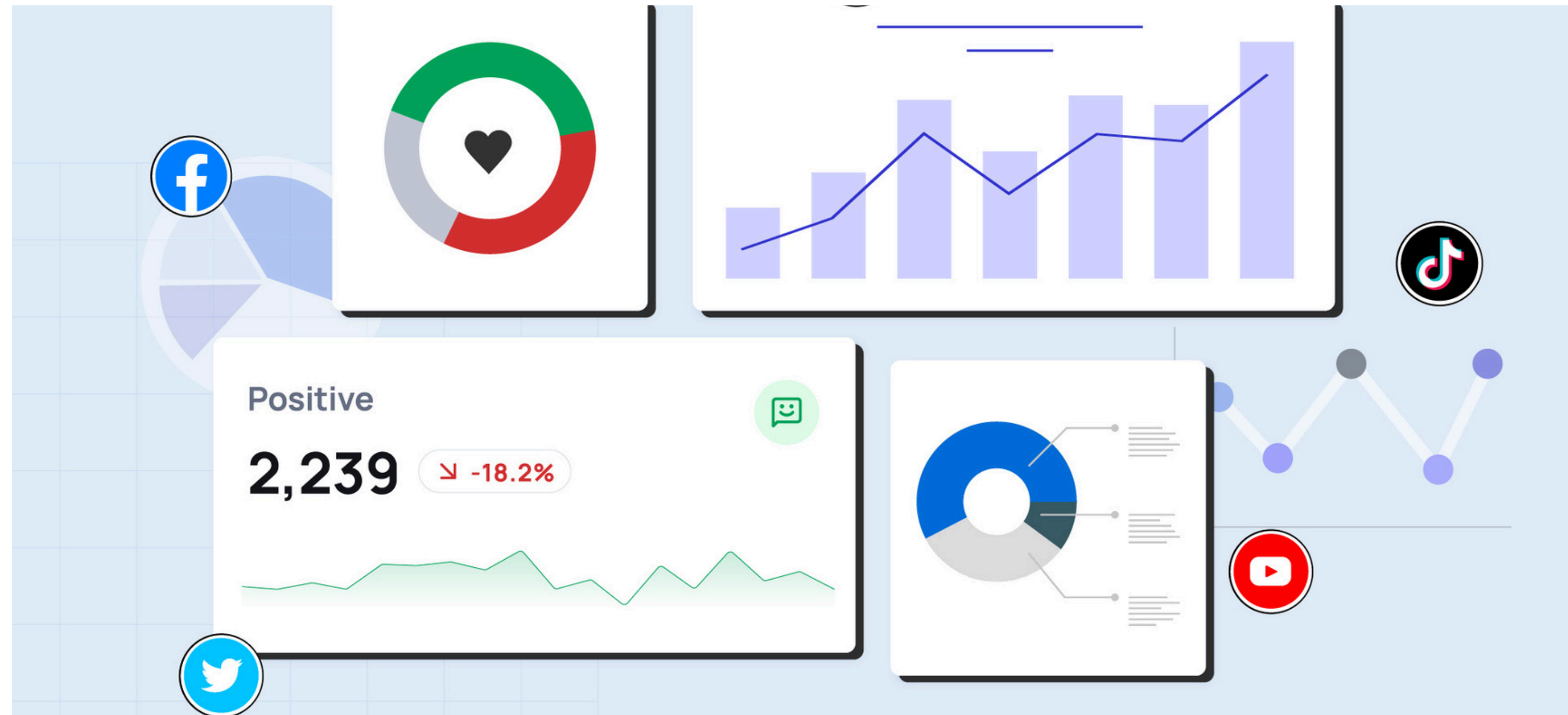
Challenges & Solutions:

Turning Obstacles into Opportunities



Negative comments or misinformation	Respond with empathy, redirect with facts, or take offline if necessary.
Declining engagement	Audit content mix; test new formats (test video, carousel, polls).
Burnout or lack of time	Audit workflows. Leverage scheduling tools and clear content calendars.
Algorithm changes	Focus on storytelling that works organically; avoid chasing trends.

Measuring Success: What Good Engagement Looks Like



- Track beyond vanity metrics — focus on connection quality: comments, saves, shares.
- Sentiment matters — are people feeling more connected or inspired?
- Use analytics to inform, not dictate, creative direction.
- Celebrate progress, not perfection — it's a long game.

Action Steps:Your Engagement Game Plan

Checklist Format:

- ✓ Define your audience and purpose
- ✓ Choose 2–3 primary platforms
- ✓ Develop a content calendar
- ✓ Create a 70/20/10 content mix (evergreen / responsive / testing)
- ✓ Monitor and adapt using analytics
- ✓ Lead with positivity

Resources

Head of Instagram- Adam Mossari

Meta Creators Blog

Youtube Blog

YouTube Creator Insider

Meta Newsroom

Rachel Karten- Author of Link in Bio

Morning Brew (newsletter)

Social Media Today

Podcasts:

Tech Crunch: Daily Crunch

The Campaign Podcast

Social Media Marketing Talk
Show