



**SCCA NATIONAL  
CONVENTION**  
January 17-19, 2019

# Social Media 101

Andie Albin

SCCA Creative Manager





**Teddie Alexandrova**

May 31, 2018 · Edited ·

I love this photo so much because it shows the spirit of our sport. [Andie Albin](#), whom I faced in the final round of the Ladies challenge, had gone through round after round in grueling 100F+ heat in that open cockpit FMod. And when her car broke after the first day of the Tour, she wasn't discouraged or unhappy. She was still screaming "FOR THE GLORY OF FMOD" at the top of her lungs, and with the help of the Solo community her car was fixed for the second day. You go, Andie!

Many thanks to Christy Carlson for capturing this moment! — at Lincoln Airport.

60

4 Comments

Love

Comment

Share



Write a comment...





# Different Platform; Different Purposes

- **Facebook:** 2.27 billion monthly active users
- Instagram: 800 million monthly active users
- Snapchat: 400 million daily active users
- LinkedIn: 260 million monthly active users
- Twitter: 67 million monthly active users
- ...and more.





# Different Platform; Different Purposes

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# Different Platform; Different Purposes

- Instagram: 800 million monthly active users
  - **Photos. Videos. Visually-interesting content.**

<https://www.instagram.com/>





# Different Platform; Different Purposes

- Instagram: best used for building awareness
  - News and information are hard to share
  - Conversations are hard to hold





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sccaofficial Coming out of the car in pit lane as chill as Cool Hand Luke.

#FunWithCars #SCCARunoffs #SCCA75th  
#scca #roadracing #because racecar  
#motorsport photography #hondacivic

@hoosiertire @hoosiertirewest @honda  
@racesonoma

tirekiller "Shaking it here, boss."



Liked by ss51le and 254 others

DECEMBER 10, 2018

Add a comment...







sccaofficial  
Sonoma Raceway

sccaofficial Even Gumby reads the GCR.  
#SCCARunoffs #FunWithCars #FunWithRules  
racerchristaylor Getting ready for SM  
teardown??



Liked by ss51le and 188 others

OCTOBER 19, 2018

Add a comment...









sccaofficial

sccaofficial Blazing a trail!

#FunWithCars #sccaRallyCross #scca  
#RallyCross #rally #carsofinstagram @ford  
#ford #fiestast

rakracing That looks like too much fun! 

adamsmports He is both a great  
driver and a great guy!! 

rallier25 What rims though? 



Liked by ss51le and 392 others

JULY 18, 2018

Add a comment...



# Different Platform; Different Purposes

- Snapchat: 400 million daily active users
  - **Live engagement during events**



# Different Platform; Different Purposes

- Snapchat: 400 million daily active users
  - Opinion: Best kept for socializing between friends



# Different Platform; Different Purposes

- LinkedIn: 260 million monthly active users
  - Professionals socialize here.



# Different Platform; Different Purposes

- LinkedIn: 260 million monthly active users
  - 62% of SCCA Members have an annual household income of at least \$100,000





## Atlanta Motorsports Park

597 followers

2d

Looking to have a high octane event? Atlanta Motorsports Park is the perfect place for birthday parties, bachelor(ette) parties, corporate events, or just to have a good time with friends. We provide adrenaline packed experiences that meet any level of driver skill or budget. [#corporateevents](#) [#adrenaline](#) [#motorsports](#) [#birthdayparties](#)







# Different Platform; Different Purposes

- Twitter: 67 million monthly active users





# Different Platform; Different Purposes

- Twitter: News, Fast Facts, Conversations





**SoloMatters**

@SoloMatters

Following

Do you love sharing the excitement of events on social media? Would you like a discount on your event entries? It's the time of year where we start asking for SoloMatters contributors for the new year. If sharing the...  
[facebook.com/solomatters/po](https://facebook.com/solomatters/po) ...

11:58 AM - 3 Jan 2019



Tweet your reply





**SoloMatters**

@SoloMatters

Following



February 10 is the 2019 deadline for Wendi Allen Scholarship Fund nominations. Submissions should be submitted via email to HDuncan@scca.com before the deadline



**Deadline Ahead for Wendi Allen Scholarship Nominations**

TOPEKA, Kan. (Jan. 8, 2019) -- Right around the corner, February 10 is the 2019 deadline for Wendi Allen Scholarship Fund (WASF) nominations. Submi...

[scca.com](http://scca.com)

3:28 PM - 8 Jan 2019



Tweet your reply





# Different Platform; Different Purposes

- **Facebook:** 2.27 billion monthly active users





# Different Platform; Different Purposes

- **Facebook:** Communicating with those you don't have and staying connected with those you do.







# Facebook: Your Focus

## Page

- A **Facebook page** is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations.

## Group

- A **Facebook group** is a page created for an organization or business to promote activities. Users can join the **group** and interact with other members.

## Profile

- A **Facebook profile** is an online profile created by an individual to share photos, videos, and information about themselves





[Let's Go To Facebook...](#)



The Mission of the SCCA® is to fuel a safe, fun and exciting motorsports experience for automotive enthusiasts. The Club's Vision is to be the preferred motorsports community in the United States, built on fun, shared passion and access to an exhilarating motorsports experience. In all its activities, the SCCA seeks to foster an atmosphere that encourages living the Values of the SCCA, which include:

***Excellence: The Spirit of a Competitor***

***Service: The Heart of a Volunteer***

***Passion: The Attitude of an Enthusiast***

***Team: The Art of Working Together***

***Experience: The Act of Wowing our Community***

***Stewardship: The Mindset of an Owner***

The SCCA strives to ensure **ALL** participants at its events and activities enjoy a welcoming environment. The SCCA supports equality of opportunity and treatment for all participants, and will make every effort to maintain an environment that is free of harassment, discrimination and any behavior that interferes with a safe, fun and exciting experience. A commitment to a welcoming environment and the SCCA Values is expected of all members and attendees, including drivers, workers, crew, guests, staff, contractors and exhibitors, and other participants at SCCA activities, sessions and social events when representing the SCCA in print or electronic media.



TROLL MAKE INTERNET MAD.  
TROLL LIKE ANGER.  
TROLL WANT PEOPLE AS  
MISERABLE AS TROLL.

[Pondrill.com/2019/01/01/](http://Pondrill.com/2019/01/01/)



# Advertising with Facebook



The image shows a Facebook advertisement for SCCA Inc. The ad features a black and white photograph of a dark-colored hatchback car driving on a racetrack. The car is angled towards the left. In the top left corner of the ad, there is a circular logo for SCCA Inc. and the text "SCCA Inc. Sponsored". Below this, the text reads: "BONUS DATE ADDED! In May, Track Night has been #KONIimproved! Wanna see what we mean? Use 'KONIimproved2018' to save \$25 on your next event, thanks to KONI Shock Absorbers. We'll see you at the track for some #FunWithCars!". The main image of the car has several overlays: "SCCA TRACKNIGHT IN AMERICA" in the top left, "KONI" in large red letters in the middle left, and "#KONIIMPROVED" in a red, stylized font in the bottom right. Below the image, the text "TRACKNIGHTINAMERICA.COM" is visible, followed by "Track Night: Boston - May 30th BONUS DATE!" and "Never been on track? Can't wait to get back? \$150...". A "Learn More" button is located to the right of this text. At the bottom of the ad, there are three icons: a thumbs up for "Like", a speech bubble for "Comment", and a share icon for "Share".

- If your ad cost the equivalent of ONE entry fee and brings in TWO entries, it was worthwhile.
- Spend on lowest barrier to entry events
  - Track Events
  - Solo
  - Volunteering
- The spend is a waste if their barrier to entry is too high.



# Advertising with Facebook

- Targeting
  - Age
  - Demographics
  - Interests
  - Location

[Track Night Example](#)





# Monitoring Success and Analytics

- Where you've been, what you're doing and where you're headed.

[Let's take a look.](#)

- Same goes for other platforms...

[Twitter Analytics](#)





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ACTIVITY

CONTENT

AUDIENCE

Interactions ⓘ

461

Actions taken on your account from  
Jan 12 - Jan 18



Profile Visits

+32 vs. Jan 05 - Jan 11

457

Website Clicks

-6 vs. Jan 05 - Jan 11

4

ACTIVITY

CONTENT

AUDIENCE

20,149 followers

+50 vs. Jan 05 - Jan 11

Top Locations ⓘ

Cities

Countries

Los Angeles

San Diego

New York

Phoenix

Knoxville



Age Range ⓘ

All

Men

Women

13-17

18-24

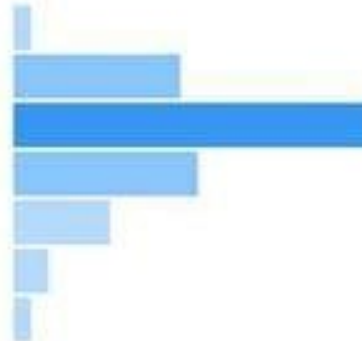
25-34

35-44

45-54

55-64

65+



Followers ⓘ

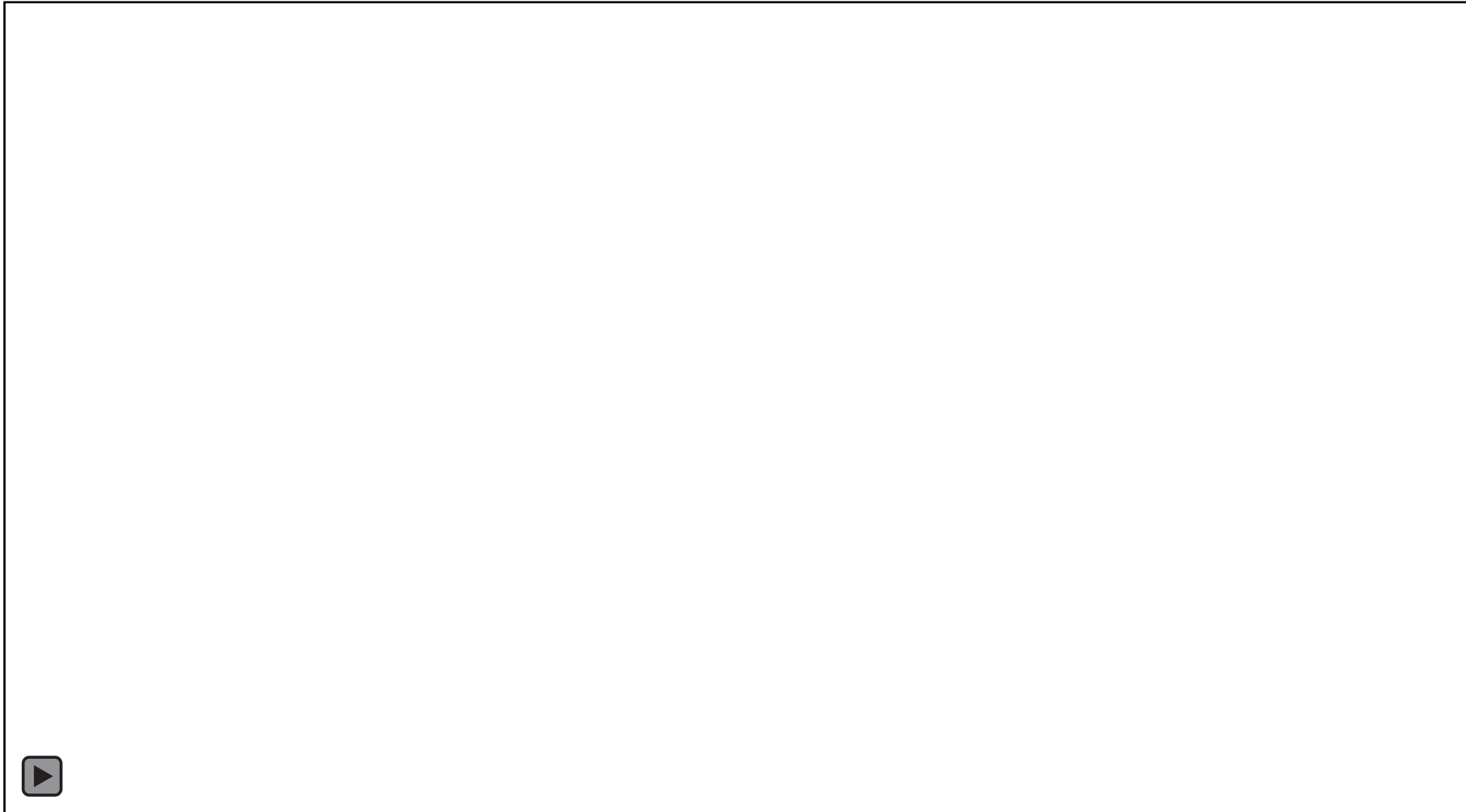
Hours

Days

< Saturdays >



# What did I miss?



# Thank you!

Please submit your feedback at  
<https://www.surveymonkey.com/r/ConvSaturday>

