Digital Playbook:
A Strategic Social Media Campaign for the Philadelphia Eagles

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INTRODUCTION

Social media has become a critical tool in sports marketing, allowing teams to increase fan engagement, strengthen brand loyalty, and expand their online reach. This capstone examines the Philadelphia Eagles' current strategies and proposes a multi-platform, research-driven social media campaign to optimize engagement. Using theory-backed insights and original research, this campaign serves as a scalable model for NFL digital communication.

OBJECTIVES

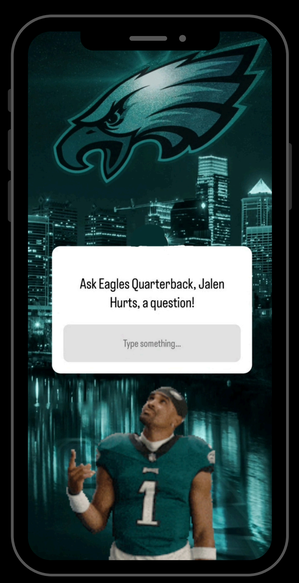
- Identify what types of social media content resonate most with Eagles fans
- Develop a campaign tailored to platform-specific features
- Strengthen fan-team connection through consistent, interactive, and engaging content
- Provide a successful social media campaign for the Philadelphia Eagles

METHODS

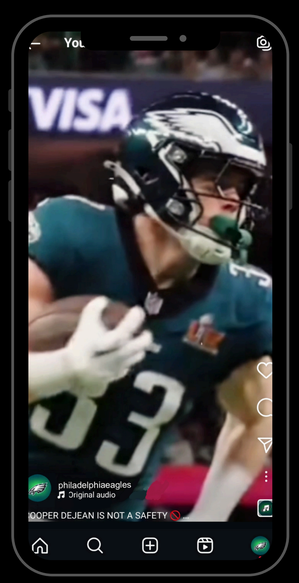
- Content Analysis: Examined Eagles recent posts
- Survey: Collected fan responses about content preferences
- Campaign Development: Created mock posts and caption examples

RESEARCH QUESTIONS

- How can the Eagles optimize their social media content to maximize fan engagement?
- What types of content generate the most interaction and foster brand loyalty among Eagles fans?
- How does interactive and multimedia content impact fan retention and expand the team's digital reach?







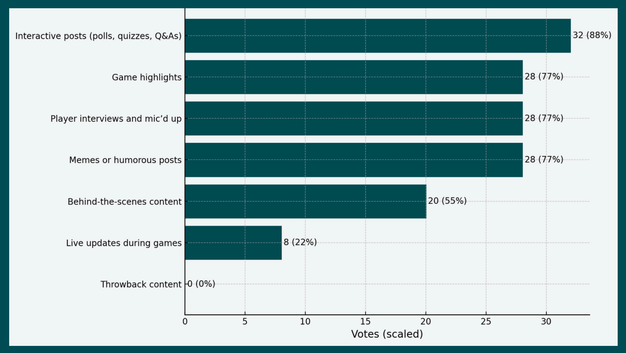
RESULTS

Survey results show fans prioritize interactivity, humor, and engagement.

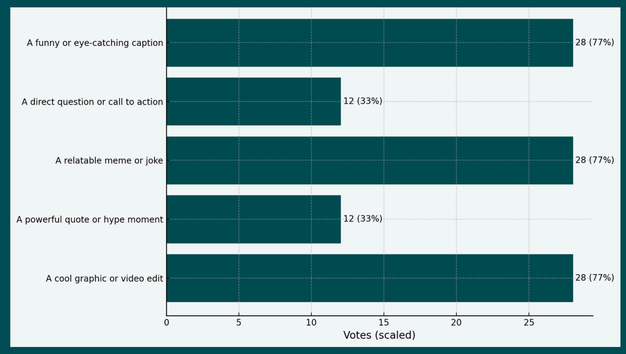
- The majority selected interactive posts—such as polls, quizzes, and Q&As—as their favorite content type.
- Funny or eye-catching captions were most likely to prompt likes, comments, and shares.
- One fan wrote, "I'd like to see more interactions with fans."

These results highlight the importance of content that invites participation and builds community.

FAN PREFERRED EAGLES CONTENT



WHAT MAKES FANS MOST LIKELY TO ENGAGE WITH A POST



CONCLUSION

The most successful social media campaigns are those that feel personal, timely, and participatory. By tailoring content to each platform and listening to fan feedback, the Eagles—and other NFL teams—can boost long-term engagement and loyalty. This capstone demonstrates how strategic, theory-driven content can deepen the fan experience in a rapidly evolving digital space.

QR CODE TO REFERENCES