



CLEMSON MEN'S BASKETBALL

SOCIAL MEDIA CASE STUDY

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INTRODUCTION

Since the conference schedule was announced in November, all Clemson fans eagerly anticipated playing two historic programs, Duke and UNC, back-to-back in Littlejohn Coliseum. These matchups were crucial for the Tigers in terms of securing two conference wins and capturing the attention of a national audience. With less than 48 hours between these two games, planning and preparation were essential to ensure we delivered the best content we could.

Additionally, the legendary Dick Vitale would make his return to the broadcast booth, generating even more excitement and anticipation around the game. Not to mention the line of students wrapped back and forth around LJC of eager fans wanting to root for the tigers.

This study aimed to analyze Clemson Mens Basketball's social media performance over the course of these two back-to-back matchups. Taking a deep dive into my role, the preparation, planning, in-game roles, posts and metrics on how we executed capturing the key moments surrounding these crucial wins.

PREGAME PLANNING

Without a formal meeting, ongoing communication with Ben Winterrowd (Sports Information Director) leading to these games was crucial to planning and success. My personal goal was to take as much leadership as possible when it came to our social media platforms. With 2 games within 48 hours, I aimed to reduce Ben's workload as much as possible. He shared a Google doc with the order of events, planned/required posts, and a brief overview of responsibilities. With a maxed-out amount of media coverage, we knew we would have to be strategic with our photographers' placement to ensure everyone was capturing different things.

I coordinated with our lead photographer and videographer to assess their planned deliverables and combined them with Ben's notes to form a basic plan. However, once I saw the amount of posts that were going to go out pregame I ramped up my plan adding detailed notes and planned captions to make the chaotic pregame a little easier. With so many student creatives working the game I created a group chat with everyone to communicate the plan, arrival times, and who would capture what.

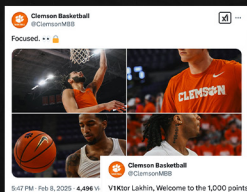
PIECE	CAPTION	WHERE	WHO	WHEN	NOTES
Shootaround	*****	*****	BEN	*****	*****
Gameday Graphic			BEN	*****	*****
Final Prep/Empty LJC			QUINTON		
Mini Mic Video	Mini Mic 🎤 HUGE LINE The best fans go to @clemsnonuni OR Safe to say student section is going to be rocking tonight?	IG/Twitter	MIKAELA/QUINTON		asking people what time they got there?
Students in Line			ZEKE		collab?
Shirts on Seats			QUINTON		
Walkins/Gameday Fits	Look Good. Feel Good. Play Good.		BEN/QUINTON		
Warmups	Pregame Scenes 📸		MIKAELA		
Vitale Entering	The Legend is in Littlejohn 🏆		MIKAELA		Dick Vitale photos when he enters the court for the first time when students are around. We can communicate on this timing.
Viktor 1,000 Points	Viktor Lakhin, Welcome to the 1,000 points club!		MIKAELA	Before National Anthem	Mobile Video and Pictures
Vitale PA Read			COLE	After Anthem, Before Lineups	Dick Vitale will have a PA read and acknowledgement. Let's capture this in photos and video. We can have Quinton and Cole be ready.
Starting Lineup Newspapers	Starters vs Duke:	IG Story, X	SAM/ELISE ZEKE		GRAPHIC MADE AND IN BOX

IN-GAME SOCIAL MEDIA

In-game my main responsibility is publishing, meaning I am the one clicking post. I have two communications students at the table with me, and I delegate tasks as needed. With so much content needing to go out I am so appreciative of Sam and Elise being an extra set of hands to get things done quickly.

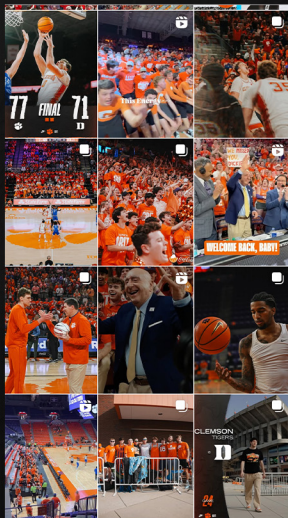
Pregame, I shoot and edit some warmup photos to put up quickly on social about 30 minutes before the game. During this time, I had Sam updating the starters graphic and Elise posting it. I also captured Viktor 1000 point ceremony right before the national anthem, once again quickly turning those around for another post before tipoff. As per the plan, Cole had a mobile video of the PA read for Dick Vitale, I had him post that straight to the feed as we had planned.

For the Duke game with 4 photographers, Sam would run cards back and forth between our photographers so they wouldn't lose their spots on the baseline, and he and Elise would edit and add to our internal gallery. Since we were down at halftime, we didn't need to use the graphic, so instead, we did a photo dump with their favorites.



IN-GAME SOCIAL MEDIA

During the game, I use WSC to clip plays straight from the ESPN broadcast and post them onto X. These clips later all get merged together as a highlight reel and posted as Top Plays the next day on Instagram. I also monitor stat broadcasts to track key moments such as double-doubles, career highs and other milestones. Over the course of both games, 16 clips were posted, generating 4.6K engagements (retweets, likes, comments). One of my favorite parts of my in-game responsibilities is developing clever and relevant captions for all the clips.



KEY SOCIAL MEDIA POSTS: FINAL SCORE

These graphics are posted within 1-2 minutes of the clock hitting 0. Their timeliness and the message are the reasons they perform so well. It is the first thing people see once the game is over. The Duke graphic performed exceptionally well because it was an upset win; unranked Clemson beats the #2 ranked team in the country and a conference opponent. As for Carolina's score graphic, a 20-point win over a conference opponent was huge for the Tigers program. Especially with it being only the 25th win against the Tar Heel program.



DOWN GOES DUKE

IG: 22K Impressions,

+240 followers

X: 5K engagements



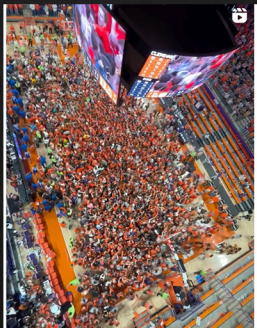
BEAT CAROLINA

IG: 12.5 Impressions,

+60 Followers

X: 2.5K engagements

KEY SOCIAL MEDIA POSTS: MOBILE CONTENT



Court Storm Mobile Video:

This video, captured by our awesome marketing team, provided an angle of the court storm that no one ever sees. Getting the final seconds of play and the controlled chaos, the emotions and excitement about this huge upset win. This was posted 16 minutes after the game ended, keeping the momentum and excitement that fans were still experiencing.

HOW WE FEELING TIGERS?!? 🤖🔥🐯

IG: 11.2K Interactions, +41 followers

9.66% Follower interaction rate



Dabo and Ian Mobile Pic:

In a press conference during football season, Dabo Swinney mentioned how great of a tight end In Schieffelin would be. When Dabo attended the game and was hanging out afterward, this photo opportunity was easy to capitalize on. Those who knew the context of Dabo's comment loved it, as did the Clemson fanbase, as it ties football and basketball together.

The collab we all needed:

IG: 10K Interactions

X: 1.5 K Engagements

PERFORMANCE METRICS

To evaluate performance, I used Zoomph to compare ClemsonMBB social media engagements over a 5-day period (Feb 7-11) against all 70 Power 5 basketball programs nationwide.

141 ORGANIC POSTS

IG: 50 X: 67 FB: 24

2.4% FOLLOWER INTERACTION RATE

ClemsonMBB follower interaction rate (engagements divided by followers) was 2.4%, which led the nation to a full point above the next highest. (Kansas State, 1.43%). Only six teams in the nation had greater than 1%

3.5M IMPRESSIONS

(4th in Nation)

1.3M VIDEO VIEWS

(2nd in Nation)

229K ENGAGEMENTS

(3rd in Nation)

6.77% ENGAGEMENT RATE

(4th in Nation)

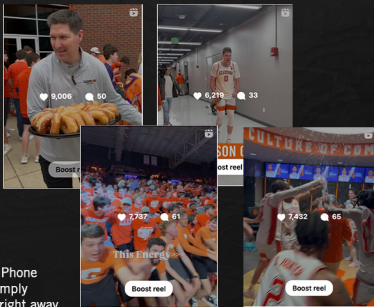
+2000 FOLLOWERS

PERFORMANCE METRICS

HIGHEST IMPRESSIONS:

Court Storm *
 Duke Score Graphic
 Uncommon Stats Graphic
 Carolina Score Graphic
 Ian and Dabo *
 Brownell handing out donuts *
 Locker Room Celebration *
 LJC is Rocking *
 What Vik said *
 Good Morning Cinematic Reel

*6/10 of these highest performing posts were iPhone videos/photos, not highly produced content. Simply capture the moment as it happens and post it right away.



	Impressions (IG)	Engagements (X)
Video	37K	9.9K
Photo	33K	5.6K
Graphics*	88.4K	14.5K
Mobile Content	64.1K	7.1K
Broadcast Clips		4K

*Final Score Graphics Alone: 34.4K, 7.6K

COLLABS

While none of our collaborations are noted in these numbers, we also had IG collaborative posts with the March Madness, CBBonFox, ClemsonTigers, ACCNetwork, and BleacherReportHoops.



FINAL THOUGHTS

Overall, this weekend was super successful on the court and on social media for Clemson Men's Basketball. I am proud of how I managed the pressure with the volume of content that needed to go out and my ability to take on more responsibility to coordinate and delegate tasks. Reflecting on the performance metrics and comparison, it was eye-opening to see the impact of my work and how many people engaged with the content I helped produce.

My biggest takeaway from this study is the value of mobile content. These raw, authentic moments posted instantaneously more than often outperformed the more polished, highly-produced content. I believe this is because fans can feel like they are experiencing the game as it happens. These videos capture the energy and emotion of the moments that resonate with followers and all who see them. Moving forward, I'll continue to prioritize this more authentic "real-time" content, especially during pre and post-game moments.

HUGE SHOUTOUT TO THE WHOLE TEAM FOR MAKING THIS POSSIBLE!

The Creatives:

Zeke Armijo, Quinton Brewster, Cole Schmitt,
Peter McLean, Cooper Scruggs, Dawson Powers, Ben Csoka

additional shoutout to Zeke Armijo for this template!

Communications Team:

Ben Winterrowd, Jeff Kallin, Matt Kamph, Elise Fallaw, Sam Price