



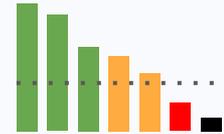
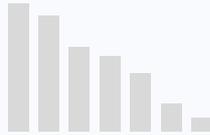
Q4 2022 Social Content Opportunity Analysis™

## Social Content Opportunities For the Winter Sports Audience on Facebook in Q4 2022

SHARED CHANNELS

FACEBOOK

# How the **Social Content Opportunity Analysis™** Methodology Works



1

## Measure & Categorize Posts

Sample a large number of social posts to find ones that are significantly outperforming the average.

2

## Identify Top Themes

Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.

3

## Measure The Benchmark

Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.

4

## Identify & Rank Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.

5

## Repeat For Each Platform

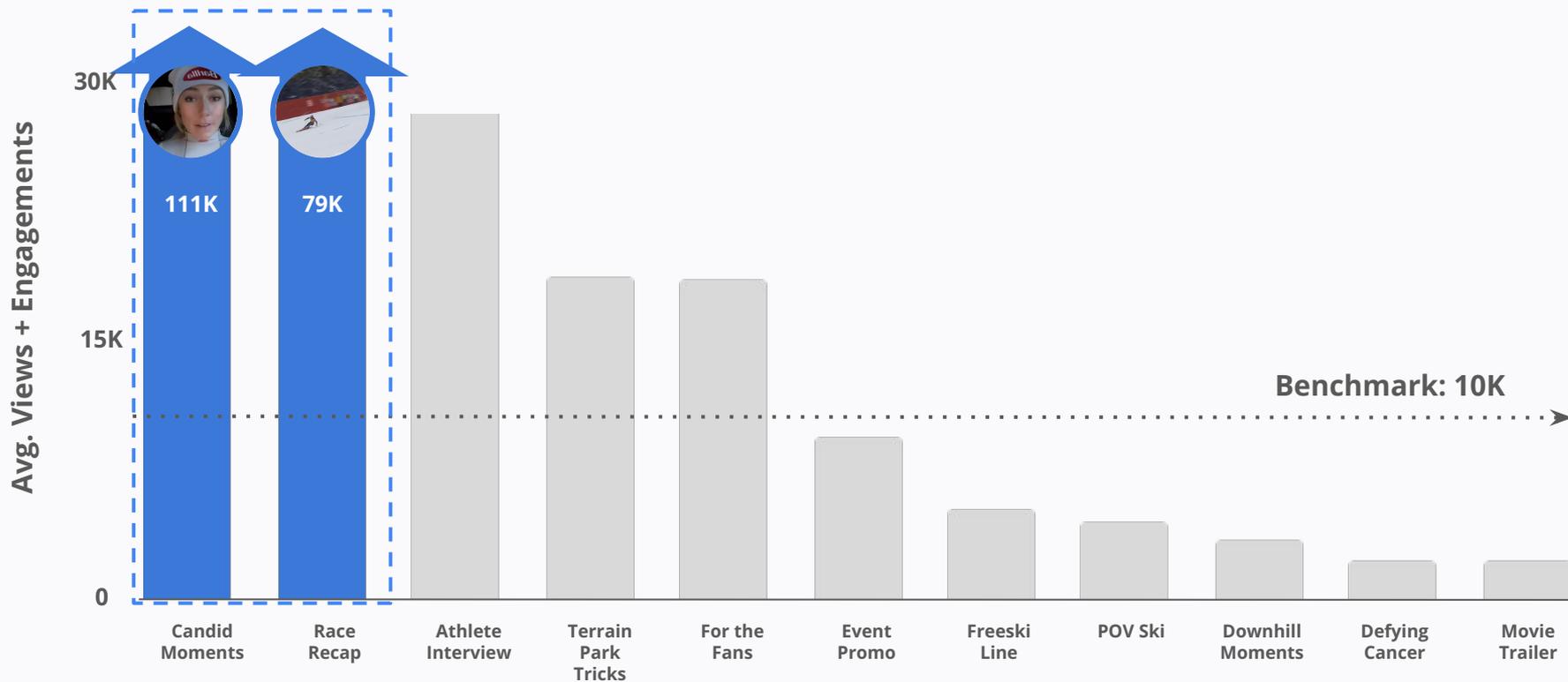
Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

# Facebook Content Bucket Definitions

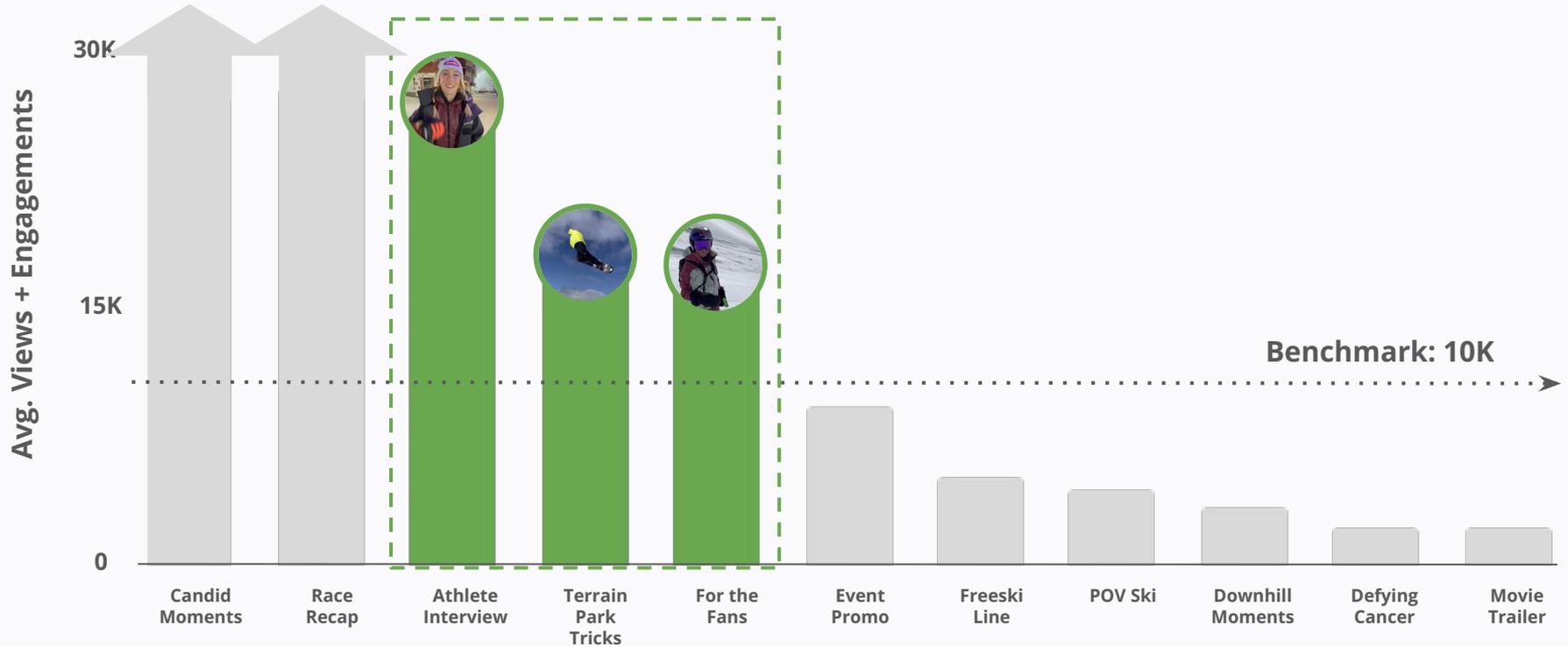
 Click to see example

- **Candid Moments**: Videos in this category are organically posted by athletes and cover elements of their personal lives, events, and achievements both on and off the slopes.
- **Race Recap**: Race highlights featuring an athlete's entire run down a slope. The audio either features crowds cheering or narration by professional sports commentators.
- **Athlete Interview**: Athletes answering interview questions or talking about their feelings after a race or a big win.
- **Terrain Park Tricks**: Impressive footage of athletes getting air while performing jumps and tricks in a terrain park.
- **For the Fans**: Videos that allow fans the chance to see into an athlete's life at home or cool edits of an athlete that contain their race placements.
- **Event Promo**: These videos ask the viewer to tune in and are meant to promote a brand's event, a race's event, or an athlete's race.
- **Freeride Line**: Insane footage of athletes freeriding in the backcountry and creating a beautiful line from the peak to the bottom of a mountain.
- **POV Ski**: Giving viewers an athlete's perspective when shredding, performing a trick, or dropping in from a dangerous angle.
- **Downhill Moments**: Showcasing athletes enjoying themselves while shredding down a mountain.
- **Defying Cancer**: Following an athlete on their cancer recovery journey and promoting the fight against breast cancer to viewers.
- **Movie Trailer**: Combining the most epic shots of a movie to promote a new film.

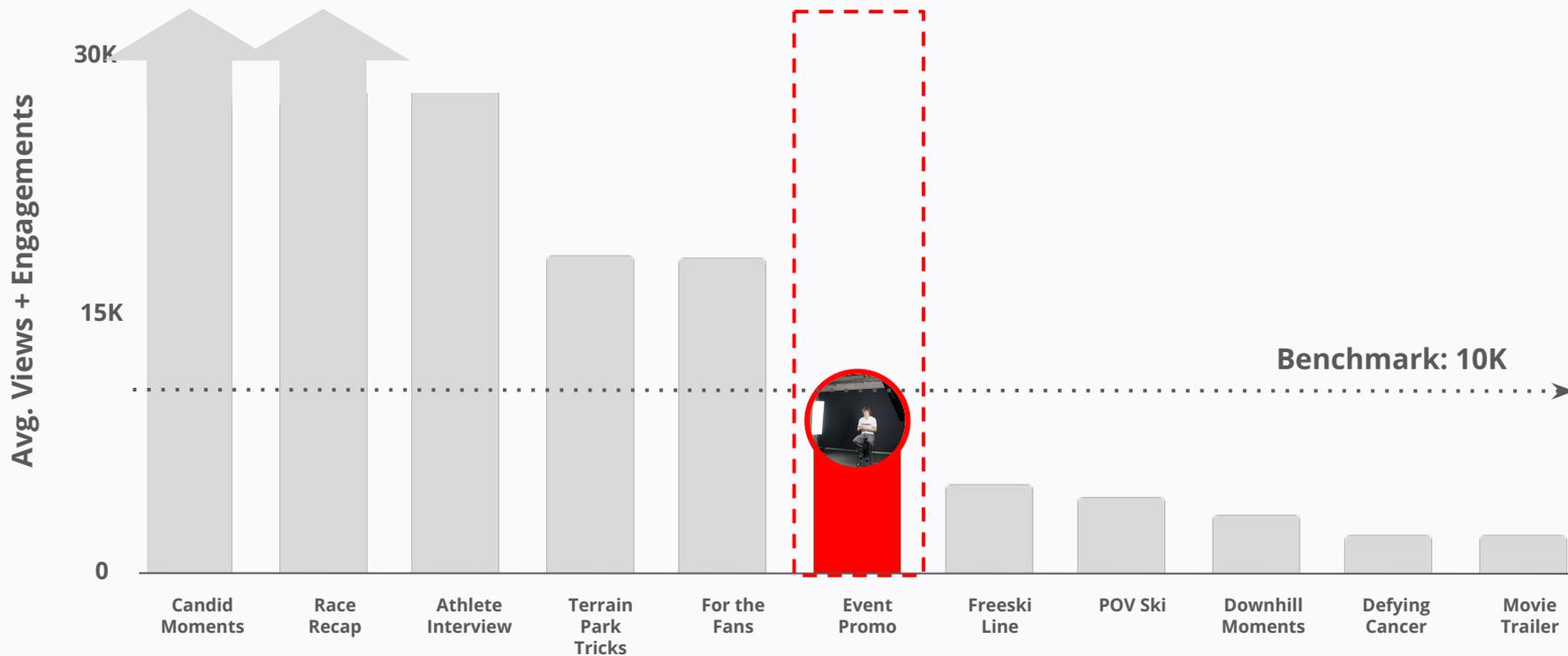
**Candid Moments & Race Recap** are **extreme performing** content opportunities, averaging 3x the views & engagement rate on Facebook.



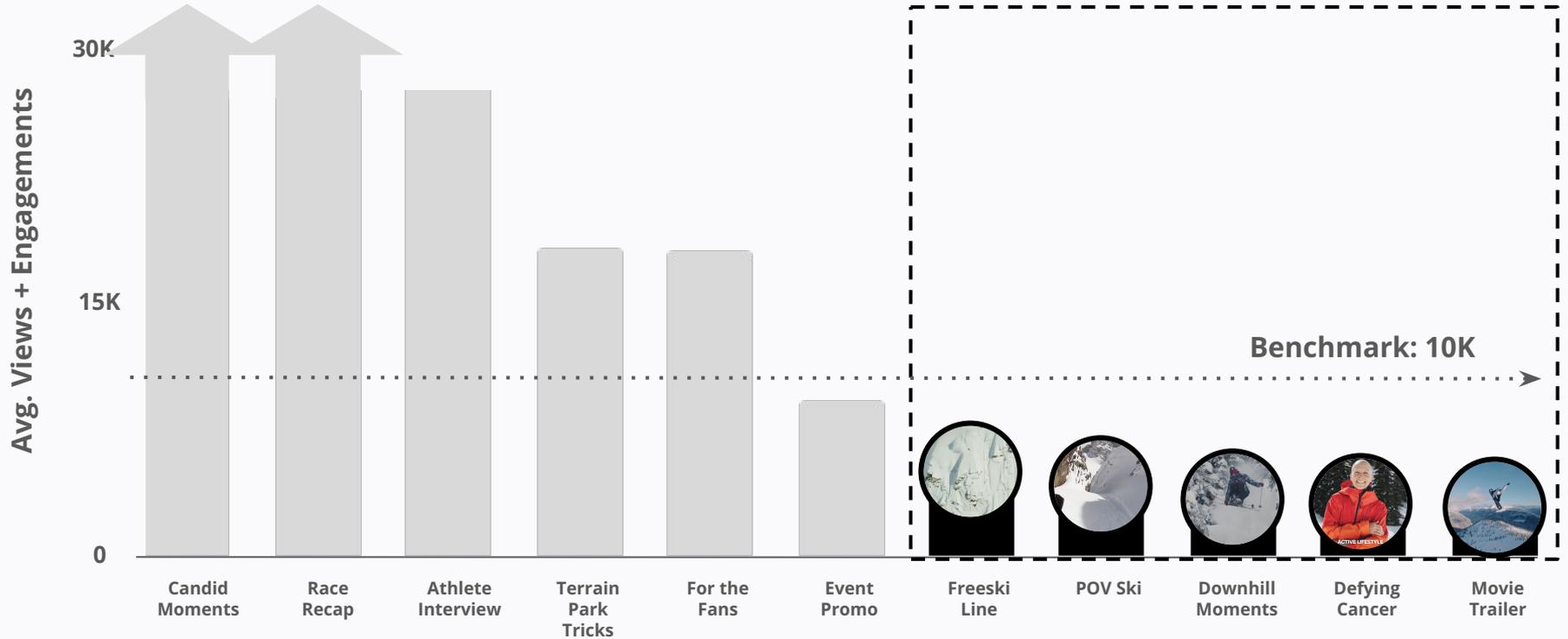
**Excellent performing** content categories for the Winter Sports audience on Facebook include:

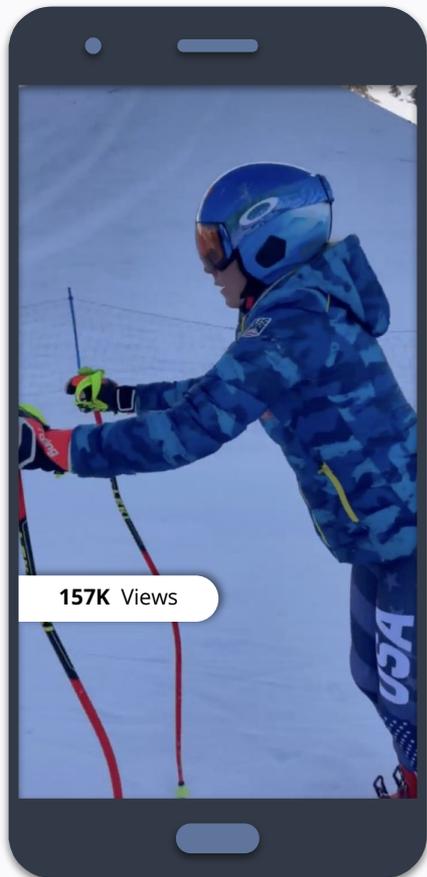
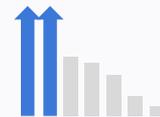


**Substandard performing** content categories for the Winter Sports audience on Facebook include:

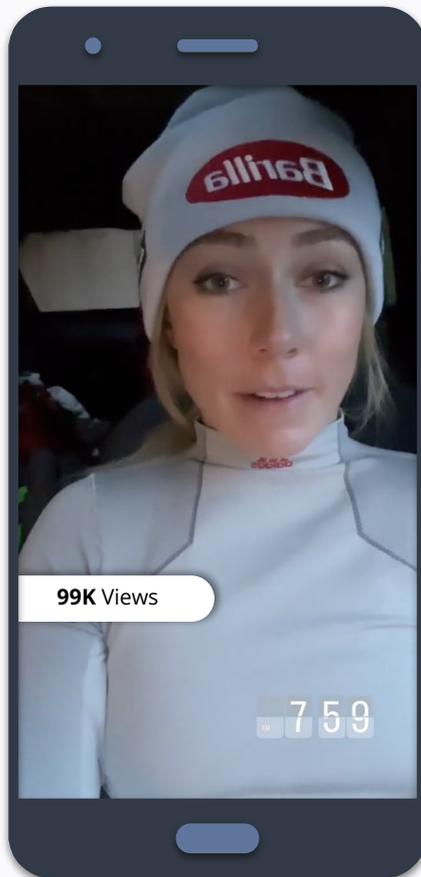


**Low performing** content categories for the Winter Sports audience on Facebook include:





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Content Opportunities:

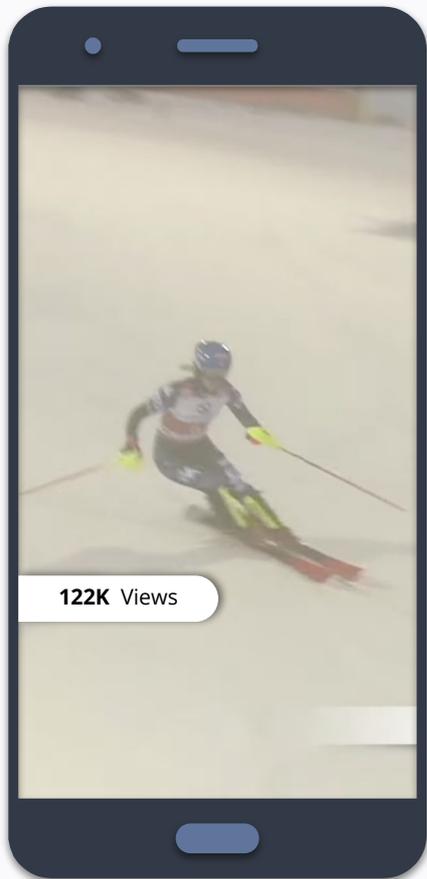
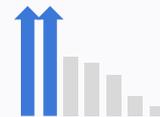
## #1. Candid Moments

Videos in this category are organically posted by athletes and cover elements of their personal lives, events, and achievements both on and off the slopes.

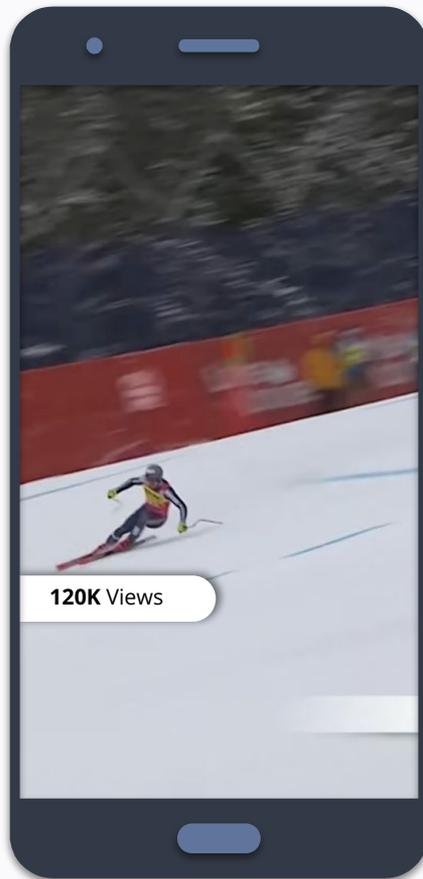


### Tactics to Implement:

- **Music:** Videos feature either pop music with a fast-paced beat or sound effects that compliment the clip.
- **Behind the Scenes:** Viewers get to experience personal moments with the athlete that usually don't get shown publicly.
- **FaceTime:** The video to the [right](#) features Mikaela Shiffrin filming a video that makes it feel like you're on a video call with her in the moment.
- **Short & Sweet:** Videos in this category range from 23-90 seconds.



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Content Opportunities:

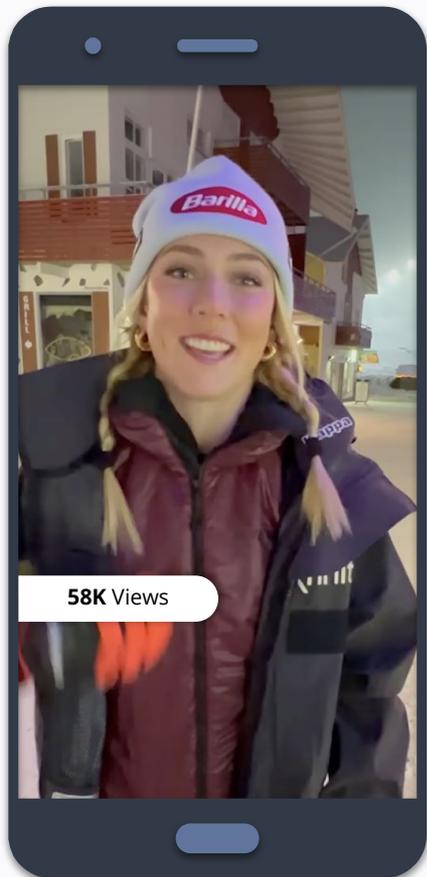
## #2. Race Recap

Race highlights featuring an athlete's entire run down a slope. The audio either features crowds cheering or narration by professional sports commentators.

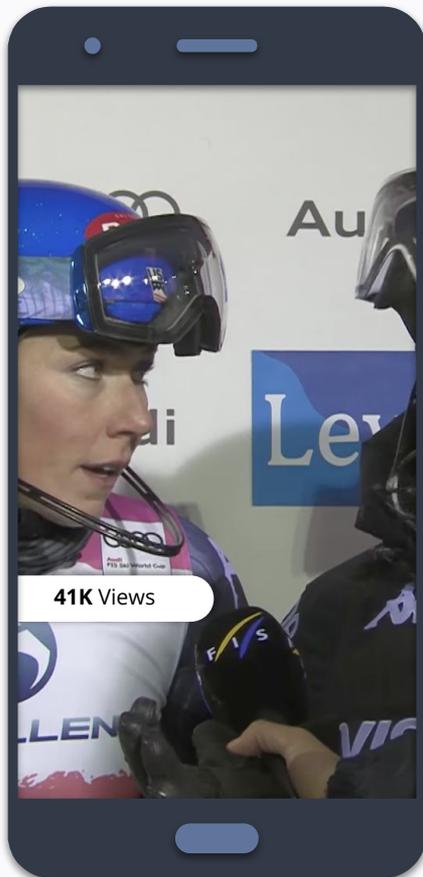


### Tactics to Implement:

- **No Music:** Videos in this category contain no additional audio and instead accent sounds of the athlete's skis gliding on the snow and sounds of the crowd cheering.
- **Entire Race:** From start to finish, the entirety of an athlete's race down the slope is captured and shared.
- **Part of the Crowd:** The video encapsulates what it feels like to be part of the crowd during the event by purposely choosing not to include audio by commentators or reaction shots from the crowd.
- **Duration:** Videos in this category range from 45 seconds to 3 minutes.



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Content Opportunities:

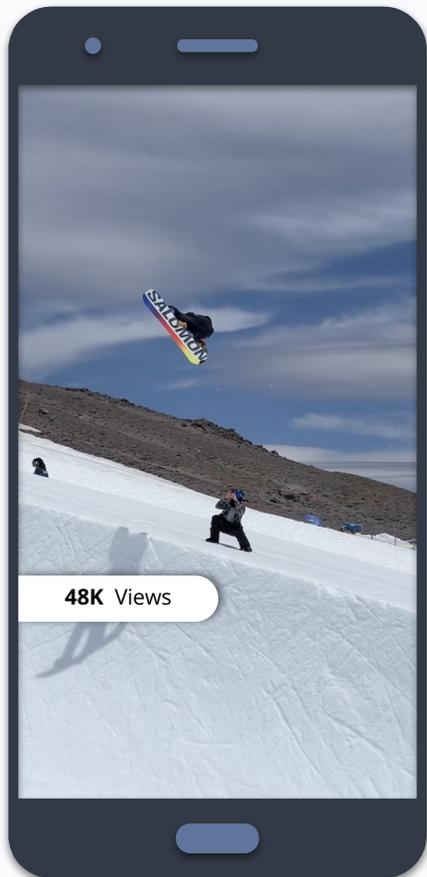
### #3. Athlete Interview

Athletes answering interview questions or talking about their feelings after a race or a big win.

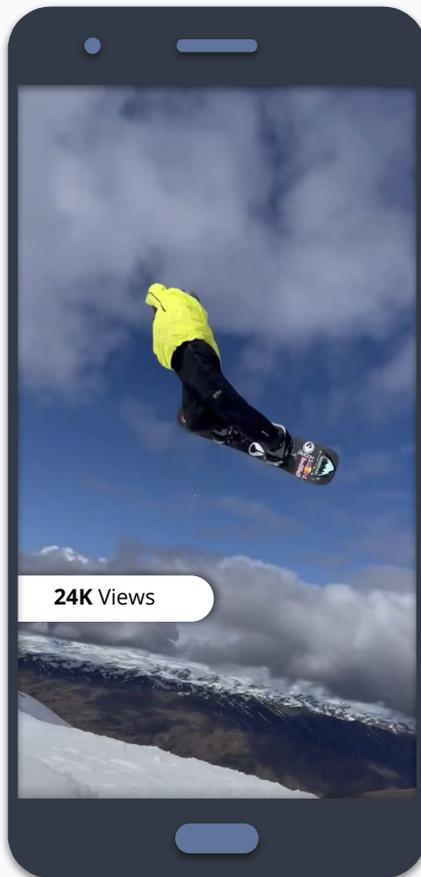


#### Tactics to Implement:

- **Après-Ski Questions:** Interviews focus on asking athletes questions after the race. Questions can range from being trivial to serious to help evoke different emotions.
- **Removing Filler Words:** The video to the [left](#) cuts out moments where an athlete uses filler words or has pauses in her response to keep the video more concise.
- **Tagging the Athlete:** Both videos tag the athletes by utilizing their names in their captions.
- **Longer Interviews:** Interviews that are longer in length gives an athlete enough time to express their thoughts honestly and clips can be used as short-form content later.
- **Duration:** Videos in this category range from 45 seconds to 3 minutes.



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Content Opportunities:

## #4. Terrain Park Tricks

Impressive footage of athletes getting air while performing jumps and tricks in a terrain park.



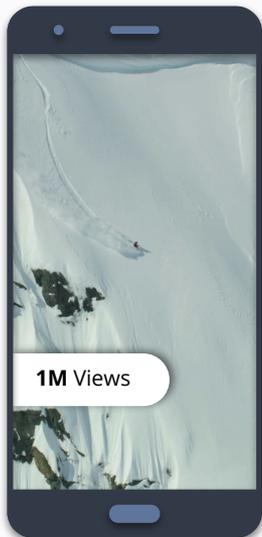
### Tactics to Implement:

- **Slow Motion:** The video to the [left](#) utilizes the slow motion effect when the athlete is in the air to showcase their skill, talent, and athleticism, as well as enhance the impressiveness of the trick itself.
- **No Music:** Both videos don't overlay any additional music to the video and instead focus on the organic sounds from the snowboard hitting the snow.
- **Cameramen Angles:** The videos are filmed in two different ways; one is with a stationary cameraman and the other features fellow snowboarders following behind while filming.
- **Short & Sweet:** Videos in this category range from 5-30 seconds.

## Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

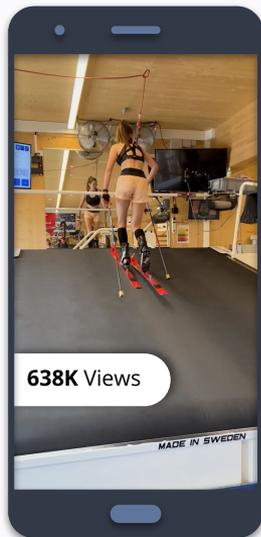
Freeski Line



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**Content:** Insane footage of an athlete dropping in from the top of a mountain and freeskiing all the way to the bottom. No music is used and the helicopter noise and radio audio is left in.

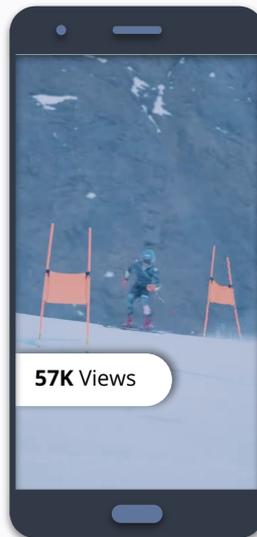
Training Session



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**Content:** This video showcases the behind the scenes on how an athlete trains for their ski season events and gives a glimpse into the unique training machines used.

Downhill Moments



[Click to view](#)

**Content:** Mikaela Shiffrin creates a witty video by pairing an impressive video of her skiing past training poles and making them fall with music that contains the lyrics "still falling for you".

Brand Promo



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**Content:** The video showcases Burton's warranty policy by showcasing a scenario where someone broke their gear and giving them a behind the scenes look into how one can get their gear repaired.



