



2017 Shorty Awards *Best in Sports*

Rio 2016 Olympic and Paralympic Games – United States Olympic Committee

Overview:

Team USA fans around the world engaged with and experienced the Rio 2016 Olympic and Paralympic Games in numbers never seen before, consuming the Games on multiple social media platforms, interacting with athletes, and setting records for media consumption. Through the social platforms of the United States Olympic Committee, the Rio Games reached new heights.

Social media consumption on Team USA channels accounted for nearly one billion impressions thanks in part to more than 220 posts per day on average during the Rio 2016 Olympic Games. This resulted in a significant growth in social driven by strong content that was shared widely by Team USA fans and engagement with influencers.

1. ***Driving innovation:*** The USOC continued to find itself on the cutting edge of the latest digital media technologies and strategies in 2016 resulting in unprecedented fan engagement metrics. To highlight its efforts, the USOC launched the Team USA Digital Command Center, headquarters for round-the-clock Olympic and Paralympic coverage located at the U.S. Olympic Training Center in Colorado Springs, Colorado; hosted its first social media lounge at the 2016 Team USA Media Summit, an eight-station live social setting complete with a GIF studio, social influencers and more, designed to increase Team USA fan engagement and expansion; and worked with NBC to launch a collaborative social influencer campaign in an effort to garner support for the U.S. Olympic and Paralympic teams from more than 100 professional sports teams and athletes across the nation.
2. ***Broadening Team USA's reach through collaboration:*** The USOC joined forces with nearly every major social media organization in 2016 to reach new fans across a wide variety of digital platforms. At the 2016 Team USA Media Summit, the USOC teamed up with Facebook, Instagram, Snapchat, Twitter and Vine to create exclusive content for real-time posting and to bank for roll-out in the months leading up to the Games. Team USA also created a first-of-its-kind Snapchat story at the Media Summit that appeared to all Snapchat users through the U.S., garnering an impressive 51.3 million views. In addition, Team USA teamed up with Twitter during the Rio Olympic Games to build the Red, White and #BlueRoom at USA House – Team USA's business and hospitality center – where more than 350 athletes helped create more than 1,000 pieces of unique content for Team USA to share across its social channels during the Games.
3. ***Historic performances on and off the field of play:*** As Team USA continued to climb the medal table, its fans around the world engaged with and experienced the Rio 2016 Games in numbers never seen before, consuming the Games on multiple platforms, interacting with athletes, and setting records for media consumption. Social media consumption on Team USA channels accounted for nearly one billion impressions thanks in part to more than 220 posts per day on average during the Rio 2016 Olympic Games. This resulted in a significant growth in social driven by strong content that was shared widely by Team USA fans and engagement with influencers. As a result of its efforts, Team USA saw its social following grow 159 percent from the London 2012 Games, and its website traffic cast a shadow on results from both the London and Sochi Games combined.



By the numbers: Team USA social media platforms during the Rio Games

- **No. 1:** Among National Olympic Committees, Team USA was the most active team participating on social media during the Olympic Games, generating 33.2 million digital engagements across all major platforms. Great Britain and Brazil followed with 16.0 million and 6.4 million.
- Team USA was the **only Olympic team** with a custom Twitter emoji: #TeamUSA.
- During the Olympic Games, Team USA ranked **No. 3** among the top 200 U.S. sports franchises for digital engagement, Meanwhile, Team USA ranked **No. 6** among 300+ global sports franchises and **No. 11** among 800 major consumer brands.
- Across social and digital platforms during the Olympics, Team USA accumulated **69.3 million** video views.
- The U.S. men's victory in the 4x100-meter freestyle generated the most tweets per minute during the entire Games at **5,900 TPM**.
- The most popular Team USA social post during the Games was an infographic on 23-time Olympic swimming champion Michael Phelps, which resulted in **124,516 likes**, **1,673 comments** and **40,643 shares** on Facebook, and **29,739 likes** and **20,136 retweets** on Twitter.
- The most successful posts featured gold-medal moments for top athletes such as Michael Phelps (**206 percent** above average) and Simone Biles (**109 percent** above average).
- Of the top 10 consumer brands for digital engagement during the games, six were Team USA sponsors or media partners.
- Team USA social platforms amassed **825,334 new followers** during the four-week windows of the Olympic and Paralympic Games.

Red, White and #BlueRoom

The USOC and Twitter teamed up for the Rio 2016 Olympic Games to build the Red, White and #BlueRoom at USA House in Rio de Janeiro, providing unique social content for Team USA fans.

- The Red, White and #BlueRoom became integrated into the USOC's Managing Victory tour, which is the media tour athletes take after they win an Olympic medal in Rio.
- Content created in Red, White and #BlueRoom was pushed through Team USA's Twitter, Periscope and Vine accounts, and featured Periscope chats from inside USA House.
- The USOC asked fans to submit their questions for Team USA athletes participating at the Olympic Games with the hashtag #AskTeamUSA. The response was incredible with over 25k+ questions asked
- Highlight clip of Red, White and #BlueRoom: <https://vimeo.com/181317688>
- Examples of posts:
 - <https://twitter.com/TeamUSA/status/766043773365264384>
 - <https://twitter.com/TeamUSA/status/766041443211280384>
 - <https://twitter.com/TeamUSA/status/766397890289950720>
 - <https://twitter.com/TeamUSA/status/766645022246789121>





By the numbers: Red, White and #BlueRoom

- More than **350 athletes**, including current competing, and legend Olympic athletes, visited the Red, White and #BlueRoom.
- More than **1,000 pieces of unique content** were created, including gifs, videos, photos and live Periscopes.
- In total, the content received **more than 800,000 views** on Team USA social channels.

U.S. Olympic Team @TeamUSA - Aug 19
Thanks @fields and @lasepost11 for stopping by the Red, White and #BlueRoom in USA House!



#TeamUSA
2 56 220

U.S. Olympic Team @TeamUSA - Aug 17
Thanks for stopping by the Red, White, and #BlueRoom @Simone_Biles @zhernandez02 @Aly_Raisman @MadisonKocian!



#TeamUSA
27 228 2.1K

U.S. Olympic Team @TeamUSA - Aug 19
Thanks for stopping by the Red, White and #BlueRoom @kerriewalsh and @AprilRosaBeech!



#TeamUSA
4 54 222

Social Influencer Campaign

The USOC and NBC launched a collaborative social influencer campaign targeted toward professional sports teams in the United States. More than 100 sports teams and players were sent custom graphics/GIFs incorporating hashtags, NBC tune-in and side-by-side graphics of Team USA athletes and members of each specific team to share on their social channels. Celebrities were also sent custom apparel to post on social media supporting Team USA.

- Overall, influencers participating in the in-game, Digital Send Off and Opening Ceremony milestones generated a total of 220 social posts, resulting in more than 208.8 million impressions.
- There were 105 posts from sports teams participating in the in-game moments and Opening Ceremony milestones, generating a total of more than 125 million estimated impressions.
- Professional sports leagues who participated included the NFL, MLB, NHL, NCAA, MLS and NWSL.
- There were 77 posts from celebs participating in the Opening Ceremony milestone, generating a total of more than 78.9 million impressions.

Examples:

- Dallas Cowboys: <https://twitter.com/dallascowboys/status/761679106496794624/photo/1>
- Cleveland Cavaliers: <https://twitter.com/cavs/status/761635015574818816/photo/1>
- Boston Red Sox: <https://twitter.com/RedSox/status/761708084892995584>
- Pittsburgh Penguins: <https://twitter.com/penguins/status/761648465436815360>
- Kentucky Basketball: <https://twitter.com/KentuckyMBB/status/766009628375322626>
- Samuel L. Jackson: <https://twitter.com/SamuellJackson/status/761640209079373824>

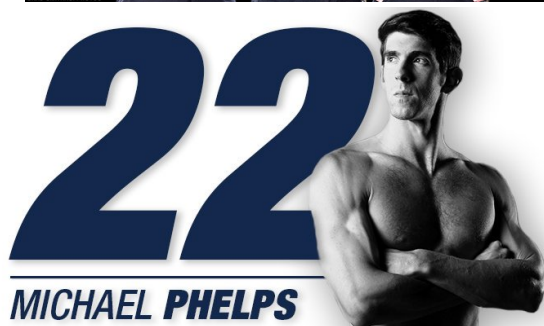




Team USA Creative

Team USA fans respond best to social media posts that include an exciting or attention-grabbing graphic image. Throughout 2016, the Team USA social team prepared an in-depth graphics package for the Rio Games that included everything from world records, good luck, gold-medal victories, scoreboard and NBC tune-in. Team USA also held multiple pre-Rio photoshoots with athletes to create GIFs and interactive images for social platforms. This creative was vital to Team USA's record-breaking Olympic Games in social growth and engagement.

Rio 2016 Graphics Package





Media Summit GIFs

In March, Team USA gathered the top 100 Olympic and Paralympic hopefuls to create content to use during the Rio 2016 Games. In partnership with Twitter, the USOC created a GIF station and produced 5,000 pieces of content. All content was exclusive to the @TeamUSA Twitter platform and was stored for use during the Rio Games.



- Examples:
 - <https://twitter.com/TeamUSA/status/764277594317619200>
 - <https://twitter.com/TeamUSA/status/763388956293472258>
 - <https://twitter.com/TeamUSA/status/762399413780090880>
 - <https://twitter.com/TeamUSA/status/763479536214347776>

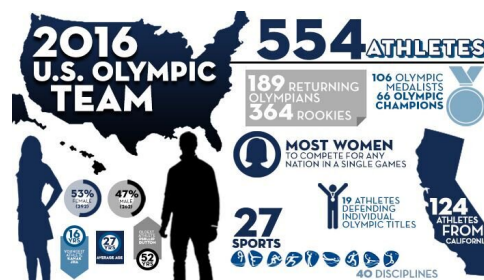
Infographics

The USOC has found that a large percent of the information Team USA fans engage with on social media is based on visual impact. A simple visual aid, like an infographic, makes the Team USA brand stand out.

Example 1: Naming of the 2016 U.S. Olympic Team

More than 60 million people reached on Twitter and Facebook combined.

Tweet Example: <https://twitter.com/TeamUSA/status/761698331940655104>

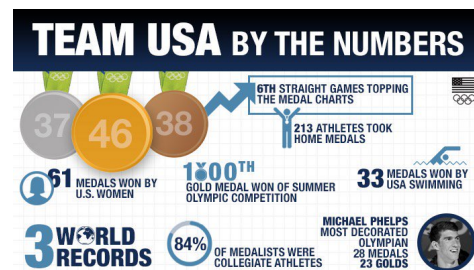


Example 2: Michael Phelps Career Infographic

Posted on Team USA channels following Phelps' final Olympic race in Rio.

No. 1 engaged @TeamUSA tweet, and fourth-most engaged tweet in the world during the 2016 Olympic Games (following tweets by President Barack Obama, Simone Biles and Zac Efron).

Tweet Example: <https://twitter.com/TeamUSA/status/764649423578107904>

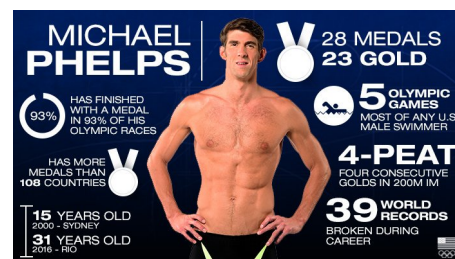


Example 3: Rio Games Recap Infographic

Posted following the final day of competition, highlighting Team USA's achievements.

Facebook Example:

<https://www.facebook.com/TeamUSA/posts/10153847133052686>





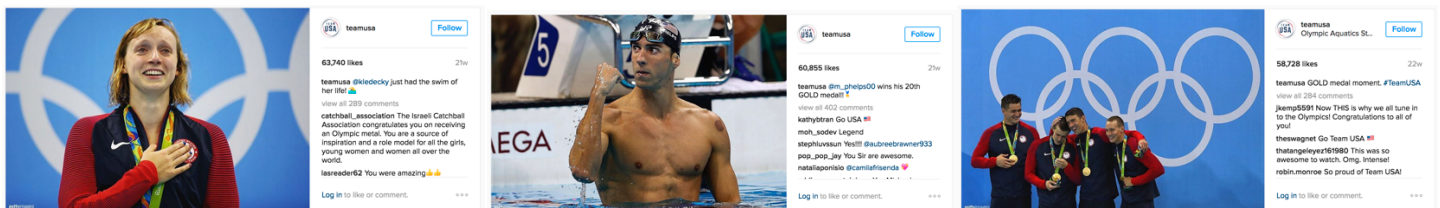
Examples of Team USA's High Performing Social Posts

Twitter



- Michael Phelps infographic: <http://go.teamusa.org/2jsjN9y>
- Simone Manuel wins gold in 100m: <http://go.teamusa.org/2idPbr2>
- Aly Raisman secures silver: <http://go.teamusa.org/2j5uTow>

Instagram



- Katie Ledecky wins gold: <https://www.instagram.com/p/BI6QY4ohFMx/>
- Michael Phelps wins 20th gold medal: https://www.instagram.com/p/BJCEh6Gh_RA/
- Relay team wins gold: <https://www.instagram.com/p/BI1TupQBc7E/>

Facebook



- Simone Manuel wins 100m free: <https://www.facebook.com/TeamUSA/posts/10153811719337686>
- Michael Phelps – Thank You: <https://www.facebook.com/TeamUSA/posts/10153819770352686>
- Simone and Aly go 1-2: <https://www.facebook.com/TeamUSA/posts/10153823942372686>

Team USA Digital Command Center



At the beginning of June, the USOC opened its doors to a brand new Visitor Center at the Olympic Training Center in Colorado Springs, Colorado. With the grand opening of the Visitor Center came the unveiling of the Team USA Digital Command Center presented by Budweiser. The Command Center was a visually striking work space in the Visitor Center surrounded by two glass walls allowing Team USA fans the unique opportunity to witness some of the USOC's digital and social media masterminds during the eight-week window of the Rio 2016 Olympic and Paralympic Games.

- 90 percent of the digital content produced during the Rio Games was in the Command Center. The other 10 percent originated directly from Rio.
- More than 4,000 pieces of content was published directly from the Command Center.
- WATCH NOW: <https://twitter.com/TeamUSA/status/766776883581071361>

