

# Nashville Predators Social Media Audit

I've only been to watch a hockey game twice. Both were in the Bridgestone Arena involving the Nashville Predators, so I decided to do some research and check out how their social media is being used to their benefit, as well as the public's. Twitter, Facebook, and Instagram seem to be the Nashville Predator's top social media platforms, and there are new posts daily. Though the same content is shared by all three social media outlets, I think the repetition in the posts is the most effective way to send the same message out to all followers/ friends. Below you can see some examples of what they are doing to inform the public, boost their reputation, and establish a personal brand.

Post something on this Page...

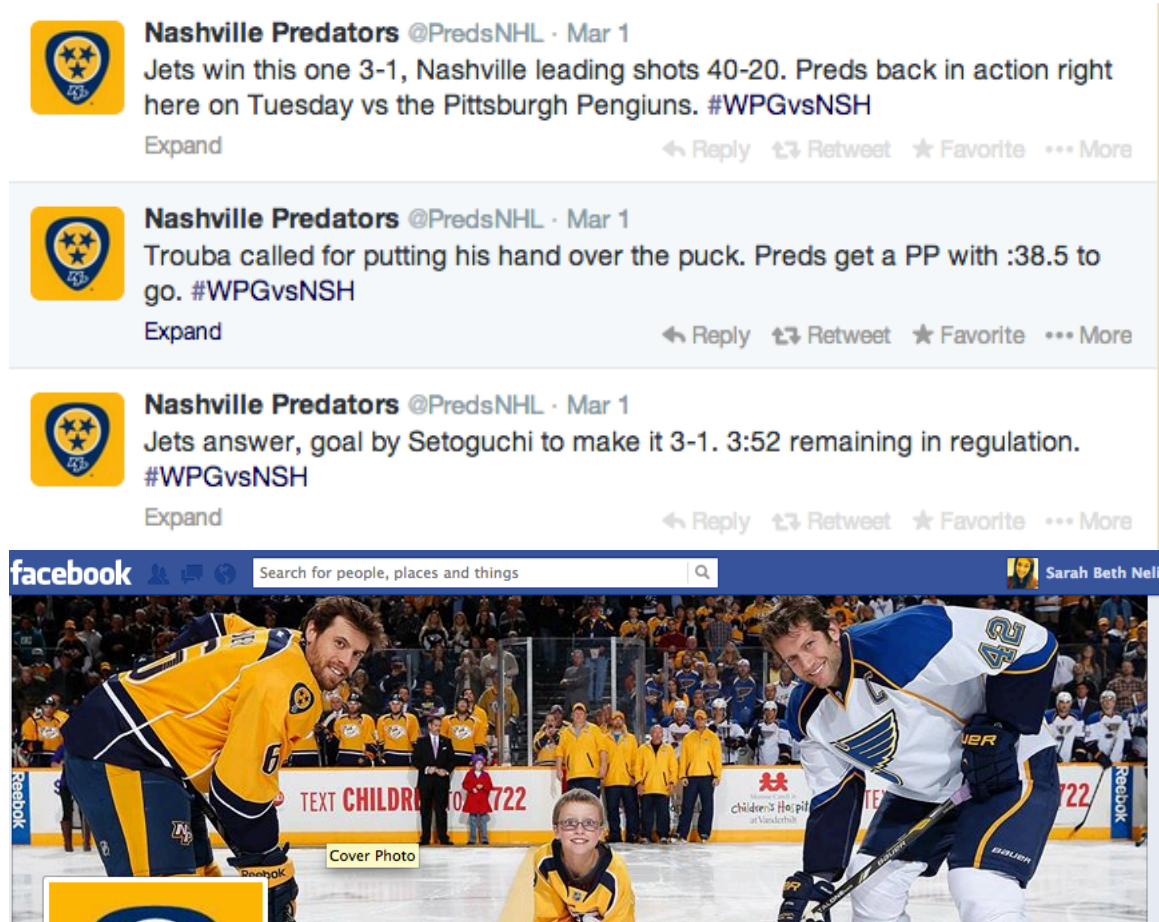
 **Nashville Predators Hockey Team** shared Go Team Mark Kelly's photo.  
Yesterday 🌐

What a fun day at the Nashville Predators Hockey Game- Hockey Fights Cancer day! This is a picture with Predators Team Captain Shea Weber and Mark Kelly, me mom Rosie, daddy Mark, brother Hunter, cousin Cassidy and cousin/BFF Anthony. Thanks... [See more](#)



Above, a family full of Pred fans pose for a picture, which was posted on [Facebook](#) to publicize children battling cancer.

One quality among all social media outlets used by the Nashville Predators is formality. The tone and vocabulary reflected in the posts alternates between a sportsie narrator (yes, I made that word up) and a soccer mom. Reading through, sometime I would have an 'awe how sweet' feeling, while other posts made me feel like I was reading hardcore hockey feedback.



The two pictures above show how the social media outlets used by the Nashville Predators portray different messages to their audience. The top is more informative about the team's athletic success, while the bottom picture shows the team's personal and sensitive side.

Another surprise I found in their social media was the amount of followers they had on their [Twitter](#) handle. After analyzing and comparing their followers on different social media sites, it made more sense to me. The posts on Twitter are considered to be more news worthy than some of their heart-warming stories on Facebook, because that is where the real sports fans are. The Nashville Predator's Twitter followers are in it for the game and the results, while the Facebook page is more about what they are doing in and for the community.



A screenshot of a Twitter profile header for the Nashville Predators. It features a dark blue header bar with white text for 'TWEETS', 'FOLLOWING', and 'FOLLOWERS'. Below this, the counts are displayed in large blue font: '14.5K', '935', and '131K'. To the right, there is a white 'Follow' button with a blue plus icon and a gear icon for settings.

TWEETS	FOLLOWING	FOLLOWERS
14.5K	935	131K

The Predators are doing a great job balancing between displaying their involvement with the Nashville community, and informing their audience of the hockey games. Unlike most professional sports teams, the Preds are really making an effort to reach out to their fans and include them in their hockey season. I personally think the social media outlets could be more interesting (like the color scheme and background) but other than that they seemed too good to be true (minus the loss they had last week).