

Memo 4

<Leila Ruterman> Consulting for, Arizona Cardinals

To: Surf Melendez, VP of Content

From: <Leila Ruterman>, CEO

CC: David Keating

Date: November 20, 2024

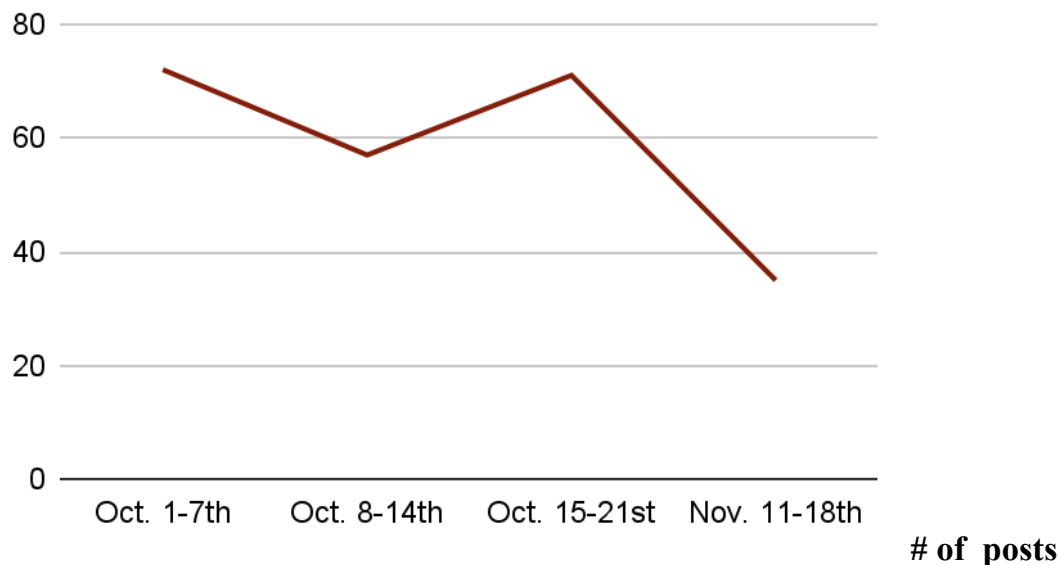
Re: Weekly research report for November 11-18th

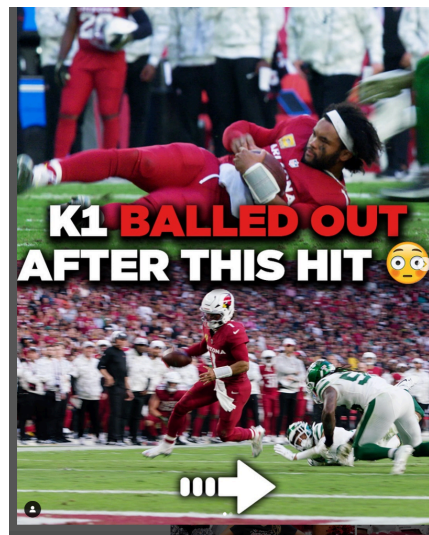
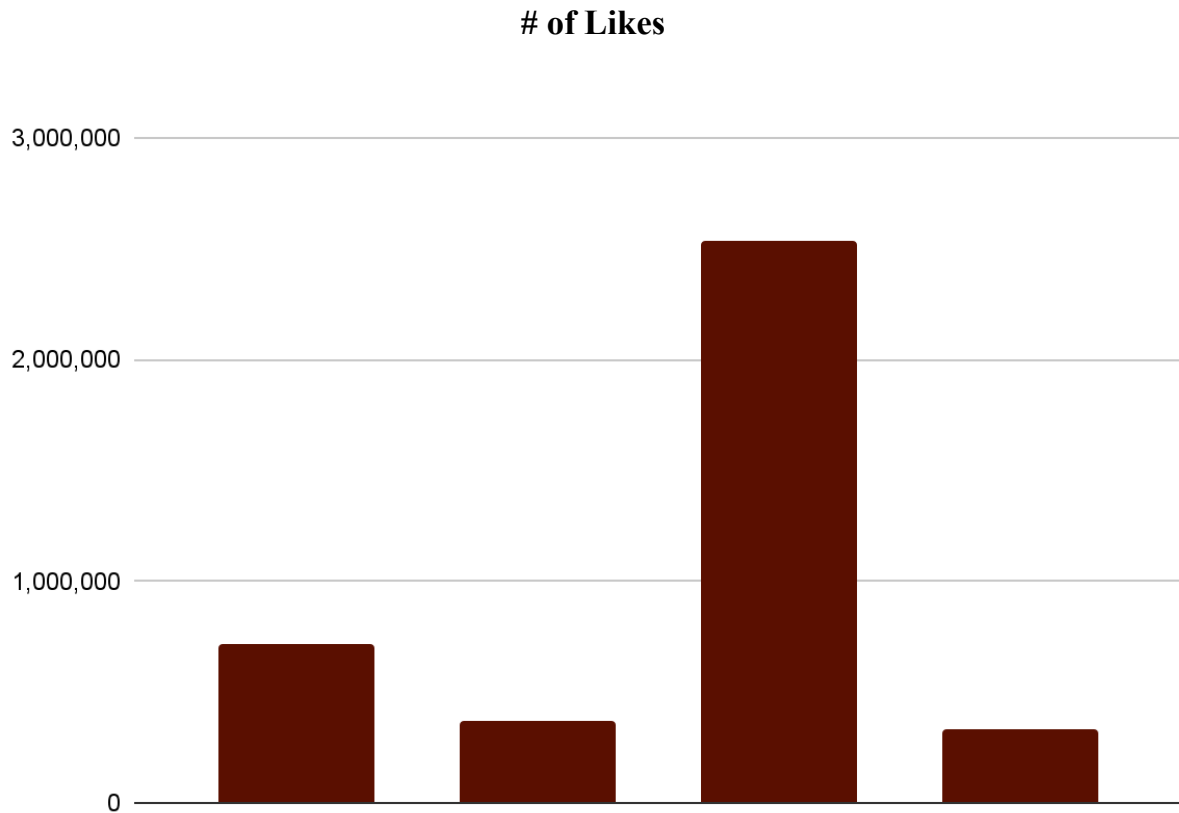
Overview

The Arizona Cardinals Instagram was tracked over the course of November 11-18th. In total they made 35 posts in a one week span which were then evaluated looking at types of content, likes, comments, followers, and following.

Cardinals Instagram Account (@azcardinals)

As of November 18th, 2024 the Cardinals have 1,198,356 followers on Instagram and follow 232 accounts. Within their week they posted 35 times receiving a total of 333,065 likes and 1604 comments. The carousel of Kyler Murray scoring after a big hit in the previous play performed the best out of the week's content. It is important to note this week was a bye week so the lack of content produced and drop in numbers reflects that.

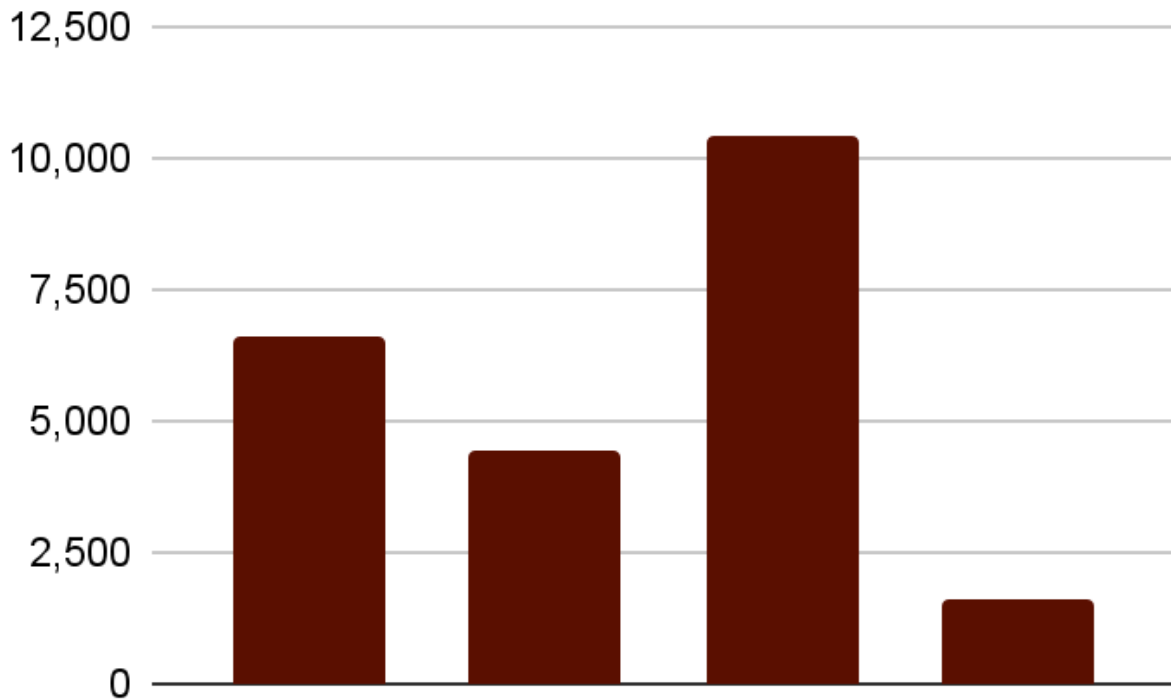




(Figure 1)

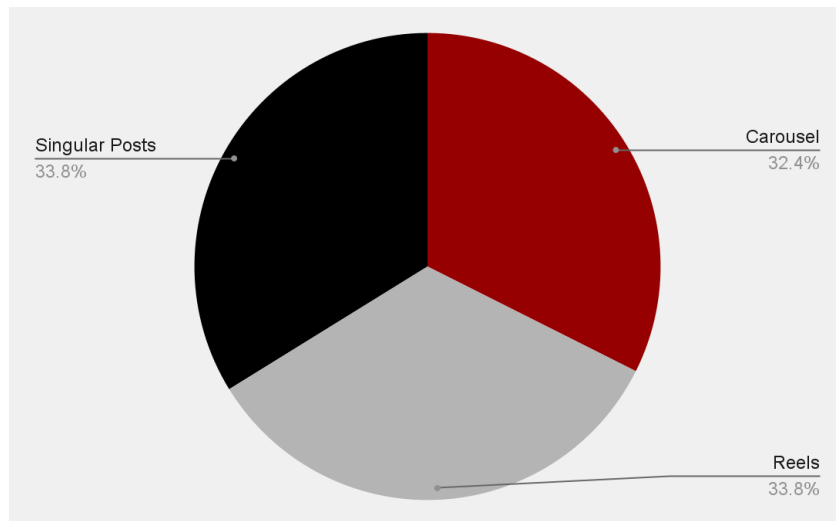
In total, The Cardinals received 333,065 likes across their 35 posts averaging around 9,500 likes each post. This post of Kyler with the reel of the play posted was the highest liked post and commented on post from the week with 31.1k likes and 188 comments. This is a very low most liked post considering the last few liked posts.

of comments on posts



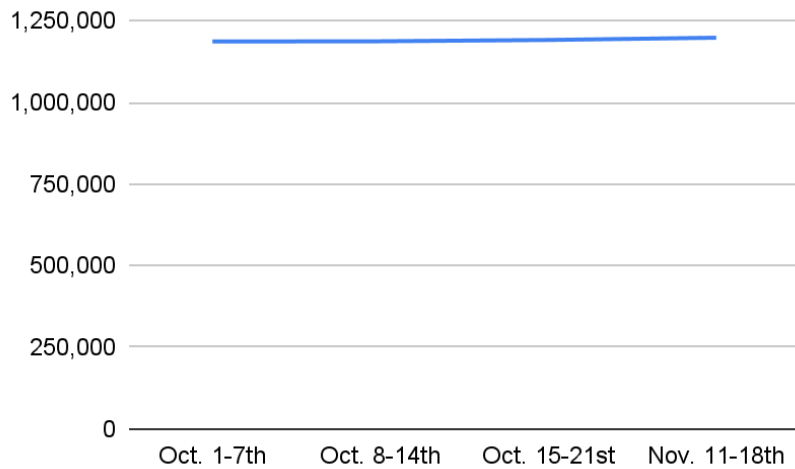
There was a 84.6% drop in comments from last week but that's also considering there are about 50% less posts on a bye week with no gameday content. The comments were overwhelmingly positive during this week that has a strong correlation with their current four game win streak and being the leaders of the NFC West.

Types of posts



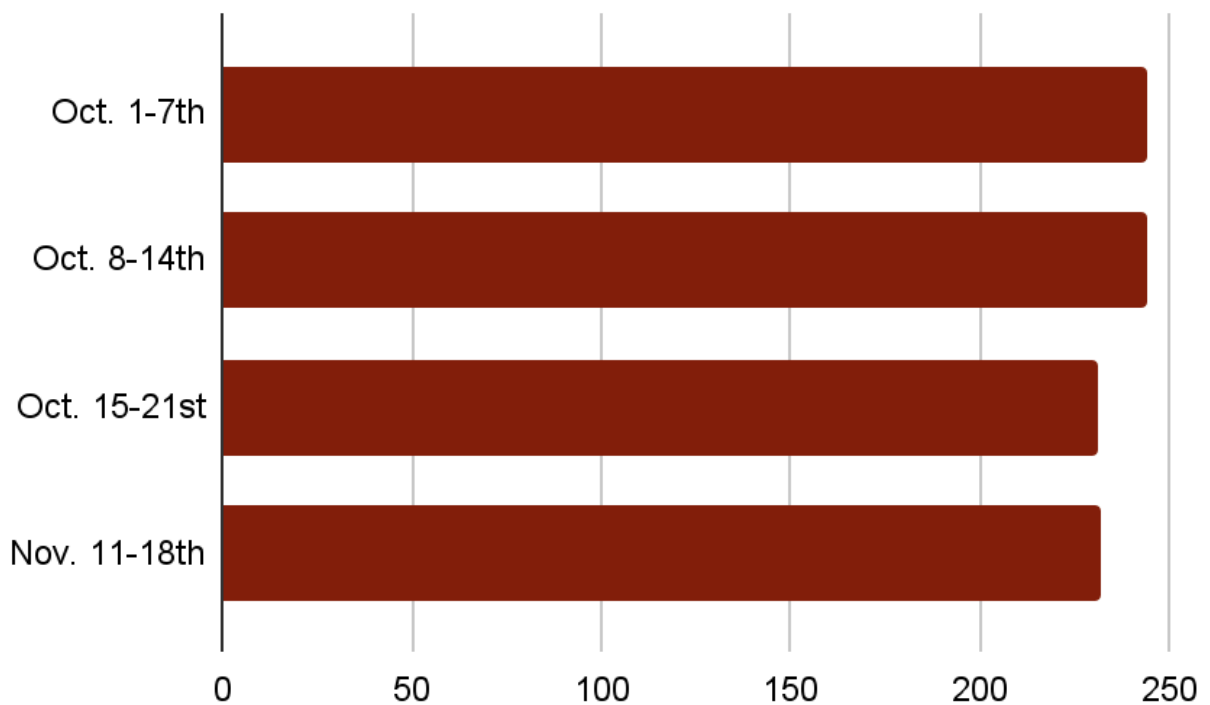
The Cardinals posted 13 carousel posts, 12 reels, and 10 stand alone posts. They are good about splitting up the kinds of content they put out and stay true to the same majority of kinds of posts as last week. Carousel is the most popular followed by reels and then singular posts. They seem to follow this formula despite the amount of posts.

Followers



The Cardinals had 1,191,441 followers on Instagram, they now have 1,198,356. This increased by 0.58% which is significantly higher than last week's 0.33%. This is a very positive increase considering that little content was put out.

Following



The Cardinals followed one account going from following 231 accounts to 232, most of them are other NFL teams, their own players, and other sports figures/organizations.

After evaluating the last three weeks it has been helpful to have a baseline of 3 weeks to now compare to a bye week. If I didn't have the previous background knowledge I could have mistakenly assumed that this would be the normal engagement and posting rates. There was a stark contrast from covering a primetime game with collaborations to now a bye week with little to cover. The research team has gained great insight into the patterns and interactions of the Arizona Cardinals Instagram.

Takeaways

Throughout the data tracking of memos 1-4, we have recognized some key patterns and have now given some recommended next steps of action.

Wins or Losses are the determining factor

It is understood and appreciated how hard the social team works but is important to keep in mind the biggest factor is team performance and that will determine the comment section. We suggest really emphasizing the highs of the season more than we currently are with focusing on win streaks, division leaders, and rookie plays. When it comes to lows it is easier to skip and glaze over, however fans are almost more active during the losing streaks because of the anger.

Influencer Collabs are Key

Influencer collabs were originally recommended in the communications audit and the follow through performed very strongly. The most successful collab with over 900k likes involved Suga Sean and Tracy Cortez who are two UFC fighters. Sean performs even better because he resides in Arizona so he is locally loved. We highly recommend continuation of including influencers and have some ideas in the media contact section.

Plays perform well

Throughout the memos a constant kind of content that would do well would be reels of plays, that was week 4's highest liked post but every week those kinds of posts remained strong. The visual of the team actively performing highly tends to bring out positive emotions in followers leading to a higher like rate. These perform even better as the win streak built.

Media Recommendations

Throughout the season we saw collabs with Suga Sean, Tracy Cortez, Blake Shelton, Gwen Stefani, former players like JJ Watt and Kurt Warner. We highly recommend continuing relations with Suga Sean as he is a local and feels more personal to AZ. We didn't see a collab from any Suns players but that traditionally performs well when players crossover, that would be our recommendation for who to target next.