

The New England Patriots

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Introduction:

With a fifth Super Bowl under their belt, loved or hated, the Patriots are known by just about everyone. Social media is important for the Patriots because it gives the fans a chance to get more involved. Liking a page, retweeting, sharing, etc. can give anyone a chance to get something good. Maybe a shirt signed by Brady, tickets to a home game, or even a gift card to Dunkin Donuts; these things can get people talking. Social media is important to the Patriots because it gives the team a chance to have a voice, and stay current with their fans. For example, a couple months back when the mannequin challenge was popular, they were able to execute one on the field at Gillette Stadium right before a game. The Patriots are able to be more than just a team on social media; they are able to build their brand.

Figure One



Figure One: Facebook Post

- Official page has over 6 million likes.
- This would give the audience the impression that Patriots care about others, and it is a reminder that a new banner will be raised in Gillette Stadium.
- They are giving their brand awareness while supporting others.

Figure Two



Figure Two: Twitter Post

- Official page has over 3 million followers.
- This is a simple Tweet for fans to look at, and yet they can get a lot of information just by clicking on the link.

Figure Three



Figure Three: Instagram Post

- Official page has over 2 million followers.
- This simple post got over 112 thousand likes.

Figure Four



Figure Four: Pinterest Post

- Official page has over 30 thousand followers.
- They know these fans will buy merchandise to dress up their dogs and babies.

Three Recommendations:

1. Get rid of their YouTube channel altogether.
2. Post more stuff about fans on their Twitter page.
3. Post more memes on their Facebook page.

Conclusions:

Deflate Gate was probably their worst time on social media, and gave other teams a chance to swoop in and grab more positive attention. Just about every post from that time was about Tom Brady, hearings, lawyers, and all of the other messes that came with it. This is something, however, that made them stronger in the end. Fans showed their loyalty, and the Patriots went on to winning a fifth super bowl, with Brady being suspended for four games at the beginning of the season. They are a united front which gives them lots of opportunities with their social media. They can post millions of articles about how great their players are, and what the fans do for them. The Patriots persevered through a lot of bad publicity, and were able to clear their name through social media by keeping their followers updated with current information. The Patriots brand has been established, and they know how to work their audience. Their presence is alive and well, and will not be going anywhere anytime soon.

