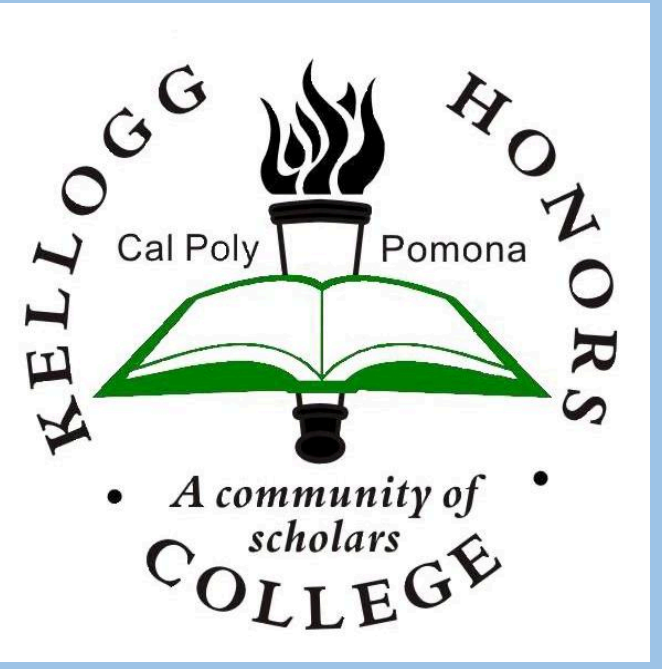


Social Media's Role in Major League Baseball

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Kellogg Honors College Capstone Project



Hypothesis: Messages emphasizing team philanthropy will be more effective and successful than promotional messages for strategic social media messaging for the Los Angeles Dodgers organization.



Children's Holiday Party at Dodger Stadium
1.4K views
39 likes, 1 comment
Los Angeles Dodgers 90.2K subscribers



DodgersLoveLA: Thousand Oaks Reunion
1K views
29 likes, 0 comments
Los Angeles Dodgers 90.2K subscribers



A look at the limited-edition LA Dodgers food during playoffs
932 views
10 likes, 2 comments
Los Angeles Dodgers 90.2K subscribers



Pups At The Park Recap
2.6K views
85 likes, 2 comments
Los Angeles Dodgers 90.2K subscribers

Abstract: This study seeks to understand how social media plays a role in fandom or trust, and how it affects fan enthusiasm about the organization. Specifically, this study analyzes the Los Angeles Dodgers and how their social media strategy affects both fans and non-fans of the organization. The Los Angeles Dodgers social media consists of their Facebook page, Instagram, Twitter, and YouTube page. There has not been a lot of research on what specific type of social media post is successful for the Los Angeles Dodgers, and I decided to test this. Included in the study are four videos (two philanthropy and two promotional) and I am testing which approach is more successful for both fans and non-fans.

Literature: "Sport spectator ship is of the largest forms of leisure behavior in the world"(James and Ridinger, 2002). Now more than ever these fans are getting their news and information about the organization through social media. "Twenty six percent of sports fans are getting their information and following their teams via social media" (Pegoraro, 248). The keys to a good social media presence for a sports team are providing fans with access, engaging with them, and posting interesting content. The Los Angeles Dodgers are known for having effective social media platforms and I wanted to test this. I am basing this research on human subject's attitude on the Los Angeles Dodgers, how important the use of social media is for their organization, and if fandom plays a role in attitude about the organization.

Method: Participants ($n= 45$) participated in a quantitative post-test experiment. They watched one of two stimuli, philanthropy ($n=26$) or promotional ($n= 19$) video clips and completed an online survey about the Los Angeles Dodgers that measured attitude and opinions related to the team.

Discussion: This study advances the knowledge on what approaches organizations should be taking in order to increase effective social media messaging. **I found that philanthropy based social media posts are more effective among both fans and non-fans of the Los Angeles Dodgers organization.**

Results:

