

**Social media campaign for the International Floorball Federation in
connection to The World Games**

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| <p>The title of your thesis Social media campaign for the International Floorball Federation in connection to The World Games</p> | <p>Number of pages and appendices 39 + 8</p> |
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| <p>A social media campaign was created for the International Floorball Federation in connection to the multi-sports event The World Games 2017. Floorball was part of the event for the first time as an official sport. The aim was to be the most visible sport on social media.</p> <p>The campaign was planned by using the previous knowledge of the sport and social media. The theory part of the thesis was also taken into consideration. All the material was created during the spring and summer, and later on distributed on the IFF social media channels and website.</p> <p>The social media campaign took into account all participating teams and contained a lot of material of each team which included highlights from their previous IFF competition, player interviews, team presentation and coach interviews. The referees were also introduced in a section called “Meet the Refs”.</p> <p>Though there were no teams from the Asia-Oceania region at The World Games Floorball competition, the Asia-Oceania region was also engaged by creating an activation competition.</p> <p>In addition, there were videos, IFF Mobile App, countdown and a ticket competition. All the material created for the social media campaign will be introduced in the thesis.</p> <p>The World Games was highly important for floorball as the participating sports are watched by the IOC and the IWGA. It has been said to be the stepping stone to the Olympics. The social media campaign brought visibility to floorball and floorball had the second highest social reach out of the 31 sports that were part of the event.</p> | |
| <p>Key words Floorball, Social Media Marketing, The World Games, Visibility</p> | |

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1 Introduction

In a society, where more people own a mobile device than a toothbrush and 53% of the millennials would choose their technology over their sense of smell, social media is an important marketing tool. And did you know that an average person has an attention span of seven seconds? Guess what, a goldfish beats that with one second. (Erik Qualman 2014). And China isn't the largest country in the world anymore. Facebook's community beats that by 687 million. (Patel, N 2017).

I created a social media campaign for the International Floorball Federation (IFF) in connection to the multi-sport event The World Games, with an ambitious goal; to be the sport with the best visibility on social media. Both the IFF and The World Games will be introduced more deeply in the next part of the thesis.

In my thesis, I will first go through the basics of the basics. What is social media and the networks and tools it provides? This also includes the explanation of often heard social media terms that are used in the latter part of the thesis. After that I will move into social media marketing and why it's important and go through the floorball related marketing.

The planning and creating the content for the social media campaign took me a lot of time and a lot of material was produced. I have included some examples in the appendices. If you want to find all the material, you can find a list of links in Appendix 1.

According to Erik Qualman, "We don't have a choice whether we do social media. The choice is how well we do it".

2 International Floorball Federation

The International Floorball Federation (IFF) was organised by the floorball associations of Czech Republic, Finland and Sweden in 1986 in Huskvarna, Sweden. At the moment the IFF has 67 member associations and there are 4489 clubs and over 320 000 licensed players (figures from 2016) over the world. It's an ordinary member of SportAccord (previously known as GAISF) and a recognised sport by the International Olympic Committee (IOC).

The IFF organises Champions Cup (CC), Euro Floorball Cup (EFC) and the World Floorball Championships (WFC) each year. The WFCs are played in even years for Men and U19 Women and in odd years for Women and U19 Men. (International Floorball Federation 2017a)

3 The World Games

The World Games (TWG) are a multi-sport event that was first organised in Santa-Clara, USA 1981 and are hosted once every four years (IWGA 2017a). The event is organised by the International World Games Association, IWGA. The IWGA is a non-profit international organisation that is made up of International Sports Federations. The association is recognised by the International Olympic Committee, IOC. “The principal aim of the IWGA is to develop the popularity of the sports governed by its Member Federations, to improve their prominence through excellent sporting achievements, and to conserve all the traditional values of sport through The World Games.” (IWGA 2017b).

There is a connection between the Olympics and The World Games. Rugby, that has been part of The World Games before, made it to the Olympic Games in Rio 2016. Baseball/Softball, Karate, Sport Climbing and Surfing will be seen at Tokyo Olympics 2020. In 2000, Badminton, Triathlon and Taekwondo became Olympic Sports and in 1996 Beach Volleyball made it to the Olympic Games. Some sports, such as Dance sports, Karate and Sport climbing will also be represented at the Youth Olympics 2018. According to the IWGA President Jose Perurena: “The World Games are a stepping stone to the Olympics.” (IWGA 2017c)

3.1 The World Games 2017

The World Games 2017 was organised in Wroclaw, Poland 20th – 30th of July. (IWGA 2017d) All in all, over 3000 athletes from 111 countries participated at TWG 2017 (IWGA 2017c). 31 sports were represented at the event. The sports were divided into two. The sports that were elected to the official games program and invitational sports that were invited by the City of Wroclaw. The official sports were dance sports, gymnastics, canoe, fistball, floorball, handball, korfbal, lacrosse, squash, ju-jitsu, karate, muaythai, sumo, archery, billiard sports, boules sports, bowling, powerlifting, tug of war, airsport, flying disc, life saving, orienteering, roller sports, sport climbing, underwater sports, waterski & wakeboard. The invitational sports were American football, indoor rowing, kickboxing and speedway. (The World Games 2017 2017a)

Six Men’s floorball teams qualified for The World Games 2017. The Men’s World Floorball Championships 2016 acted as the qualification tournament. The qualified teams were Czech Republic, Finland, Poland, Sweden, Switzerland and the USA. The Floorball competition was held 27th – 30th of July and it included 11 floorball matches at WKK Sport Center. (International Floorball Federation 2017b)

4 Social Media

4.1 What is Social Media?

Alan Charlesworth defines social media as “a collective term for the various social network and community sites including such online applications as blogs, podcasts, reviews and wikis. (Charlesworth, A 2015) According to Daniel Nations social media as a term should be broken into smaller pieces in order to understand it. The “social” part of the name refers to people being interactive with each other and “media” refers to the platform of the communication, for example internet or in the older days newspaper. When these two are put together, he describes Social Media as “...web-based communication tools that enable people to interact with each other by both sharing and consuming information.” Though social media phrase is often used when people are referring to sites such as Facebook, Instagram, Snapchat and Twitter. (Lifewire 2017a).

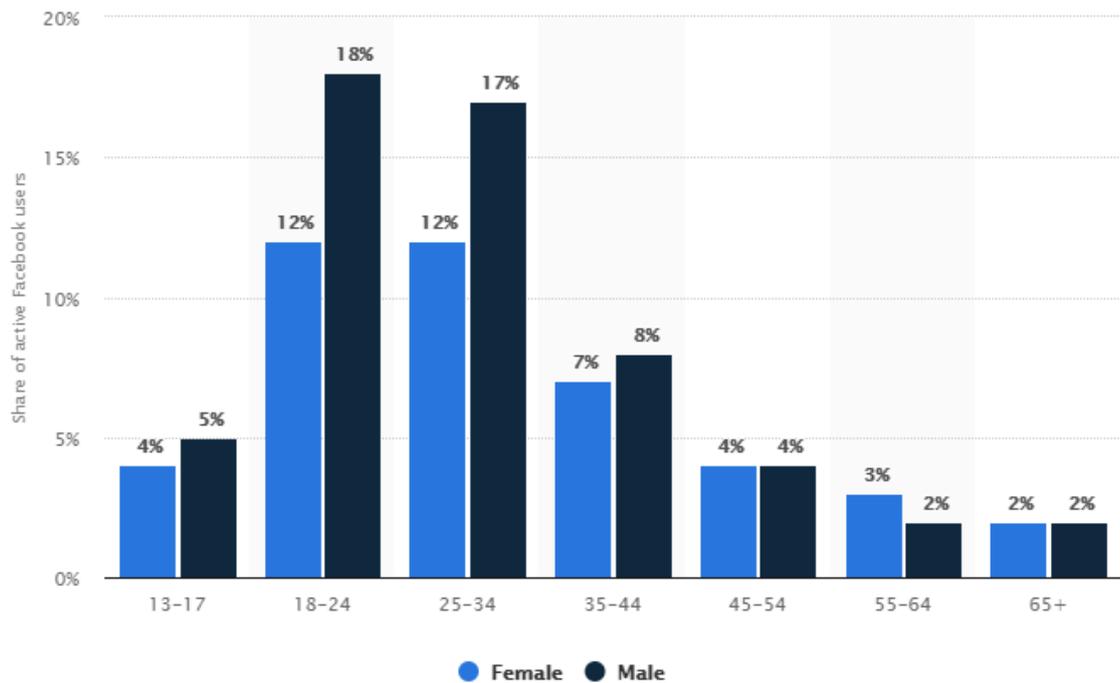
According to Neil Patel “Social media marketing is the process of creating content that is tailored to the context of each individual social media platform, in order to drive user engagement and sharing.” (Patel, N 2017)

4.2 Social Media networks and tools

In this part I'm going to go through the basics of the social media networks that are used by the IFF and that are also going to be mentioned in this thesis. The following will be explained: Facebook, Flickr, Instagram, Twitter, Youtube, Meltwater and Sproutsocial. This part will also include some social media glossary.

Facebook

Facebook was launched in 2004 and it has grown to have over 2 billion monthly users. According to Facebook their mission is “...to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.” (Newsroom 2017a). According to Statista, 56% of the users are male and 44% are female. 59% of the users are age 18-34. (Statista 2017a)



(Figure 1. Distribution of Facebook users worldwide as of January 2017, by age and gender. (Statista 2017a))

Facebook is a social media platform where you can share your thoughts and include photos or videos. In news feed you can see what others have posted and also like or comment on different posts. Each person has a different news feed which is personalised by Facebook according to the user’s interests. You can also create events and pages on Facebook. Events allows you to organise small gatherings amongst friends or to organise bigger events such as fundraisers. Pages are public and can be used by for example artists and federations. Facebook also owns Instagram, which is talked about in the next chapter. (Newsroom 2017b).

The Facebook glossary that will be used in this thesis is the following:

Fans: It’s the number of users (meaning singular people) who like your Facebook page.

Impressions: Impressions refers to the number of times the content you have posted is displayed.

Reach: Hootsuite defines reach as follows: “Reach is a data metric that determines the potential size of audience any given message could reach. It does not mean that that entire audience will see your social media post, but rather tells you the maximum amount of people your post could potentially reach. Reach is determined by a fairly complex calculation, that includes # of followers, shares and impressions as well as net follower increase over time. Reach should not be confused with Impressions or Engagement.”

Engagement: Engagement refers to the Engagement Rate. It is the amount of actions your post got. This includes likes, shares, comments and so on.
(Hootsuite 2016)

Flickr

According to Limewire “Flickr is a photo sharing platform and social network where users upload photos for others to see.” You have to create an account in order to be able to upload photos, and you get a 1000 GB free space. In photostream, all your latest photos you have uploaded and made public will be displayed. You can also divide your photos to albums and favourite the photos you like. (Lifewire 2017b)

According to Flickr, they have two main objectives: “1. We want to help people make their photos available to the people who matter to them.” and “2. We want to enable new ways of organizing photos and video.” (Flickr 2017a)

In November 2016, Flickr had 122 million users and approximately 1 million photos uploaded daily. (DMR 2016)

Instagram

Instagram was launched in 2010. (Newsroom 2017b). This social network app can be used to share videos or photos and it's used via smartphone. You create an account and then can start following other accounts. Lifewire describes Instagram as simplified Facebook. You can like and comment on other people's (as well as your own) publications and send private messages. Instagram also includes saving other people's publications that you like. Instagram also has “Instagram Stories”. You can publish a video or photo or even go live and the material posted to your own story disappears after 24 hours. (Lifewire 2017c)

Instagram has 700 million active users. (Statista 2017b). 59% of people age 18-29 use Instagram and 38% of the online women use Instagram opposed to the men which is 10% lower, 28%. (Sproutsocial 2017a).

The used Instagram glossary in this thesis includes the following:

Followers: Similar to Facebook Fans. It means the number of people who follow your account.

Engagement: Engagement for Instagram includes likes and comments.
(Hootsuite 2016)

Twitter

Twitter was founded in 2006. (Twitter 2017a). According to Twitter “Twitter is the place to find out about what’s happening in the world right now. Whether you’re interested in music, sports, politics, news, celebrities, or everyday moments—come to Twitter to see and join in on what’s happening now.” In Twitter, you interact with others by sending out tweets. Tweets are posts on Twitter. You can share videos and photos as well. You can also follow other people’s accounts on Twitter and retweet (meaning share) their tweets, like and comment. Twitter uses hashtags in a way to connect tweets that are about the same thing. Hashtags are basically keywords. (Twitter 2017b)

Twitter has 328 million active users. (Statista 2017b) According to Pew Research Center 37% of Twitter users are 18-29 years old. 25% of the users are between the ages 30 and 49. Almost the same amount of men (24%) and women (25%) online users use Twitter. (Pew Research Center 2017)

The used Twitter glossary in this thesis includes the following:

Followers: Same as for Facebook and Instagram. Number of people who follow your account.

Impressions: Same as for Facebook. It’s the number of times the content you have posted is displayed.

Engagement: Similar to Facebook. It is the amount of actions your post got. This includes likes, shares, comments, clicks and so on. (Hootsuite 2016)

YouTube

YouTube was founded in 2005. It’s a popular video site where people in nearly every country can share and watch videos. Anyone can watch videos, but in order to comment or get personalized results or to create playlists, you need to have an account or connect YouTube with your Google account. An account is also needed if you want to upload videos. Sharing videos can be done by simply copying the URL code. (Lifewire 2017d)

According to YouTube their goal is “...to give everyone an opportunity to learn more about the world around and express themselves. We are convinced that the world will be better if everyone can share their thoughts and everyone will listen to each other.” (YouTube 2017a)

According to Digiday UK, men spend 44% more of their free time on YouTube when compared to women. They also counted the viewers of the 51 different categories on YouTube and 90% of the viewers were men. Gender related stereotypes are clearly visible on YouTube categories statistics as for example women are keen on makeup & cosmetics (89% women) and men are keen on soccer (95% men). (Digiday 2015)

The used YouTube glossary in this thesis includes the following:

Views: “The number of legitimate views for your channels or videos.”

Estimated minutes watched: “Estimated total minutes of viewing time of your content from your audience.”

(YouTube 2017b)

Meltwater

Meltwater is a media intelligence company that provides monitoring tools. (Meltwater 2017).

Via Meltwater App you can find out many media and social media statistics in connection to your event, organisation, cause etcetera. You can for example find out how many public posts there are on social media about certain words. You use different search words and then you can find all public posts that include those search words. This way you get insight of how many posts there have been, how many people they have reached and much more. The social media includes Facebook, Instagram, Twitter, YouTube, blogs, product reviews, forums and comments

The used glossary you need to know in connection to Meltwater:

Boolean query: All the search words together are called a Boolean query.

Social Reach: The social reach according to Meltwater is counted by using the data from Twitter, Facebook, YouTube and Instagram. The data is not normalized across the different social sources but specific to each. On Facebook, it's the number of likes the Facebook Page has or number of members a Facebook Group has. On Twitter, it's the number of followers the author of the post has and on YouTube it's the number of views the video has. On Instagram, it's the number of followers the author of the post has.

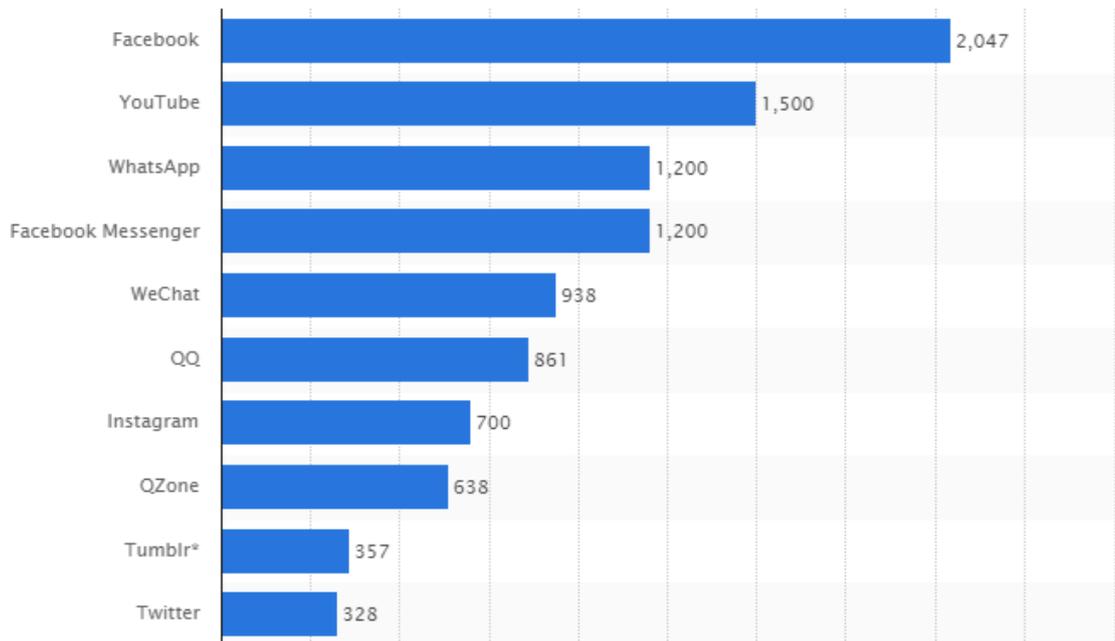
(Tuiskula N-M, 06.09.2017)

Sproutsocial

Sproutsocial is a powerful social media software that helps to publish material to social media channels, but to also monitor the process. It provides statistics from several different social media channels such as Facebook, Instagram and Twitter. (Sproutsocial 2017b)

4.3 Most popular Social Media networks

According to Statista, Facebook has the most active users worldwide compared to other social networks. Next is YouTube and then Whatsapp. See the figure below. (Statista 2017b)



(Figure 2. Most famous social network sites worldwide as of August 2017, ranked by number of active users in millions (Statista 2017b))

One way to make it easier to understand how big social media is, is to think about the population of countries. For example, if Facebook was a country, it would be the biggest country in the world, surpassing China's population which is 1,36 billion. One out of five people in the world have a Facebook account. (Patel, N 2017)

Lasse Rouhiainen states in his course Social Media Marketing in Modern Business, that Facebook and YouTube work for most companies when it comes to social media marketing. He also recommends Instagram and Twitter depending on the company, even though Twitter is declining. (Rouhiainen, L 2017)

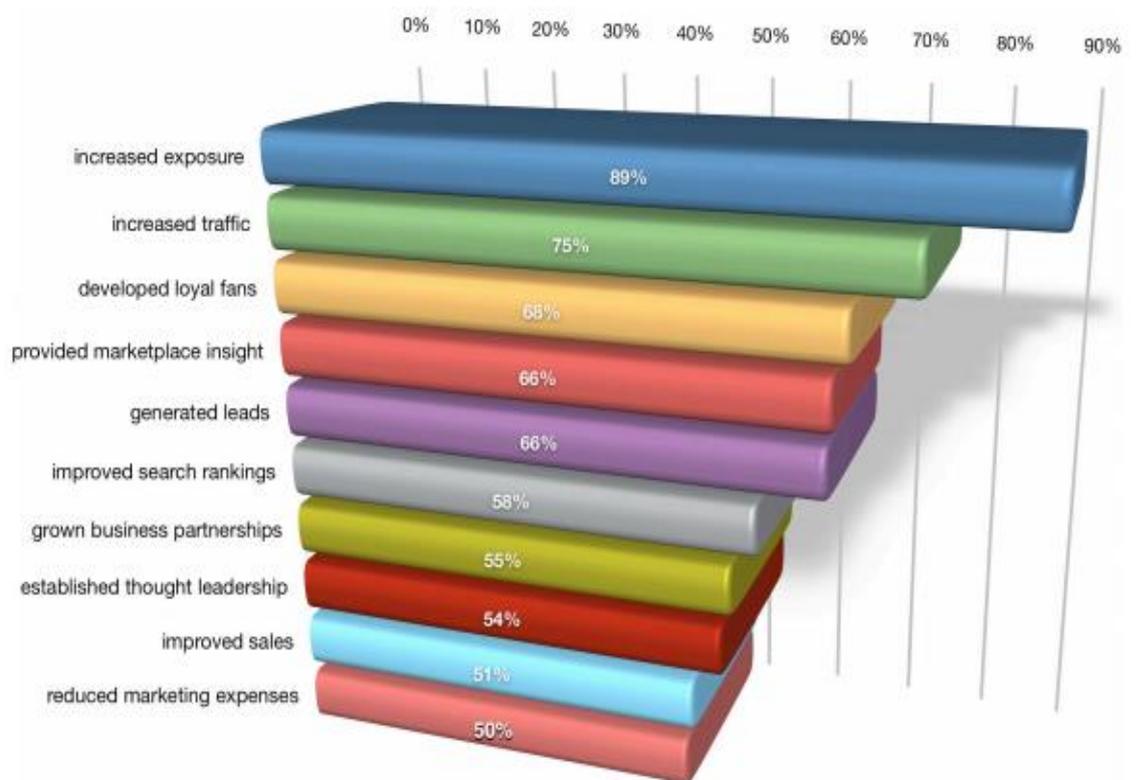
The Social Media Marketing Industry report from 2016 supports Rouhianen's statements. The top seven platforms used by the marketers are in order from most popular to the less popular Facebook (used by 93%), Twitter (used by 76%), LinkedIn (used by 67%), YouTube (used by 53%), Google+ (used by 49%), Instagram (used by 44%) and Pinterest (used by 40%). According to the report, Instagram has become more popular by 8% since 2015 whereas Twitter has declined by 3%. (Stelzner M. A. 2016)

5 Social Media Marketing

5.1 Benefits of Social Media marketing

The advantages of the social media marketing compared to the traditional marketing are that it's cheaper. You might be able to reach a thousand people for the fraction of a cost of a television or billboard add. Social media is also the only marketing platform where you can interact with the consumers. However, social media campaigns can take a lot of time and the impact can vary off quickly. When comparing to television ads, the television campaigns can create short term results which have better tangibility. (Adweek 2017)

According to the Social Media Marketing Industry report from 2016, there are several benefits when it comes to social media marketing. The top two are increasing exposure and increasing traffic. See the figure below (Stelzner M. A. 2016)



(Figure 3. Benefits of social media marketing (Stelzner M. A. 2016))

5.2 Social Media Strategy

According to Rouhiainen, a simple social media strategy plan consists of four attributes: Research, Content, Interact and Measurement. (Rouhiainen, L 2017)



(Figure 4. Simple Social Media Strategy. (Rouhiainen, L 2017))

In phase 1. Research, it's important to figure out who your target audience is. The more specific you are when you identify the target group, the easier it is to reach them. Then you of course need to think about your product. Social media works best when you have a campaign and/or you have specified what you want to promote. Companies can think about what is special about them and emphasize that on their social media channels. It's also important to look into the different social media site options and figure out what is the best one for you. The last point of research is identifying your competition and researching what they're doing. (Rouhiainen, L 2017)

In phase 2. Content it is important to think about the ideal client. When selling a product or service it's important to focus on the problem that the client might have. The provided content should show the client how to solve the problem. Content might differ depending on the social media channel. For example. in Facebook, there is more text and it's important to ask questions and be natural. On Instagram, the content might be more photos and infographics. On YouTube you can show on video how the product or service can help them solve the

problem or how to use the product. Online seminars and webinars are also beneficial depending on the company. Articles, with interesting factors, should be published on website. (Rouhiainen, L 2017)

In phase 3. Interact the amount of interaction usually varies depending on the product. When selling simple low-cost products to individual customers, there might not occur as many interactions whereas when you're selling a high-cost product for companies. On social media platforms it's important to answer the questions and take the customer's opinions into consideration. The more traditional ways of interaction include meeting in person and via phone. Other ways to interact with the target audience is via webinars, seminars, e-mail or surveys. (Rouhiainen, L 2017)

In phase 4. Measurement it's important to focus on the benefits you have regained from social media. The benefits can be raise in sales, new leads, new interactions, new followers, comments and website visits. Some tools to measure the benefits can be found from the social media platform itself. For example, Facebook and Twitter analytics can show you the amount of new followers and via Google Analytics you can track website actions. (Rouhiainen, L 2017)

5.3 Social Media Plan – Events

Planning a social media strategy for event has similar attributes as the basic social media strategy. According to Event Marketing 2.0 by Cvent there are six steps:

1. Identify your objectives.
2. Define your target market.
3. Listen and monitor for existing conversations.
4. Determine which social tools and tactics to use.
5. Integrate social media throughout the event registration process.
6. Set goals (Cvent 2017)

Identifying your objectives means figuring out what you want to accomplish with the event.

It's vital to set up clear objectives in order to make sure the effort is worth it.

Defining the target market is similar to the identifying your target audience. Research the basic demographics, keywords & keyphrases, interests and social behaviours of the target market in order to plan your social media content accordingly. (Cvent 2017)

By listening and monitoring the already existing conversations you can get a better understanding what already reaches people. There are several free tools to use such as Hootsuite.

It's important to not waste your time on a social network that doesn't work for your event. Research the existing social networks and their audiences in order to find out which networks work the best for your event. (Cvent 2017)

Integration is also interaction. Interaction with your social media channels. You can for example post some of your Facebook posts onto Twitter and so on. You can also discuss with your audience. (Cvent 2017)

Setting goals differs from objectives. Goals are something that can be measured whereas objectives can be more vague. Goals can be measured afterwards and through them it can be defined whether social media plan was successful or not.

(Cvent 2017)

According to Marketo, there are dos and don'ts when it comes to event marketing. It's important to create your plan with specific goals and objectives and it's important to include other members of staff. It's also important to create high-quality and shareable content and Marketo also emphasizes to not use the wrong tools:

“ Don't use social networks just for the sake of going social. As important as it is to know how to use each social network, it's just as important to know when to abandon ship.”

When creating the content, it's also important to remember to take into consideration the people that are not going to the event and plan your content in a way that it's also valuable to them. (Marketo 2017)

During the event, you should “use a variety of communication channels” and “create immersive experiences”. It's essential not to ignore the audience online and to not get too technical just for the sake of it. (Marketo 2017)

After the event it's important to document and collect feedback. Try to also keep the event within your brand. Success should be measured from all the events that you're organising, in order to build a stronger brand over time.

(Marketo 2017)

6 Marketing in Floorball

According to Nikunen, marketing in floorball is event marketing, sponsorships and brand development. Marketing is involved more and more into any decision making that drives value for the organization. “We work together with event management, sales, branding and sponsorships. When we are looking at the sport in general marketing is mainly branding, event promotion and club endorsement.” (Nikunen, T 26.10.2017)

He believes that in the very near future it is possible that marketing becomes one of the key components for developing the sport organizations and leagues further. (Nikunen, T 26.10.2017)

One of the greatest assets of floorball is the youth and the interaction on social media between the players and the followers. Most of them are mobile device naturals. It allows free and/or cheap marketing channels. When looking at video and social media content, the more video-clips and livestreams there are from the games, the larger opportunity there is for the consumption of the sport. (Nikunen, T 26.10.2017)

Another great asset is the attitude. People in charge and playing the game have not yet developed stick mentality or roots of how the game is or should be played. Same goes for the consuming of the sport. Consumers have greatly adopted floorball in different media channels and according to Nikunen, Finnish Floorball League is the second largest sport league in Finland when looking at the followers on social media channels. Social media and digital channels provide platforms for organic growth and conversations. (Nikunen, T 26.10.2017)

Traditionally marketing has been viewed as a floorball league brand developing and league advertising function that has been dealing with sponsorships. It has then evolved into more comprehensive form by designing sponsorships together with the sales and creating digital channels. When looking at the floorball clubs, marketing has evolved from word-of-mouth to local advertising and further more to digital campaigns and target audience selection via Facebook. And again we are focusing into word-of-mouth as players are more or less becoming a media themselves, contributing for the club outside the rink is becoming more essential. Multiple sponsorship co-operations have opened floorball marketing for national coverage, for instance Subway cooperation. Digitalization allows more precise measurements of the marketing objectives that allows marketing focus to become more important and dependable. (Nikunen, T 26.10.2017)

6.1 IFF Marketing

The main role of the IFF is to promote and develop the sport itself and the marketing is mainly done in cooperation with the member associations and the IFF events. Big part of the IFF resources go into supporting the member associations and their development for example the IFF organises many different development camps during a year. (Rantakari, M 12.10.2017). Most of the IFF actions are also at the same time marketing, even though it's not the main purpose (Liljelund, J. 13.10.2017.)

The IFF approves its marketing plan by the IFF Core Country Marketing Networks Group (CCMNG). The CCMNG includes the top 10 biggest floorball countries and their marketing executives. The top ten floorball countries are Czech Republic, Denmark, Finland, Germany, Latvia, Norway, Poland, Slovakia, Sweden and Switzerland. (Liljelund, J 13.10.2017) Czech Republic, Finland, Sweden and Switzerland are the four biggest member associations and with these four, the IFF cooperates more closely when it comes to marketing related issues. The CCMG also meets twice a year in order to share best marketing practices and also workshops are held. (Rantakari, M 12.10.2017)

The most important ways of marketing have mostly been conducted through website, social media and events. The IFF marketing strategy is based on the visibility of the sport and to gain as much visibility as possible. The IFF has pursued to maximize the TV visibility, because it opens up the opportunity for new spectators to get acquainted with the sport. The IFF YouTube channel is used, because we also want to give the opportunity for our own fan base to follow all our events. In addition, the IFF uses the IOC's Olympic Channel and IWGA's own channel in order to market and spread the sport. (Liljelund, J 13.10.2017)

IFF - EVENTS

YEARLY CALENDAR

| | |
|--------------|--|
| FEB | World Championships Qualifications, International Weekend |
| MARCH | |
| APRIL | National League Finals, Euro Floorball Tour, International Weekend |
| MAY | U19 World Championships |
| JUNE | |
| JULY | The World Games 2017 in Poland |
| AUG | Euro Floorball Challenge |
| SEPT | International Weekend, Start of National Leagues, Women's U19 WFC 2018 Qualification |
| OCT | Champions Cup, EuroFloorball Cup |
| NOV | Euro Floorball Tour, International Weekend |
| DEC | World Floorball Championships |



Recognised by the IOC Ordinary member of SportAccord

www.floorball.org

(Figure 5. IFF related events on year 2017 – IFF Sales Presentation. (IFF Combined Sales Presentation 2017))

The IFF marketing plan is mostly build in connection to the IFF events which are actively marketed online and in social media through different campaigns and competitions. The IFF also has its own mobile app, IFF Events, which allows to reach the target audience even better during competitions. (Liljelund, J 13.10.2017)

The marketing of the events is conducted in connection with the local organisers and there is more or less support depending on how demanding the event. Local organiser (LOC) is the organiser of the event in the country where it's organised. For example, if an event is organised in Finland, the LOC is the Finnish Floorball Federation. The IFF also promotes important matters during its competitions such as anti-doping, gambling prevention and equality. For The World Games 2017 the IFF had several different marketing related plans which included separate parts for venues, athletes, spectators, media, in general etcetera. (Liljelund, J 13.10.2017). The IFF also put more financial aid to the marketing of The World Games, which could be seen in the city of Wroclaw as for example activity zones, banners and signs (Rantakari, M 12.10.2017)

The basic idea is to maximise the visibility and the small resources. The IFF aims to publish news and to send out newsletters at regular intervals. These are ways for the IFF to manage internal and external marketing as well as reportage. The IFF Newsletter has more than 1100

subscribers, including influential sports media such as Inside the Games and Around the Rings. (Liljelund, J 13.10.2017)

IFF Secretary General John Liljelund likes to believe that floorball and especially the IFF has a more modern attitude towards marketing than many other sport federations

“We don’t have that many resources, but we aim to use them efficiently. Content wise I don’t believe that our marketing differs that much, but we do a lot of general marketing for example street/urban floorball and girl floorball in addition to competitions. I also believe it’s possible that we use videos a lot more than others.” (Liljelund, J 13.10.2017)

6.2 IFF Mobile App

The IFF has an IFF Events mobile app which is used during Men's & Women's WFC, Men's U19 & Women's U19 WFC and the Champions Cup (Google Play 2017). The mobile app includes live results, latest scores, statistics, team cards, player cards, social media posts with the tournament related hashtag, IFF news, links to YouTube matches and guessing the score. All app users can guess the final scores of the matches and the best guesser of the whole tournament will win Asics shoes. The IFF Mobile App is available for free for both Android and iOS. (Champions Cup 2017)

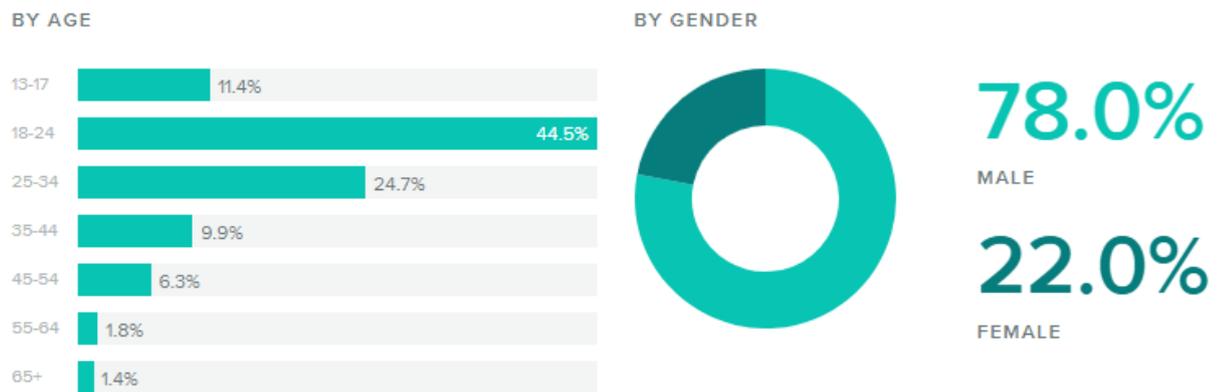
6.3 IFF Social Media

As said in the previous chapter, the IFF mainly focuses all its marketing on social media.

The IFF is using the following social media channels: Flickr, Facebook, Instagram, Twitter and YouTube. (International Floorball Federation 2017c)

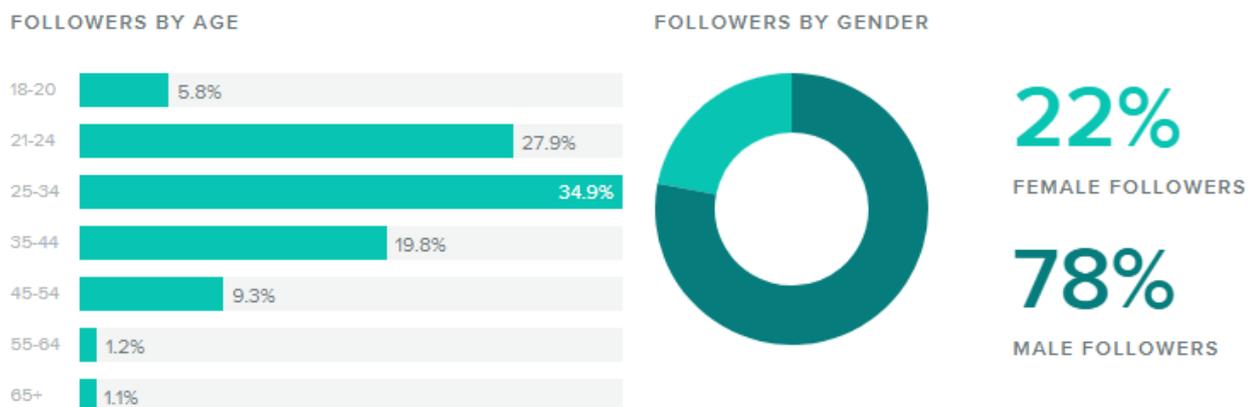
At the moment (1.10.2017), the IFF has 473 followers on Flickr (Flickr 2017b), 40.5k fans on Facebook (Facebook 2017), 51.9k followers on Instagram (Instagram 2017), 12.9k followers on Twitter (Twitter 2017b), 26.8k subscribers on IFF YouTube Channel 1 (YouTube 2017a) and 11.4k subscribers on IFF YouTube Channel 2. (YouTube 2017b).

According to a report from Sproutsocial that the IFF provided, 44.5% of the fans on IFF Facebook are 18-24 years old and 78% of them are male. See the figure on the next page.



(Figure 6. IFF Facebook fans by age and by gender. (Sproutsocial))

On Twitter, 34.9% of the followers are between the ages 25 and 34. Like on Facebook, most of the followers on Twitter are male.



(Figure 7. IFF Twitter followers by age and gender. (Sproutsocial))

Unfortunately, Sproutsocial can't provide similar statistics from the IFF Instagram. But according to the IFF, the most active followers on the IFF Instagram are rather young, under the age of 20. (Nurminen, M. 1.10.2017)

The use of IFF Social Media Channels

The IFF uses social media as one of its main marketing tools due to the fact that it's cost-effective (Rantakari, M 12.10.2017).

The IFF Facebook and IFF Twitter are used to share news. On Facebook the IFF mostly focuses on its own material and sometimes shares posts from member association, IFF event social media channels and floorball related posts that can be seen as potential.

On Twitter the IFF actively retweets good tweets with #floorball.

The IFF Flickr is used mainly during the IFF Events. It's a base for all the photos that are taken during the events. There are also some floorball development related photos.

On Instagram the IFF shares the news it thinks are important and interest the young audience that the IFF has on Instagram. A lot of the posts that the IFF shares on Instagram are reposts from other channels that have been found with #floorball and include beautiful goals and tricks or are comic in some way.

The IFF has two different YouTube Channels; IFF YouTube Channel 1 and IFF YouTube Channel 2. YouTube is mostly used during competitions, but there are also promotional videos about the sport itself. The IFF has a goal to always stream matches live from all its events and YouTube is used for this purpose. During the events, the IFF uploads also post-match interviews, match highlights and occasionally additional interviews. (Nurminen, M 1.10.2017)

IFF Events' Social Media Channels

The IFF has separate social media channels for the following events: Champions Cup, U19 WFC and adults' WFC. The social media platforms included are Facebook, Instagram and Twitter. The use of these channels is mostly the LOC's responsibility.

The LOC is responsible in creating an event communication plan according to the IFF guidelines. The communication plan, which includes for example tournament specific hashtag, will be approved by the IFF before it's put to action. You can find an example of some of the guidelines and ideas that the IFF gives to the organiser of the adults' WFC in appendix 2. The goal is to send the guideline to the LOC at least a year before the event.

(Nurminen, M 1.10.2017)

7 Aims of the project

The basic idea of the project was to create a social media campaign for the International Floorball Federation in connection to The World Games 2017. The main aim was to be the most visible sport in connection to The World Games when comparing to other 30 sports that were a part of the event.

The IFF wished that the social media campaign would take into consideration all participating teams and to create informational and entertaining material of the teams and of the team staff and players. It was also important to the IFF to take into consideration all personnel that are a part of the floorball tournament at The World Games, for example the referees. The IFF wished that the social media campaign would engage the floorball people all over the world. For me, the main learning goal was to gain a deeper understanding of social media campaigns and the social media platforms. It was also important to me to learn more about video and photo editing.

8 IFF Media Plan

The International Floorball Federation (IFF) Media Plan for both prior to The World Games and during The World Games was created by the author Minna Nurminen and was approved by the IFF Secretary General John Liljelund. The IFF Media Plan was based on three levels: the already required knowledge the author had acquired as she has worked with social media since 2015, the read material and the previous IFF Events, such as the Men's World Floorball Championships in Riga, Latvia December 2016.

8.1 IFF Media Plan prior to The World Games

The aim of the IFF Media Plan prior to The World Games was to gain visibility for the sport in regards of The World Games and to educate people about the event itself. One main target was also to activate people, so that floorball could reach the goal during The World Games (20-30.7): Be the most visible sport in social media.

Planning and gathering the material

The planning of the IFF Media Plan began in March. The media plan consisted of the following:

- Head Coach interviews with each team (Interviews and a video clip. Example interview Appendix 3.)
- Meet the Refs (Interview with each referee pair and a video clip. Example Interview Appendix 4.)
- Teams Week (Team presentation, video clip of WFC 2016 highlights, 2 player interviews. Example in Appendix 5)
- Meltwater competition
- Three FloorballToday videos
- Countdown

Four out of the six teams were playing a tournament in Turku, Finland 27-29.4. The four teams were Czech Republic, Finland, Sweden and Switzerland. I travelled from Helsinki to Turku and performed the following interviews with the teams in question: head coach interviews and player interviews.

Other teams were sent emails asking the material and two Polish players were interviewed during the Men's U19 World Floorball Championships in Växjö, Sweden 3-7.5.

Since the final roster wasn't clear at the time, I chose some of the best players of each team or in team USA's case, asked themselves to choose which two players to interview that would be in the roster for certain unless there was an injury. Unfortunately, I chose one player from team Switzerland that wasn't in the roster and that is why there was only one player's interview published from Switzerland.

The referees were sent emails and two referee pairs were also at the tournament in Turku where I was able to shoot the videoclips of them.

Meltwater Competition

The Meltwater Competition was a 10-question quiz and in the end of the quiz the participants could fill in their contact information and take part in the raffle. The main prize was two VIP tickets to The World Games Floorball competition. The quiz can be found here:

<https://promo.meltwater.fi/twgfloorball>. The competition was made in co-operation with the Finnish social media and media intelligence corporation Meltwater.

FloorballToday Videos

FloorballToday is an international floorball media, which writes stories and creates video clips and other media to their own social media channels. They made three videos by using the material from the IFF YouTube Channels. The three videos were Goalies of TWG, 10 players to watch at TWG and Top 10 WFC Goals feat. TWG teams.

Countdown

The countdown posts were planned to begin from 8th of May with a "80 days to TWG" post. The countdown day was counted to the start of the Floorball competition at TWG instead of the start of TWG itself.

Implementation

The IFF Media Plan was put into place 8th of May and lasted until the start of TWG Floorball competition. The plan had several articles and social media posts. All the material was distributed to the IFF Facebook, Instagram, Twitter and YouTube. The schedule can be seen on the next pages.

(Table 1. IFF Media Plan schedule May 2017)

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--|--------------------------------|--|--------------------------------|-----------------------------------|----------|--------------------------------|
| 1 | 2 | 3 U19 WFC → | 4 | 5 | 6 | 7 |
| 8 80 Days to TWG - post | 9 Coach inter- view POL | 10 | 11 Coach inter- view CZE | 12 | 13 | 14 |
| 15 | 16 Coach Inter- view SUI | 17 | 18 70 Days to TWG - post | 19 Coach Inter- view SWE | 20 | 21 |
| 22 Coach Inter- view FIN | 23 | 24 Coach Inter- view USA | 25 | 26 TWG Final lists due date | 27 | 28 60 Days to TWG - post |
| 29 Meet the refs Alakare – Vilkki | 30 | 31 Meet the refs Gross - Larinovs | | | | |
| | | | | | | |

(Table 2. IFF Media Plan schedule June 2017)

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---------------------------------------|---------|-------------------------------|-------------------------------------|---|----------|--------|
| | | | 1 | 2 Meet the refs Boström - Söderman | 3 | 4 |
| 5 POL WEEK Team presentation | 6 | 7 50 Days to TWG - post | 8 WFC 2016 Team Highlights | 9 Player interview | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |

| | | | | | | |
|--|--|--|----|-----------------------------|--------------------------|----|
| USA WEEK Team presentation | | WFC 2016 Team Highlights | | Player Interview | 40 Days to TWG - post | |
| 19 CZE WEEK Team Presentation | 20 | 21 WFC 2016 Team High- lights | 22 | 23 Player Inter- view | 24 | 25 |
| 26 SUI WEEK Team Presentation | 27 30 Days to TWG – post TWG Melt- water Comp. launch | 28 WFC 2016 Team High- lights | 29 | 30 Player Inter- view | | |

(Table 3. IFF Media Plan schedule July 2017)

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--|---|--|-------------------------------|-------------------------------|-------------------------------|--------|
| | | | | | 1 | 2 |
| 3 SWE WEEK Team Presentation | 4 | 5 WFC 2016 Team Highlights | 6 Player Interview | 7 20 Days to TWG - post | 8 | 9 |
| 10 FIN WEEK Team Presentation | 11 | 12 WFC 2016 Team Highlights | 13 | 14 Player Interview | 15 | 16 |
| 17 10 Days to TWG – post FloorballToday Video Melt.Comp.End | 18 Mobile App launch Comp. Winners an- nounced | 19 This is Floorball video | 20 FloorballToday video | 21 | 22 5 Days to TWG - post | 23 |
| 24 3 Days to TWG – post FloorballToday video Rules to Media | 25 Live Streaming news | 26 1 Day to TWG -post IFF Pres. Foreword | 27 T | 28 W | 29 G | 30 |

All the material was published according to this schedule. The schedule varied only little from the original plan. For example, it was planned that the head coach interviews would be published according to the team ranking, but team USA had problems with providing the material, therefore team USA head coach interview was published last, even though they should've been second.

One thing wasn't included in the original IFF Media Plan. The IFF, together with the Asia Oceania Floorball Confederation (AOFC) planned a social media campaign, in connection to The World Games, to activate AOFC members to promote and follow The World Games closely. The main purpose was to activate the AOFC countries and raise awareness about the event, even though there was no AOFC country participating. The campaign was run as a competition to have as many social media posts, views and followers on YouTube and users of the IFF mobile app during the period 20.7 - 7.8. The first prize was a floorball rink, second prize two full goalkeeper kits and the third prize two tool bags with sticks and balls.

The competition was based on a points structure that measures the numbers of social media interactions in the different IFF Social Media Channels. The floorball fans, whenever posting to social media had to have the hashtags #Floorball and #TWG2017 in order to participate. But also in order to separate from which country the participant is from, they needed to have a country specific hashtag #AOFC + Their IOC Country code, for example for Philippines the hashtags were Floorball, #TWG2017 and #AOFCPHI. The IFF Mobile App users (via Guess the score) were also counted. All The World Games Floorball matches were streamed on the IFF YouTube Channel. The viewers of the matches were also counted.

8.2 Media Plan at The World Games

The aim of the IFF Media Plan during The World Games Floorball competition was to provide as much quality material as possible to the spectators, fans and media, and to gain visibility. The IFF Media Plan during The World Games Floorball Competition consisted of the following:

- Match reports
- Daily recaps (Example in Appendix 6)
- Daily previews (Example in Appendix 7)
- Highlights (Example in Appendix 6)
- Live Streaming
- Promoting matches

- Post-match interviews
- Video clips
- Photos to IFF Flickr
- Photo collages
- Sharing posts with #floorball and #TWG2017
- Sharing results

Implementation

The IFF Media Team at The World Games consisted of five people including myself. We had two commentators and one of them was also doing the post-match interviews and a match report a day. We had a photographer who also did a match report a day. We had a person who wrote the daily previews for the last days and interviewed the audience for a promotional material. We also had a separate company doing the live streaming and the highlights.

9 Floorball's visibility during The World Games

The IFF used two different software to collect statistics. Sproutsocial and Meltwater. Facebook, Twitter and Instagram statistics were collected directly from Sproutsocial. YouTube statistics were collected from the IFF YouTube channels. Meltwater was used in order to do conduct the most important part of the thesis: comparison of the sports. The number of public posts and social reach came from Meltwater. You can find the Boolean query from Appendix 8.

9.1 IFF Social Media Channel Statistics

The IFF uses the following social media channels: Facebook, Instagram, Twitter and YouTube. The IFF also has an IFF Flickr. In this section, I will go through the statistics during the timeframe 26-31.7.2017. Even though the Floorball competition was played 27-30.7, the timeframe for statistics is one day longer from both ends. This is because we want to get the pre-rush statistics as there is lot of promotion done one day before and also to get the post-rush statistics, as many are posting still during the day after the competition.

According to Sproutsocial, during the timeframe 26-31.7.2017 the IFF had approximately 40k Facebook fans, 13k Twitter followers and 51k Instagram followers. Facebook's 56 posts reached almost 400k users and gained over 1,1 million impressions and 10k engagement. Twitter's 115 posts gained over 260k impressions and almost 18k engagement. Instagram's 41 posts gained almost 70k engagement. IFF Flickr gained almost 98k views. See the table with precise numbers below.

(Table 4. IFF Social Media Channel numbers 26-31.7.2017. (Sproutsocial))

| | Fans/Followers | Posts | Impressions | Reach | Engagement |
|------------|----------------|-------|-------------|---------|------------|
| Facebook: | 40 401 | 56 | 1 158 167 | 398 674 | 10 691 |
| Twitter: | 12 845 | 115 | 260 413 | | 17 785 |
| Instagram: | 51 607 | 41 | | | 69 437 |

The YouTube statistics were directly gotten from YouTube. The IFF uploaded 33 videos during The World Games floorball competition to IFF YouTube. This included the matches, highlights and interviews. All the videos gained 273.5k views, 2k likes, 6.8k comments and 1.5k shares. Estimated minutes watched was 2.75 million. See the table with precise numbers on the next page.

(Table 5. IFF YouTube Channel numbers in regards of The World Games videos. (Sprout-social))

| Views | Likes | Comments | Shares | Estimated minutes watched |
|---------|-------|----------|--------|---------------------------|
| 273 508 | 2 005 | 6 771 | 1 508 | 2 750 525 |

9.2 Floorball's visibility

According to Meltwater App, during the timeframe 26-31.7 there were 5 925 public posts that included The World Games and Floorball. The social reach of the floorball posts was 27.49 million. The biggest reach came from Facebook with 12.52 million, then was Twitter with 8.85 million, Instagram with 6.07 million and YouTube with 51.14k.

During The World Games 20-30.7, there were 6 887 public posts that included The World Games and Floorball. The social reach of the floorball posts was 32.63 million. The biggest reach again was from Facebook with 14.26 million, then was Twitter with 10.89 million, Instagram with 7.43 million and YouTube with 51k.

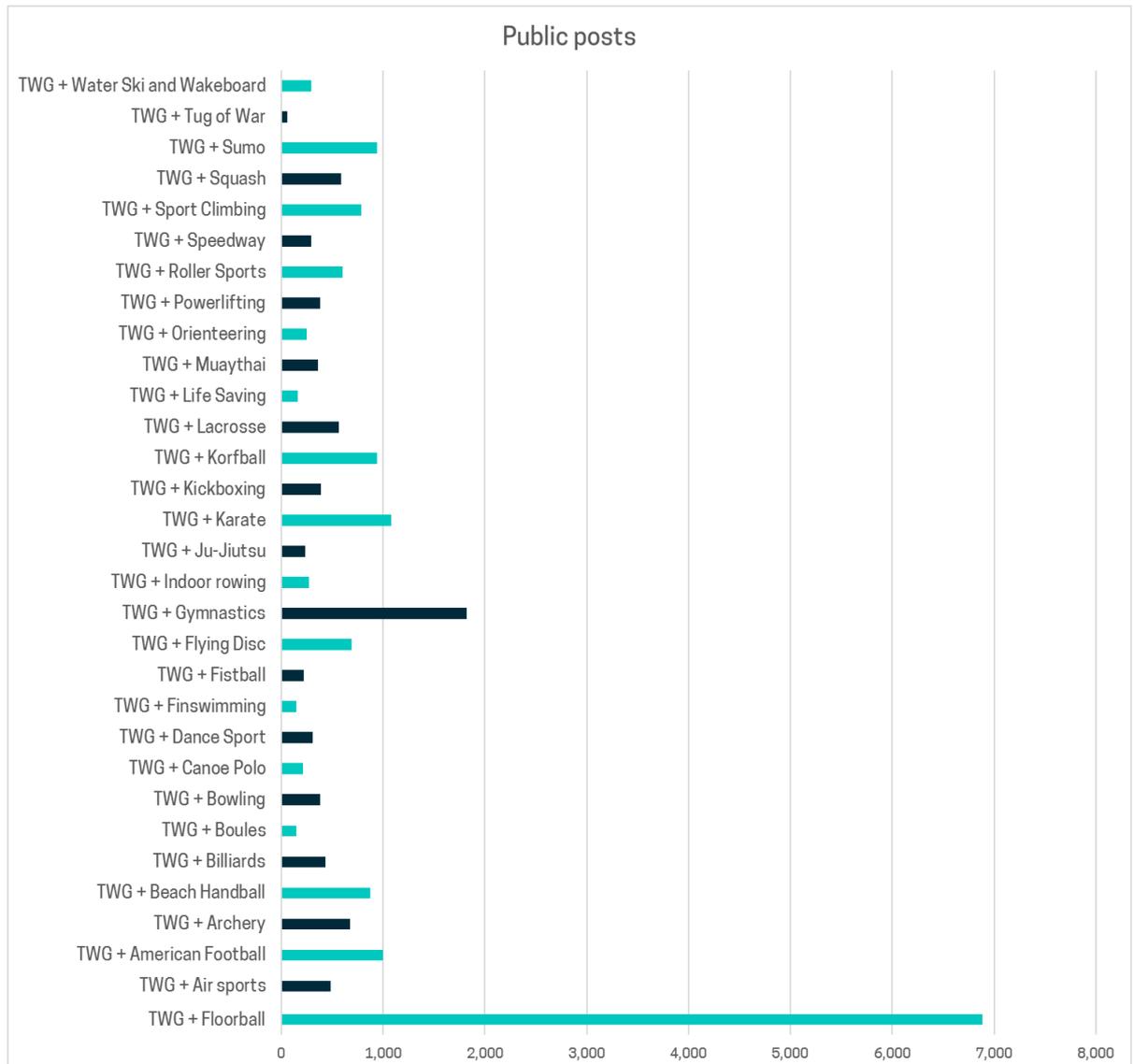
9.3 Comparison with other sports

According to Meltwater App, during 20-30.7.2017, The World Games had approximately 47000 public posts and almost 6900 out of the 47000 were floorball related posts. Out of all The World Games sports, floorball had the most The World Games related posts and were almost 15% out of the whole amount of The World Games posts. Gymnastics were second with a bit over 1800 posts and karate were third with a bit over 1000 posts. The sport specific posts made up 55% of all The World Games posts. See the table and figure below.

(Table 6. Number of public posts that mention The World Games and also the sport specific The World Games posts from timeline 20-30.7.2017. (Meltwater App))

| | Number of results | % |
|-------------------------|-------------------|--------|
| TWG | 47,103 | 100.0% |
| TWG + Floorball | 6,887 | 14.6% |
| TWG + Floorball AOFC | 3,235 | 6.9% |
| TWG + Air sports | 485 | 1.0% |
| TWG + American Football | 995 | 2.1% |
| TWG + Archery | 678 | 1.4% |
| TWG + Beach Handball | 875 | 1.9% |

| | | |
|--------------------------------|--------------|--------------|
| TWG + Billiards | 432 | 0.9% |
| TWG + Boules | 147 | 0.3% |
| TWG + Bowling | 379 | 0.8% |
| TWG + Canoe Polo | 210 | 0.4% |
| TWG + Dance Sport | 310 | 0.7% |
| TWG + Finswimming | 150 | 0.3% |
| TWG + Fistball | 221 | 0.5% |
| TWG + Flying Disc | 691 | 1.5% |
| TWG + Gymnastics | 1,824 | 3.9% |
| TWG + Indoor rowing | 275 | 0.6% |
| TWG + Ju-Jiutsu | 237 | 0.5% |
| TWG + Karate | 1,081 | 2.3% |
| TWG + Kickboxing | 386 | 0.8% |
| TWG + Korfball | 940 | 2.0% |
| TWG + Lacrosse | 567 | 1.2% |
| TWG + Life Saving | 159 | 0.3% |
| TWG + Muaythai | 362 | 0.8% |
| TWG + Orienteering | 246 | 0.5% |
| TWG + Powerlifting | 379 | 0.8% |
| TWG + Roller Sports | 602 | 1.3% |
| TWG + Speedway | 291 | 0.6% |
| TWG + Sport Climbing | 786 | 1.7% |
| TWG + Squash | 588 | 1.2% |
| TWG + Sumo | 943 | 2.0% |
| TWG + Tug of War | 58 | 0.1% |
| TWG + Water Ski and Wake-board | 292 | 0.6% |
| Total | 25711 | 54.6% |



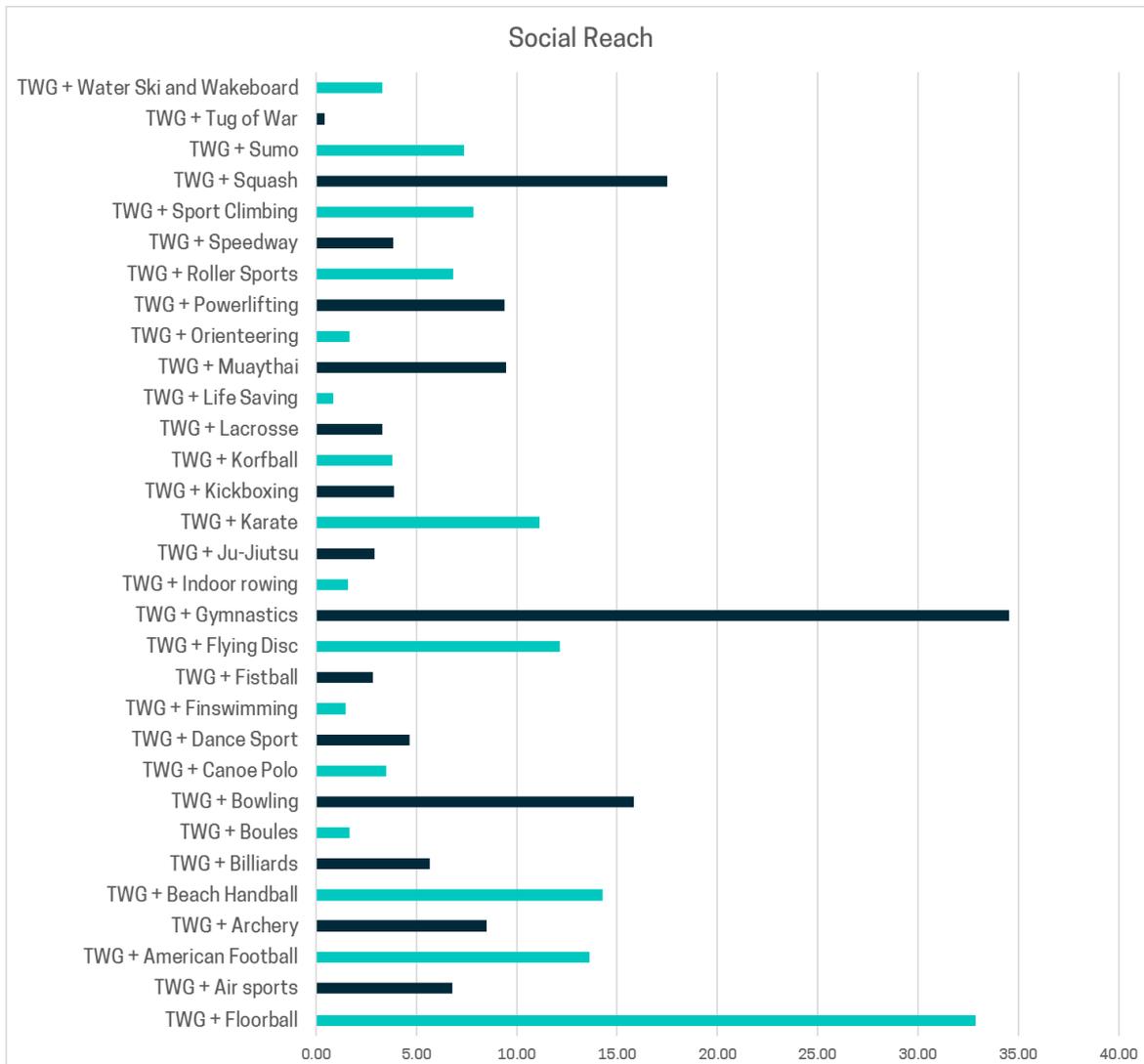
(Figure 8. The amount of public The World Games related sport specific posts. (Meltwater App))

According to Meltwater App, the social reach of all The World Games posts was 750 million. Gymnastics had the biggest social reach with 34.6 million. Floorball came second with approximately 32.6 million and squash was third with 17.5 million. The sport specific posts had a rather small percentage of the whole social reach. Gymnastics was 4.6%, floorball 4.4% and squash 2.3% out of the whole reach. The sport specific posts had a social reach of 255 million and were 34% of the whole The World Games social reach. See the table and figure on the next page.

(Table 7. Social reach of The World Games posts and the sports specific The World Games posts during timeline 20-30.7.2017. (Meltwater App))

| | Social Reach (millions) | % |
|-------------------------|-------------------------|--------|
| TWG | 750 | 100.0% |
| TWG + Floorball | 32.63 | 4.4% |
| TWG + Floorball AOFC | 1.92 | 0.3% |
| TWG + Air sports | 6.80 | 0.9% |
| TWG + American Football | 13.61 | 1.8% |
| TWG + Archery | 8.50 | 1.1% |
| TWG + Beach Handball | 14.29 | 1.9% |
| TWG + Billiards | 5.69 | 0.8% |
| TWG + Boules | 1.69 | 0.2% |
| TWG + Bowling | 15.82 | 2.1% |
| TWG + Canoe Polo | 3.51 | 0.5% |
| TWG + Dance Sport | 4.67 | 0.6% |
| TWG + Finswimming | 1.48 | 0.2% |
| TWG + Fistball | 2.84 | 0.4% |
| TWG + Flying Disc | 12.15 | 1.6% |
| TWG + Gymnastics | 34.55 | 4.6% |
| TWG + Indoor rowing | 1.61 | 0.2% |
| TWG + Ju-Jiutsu | 2.92 | 0.4% |
| TWG + Karate | 11.15 | 1.5% |
| TWG + Kickboxing | 3.90 | 0.5% |
| TWG + Korfball | 3.83 | 0.5% |
| TWG + Lacrosse | 3.29 | 0.4% |
| TWG + Life Saving | 0.87 | 0.1% |
| TWG + Muaythai | 9.46 | 1.3% |
| TWG + Orienteering | 1.67 | 0.2% |
| TWG + Powerlifting | 9.38 | 1.3% |
| TWG + Roller Sports | 6.83 | 0.9% |
| TWG + Speedway | 3.86 | 0.5% |
| TWG + Sport Climbing | 7.85 | 1.0% |
| TWG + Squash | 17.51 | 2.3% |
| TWG + Sumo | 7.38 | 1.0% |

| | | |
|-------------------------------|---------------|------------|
| TWG + Tug of War | 0.45 | 0.1% |
| TWG + Water Ski and Wakeboard | 3.32 | 0.4% |
| Total | 255.41 | 34% |



(Figure 9. The World Games sport specific posts social reach in millions. (Meltwater App))

10 Discussion

When looking at the aims of the projects, it could be said that the social media campaign was rather successful. Floorball had the biggest amount of public social media posts and had the best social reach right after gymnastics. The social media campaign took into consideration the coaches and the players but also the referees, for who The World Games was also a big thing. Floorball had a good exposure in the social media and people were interested in the produced material. The plan was to engage floorball people from around the world and the AOFC campaign helped to engage the floorball fans from Asia-Oceania region and created a lot of social media posts.

Like said in the theory part of the thesis, I used the major channels that were important. Facebook and YouTube are said to be the best channels to use and they are also the channels with the most active users. Facebook and Twitter are the most used channels by the marketers and Instagram is also in the top seven. In the theory part it's said that one should focus their resources to certain channels that work. This is one of the main reasons I didn't use Snapchat or new social media channels, but used the IFF social media channels that already have a fan base. When I created the social media plan I had experience from previous IFF Events and experience from working with social media. I had an idea of who the target audience are and how to engage them. This was also taken into consideration when creating the content. The content was made as interesting as I could with my creativity at the time and was posted when scheduled and I tried my best to answer all the comments and questions that people had. I used several different formats as there was articles, videos and photos. After the event was over, the results were measured by using Sproutsocial and Meltwater. Thus, I would say that I had all four stages that were mentioned in the theory part: 1. research, 2. content, 3. interact and 4. measure.

I could've done more research when it came to other sports at The World Games. Just to look what they were doing in their social media and see what kind of material they used to engage their audience and how it was working. Even though the social media campaign reached a lot of people, I can't for sure say how many non-floorball people were able to see the content. And though non-floorball people weren't the main aim of the project, in the next campaign, the non-floorball people could be taken into consideration and it should be thoroughly contemplated how to interest them and get them engaged as well. When looking at the comments on the IFF social media channels, most of the comments came from floorball people.

Even though my video and photo editing skills got better, they hindered the campaign from time to time as I wasn't a professional and had trouble with doing some of the material and had to then research the ways to succeed. Also, some of the material wasn't as good quality as I would've hoped. In the interviews I did with the athletes and coaches, I didn't have proper filming equipment but did them by using my mobile phone. Even though the video is good quality, the audio isn't as good as it could be.

In my opinion the social media campaign gives a good base for future campaigns. It is important to get the teams participating in the tournament involved. The national association understood the importance of The World Games and were cooperative when it came to sharing the material and gaining visibility. All national associations involved were contacted by several emails throughout the campaign and their feedback was also asked later on. Cooperation is key.

The World Games was an important event for floorball and the benefit for the sport can't be talked only from the social media point of view. The World Games is said to be the stepping stone to the Olympics and the sports taking part in it are being watched by the IOC and the IWGA. Floorball got a high praise from the IWGA CEO Joachim Gossow who visited the floorball event: "IFF met the expectations of the IWGA with their participation and fulfilled their commitments given in their Application for Participation in the Games. In the cluster of Ball Sports, Floorball was a good addition and obviously well appreciated by the Polish audience on site and by the media.

A modern, dynamic sport which tries to approach the spectators with a suitable sport presentation and in addition with activities for the spectators around the tournament (e.g. mini playing field for youngsters). The IFF is also a very active and progressive federation pertaining to the use of modern technology and media rescourses to promote their sport. It understands to make use of TWG for their sport as a „showcase" to attract new, non sport-specific audience for the future." (International Floorball Federation 2017d)

From the social media point of view, the campaign showed that we as a sport are willing to create visibility for the event we are part of and to promote it. We showed that we are committed in The World Games. As Gossow said, the IFF had understood to make use of The World Games as we showcased our sport in Wroclaw and also on social media. The campaign created important visibility for floorball and brought floorball people together.

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Appendices

Appendix 1. Links to created material

Head Coach interviews

Video clips embed in the news

Czech Republic TWG Interview with Petri Kettunen: <http://bit.ly/2z9amax>

Finland TWG Interview with Petteri Nykky: <http://bit.ly/2IIsORC>

Poland TWG interview with Jan Holovka: <http://bit.ly/2ILFN5l>

Sweden TWG Interview with Mikael Hill: <http://bit.ly/2wS8xv7>

Switzerland TWG Interview with David Jansson: <http://bit.ly/2zb4Bt0>

USA TWG Interview with Stefan Hedlund: <http://bit.ly/2zbiirG>

Meet the Refs

Video clips embed in the news

Meet TWG Refs - Alakare & Vilkki: <http://bit.ly/2wSiOYb>

Meet TWG Refs - Boström & Söderman: <http://bit.ly/2ILfcoP>

Meet TWG Refs - Gross & Larinovs: <http://bit.ly/2IPQO5J>

Teams Week

You can find the player specific video clips embed in the news

Czech Republic

Team presentation: <http://bit.ly/2zbj3Ru>

WFC2016 Highlights: <https://www.youtube.com/watch?v=yeUjzuxXF5Q>

TWG Player Interviews: Jendrisak & Suchanek: <http://bit.ly/2IKVjOV>

Finland

Team presentation: <http://bit.ly/2IKZY3h>

WFC2016 Highlights: <https://www.youtube.com/watch?v=5aj2CFROseM>

TWG Player Interviews: Salo & Kohonen: <http://bit.ly/2IKjT2d>

Poland

Team presentation: <http://bit.ly/2IIVRt2>

WFC2016 Highlights: <https://www.youtube.com/watch?v=TZXe9xyqT24>

TWG Player Interviews: Malajka & Pelczarski: <http://bit.ly/2lMzuvg>

Sweden

Team presentation: <http://bit.ly/2vY3T1h>

WFC2016 Highlights: <https://www.youtube.com/watch?v=FM-Z3pPQKhQ>

TWG Player Interviews: Galante-Carlström & Nilsson: <http://bit.ly/2vXeVUn>

Switzerland

Team presentation: <http://bit.ly/2zaj2gK>

WFC2016 Highlights: <https://www.youtube.com/watch?v=c6rbr5QhJHw>

TWG Player Interview: Hofbauer: <http://bit.ly/2IIIqB4>

USA

Team presentation: <http://bit.ly/2zajfAv>

WFC2016 Highlights: <https://www.youtube.com/watch?v=AIF7PNXpZLU>

TWG Player Interviews: Granvald & Zimmermann: <http://bit.ly/2ILkhO8>

Meltwater competition

News Win VIP Tickets to The World Games!: <http://bit.ly/2IjwJ0y>

Competition: <https://promo.meltwater.fi/twgfloorball>

Additional promotion of the competition was done in social media via different photos. One example can be found here: https://www.instagram.com/p/BWH_QP9A_Mw/?taken-by=iff_floorball

Three FloorballToday videos

TWG 2017 - Top 10 Goals feat. WFC Teams: <https://youtu.be/-dyuwPuvR4I>

TWG 2017 - 10 Players to Watch: <https://youtu.be/zqecJybRJu0>

TWG 2017 - Goalies of TWG: <https://youtu.be/kLk1fr573A8>

Countdown (From 90, examples below)



AOFC Competition: <http://bit.ly/2wflPEH>

Recaps, Daily previews and match reports can be found here: <http://bit.ly/2IL3dYv>

Matches, Highlights and Post-Match interviews done during The World Games can be found on The World Games playlist on IFF YouTube:

<https://www.youtube.com/playlist?list=PLLiZJDFhjZKO7GZGEDlsRRgAfdF5na7xX>

Appendix 2. IFF Communication Guidelines for local organisers

Pre-Communication Plan IFF Events – WFC

Pre-WFC News (possibility to use/share existing material freely in addition to own news)
@tag or inform otherwise when there is stuff to share. The local organisers are responsible for updating, producing content on the WFC website and for administering the WFC social media channels (according to contract). The IFF will also produce IFF related news on the WFC ENG website.

The IFF Social Media Channels are:

Facebook: World Floorball Championships

Instagram: IFFWFC

Twitter: IFFWFC

Webpage: iffwfc.org

General

- The #hashtags used are # & #floorball
- The main language shall be English, but also local language can be used as an addition when needed (for example FB post with 1st ENG/then LOC language)
- Photos/logos to be uploaded to IFF Flickr, video clips to IFF YouTube

Mobile App

- IFF pays for updating existing tournament 600
- New graphics (1500, used also for WFCQ)
- LOC can choose to add an Event guide in the mobile app (cost 150 €) – we need to get the information and photos for the Mobile App event guide in beginning of autumn 2017 (IFF to send instructions). You can have a look at the event guide on the 2016 WFC app version to get the idea.

Website & Social media (Timeline & Preliminary plan)

January – February

- WFC Qualifications promotion, results, final standings & teams in WFC

March – August

- WFC Ballot, (LOC?)
- What are the LOC plans? Live-streaming? On which channel?
- WFC Groups. (LOC?)
- WFC Match Schedule (IFF)
- WFC Tickets, (LOC?)
- Travel packages, (LOC?)
- City promotion, (LOC?)
- VIP packages, (LOC?)
- Prel. TV matches (IFF)
- Possible match schedule changes (IFF)

August- October

- International weekend, (LOC?)
- VIP packages promotions, (LOC?)

- City promotions (LOC?)
- Update on TV matches? (IFF)
- Possible match schedule changes? (IFF)
- Possible WFC players in CC? (LOC?)
- EFT in November promotion (LOC?)
- Other ideas?

November - December

- EFT news & international weekend news (LOC)
- Live streaming & highlights - final schedule (IFF)
- TV matches - final info (IFF)
- Final team lists published (IFF)
- IFF ASICS golden shoe MVP contest (guess the MVP) – November (FB competition) (IFF)
- Team presentations (IFF) – texts can be used for official match programme if LOC wants?
- Referee presentations (IFF)
- IFF Events Mobile Application WFC edition launch news – November (IFF)
- IFF Guess WFC results on IFF Events App and win competition campaign - November – December (IFF)
- IFF President foreword - December (IFF)
- Other campaign news
- Say NO! to Doping (IFF)
- Possible LOC campaigns?

Other possible/ongoing ideas:

- WFC song?
- WFC Mascot etc. (Florby?)
- WFC promo video
- WFC teams week (all participating teams presented for one week on social media)
 - Foundation, development
 - Best placement
 - Amount of players & clubs
 - Best WFC player all time
 - Other interesting facts about team/country
 - Change of WFC cover photo for one week
 - Teams to send video greetings (send story, photo, video to LOC) - Need to contact team directly
- WFC 2017 photo contest
- Possible other social media competitions
- Video clips at EFTs
- 200 days left, 100 days left etc.
- Promotion of host city
- Glimpse back to best moments of previous WFCs (photos, videos etc.)/ for example throw-back Thursdays
- Presenting WFC legends (when teams are known, presenting players)
- WFC Quiz (ask questions about previous/upcoming WFCs/WFCplayers/refs etc. on e.g. twitter, instagram)
- Promotion of WFC through men's national leagues (when there are great highlights etc.)
- Ask for promotion help from participating teams (send links to articles, clips with short translation), possible social media gurus within the teams (ask for twitter/instagram accounts of players)
- Ask for help from national clubs (regional clubs) – teams/players to promote

During WFC

- Match reports (LOC)

- Photos (LOC)
- Live-streaming through IFF channels
- Highlights to IFF channels
- Post-game video interviews (LOC)
- IFF related news, change of player due to injury, General Assembly, CB meetings & other events (IFF)
- A more detailed plan about during WFC activities to be made later

TWG Interview with Mikael Hill – 19.05.2017

Mikael Hill has had most of his coaching experience with club teams. He was announced as the new Head Coach of team Sweden in the Spring and has already had a successful tournament with the team as Sweden won all their matches in the EFT in Turku. Now he wants to take the team to gold in The World Games.



Hill with team Sweden in Euro Floorball Tour in Turku. Photo: Salibandyliiga Flickr

Mikael Hill

Age: 44

Country of birth: Sweden

Team: SWE M

What does The World Games mean to you?

For me personally, I think it's huge. It's a big event and it will be a stage, for me, that I have never been near of before. I think it will be great fun, and for floorball it will, it's a big step towards our dream of being an Olympic sport.

How does it feel to be one of the first floorball teams in the tournament?

It's amazing. As the head coach of Sweden my first trip with the team was EFT, so the second one will be to Poland and it will be amazing to be a part of such a big event.

What do you think The World Games can do to floorball?

I think it can open up doors for new audience and make our sport grow bigger throughout both Europe and the rest of the world.

Now that you only have 14 players and the playing time is 3x15 how will it change the game?

It will surely change the game. We'll try to think in new mindsets how we can save the player's energy in order to not get tired too early. It's a big concern for us, but I hopefully think that we can find ways around it. I think the games will be faster than usual and you can't wait for your opponent to do the next thing to change the phase of the game. Now it will be more close game and more direct play, I suppose.

Sweden lost the dramatic WFC final against Finland in Riga. Is it payback time?

Yeah, I think so. I was in the stand at that time so it was very sad to see, but our aim is to reach the number one point again and the first step is to win The World Games of course.

The World Games will be played in Wroclaw, Poland 20th-30th of July. The Floorball competition will be held over 4 days, from 27th - 30th July, and will involve 6 men's teams divided into two groups of 3. Group A consists of Finland, Czech Republic and Poland and Group B consists of Sweden, Switzerland and USA.

More information about The World Games can be found here: www.floorball.org/pages/EN/The-World-Games-2017

Mikael Hill video clip on Youtube:

<https://www.youtube.com/watch?v=xFk-YTNH1JU>

Link to the original article on floorball.org:

<http://bit.ly/2wS8xv7>

Meet TWG Refs – Alakare & Vilkki – 29.05.2017



Photo by Salibandyliiga Flickr.

The Finnish referee pair Mikko Alakare and Vesa Vilkki are familiar faces in the international refereeing scene. They have been seen for example in several Men's WFCs as well as in the Champions Cup. They started their joint referee journey in 2006, though they had whistled some matches together even before that.



Mikko Alakare
Age: 40
Refereed since 1992
Country of birth: Finland
Profession: Attorney at law



Vesa Vilkki
Age: 37
Refereed since 1998
Country of birth: Finland
Profession: Product manager

Your most memorable refereeing moment?

Mikko: Plenty of them. Possibly first game in the Men's WFC, WFC Final in 2004 or some other significant international match in front of full arenas such as any of the WFC semi-finals in o2 Arena, Riga Arena or Hartwall Arena.

Vesa: Many memorable moments starting from the very first game ever to some really big games including league finals, WFC semi-finals etc.

Weirdest situation that you have faced in a floorball match?

Mikko: Refereeing a match between two nations that are at a state of war. I think it was in 2008 when I refereed a match between Georgia and Russia in the U19 Qualifications when they had a border conflict.

Vesa: During AOFC Qualification in Singapore it was just too hot to play and the match needed to be interrupted to sweep the whole floor dry again in order to have safe playing conditions.

Most peculiar thing a player has said to you in a floorball match?

Mikko: Player: "You are bad!" Me: "Why?" Player: "I have no idea, you just are bad"

Vesa: Lots of weird statements during the years – most of them not worth repeating. And after all you don't really remember what somebody has said.

The World Games will be played in Wroclaw, Poland 20th-30th of July. The Floorball competition will be held over 4 days, from 27th - 30th July, and will involve 6 men's teams divided into two groups of 3. Group A consists of Finland, Czech Republic and Poland and Group B consists of Sweden, Switzerland and USA.

More information about The World Games can be found here: www.floorball.org/pages/EN/World-Games-2017

Referee video clip on Youtube:

https://www.youtube.com/watch?v=btF_SKSu3a0

Link to the original article on floorball.org:

<http://bit.ly/2wSiOYb>

TWG Team Presentation: Sweden – 03.07.2017

The head coach of team Sweden, Mikael Hill, stated in his interview (read it [here](#)) that their goal is to be the number one in the world again, starting with The World Games. Team Sweden has a well-balanced roster for the tournament and Hill says that for now he sees no weaknesses.



How did you decide on this roster?

It was more or less like putting a big puzzle together. We have a great core of players in Sweden who can give you many opportunities in how you want to build your team and play the game.

I've tried to look at the tournament from different angles to find out what will be the key for being successful in The World Games. One of the main things has been to find players who have experience from playing these kind of games within a short space of time, games with high stakes like in the national play-offs or in the World Championships. Another important key is stamina. We need to have a group who can play four intense games in three days and recover fast in order to be sharp in the next game.

What kind of a team do you have?

In my opinion our group has a lot of skill, speed, experience and most of all character. We have offensive threats on every position and everyone can defend well so I think we have a well-balanced group of players when it comes to how to play the game.

It's a team with great experience from international fixtures with a lot of players who have won gold medals both at the World Championship and at the Swedish Championship.

If you would need to use only three words to describe the team, what would they be?

Speed, intensity and character.

What are your team's strengths and weaknesses?

I think we've got a well-balanced team and as I mentioned before we have players that can hurt our opponents from every position and have experience, if necessary, to change the game plan during the game without hesitation. At the moment, I can't see any weaknesses.

Which three players people should watch and why?

Alexander Galante-Carlström: Was elected as the best player in the world 2016. At this point of his career he's a complete player who can make a difference in both ends of the rink. As a sniper, he's second to none and can score from, more or less, every angle in the offensive zone. He has a unique ability to get his shot through any type of traffic and is a serious threat.

Kim Nilsson: Probably one of the best offensive players who has ever played the sport. Kim combines everything you can ask for from a floorball player and turns it into world class package. Pace, technique and strength. Kim has it all. He's both a sniper and a playmaker and at the same time a real strong team player. Has been a leading player in the Swedish national team for the last seven or eight years and still has the hunger to stay on top.

Emil Johansson: He is without a doubt Sweden's next super star and a real good contender for the title as the world number 1 for many years to come. Emil can play as a defender, centre or as a winger and do it at the highest level. When he brings his A-game there is no one out there who can stop him when he comes flying as an extra attacker on the right side of the rink.

A graphic for the Sweden national football team. At the top left is the Swedish Football Federation logo, a stylized 'S' with colorful segments. To its right is the word 'SWEDEN' in large, bold, yellow capital letters. Further right are icons of a soccer ball and a pair of cleats. Below this header is a white rounded rectangle containing the text: 'SPEED, INTENSITY, CHARACTER' in bold blue letters. Underneath are three sections: 'Goalkeepers' with players #30 Parsjo-Tegner Mans and #31 Klintsten Viktor; 'Defenders' with players #13 Samuelsson Mattias, #14 Gustafsson Tobias, #16 Hedlund Kasper, #20 Johansson Emil, and #27 Nilsberth Robin; and 'Forwards' with players #2 Samuelsson Johan, #3 Larsson Johannes, #7 Nilsson Kim, #9 Galante Carlstrom Alexander, #17 Enstrom Rasmus, #22 Sundstedt Rasmus, and #25 Svahn Jonas.

SWEDEN

SPEED, INTENSITY, CHARACTER

Goalkeepers
#30 Parsjo-Tegner Mans #31 Klintsten Viktor

Defenders
#13 Samuelsson Mattias #14 Gustafsson Tobias
#16 Hedlund Kasper #20 Johansson Emil
#27 Nilsberth Robin

Forwards
#2 Samuelsson Johan #3 Larsson Johannes
#7 Nilsson Kim #9 Galante Carlstrom Alexander
#17 Enstrom Rasmus #22 Sundstedt Rasmus
#25 Svahn Jonas

Highlights video on Youtube:

<https://www.youtube.com/watch?v=FM-Z3pPQKhQ>



Alexander Galante-Carlström is known as a sniper and was elected as the [World's best floorball player 2016](#). Kim Nilsson is also known as a top scorer and has been elected as the World's best floorball player in 2014.

[Alexander Galante-Carlström](#)

Player number: 9
 Current position: Forward
 Grip: right
 Height: 171
 Date of birth: 30.01.1989
 Country of birth: Sweden
 Current Club: IBF Falun
 Original Club: Westra Aros
 IK



[Kim Nilsson](#)

Player number: 7
 Current position: Forward
 Grip: left
 Height: 193
 Date of birth: 28.03.1988
 Country of birth: Sweden
 Current Club: FBC Kalmar-sund
 Original Club: Farjestadens
 IBK



How does it feel to be part of the national team?

Alexander: Of course it's an honour to play for my team and my country. Playing for the Swedish team is incredibly fun. Kim: It's pretty cool of course. We lost the final in December against Finland, I'm just 29 years-old and I hope I can play more years.

What is your role in the national team?

Alexander: It's the same role as I have in Falun. I score goals and do points to help my team. Kim: I'm here to work hard like everybody else but also to be what we do in the end. To score and to make good passes. That is my role I think.

How does it feel to be playing at TWG?

Alexander: It means a lot. It's a great tournament. It's a tournament for the Olympics and we meet different countries like USA who I have not played against before, so it's going to be fun.

Kim: Something new for me and also for floorball. It's really important to go there and show how great we are as a sport so it's really important.

Who would you say is your toughest opponent at TWG?

Alexander: Of course it's Finland. They won the WFC title so I can't say any other team. They are always our biggest rival.

Kim: I have played against many good players and I think team Finland is the great one. But of course they have good players like Tatu Väänänen. I played against him many times in Switzerland and also in the national team. They have a great team.

How did you start playing floorball?

Alexander: I started playing when I was 6 because my football team had nothing to do in the winter. So we just played floorball and I liked it so we started a team.

Kim: I think I was also 6 years old. I played football a lot, but tried floorball on the street and then went to the games and I was sold.

What has been your most memorable floorball moment so far?

Alexander: I think when we won the first medal with IBF Falun, the Swedish Cup. It was the first thing I ever won so it was incredible.

Kim: I think the first WFC that we won in Switzerland, it was important to me because we lost the WFC 2010 Final to Finland and then we came back and played really good. So it's a great memory for me.

Who do you look up to? Any idols?

Kim: Actually when I started playing floorball we couldn't see any online floorball or tv games so it was more ice hockey that we looked at. And Peter Forsberg was the one for me.

Alexander: I have to say the same as Kim. So Peter Forsberg, the hockey legend.

Player videos on Youtube:

TWG 2017 - Alexander Galante-Carlström (SWE):

<https://www.youtube.com/watch?v=X-tTQa5afLk>

TWG 2017 - Kim Nilsson (SWE):

<https://www.youtube.com/watch?v=bxWm-LVV8Pc>

Link to original article (team presentation) on floorball.org:

<http://bit.ly/2vY3T1h>

Link to original article (player interviews) on floorball.org:

<http://bit.ly/2vXeVUn>

TWG 2017: Day 3 Recap – 30.07.2017

The Day 3 of The World Games was the semi-final day. Switzerland defeated the reigning World Champions Finland 5-2 and Sweden won against Czech Republic also 5-2. In tomorrow's Final Switzerland and Sweden will meet for the second time in this tournament. Also a battle for the 5th place was seen. Despite the loud home crowd, Poland lost the match to USA 4-1.



Switzerland and Finland battled for a spot in the historic The World Games Final in the first semi-final match of the day. Both teams had scoring opportunities in the first period, but the first goal was scored by the Swiss on penalty shot. The Swiss played entertaining floorball and were on top of their game unlike Finland who had had a rather difficult tournament so far. Switzerland won the match 5-2 and celebrated their place in The World Games Final. Read the full match report [here](#).

Youtube Video match highlights: https://www.youtube.com/watch?v=vOG-Oy_5LhQ

In the second semi-final match, the Scandinavian floorball giant Sweden played against Czech Republic. The Czech Team entered the rink with thundering support from their fans who had travelled to Poland in masses making the stands red, white and blue. The team answered their fans' call with a goal, but soon enough Sweden turned the tables around. Czech Republic had several scoring opportunities but the Swedish goalkeeper Viktor Klintsten was having a good day. In the end Sweden won the match 5-2 and joins Switzerland in the Final. Read the full match report [here](#).

Youtube video match highlights: <https://www.youtube.com/watch?v=Oyzi8eAV-0U>

USA faced Poland in the battle for the 5th place at The World Games. The home crowd was even louder than before, if possible and team USA fans also showed their support. The “let’s go USA let’s go!” shouts were rewarded as USA took a 2-0 lead during the first ten minutes. Despite many chances, Poland weren’t able to score even on a five-minute power play. They were just a shadow from the aggressive and spirited team we had seen play against Finland. Team USA were more energetic throughout the match whereas Poland seemed a bit tired and made simple mistakes which cost them their victory. USA took the 5th place with a score 4-1. Read the full match report [here](#).

Youtube video match highlights: <https://www.youtube.com/watch?v=egTrZD5EnLo>

Photos: Martin Flousek & Mika Hilska

Link to original article: <http://bit.ly/2wbi2YV>

TWG 2017: Day 2 Preview – 28.07.2017



The IFF will write a preview of each competition day with information about the teams, the players and the match itself. The previews can also be found at the WKK Sport Center and will be distributed to media. This way also the media personnel who are not that familiar with the sport, can find it easier to follow.

During the first day, Finland secured their spot in the semi-finals and Group A winner by winning against both Czech Republic and Poland. Switzerland dominated against the USA and also won their first match.

Group A

Finland (1*)

Czech Republic (4)

Poland (13)

Group B

Sweden (2)

Switzerland (3)

USA (11)

* = placement in WFC 2016

Previous TWG results:

FIN - CZE 4-2

SUI - USA 17-0

POL - FIN 0-5

WFC = World Floorball Championships. The WFC 2016 acted as the qualification tournament for The World Games. All medallists, best neighbouring team to Poland, host country Poland and the best non-European team qualified.

All Stars Team = In every WFC, an All Stars Team is elected by the media representatives.

USA v SWE 12:00

Team USA suffered a tough loss against Switzerland yesterday. Their playing style was rather

static and they defended most of the match. Now they are facing the WFC 2016 silver medalists who are known goal scorers. It might be that they're using the same tactic than against Switzerland: park the bus and go for the counter attacks.

Team Sweden have a really strong roster for The World Games. Whereas other teams might have had injuries, team Sweden seems to have all of their stars with them. They lost the thrilling WFC final to Finland on penalty shots and are now out for vengeance. They want to be the number one again, starting with The World Games. Sweden have also had a change in leadership as they have a new head coach Mikael Hill.

Players to watch

USA

#83 Stefan Zimmerman: One of the top scorers of team USA in the WFC 2016 in Riga.

#20 Alexander McVey: Always entertaining player that scored the goal that brought USA to TWG.

#88 Reed Hearn: A solid player who can play several positions and is constantly developing.

SWE

#9 Alexander Galante-Carlström: A sniper who was elected as the best player in the world 2016.

#7 Kim Nilsson: A sniper and a playmaker. Probably one of the best offensive players in the history.

#20 Emil Johansson: Versatile player and Sweden's next super star.

Previous results

USA and Sweden have not faced each other previously, which makes the match more interesting.

CZE v POL 17:30

The Czech team played an active and physical match against Finland yesterday. The game was rather even, but in the end Finland were stronger. Poland also lost a match to Finland. They were really energetic, but their physique couldn't handle the third period.

Czech Republic are the favourite in the match, but Poland showed yesterday against Finland that they can put up a fight. Both teams have previously played active and entertaining floorball. If the Polish have recovered well enough from their match against Finland and their goalkeeper #74 Maciej Bogdanski plays as good as yesterday, the match could get really interesting.

Players to watch

CZE

#12 Patrik Suchanek: Don't let his size fool you. A skillfull defender who's ready for hard contact.

#19 Patrik Doza: A playmaker with soft hands and ability to decide games.

#23 Ondrej Nemecek: Talented right-handed defender who makes calm decisions even though he's young.

POL

#52 Lukasz Chlebda: Very experienced forward who keeps his cool in the hottest situations.

#11 Michal Sienko: Young but experienced defender with good anticipation and incredible shooting and passing skills.

#74 Maciej Bogdański: Hardworking goalkeeper who is hard to beat on a good day. Leader of the defensive zone.

Previous results

09.09.2016 POL - CZE 4 – 16

12.09.2010 POL – CZE 1 – 11

SWE v SUI 20:00

Switzerland defeated USA in their opening match yesterday. In today's match, we will see current bronze medallists battle against one of the biggest floorball countries, Sweden.

Sweden have already played one match against USA in the morning whereas Switzerland have fresh feet. These two teams have had some even matches in the past, and some matches have even been decided on penalty shots. In the end, Sweden have been the victorious team when the matches have been played to the end.

Players to watch

SWE

#25 Jonas Svahn: Talented centre who is one of the fastest players in floorball.

#17 Rasmus Enström: A complete player who was chosen as World's best player in 2012 and 2015.

#27 Robin Nilsberth: Physical defender who is good with the ball.

SUI

#19 Matthias Hofbauer: All time WFC Top Scorer and a living floorball legend.

#2 Nicola Bischofberger: Young defender who has a really good long-distance shot.

#23 Manuel Engel: Experienced player despite his young age who plays in the Swedish Top League, SSL.

Previous results (three latest)

27.04.2017 SUI - SWE 5 - 6

10.12.2016 SWE - SUI 7 - 2

05.11.2016 SWE - SUI 7 - 5

For more information about the teams and players visit www.floorball.org.

We have interviews with the head coaches as well as some of the players and team presentations! You can find them in written at www.floorball.org/pages/EN/The-World-Games-2017 and videoclips at www.youtube.com/user/iffchannel/ You can also find us on social media: IFF Floorball #floorball

Link to the original: <http://bit.ly/2h52hbW>

Appendix 8. Boolean Query

| The following words were used when searching for the sports | |
|---|---|
| TWG | ("the world games" OR theworldgames OR worldgames OR "world games*" OR twg OR TWG2017) NOT (Nitro or "Nitro World Games" or GTA or Skyrim or Playstation) |
| TWG + Floorball | (floorball or unihockey or innebandy or sähly* or säbä* or unihokej* OR saliband* or "mistrovství světa ve florbal*" or florbol* or florbal* or florbalu* or saalihoki* or "플로어볼*" or "フロアボール*" or "Φλορβολ*") |
| TWG + Floorball AOFC | (TWG2017 AND Floorball AND AOFC*) |
| TWG + Air sports | (Airsport* or aerobatics or glideraerobatics or paragliding or “glider aerobatics” or parachuting or “Parachuting canopy piloting” or piloting or parachutingcanopypiloting or paramotor* or slalom or “powered paragliding” or powerparagliding) |
| TWG + American Football | (americanfootball or "american football" or football) |
| TWG + Archery | (Łuczniczstwo or archery*) |
| TWG + Beach Handball | (handball or "Plażowa piłka ręczna" or Plażowapiłkaręczna or beachhandball or "beach handball") |
| TWG + Billiards | (snooker or billiard* or bilardowe) |
| TWG + Boules | (boules or bule or petanke or petanque or raffa) |
| TWG + Bowling | (bowling or kregle) |
| TWG + Canoe Polo | (canoe or canoepolo or “canoe polo” or kajak*) |

| | |
|-------------------------|---|
| TWG + Dance Sport | (dancesport* or "dance sport*" or latin or salsa or taniec* or "taniec sportowy" or rocknroll or "Rock 'n' roll" or "Rock n roll" or worlddance*) |
| TWG + Finswimming | (finswimming or "Sportowe ratownictwo wodne" or Sportoweratownictwowodne) |
| TWG + Fistball | (fistball or wearefistball) |
| TWG + Flying Disc | ("flying disc" or ultimate or ultimatefrisbee or flyingdisc or "Latające dyski" or Latającedyski) |
| TWG + Gymnastics | (gymnastics or acrobaticgymnastics or aerobicgymnastics or rhythmic or balancing or trampoline* or tumbling* or acrobatic* or "Acrobatic Gymnastics" or "Aerobic Gymnastics") |
| TWG + Indoor rowing | ("indoor rowing" or indoorrowing or rowing or "Wioślarstwo halowe" or Wioślarstwohalowe) |
| TWG + Ju-Jiutsu | (jujitsu or ju-jitsu or jujiutsu or ju-jiutsu) |
| TWG + Karate | (karate or kata or kumite) |
| TWG + Kickboxing | (kickboxing) |
| TWG + Korfball | (korfball or korfbal or corfebol or korfbol or corfbol or КОРФБОЛ) |
| TWG + Lacrosse | (lacrosse or *lacrosse or lacrosse*) |
| TWG + Life Saving | (lifesaving or "life saving" or "Sportowe ratownictwo wodne" or Sportoweratownictwowodne) |
| TWG + Muaythai | (muaythai or muaythai* or *muaythai) |
| TWG + Orienteering | (orienteering or orienteering* or *orienteering or "Bieg na orientację" or "Biegnaorientację" or orientację) |

| | |
|--|--|
| TWG + Powerlifting | (lift* powerlifting or *powerlifting or powerlifting* or Trójbójsilowy or "Trójbój siłowy") |
| TWG + Roller Sports | ("Sporty wrotkarskie" or Sportywrotkarskie or rollersports or "roller sports" or inlinehockey or "inline hockey" or skating or speedskating or freeskating or "free skating" or rollerblading or FIRS) |
| TWG + Speedway | (Żużel or motocross or speedway or motorsport or fim or fimspeedway or speedway* or *speedway) |
| TWG + Sport Climbing | ("sport climbing" or sportclimbing or boulder* or "Wspinaczka sportowa" or IFSC*) |
| TWG + Squash | (squash or *squash or squash* or wolrdsquash) |
| TWG + Sumo | (sumo* or sumo or *sumo) |
| TWG + Tug of War | (getropedin or tugofwar or "tug of war" or "Przeciąganie liny" or Przeciaganielin) |
| TWG + Water Ski and Wake- board | (IWWF or waterski or "water ski" or wakeboard* or wakeboard or *wakeboard or waterski*) |