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SOCIAL MEDIA, FOOTBALL AND ROCK 'N' ROLL

– Social media strategies in event- and sports marketing



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SOCIAL MEDIA, FOOTBALL AND ROCK 'N' ROLL – SOCIAL MEDIA STRATEGIES IN EVENT- AND SPORTS MARKETING

Sosiaalinen media näyttelee nykyään merkittävää roolia ihmisten jokapäiväisessä elämässä ja siitä on muodostunut myös todella merkittävä markkinoinnin ja viestinnän väline organisaatioille viimeisimpien vuosien aikana. Voidaankin sanoa, että organisaatioiden täytyy olla mukana sosiaalisessa mediassa ja niillä täytyy olla myös toimiva strategia sosiaalista mediaa varten ollakseen menestyviä ja saadakseen näkyvyyttä nykyaikana.

Tässä opinnäytetyössä tutkin sosiaalisen median roolia tapahtuma- ja urheilumarkkinoinnissa, sekä erilaisia toimintatapoja ja strategioita sosiaalisen median käyttöön tässä kontekstissa. Esimerkkitapauksina käytän eri rock-yhtyeitä, musiikkifestivaalien järjestäjiä sekä valittuja jalkapalloseuroja (ja myös muita urheiluseuroja) Suomesta ja kansainvälisesti. Kyseisten esimerkkitapausten avulla tutkin tämänhetkisiä sosiaalisen median strategioita eri organisaatioilla tässä kontekstissa, ja kuinka nämä strategiat toimivat niin tavallisissa kuin ongelmallisissakin tilanteissa.

Opinnäytetyöni koostuu kahdesta suuremmasta osasta, teoria-osioista sekä empiria-osioista. Teoria-osiossa käsittelem tapahtumamarkkinointia, urheilumarkkinointia ja sosiaalista mediaa, sekä sosiaalisen median roolia tapahtuma- ja urheilumarkkinoinnissa lukuisista akateemisista lähteistä kerätyn tutkitun kirjallisen tiedon avulla. Opinnäytetyöni empiria-osion tutkimus on toteutettu käyttämällä kahta kvalitatiivista tutkimusmenetelmää, internet-lähteiden avulla tehtyä tapaustutkimusta sekä kolmea syventävää, valittuihin esimerkkitapauksiin liittyvää, haastattelua. Osassa esimerkkitapauksista käsittelem myös omia henkilökohtaisia kokemuksiani liittyen kyseisiin esimerkkitapauksiin.

ASIASANAT:

Urheilumarkkinointi, tapahtumamarkkinointi, sosiaalinen media, sosiaalisen median strategiat, sosiaalisen median markkinointi, jalkapalloseurat, urheiluseurat, rockyhtyeet, rock-festivaalit

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Social media has reached a remarkable role in people's everyday lives in these days and it has become also a significant communications and a marketing tool for companies and other organizations in recent years as well. It can be said that a company or organization has to be in social media and has to have a working strategy for the use of it if they want to be successful and to be seen in these days.

In this thesis I am studying the role of social media in event- and sports marketing and the different ways and strategies to use it in that context. As cases I am using different rock bands, music festival organizers and chosen football clubs (and some other sports clubs as well) from Finland and internationally. With those cases I am studying the different social media strategies the organizations are having at moment and how are those strategies working in normal and in some troubled situations.

The research contains both theoretical and empirical part. In theoretical part I am studying about event marketing, sports marketing and about social media and its role in event- and sports marketing with knowledge gathered from numerous academic literature sources. Empirical part of this research is done as a qualitative case study from internet sources and with three specified qualitative interviews that are related to those cases that are chosen to this research. Part of the chosen cases are including also my own experiences and impressions from the chosen events.

KEYWORDS:

Sports marketing, event marketing, social media, social media strategies, social media marketing, football teams, sports clubs, rock bands, rock festivals

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1. INTRODUCTION

This thesis is about social media and its use in sports and event industries, more specific in sports and event marketing. At first in theoretical part of this thesis there is gathered knowledge about event and sports marketing, social media, social media strategies and how social media is used and should be used in sports and event industries. I, as an author, have tried to gather as wide range of central knowledge from this context as possible from wide range of reliable sources, for getting the so called big picture clearly written and presented into this thesis. Knowledge in theoretical part of this thesis is offering theoretical academic background for the empirical study that is the second part of this thesis.

In empirical part of this thesis I am studying more specific how football teams (as sports clubs), rock festivals (as event organizers) and rock bands (as performing artists and event organizers) are using social media in their marketing activities and what kind of strategies they are having in social media in general, especially in Facebook, Twitter, Instagram and YouTube. I am studying some good strategies and habits that have been used and should be used in this context as well as some more negative failures with clearly presented examples.

As case organizations/operators from sports marketing I am using football teams HJK Helsinki (Finland) and FC Barcelona (Spain). From these football teams I am gathering knowledge from different social media platforms they are using and also from one qualitative interview from HJK Helsinki for getting some wide and reliable view of what the actual situation is in their social media usage at the moment. I am comparing the social media usage of these teams on them each other more specifically and also partly to data that is collected from multiple other football teams in Finland and internationally, as well as from some of the other biggest sports clubs in the World.

As case organizations/operators from event marketing in music business I am using rock festivals Ruisrock (Finland) and Sziget (Hungary). The collecting methods are the same than with the sports clubs and the interview is done with Ruisrock festival organizers. Collected data is compared more specific within these mentioned festivals and also partly with some other well-known Finnish and international rock festivals.

As case organizations/operators from event marketing from the performing music artists' point of view I am using bands Atomirota (Finland), Von Hertzen Brothers (Finland) and Foo Fighters (USA). The collecting methods are the same than with the sports clubs and rock festival organizers and the interview is done with Von Hertzen Brothers' management's representative. Collected data is compared more specifically within these mentioned bands and also partly with some other well-known Finnish and international bands.

The last part of this thesis is presenting two opposite ways to react and communicate in social media, with two case examples, in a situation of concert a cancellation. Also the social media followers' reactions to these two different strategies are presented in this thesis. Those two cases are concert cancellations of bands Babyshambles and The Subways.

From collected data I am gathering the results of this research and giving answers to questions relating to how social media is used within those mentioned case organizations/operators in sports and event industries and what kind of success and possible failure stories there is to be seen within them. The collected data is also compared to some other and the World leading operators in those fields of business, for getting a wide view from this context, and all the researched points are based on the theoretical academic knowledge that is gathered in the theoretical part of this thesis.

1.1. Background

Social media has begun to be a very important and remarkable media in recent years and it has changed the ways that organizations are communicating and doing their marketing activities these days. Social media has also been taking a bigger and bigger role in sports and event marketing and it is a thing that the sports clubs, event organizers and performing artists have to be concerning and putting effort nowadays.

1.2. Objectives of the thesis

Objectives of this thesis are to research how social media is used in sports and event marketing by the sports clubs, event organizers and performing music artists these days and what kind of success and failure stories there is to be found in this context and what kind of strategies there is existing or which the operators should be using for being more successful in their field of business and in the world of social media.

2. EVENT- AND SPORTS MARKETING

2.1. Definition of marketing

One well used definition for marketing is that “marketing is the management process responsible for identifying, anticipating and satisfying consumers' requirements efficiently and profitably”. This definition is provided by the UK's Chartered Institute of Marketing (CIM – the trade body for marketing) in 2001 and it is suggesting three core components of marketing: it is a management process, the marketing process have to see through the eyes of the consumer and that marketer need to make some profit, which can be money or some other, non-pecuniary, value (Jackson, 2013, p. 36-37). It is often thought that selling is the main purpose of marketing. Selling is still one aspect of marketing but the actual main purpose of it is to know the customers so well that the product will be fitting for them so perfectly that the product itself will sell (Kotler, 2003, p. 9).

Philip Kotler has defined in his book “Marketing Management” that a marketer is “someone seeking a response (attention, a purchase, a vote, a donation) from another party called the prospect. If two parties are seeking to sell something to each other, we call them both marketers.” A marketer can't satisfy all the customers with one and only product, so that is the reason why segmentation in marketing is needed. A marketer can be deciding what the target market is that would provide the best opportunities. The segment is possible to be defined with different kind of variables that can be for example behavioral or demographic variables (Kotler, 2003, p. 9).

Marketing can be divided into two main actions, internal marketing and external marketing. Besides these main actions there are also terms like relationship marketing and after-sales marketing to be considered. (Lahtinen & Isoviita, 2004, p. 17).

External marketing also called as mass marketing is usually meaning marketing actions that are targeted for big groups of people outside of the company, and which are aiming for creating a customer relationship. Besides getting new customers the goal for external marketing is also to provide positive image for the company in the eyes of external organizations. The methods that are used in external marketing are implementing very much the 4 P's model which is the basic model of the competitive tools of marketing. In 4 P's model the main points to be concerned are product, price, place and promotion (Lahtinen & Isoviita, 2004, p. 17). With combining those mentioned four competitive tools

of marketing as a marketing-mix company is trying to acquire a strong position in the markets, in order to be profitable (Isohookana, 2007, p. 48).

Relationship marketing means personal interaction that is happening in sales- and customer service situations. Almost every time it is oral communications, but besides speech it might also include facial expressions, gestures and the service environment to enhance the impact of marketing to the client. The main goal in relationship marketing is to make the potential customers become interested in the products and services of the company. Another goals can be to engage the regular customers to the company or turn some random customers into regular customers. One goal for relationship marketing can be as well to courage the regular customers to recommend the company and to tell about it to their friends (Lahtinen & Isoviita, 2004, p. 17).

Assemblies of marketing communications can be divided in five different categories: personal sales and customer service, media- and direct advertisement, sales promotion, informing and digital web- and mobile communications. These assemblies can be weighted in different ways depending on the company's field of business (Isohookana, 2007, p. 132).

Advertisement is a powerful and visible part of marketing communications. Media advertisement is effective when the goal is to deliver the message to a large group of people. Advertising is reaching cost-efficiently potential new customers from a large area. It is increasing the people's knowledge and awareness about the company's product or service. By the choice of what media is used for the advertisement it is possible also to determine the wanted target audience. Certain target group is using some particular advertisement media more than the others. When choosing the media for advertisement the advertiser should be thinking about the chosen media's nature and environment and find out what kind of advertisement is best to be used exactly in that certain media (Isohookana, 2007, p. 140-142).

Marketing is one core function in organizations these days. Every organization, commercial and non-commercial ones, which is big enough for an own marketing department is usually having one in some form. In smaller organizations marketing is also done but the person or persons who are taking care of marketing are maybe not just having a marketing title every time in those cases (Jackson, 2013, p. 35-36).

2.2. Definition of event

Events are defined to be “essentially happenings constructed to bring together people for a defined period of time to achieve an identified purpose” (Jackson, 2013, p. 2).

An event is supposed to be a unique one-off experience for the attendant of the event (Getz, 2007, p. 18-19). Our lives are more and more technical and busy these days. Events that can make person to put away the hurry for a moment can create a unique feeling for the person. There is existing increasing demand for events, but only in a condition that the event is capable of producing added value to its participants (Vallo & Häyrynen, 2003, p. 269).

There is huge variety of different kind of events in the world but they can be clarified in different ways like with typologies as well. It is widely suggested that events can be identified by two main approaches to constructing an events typology: by the form of the event or by the size of the event. Events can be identified by a form for example with ten different types of an event: cultural event, musical event, sporting event, religious event, personal and private event, political and governmental event, commercial and business event, corporate event, special event and leisure event. When it is about identifying an event by the size of it there can be said to be four types for the event: local or community event, major event, hallmark event and mega-event (Jackson, 2013, p. 3-5).

1. **Local or community event** is normally a small event that is linked to a certain geography. For example Bretforton Silver Band Asparagus Auction that is held in Bretforton in Britain. This is an event that brings together thousands of people locally and also from outside the local community every year to a small village (Jackson, 2013, p. 3).
2. **Major event** is event that is capable of attracting a big amount of visitors and media coverage and can often offer potentially positive economic benefits. Major event can typically be for example a big sports event like American football's Super Bowl that is held in different city in January every year (Jackson, 2013, p. 3).
3. **Hallmark event** is not automatically bigger than some major event but it is synonymous with some particular place, like the Frankfurt Book Fair in Germany, which is a huge book fair with more than 7000 exhibitors from more than 100 countries (Jackson, 2013, p. 3).

4. **Mega-events** are global symbolic events, which can have influence to the economy of the host country. These kind of events can often be sporting events or touristic events like IOC Olympics, FIFA World Cup or the World Expo. There is only few of this caliber mega events in world and being selected as a host for a one is often including a fierce competition and can be an expensive and long process. Hosting a mega event is risky but there is also a perception that the benefits for hosting a one might also became very significant (Jackson, 2013, p. 3).

One way to classify events is by comparing them according their content. With this approach events can be put into two different categories: business events and entertainment events. Business event can be for example a business meeting or seminar, and in same time an experience for its attendants. Entertainment event can be for example a festival, a concert or a sports event (Vallo & Häyrynen, 2003, p. 73).

Event can be also seen as a product. For a definition of an event product it can be said that event product is “what staff, participants, sponsors and attendees experience”. Therefore this product is affected by all the aspects of the event there is existing, the obvious public ones and also the less obvious and more “hidden” ones. The event product is a composition of several different components, it is not only a one thing. The event experience is personal for every attendee of the event, so the experience can also be different to the next attended person (Jackson, 2013, p. 78).

In next two chapters there is written more about two kinds of events, sports events and music events, which are relating more specifically to the subject cases of the actual empirical part of this research.

2.2.1. Sports event

Sports events are differing from each other for example in the number of different attendees, in customer segments and in media coverage. Sport events are also having different meanings for different customers. For a customer attending to a sports event can have cultural aspects or even religious aspects. As an example, attending American football's Super Bowl has been described to be so called “a modern form of ritual pilgrimage”. Participation to a sports event can be for a person one of lifetime experience or even a life forming experience. Sports event is also a chance for making bonds with other people who are having same kind of interests (Hudson, 2003, p. 9-10). At a sport event the sport participants can be professional, amateur or recreational attendees. The

sport participants are truly crucial for keeping the sport industry alive. Sports spectators are following the sport event they are interested in on the actual location of the event or through some media device, like for example television (Beech & Chadwick, 2007, p. 84).

A sport event that is attracting a huge amount of customers can be boosting significantly the local economy. Events that are having smaller amount of participants are valuable for their arranging locations, especially when they are located in smaller cities. Smaller sports events like some tournaments or marathons are producing profits relatively well because of small costs for arranging them. It is a common feature that a participant of a sports event is seeking to spend a holiday with other people who are having same kind of interest in the same certain sport. Because of this, arranging a sport event is a good way for attaining new and returning visitors to the arranging location. Sport event participants who are emotionally attached to the certain event are likely to return again (Beech & Chadwick, 2007, p. 84).

Sports events are also popular happenings for companies to promote their brands, products and services. Lot of organizations are getting benefit from arranging sport events. Companies that are associated with sport events can be including for example local media companies, local governments and hospitality businesses (Beech & Chadwick, 2007, p. 5).

Use of Internet for transmission of the sports events to consumers has become more common in recent years. The benefit compared to traditional television broadcasting is the ability to add interactive content into the broadcast. For example international betting companies are using this opportunity. Consumers can achieve the information about every sports event nowadays from wherever in the world they are and in whatever time it is (Nicholson, 2007, p. 27-28).

In Finland, like everywhere in the world, the competition for visibility between various sports has offered an opportunity for television channels to increase and diversify their supply of sports and sports broadcasts. Television channels are competing between each other for broadcasting the most interesting sports events, which is increasing the sport's and media's dependence on each other. The contracts made for broadcasting the most interesting sports events are paid with significant amounts of money and no form of sport is no longer getting visibility only for grace in the television sport magazine programs (Palmunen & Frantsi, 2000, p. 138).

2.2.2. Music event

"The term 'performance' defines a social -or communicative- .process. It requires an audience and is dependent, in this sense, on interpretation; it is about meaning" (Frith 1996, p. 205).

Festivals can be described as dynamic events, which are tied into a certain moment and are offering a lot to experience in a short period of time. The uniqueness of this kind of events is often underlined by their organizers. Festivals are offering a focused view of the chosen form of art and are "one of a kind" in that way (Kuusi, S. in Silvanto et al, 2007, p. 16). Music festival is the most popular form of festivals and it can feature one specific musical genre or multiple different ones. Festivals can be scaling from small scale events to large festivals that are known worldwide (Allen, Harris, McDonnell & O'Toole, 2008, p. 15-16). In this research the focus of music events is mostly in rock music concerts and rock festivals.

The companies' and organizations' interest towards events have been increasing nowadays and they have begun to be important customers for the events. For many of the traditional rock festivals there is existing VIP-tickets, that are normally segmented for the companies' guests (Vallo & Häyrynen, 2003, p. 80–81).

When organizing a music event, the event's size, target audience and the music genre are things that are effecting to what kind of location should be chosen for the event. The music event should be organized in a place that is having an attracting image and location for the consumer base. The venue area's image and reputation are built in the minds of people. Reputation is more permanent concept from those and it is structured with a longer period of time. Different target groups are appreciating different kinds of things in a venue site, so the concepts of a good image and good reputation are also depending on the target audience (Vuokko, 2002, p. 102-103).

Music event organizers have to book the performing artists to their events in right time and have to communicate with some booking agencies when booking the best known artists into the music event. Smaller indie artists are often taking care of their concert related issues by themselves without a booking agency (Jyrä, 2010, p. 33). When organizing a music event, there is always a risk that the main act of the event or some other performer is cancelling their performance because of some reason or another. Event organizers should have been noticing this risk and to be able to replace the cancelled artist with some

other in co-operation with booking agencies. The situation is better if some other artist can be booked quickly. In case of some smaller artist, than the biggest main names of the event, the replacement might also be organized with keeping some other artist with contract “in reserve” if some cancellation would be taking place just before the actual event (Kettunen, 2003, p. 182–183).

As example of two big music events in Finland there is Ruisrock festival in Turku and Pori Jazz Festival in Pori. Ruisrock is the biggest and oldest rock festival in Finland. It is held in Ruissalo park area near the center of Turku. The performing artist there are presenting the highest top of the Finnish and international rock music. Pori Jazz Festival in other hand is one of the forerunners and success stories of jazz music events. It is gathering visitors from all over the world but biggest part of them are from Finland. Also the performing artists there are partly international and partly Finnish. The festival has a huge meaning for the whole city of Pori and its image. Lot of companies, besides of city of Pori, are also sponsoring the Pori Jazz Festival (Kukkasmäki, 2004, p. 228-230).

In music industry the revenues from record sales have been reduced since the early 2000's but in same time the artists'/bands' concert revenues have been rising. Next here is a list of the most profitable concert tours of all time with massive crowds and huge incomes (TIME Magazine, September 2014 issue, p. 37).

RANK	GROSS	BAND	TOUR	YEAR	SHOWS	ATTENDANCE / SHOW
1	\$772 million	U2	U2 360° Tour	2009–11	110	66,110
2	\$635 million	The Rolling Stones	A Bigger Bang Tour	2005–07	144	32,500
3	\$495 million	The Rolling Stones	Voodoo Lounge Tour	1994–95	124	51,103
4	\$477 million	AC/DC	Black Ice World Tour	2008–10	167	29,023
5	\$464 million	Roger Waters	The Wall Live	2010–13	219	18,858

In the next chapters I am writing about event marketing and sports marketing.

2.3. Event marketing

Event marketing is “about making your event attractive to staff, volunteers, sponsors, participants, the media and attendees” (Nigel Jackson. 2013: Promoting and Marketing Events – Theory and practice. p. 38). It is addressing all the details that are making up the event experience, including the side that attendees see and also the other part that the attendees are not necessary aware of at all. Event marketing can be therefore broad ranging. Event marketing can also be seen as a tool that is used by the marketers for reaching audiences, for enhancing brands and for promoting products (Jackson, 2013, p. 38).

For large sized and medium sized events there is normally hired a specialist marketer for them but for a small sized or a volunteer-led events there is not always hired a one. In every case there is still existing marketing and someone, with marketing or non-marketing title, is still doing it for every event (Jackson, 2013, p. 35-36).

The target groups should be considered in event marketing, in other words to whom the event is going to be organized. After defining the target groups it should be defined what the target groups want from the event and with which kind of marketing actions the event should be sold to this target audience (Iiskola-Kesonen, 2004, p. 56).

Marketing is done for attracting people to participate in the event and to sell out the event. Because of this the objectives of event marketing should be defined precisely. The goals of marketing can be, for example, creating right image for the event or some qualitative and financial goals (Iiskola-Kesonen, 2004, p. 56). The meaning and the objectives of a marketing campaign are defining the messages made for it. The contents in messages has to be defined properly and be aware that they might contain multiple different objectives. Messages can be made for example for influencing perceptions, for arousing desires or for forwarding information (Raj, Walters & Rashid, 2009, p. 110-111).

For marketers in events marketing it is central to reach the target audience that could be interested in to attend the particular event. For this target audience it should be central to ensure that they know when the event is taking place, how much it is costing, how long it will last and also to encourage the target audience to tell about the event in their social networks to other potential consumers who would be interested in attending the event. The target audience can be the potential attendees of the event or for example, when it is about some case of exhibition, the potential exhibitors for the event (Jackson, 2013, p. 39).

Events marketing is happening kind of “face to face” and the attendees of the event are likely to tell to others about the event they have been attending. In that way the positive, or in some cases also negative, message can be spread even quite widely these days via social media for example. Marketers in events marketing can hope for sales as a result but in best case also even a lifelong customer. Positive feedback about a good product/service can work as a viral marketing for the event as well (Jackson, 2013, p. 39-40).

Successful event that has created positive image for its attendees is creating good reputation for the organizing organization. In other hand, if the event has been organized badly and has created a negative image for the attendees then it is creating also negative reputation for the organizing organization (Vallo & Häyrynen, 2012, p. 27). Attendees with unsatisfied experience and unmet expectations are dissatisfied customers and considering the event as a failure and this is resulting bad publicity also for the organizers and possibly also for their future events (Parry & Shone, 2004, p. 158).

Marketing an event is not only about getting the message out to the target audience, it is also involving shaping and understanding all kinds of aspects of the event that are affecting to the customer's experience in it. Event marketing strategy and planning must be integrated to overall event planning, those cannot be divorced from each other. The event marketers should be getting involved from the beginning in event planning. Event planning and event marketing can be said to be two sides of the same coin. Event managers are often concentrating on the practicality to how to put on the event but the event marketer is also thinking more about how the customers will be seeing, feeling and experiencing those practicalities and what is a good idea from the eyes of a participant and customer of the event. Marketers are often also having a central role when it is about revenue generation and evaluation and about determining the content and the feel of the event. The event marketer can be acting as a conduit between what the organizers of the event are wanting and what the participants of the event want to achieve with the event (Jackson, 2013, p. 53-54).

Events marketing is measurable and in that way it is differing from many other forms of marketing. With events it is quite clear to measure how many visitors have booked/attended the event or how many advertisement spaces or exhibition stalls there have been sold for it. The marketing methods that are used for an event can differ slightly because of different budgets but the principles of the marketing are there same. Social media has become the most effective trend (by both, result and cost) nowadays for events

marketing, and will continue to be that in the future as well. In future there is also going to be witnessed, like have been seen already, a reduction in the number of events and also appearance of some virtual events (Jackson, 2013, p. 39-40).

Continuously expanding information "flood" has expanded the competition in information and made it more difficult for companies and other organizations to differ and to be seen these days. Traditional marketing channels are not anymore as effective as they used to be for the wanted segments. According to multiple surveys, the way people are making their buying decisions have been changed and people don't make their buying decisions often anymore only with the information given by the manufacturing companies themselves. People are active in internet and social media when they seek information about products and services. Role of social media, conversations, articles, product tests and asking opinions from other people in web has a serious role that has become more effective than the traditional marketing activities of the companies when it is about making buying decisions these days. (Vallo & Häyrinen, 2012, p. 19).

In next chapters here is presented four suggested sources of marketing communications for event:

1. **Planned messages** are including advertisement, press releases, websites, ticket agencies and all the planned promotion there is existing for the event.
2. **Unplanned messages** are positive or negative opinions that are stemming from the media coverage, word of mouth or from some other sources.
3. **Product messages** are information about the event, including its prices, location and line-up.
4. **Service messages** are including the quality of the support services in event and the nature of contacts with the staff of the event.

(Duncan 2002, in Allen, Harris, McDonnell & O'Toole, 2008, p. 329).

2.4. Sports marketing

Sport is not only sport these times, it is also entertainment and in that way it has also strong commercial side like entertainment business has. Sport entertainment can be said to be one kind of cultural entertainment. Sports product can be for example personal, experiential, surprising and social experience for a sports consumer. The main goal of

sports marketing is to market sports product directly to its consumers and other consumer- and manufactured products to customers via sponsorship activities (Alaja, 2000, p. 26-29). In next chapters I am concentrating more in marketing of the actual sports product to its consumers.

Marketing of sports is having some different aspects than marketing of some more traditional products. In sports marketing there is some unpredictability in the outcome and that is what is making it unique (Beech & Chadwick, 2007, p. 4). There is no information from anyone how the game will be ending. One driving motivation for attending the sports event is the excitement of the outcome of the game. The thrill and drama that sports event is including is making it attractive for the attendants. Popularity of a sport event is declining if it is lacking or totally losing that excitement (Beech & Chadwick, 2007 p. 5-9).

Sports clubs and their supporters need each other for full-filling their needs. Without the supporters sports clubs are not able to create and provide the excitement of the games, because customers are part of the sport event. There is a big difference in atmosphere of a sport event if the auditorium is full than if it would be empty. The presence of other customers is a highly important aspect in sports events. It is obvious that a sports club that is not having supporters is not attaining economic performance. Selling tickets for event attendance is a crucial source of incomes for a sports club (Beech & Chadwick, 2007, p. 9).

It is often thought that marketing is the same thing than advertising. Advertisement is a promotional element of sports marketing but only one part of the many marketing activities there is included in sport business. Sports marketing is a process that includes several implementing and designing activities for the production, promotion, pricing and distribution of a sport product. Sport marketing is a dynamic and complex part of sport business in every case. That is done for satisfying the desires or needs of consumers and with that to achieve objectives that the company is having. (Pitts & Stotlar, 2002, p. 79).

Sports marketing has always been part of sports business as long as there has been sold sports products. The fundamentals of sports marketing are based on basic marketing principles but have been developed and adapted for this specific field of sports business. Sport marketing is the most important part of sport business because its activities are defining the whole business. For a sport marketer it is important to be able to recognize and also analyze a business's environments, to determine the effects and with that

knowledge make the needed strategic decisions for enhancing the success of the sports business (Pitts & Stotlar, 2002, p. 79-81).

Sports marketing can be said to be profitable leading of customer relationships'. Sports Marketing can reach people everywhere, and its original formats include magazines and television. Its aim is to make the selling activities superfluous. In recent years there has been developed new sports marketing approaches that have been in various imaginative forms in internet websites and social networks from internet to mobile platforms. These kind of approaches are reaching customers in a personal level (Kotler & Armstrong, 2012, p. 28-29).

The sports club members' satisfaction increases when the club's communication is working well. It increases the activity and interest and makes it easier to reach the goals the club is having. For example, a sports event is seen as a nice event to attend again when it leaves a good feeling of a success to a participant. A sports club that is having poor communications does not reach the level that would be possible for it with well-organized communications (SLU, 2011, p. 9).

Sports Marketing
Productivity: Customer relationship management & analytics
Season ticket sales and sales to groups
Pricing and promotion
Venue and event planning
Accessories sales
Building communities

Here above is a figure that is presenting activities of sports marketing (Team Sports Marketing, 2012).

Sports marketing is challenging because the marketing activities have to satisfy the active sports followers who consider themselves as experts in the field of sports. Besides that, sports marketing should also create general interest in public for being able to activate

more new followers (Palmunen & Frantsi, 2000, p. 139.). Creating positive emotions is a key factor, when it is about trying to make people to commit for a long time to products, teams or events (Rope & Methner, 2001, p. 15).

Sports marketing is trying to create a brand from the team and from the players of the team. There appears synergy between brand and sports marketing, in which case the brand of the certain sport, brand of the team and the fans of the team are supporting the marketing activities. In best case different brands are just reinforcing each other, not eating each other's space (Rein, Kotler & Shields, 2006, p. 136).

When a sports club is recognizing the value and position of its own brand and its competitors' brands, the marketing activities can be directed and resources allocated for the growth of the brand. With these activities sports clubs can be able to increase their own fan base with ways of marketing (Rein, Kotler & Shields, 2006, p. 137–139).

If sport clubs' communications are inconsistent or the style of communications is changed often, the brand is never going to be structured properly. This is resulting that the target group is beginning to shy away from the brand's story. Often upgraded brand is causing expenses for the company or for the sports club, because the setting up costs for the brand idea are the most expensive part of the brand building. With this kind of activity the company or sports club is never going to be able to enjoy the phase of the harvest of their brand building (Rope & Methner, 2001, 201).

Maintaining relationships with customers and sponsors is mandatory for sport clubs, so the sport marketing must be continuous. Sport marketers are involved in every stage when it is about arranging and developing some sport event. It is important to keep the awareness of the event strong in every case, no matter if the event will be lasting only one day once a year or for example few weeks in every four years (Beech & Chadwick, 2007, p.6).

Social media is thing that is an obvious part in a change in sports marketing. With social media sports clubs have a faster way to communicate with consumers and other stakeholders than with traditional advertising and communications. Visibility in internet is also highly important for sponsors nowadays. For ordinary people it is also easier now to get interested in sports marketing. Consumers of sports products have nowadays a good opportunity to take part of sports marketing with their own opinions in social media channels (Turtiainen, 2012).

In case of major sports events the target audience and the right way for marketing communication for reaching best amount of audience varies in some cases and is also depending on the day and the opposition of the event. For example Thursdays and Fridays are working days and weighted more towards corporate days and the focus can be in hospitality packages, and Saturdays and Sundays are days when more families are attending. For encouraging families to attend the event there can be for example launched some discounts for children's tickets on those weekend games (Jackson, 2013, 91-92).

3. Event- and sports industries in social media

3.1. Definition of social media

It is defined that social media is “participatory online media where news, photos, videos and podcasts are made public via social media websites through submission. Normally accompanied with a voting process to make media items become “popular”” (Evans, 2008, p. 37). Social media can be seen as a broad term that is used often for encapsulating the applications that are enabling popular social activities like social networking, micro-blogging and blogging and sharing of photos and videos (Centeno et al., 2009, in McCarthy et al., 2014, p. 181). In social media every person can be a producer as well as a recipient of the information. That differs it from the traditional medias, where there is a clear difference between the producer and the recipient of the content. In social media the content can also be produced together with the producer and the viewers (Edu.fi, 2011). Consumers are creating more content to social media than the organizations, they are creating it about any subject, and the conversation about products and services is active in there all the time. Companies can only take part of the conversation there and be creating content to social media with the consumers (Soininen et al. 2010, p. 26-28).

Social media is said to be part of Web 2.0 that is a term for the current state these days in time-span for the issues and developments in internet environment. Web 2.0 offers a new, social, way of communication in multiple levels comparing to the possibilities in former state, Web 1.0 (Kaspar, 2009, p. 14). People can use social media with different kind of electronic devices like computers, tablets, smart phones and televisions (Edu.fi, 2011). Social media is about real-time communications. There is no timetables in social media for creating the content, like there is in more traditional medias (Soininen et al, 2010, p. 30).

Social media is not a temporary and quickly disappearing phenomenon. In a company's point of view it can be seen as a new way for doing marketing and as a channel for

reaching new customers, to attract attention, to react to feedback and as a channel to search for some new ideas for company's own activities (Leino, 2012, p. 18).

Majority of the materials that are published in social media are published there by the users of social media. For example majority of the videos in YouTube are published by private users, not employees of YouTube. In social media people are publishing and sharing their own comments, opinions and ideas by using different social media platforms. Those platforms are for example Facebook, Twitter and YouTube (Olin, 2011, p. 9). In next chapters there is more knowledge about those three mentioned platforms and about Instagram, which are widely used in the context of this research and short introduction to some other social media platforms that are mentionable but not that widely used in this context.

3.1.1. Facebook

Facebook is most likely the best known social network site. It is created in 2004 by Mark Zuckerberg with his friends, originally only for offering a way for students to get known each other in Harvard University. There is believed to be over a billion active users of Facebook nowadays (Digital Unite, 26.1.2015; Svatosová, 2012, p. 5). During its existence Facebook have achieved an outstanding position as a leading social media service (Juslén, 2013, p. 18).

The mission of Facebook is to give people a channel for sharing and make the World more networked. In center of existence of Facebook there is an idea of producing products that people like to use and that are helping them in networking, in making friends and in maintaining friendships. Facebook has stated that the advertisers are not in the center of the mission of them, even so the advertisement based incomes they have. Facebook offers enormous amount of users that marketers can see as potential customer segments. Facebook is taking advantage of this only for, like Mark Zuckerberg stated in letter for investors in 2012, funding its bigger already mentioned mission. With this background Facebook is also the most rapidly growing platform for online advertisement (Juslén, 2013, p. 20).

Facebook is said to be new infrastructure of the internet, to which all the other services are linked in a way or another. Facebook is connecting millions of people, it is a “web inside of web” and it is the only social media operator that is competing in same level in markets with the giants Google and Apple (Leino, 2012, p. 35).

Users are creating a free account that is acting as a profile in Facebook. In their profiles users can share as much or as little personal information as they want. Facebook users are usually using their real name in profile, although some of them are there with nickname or an alias. Facebook profiles of the users are often accompanied by a photograph (Digital Unite, 26.1.2015).

For its users Facebook is offering a way to spend time, it is a place to store personal memories and most of all it is tool for communication and keeping contact with other people. It is a center of social web and all the other web operators have to be aware that their content should be possible to see and share via Facebook in social networks (Leino, 2012, p. 120-121).

It is possible to create two kind of profiles to Facebook. Profiles can be created for a private person or pages can be created for organizations. Pages are useful for companies' communications, because the features are developed especially to meet the needs of an organization. Page of an organization may have for example multiple administrators. Besides that the pages are in the public domain. For organizations the most significant difference between the personal profile and the page is that any Facebook user can start to be the follower or so called fan for the page, but for following a private person's profile there is required approval from the both parties (Juslén, J., 2009, p. 314).

Registered users can make updates which means that they are for example posting links and photos in their profiles and they are also writing comments for example on their friends postings. In Facebook people can also use "likes", which means that user can click "like" button ("thumb up" picture) if they like for example some friend's posting. This is simple to do but it is really strengthening social ties. There are also different kinds of groups in Facebook that are easy to join only with one click of a mouse (Aalto & Uusisaari, 2009, p. 93). It is typical for a Facebook user to be part of some groups and those Facebook groups can be related to different kinds of subjects, like for example sports. Everyone can found groups for their personal interests in Facebook, or create a new group by themselves if there is no group found for some topic of own interest. Part of the groups are more official and part of them are made only for fun. Some of the groups in Facebook are closed groups, in which case the content inside of those kind of groups can be seen only by some selected people, like for example only the persons who are members of a sports club or working for some organization (Haasio, A. 2009, p. 47-48.).

When companies are thinking about possibilities in social media, should Facebook be the first in the list as a platform to consider about. With own Facebook page company can reach quickly all the “likers” of the company. Activities in Facebook are happening real-time and that is its strength when it is about for example direct marketing or communications with customers. Also customer service can be working in Facebook. It is important for company to be interactive in Facebook and also to listen their followers in there. Facebook is a free media that can offer media visibility for free. With good, working and interesting content it is possible to earn more visibility among the Facebook users. The good and the bad experiences are the most shared experiences in social web (Leino, 2012, p. 128-130).

Facebook is living from the incomes that it is getting from selling space for online ads and because of this, even so it is offering good and free marketing channel with millions of users, it still keeps the most effective and most rapidly profitable ways of online advertisement paid for the advertisers (Juslén, 2013, p. 21-22).

3.1.2. Twitter

Twitter is a microblogging and community service that is offering to its users a way to send and read other users' updates, or “tweets” like they are called in Twitter. Those tweets can be 140 characters long for maximum (Soininen et al, 2010; Svatosová, 2012, p. 6). In Twitter the users are publishing their opinions, photos, links and findings. User can follow other Twitter users' postings with clicking a “follow” button in user's profile. Popularity of Twitter has been growing rapidly and besides public use it can be used also private only within a limited group of chosen friends. When a Twitter user is publishing a tweet, his/her followers can immediately answer to it in private or public way or they can share the tweet in their own profile and network if they find it truly interesting. If the profile is set to be a private profile, the following of that profile is not possible without permission from its owner (Aalto & Uusisaari, 2009, p. 66-67). Users can also attach pictures and videos to their tweets and analyze them. Twitter is offering multiple ways to communicate and react (Haavisto, 2009, 6). User's tweets will be appearing into users profile and the tweets of the other users can be seen elsewhere in Twitter website (Sanastokeskus TSK Ry, 2010, p. 44).

Twitter has taken its place besides Facebook as a remarkable social media channel. It is easily the most popular existing microblogging service. It is quick and easy to use and with this service it is easy to write and publish whatever the user wants even multiple times a

day. With Twitter it is possible also to mark to what are some tweets related in with a key word and # (hashtag) -mark. Twitter is easy to use also with mobile devices. One thing that separates Twitter from Facebook is that in Twitter it is possible to follow every person or company that is having a Twitter account without a need to know personally the followed person and he/she doesn't need to know personally the follower. This kind of openness is a strength for Twitter (Leino, 2012, p. 142–144).

The popularity of Twitter has been seen especially from the point view of celebrities. With Twitter the celebrities are having a direct connection with their fans. In Twitter there is also increasing amount of operators of Finnish media (Aalto & Uusisaari, 2009, p. 66.). Twitter is popular in public media because multiple celebrities are using it (Isokangas & Vassinen, 2010, p. 160).

Twitter is also good for the use of companies because of the possibilities it is offering for example in networking, for finding and sharing interesting news and articles, for following interesting people, celebrities and companies, for communicating about own company's events, as a tool for customer service, for following what is happening elsewhere within the own industry and for promoting rapidly about company's own warehouse sales (Leino, 2012, p. 142-144).

Twitter can be also seen as a tool for creating customer relationships. In Twitter it is possible to react quickly for the received messages and answer even in real-time. In English speaking countries like England or USA, Twitter is well known part of the many companies' marketing and stakeholder communications. Dell, for example, has been selling used computers for millions of dollars with use of Twitter messages (Leino, 2012, p. 146).

When comparing it to Facebook, Twitter is more case central social media tool. Companies can use Twitter efficiently in customer service. Case centrality and hashtagged topics are helping the companies to operate in the service. In twitter the short messages, tweets, are appearing into service in real-time. This is making it possible to react quickly when customers are having something to ask about the company's services or products. In Twitter there is also created multiple tools for making it easier to uplift the visibility in crowded news feeds for all the matters that are important for the company. With using of these tools customer service is getting faster and better (Soininen et al, 2010, p. 54).

3.1.3. YouTube

YouTube is the world's most popular video sharing service. YouTube is owned by Google and the users of the service are watching three billion videos with it all over the world every day and are uploading about 48 hours of video into it in every minute. Only in USA there is over 500 million videos viewed in YouTube daily. Every user of YouTube is watching approximately 69 different videos monthly with the service. YouTube is a free channel for sharing and storing videos (Leino, 2012, p. 155).

By using YouTube in right and efficient way company can increase traffic into its own website and in that way to get some new customers. Interesting videos can have an enormous amount of viewers in a short period of time. The users of YouTube can add videos into their own favorites and share them with other social media platforms (Miles, 2014b, p. 16).

3.1.4. Instagram

Instagram is a free social media service that is concentrated in sharing pictures. With Instagram the users can easily add and share their photos and short video clips with other users (Instagram, 2015). Instagram is offering different kind of possibilities to edit the photos with photo filters and frames, which can be added into the photos before they are published (Macarthy, 2014, p. 63). Instagram is the first social media tool that is created only for the needs of the mobile device users in mind (Miles, 2014a, p. 3–4).

3.1.5. Other platforms

In next chapters there is introduced some of the many other social media platforms, which are existing but are not as central in this particular research as the already mentioned platforms Facebook, Twitter, YouTube and Instagram.

- **LinkedIn** is more business oriented site than Facebook and it is good for creating and maintaining a contact network. In LinkedIn it is possible to inform about own status and see what is happening in own network in one kind of a news feed view. For companies LinkedIn is offering free visibility with own company site, where the employees can be linked and in that way offer more visibility for the company. It is possible to make business by communicating with business contacts in LinkedIn (Leino, 2012, p. 122-123).

- **Blogger** is one of the first, but not one of the last, blogging services there is existing. With registering into the service in blogspot.com, users can create blogs for themselves. This service is offering all the needed tools for producing and editing content in a blog. With little practice bloggers are able to add content from other social media services, like videos from YouTube, photos from Flickr or presentation slides from SlideShare, into their blogs (Leino, 2012, p. 126).
- **MySpace** is an ancestor for all the social media platforms and has started in 2003. In MySpace the users can have their own profiles with listed own interests. There is lot of commercial profiles in this service and especially music artists and singers are using it as one channel to share and promote their music. MySpace have lost its popularity enormously for Facebook (Leino, 2012, p. 126).

Next here is a figure that is presenting six different types of social media with some mentioned platform examples (Grahl, 2014):

Social Networks For example Facebook and LinkedIn	Bookmarking Sites For example Delicious and StumbleUpon
Social News For example Digg and Reddit	Media Sharing For example YouTube and Flickr
Microblogging For example Twitter	Blog Comments and Forums Big variety of them

There is also some social media platforms that are created for domestic use. In China there is for example multiple that kind of popular social media platforms like Sina Weibo and Tencent Weibo, which are microblogging platforms similar to Twitter and Renren, which is kind of a Chinese version of Facebook. These platforms are having hundreds of millions users (Mashable, 2013). There is also other international and domestic social media platforms existing, but they are not so central for the purpose of this research and are not presented more specifically in this research for that reason.

3.2. Consumer behavior in social media

It can be said that people, the consumers, want to communicate with other people who are sharing the same kind of interests and want to create networks. Companies and organizations can benefit from this situation and create proper communities in social media for consumers who are interested in the organizations' activities or its developments (Mangold & Faulds, 2009, p. 5). Social media is not only giving possibilities to consumers, companies or users to get into contact, it also offers unlimited opportunities for consumers who are for example interested in or have bought some product to exchange their own personal opinions about it (Mangold & Faulds, 2009, p. 2). The conversations in social media can't be directly controlled by the organization and the conversation belongs there to the collective. The organization can be included to the conversation in social media but the conversation is not typically there only for the organization. The conversation in social media is often driven by the actual customer experiences and organization can just participate the conversation, not directly control it (Evans, 2010, p. 35).

Besides positive interest and comments, there has also been situations when social media users are having negative attitude towards the company or organization and they have been freely writing comments that are written for harming the image of the certain company/organization. So, being in social media means for company also giving up control for part of the content there in order to communicate successfully (Kaspar, 2009, p. 43).

Erik Qualman states in his book "Socialnomics: How Social Media Transforms the Way We Live and Do Business" that "good companies view negative feedback as an opportunity that they can act on and adjust their products and services accordingly" but that "bad companies view it as a nuisance or something they need to put an effort toward hiding" (Qualman, 2009, 241).

Company is able to recover from public's negative and accusatory attacks, if it is handling the situation with care, by correcting the source that has caused the problem and then be collaboratively rebuilding the trust of the public. Companies should listen deeply the public's complains and their suggestions for how the problem should be fixed, before just apologizing or attempting to fix the problem by themselves. This is giving the public a chance for venting and giving a more compassionate image for the company (Champoux et al, 2012).

The social platforms in online environment are allowing to people a possibility for quick publications and spread of messages, which can be read, commented and shared by their friends and other contacts and people in their social networks (Kaspar, 2009, p. 43). Social media users are often having even hundreds of connections in their social network and in that way their posts in social media can be often seen by hundreds of people who are able to comment or other way react for their posts. When some of those contacts will be commenting or sharing the post, the visibility of the content will multiply again with even several hundreds of people. The word in mouth in that sense is taking place in quite a lot bigger scale in this electronic way when comparing it to the regular social life where people mostly share their opinions and experiences only with quite a few friends or other close people. With social media the opinions and experiences with products can be spread easily for much larger group of people than when it is about regular social life's word in mouth situation and in that way the importance and effectiveness of multipliers are increasing a lot in social media (Mangold & Faulds, 2009, p. 2).

Users of social media are often also using multiple different social media environments. Because of this it is worth for companies to publish their activities in several social media platforms and interlink those published contents. With this activity a link from some of the company's post can lead a user to another social media platform where the same information can be found but with some different kind of media, and in that way offer some higher value for the user (Shuen, 2008, p. 31).

When the company's published message is interesting, the customers are noticing it and are taking part of the spreading of the content. In this way it is possible to create some earned media that is increasing the conspicuousness of the company and its products and services (Kerpen, 2011, p. 41).

When using social media, companies should be highly focused, because if the organization is not posting content for its followers or if the posted content is not offering good experiences for them, the following web community can turn against the organization. In social media the followers are having significant power and it is even highly possible that the active followers are creating better content in company's page than what the company itself is creating into it (Sounio, 2010, p. 104).

It is crucial for companies that they should not try to control and command the users in social media or even expel them from a community as long as the user is not violating the rules. Social media is built for exchanging opinions and information, so a company that is

participating in social media should be aware that there is going to be also negative information posted in there. Companies should be motivating users for participating in the social media community and to share their opinions and knowledge to others in critical but in same time constructive way (Kaspar, 2009, p. 9).

Quick reacting even in difficult situations is creating positive images. This can be seen as a competitive advantage in digital communications, when it is wanted to serve the customers in a best possible way without the possibilities of wordless communications that the more traditional face-to-face meetings are offering (Soininen et al, 2010, p. 191).

When operating in social media the authenticity and transparency are some of the fundamental starting points for success. It is developing trust and making company more interesting, when their published content is created with a humane touch. In this way company can create functional interactive relationships with their customers. Customers rely on the company when it is telling about things as they are. There is no point in useless hiding and lying in social network, because there is content created all the time and things will come out there sooner or later (Kerpen, 2011, p. 109).

It is often more interesting and entertaining for users when they see other users using some product or service or see other users dealing with some other topic that is interesting for them in other way. This kind of approach is engaging customers and is giving information that companies want to distribute at same time. Feedback is an essential feature for companies when they are operating online in the social media environment. That is when communication is happening between company and customers/users, and also when it is about communication only between the users. The discussion between the different users is allowing intensive exchange of information. When it is about spreading some message in social media it can be helpful for company to contribute also to some other platforms that are related to those topics that the company is wanting to discuss about (Mangold & Faulds, 2009, p. 5-6).

The content created by the consumers' works well as a customer feedback, which should be received open-minded. When reacting to this feedback it is creating interaction between the consumer and the company. The conversation doesn't necessary need to be reacted in other ways than with making the product or service better considering the received feedback. In this way the customer notice that his/her feedback has been noticed and reacted and that is creating a real interactive relationship between the customer and the company (Kerpen, 2011, p. 15).

The benefits of the social media tools in business to business marketing communications are for example brand building, strengthening customer relationships, reaching the customers, cost-effectiveness, demand accelerating and strengthening of company's internal and product development as well as development of the communication activities. Social network can be used specifically for sharing content and for creating customer relationships (Karjaluo, 2010, p. 203-204 & 208-209).

3.3. Social media strategies in event- and sports industries

Organizations can only manage their own doings in internet. Organizations are having electronic social media guidelines, where it is important to determine the communication restrictions, the points of contact and procedures, and to inspire people to participate in social media. The organization may choose to edit, delete or add content in social media if they want, but already published material can never be completely removed (Isokangas & Vassinen, 2010, p. 79).

For controlling the content in social media organization should consider four different bigger issues. First of all is to determine the target audience of the content that is going to be published. The second issue for consideration is what kind of reaction there is expected for the content after publishing it, like is it wanted that audience only see the content or is it wanted that viewers will be rushing to comment it, rushing into shops, or something else as a reaction. Third issue is to choose the media that organization should use for the content. If people are wanted to comment the content very diligently, can for example Facebook be a good choice as a media for the point of contact. Fourth issue would be the form for the content, like should there be included videos, text content, pictures, or even all of them. The used content should be chosen after the target audience, wanted reaction and the point of contact have been chosen. Rational organization is operating according to the target group, and publishing content in the media where the desired segment can be reached most likely (Isokangas & Vassinen, 2010, p. 80-81).

When sports club is starting to use social media, there can be seen four major stages to consider. In first stage there should determine the goal and a strategy for reaching that goal. It is also important to determine what the club can offer for the audience and be able to be committed for a long-term work. Existing in social media is also communicating that organization is offering some added value for its audience, so the organization should be active in social media when it exists in there. The importance of good visibility with search engines is also something that should be considered. Second stage is to remind the fact

that, when it is about social media, company should be operating and existing where also the target audience / segment is. Organization can for example create a blog, keep it updated, comment on other blogs and comments and start conversations relating on organization's own sports in conversation platforms. Third stage reminds organization to engage the followers. A good administrator guides the discussion closer to the sports club, comments on the comments and reply as soon as possible to the messages, including the possible negative postings. It is important to take advantage from the engagement of the community, because the followers are pleased to comment, take part of the conversations and to tell their personal opinions in social media. In fourth stage rational organization should remember to be with positive attitude and give some extra information, that the traditional medias like newspapers, television or radio are not offering, to the followers. In fan pages it is good to inform only the followers about for example some positive happenings like coming events and highlights or about special offers that are offered only for them (SLU, 2010, p. 11-13).

Four stages for introducing into social media for a sports club
1. Determine your goals and strategy and be committed for long-term work
2. Be there where the target audience is
3. Engage the followers, be active in comments and answer also to negative postings
4. Be positive and offer extra information and other extra offerings only for the followers in social media

Above there are presented four stages for introducing into social media for a sports club (SLU 2010, p. 13).

There is also possibilities for going wrong for a sports club when introducing into social media if operations and resources are not facing the needed levels. Those situations can be displayed for example in four different kind of stumbling blocks. First of those stumbling blocks is that the sport club's social media activities are not offering actual added value for the following community. Second stumbling block is that there is not enough personnel resources aimed for the social media activities in a sports club and that is causing a problem. Building and maintaining a social media "tool kit" with all the different planned

platforms is taking certain amount of time from the personnel anyway and someone should be having that time in the organization. Third stumbling block is that there is problems with budgeting for the social media. Social media is, at least still nowadays, mostly free to use but it is taking time from the organization's personnel and that time costs money. In other hand these costs can be added into marketing costs, which are included in organizations budget anyway. Fourth stumbling block is located in the ways of communication in social media. Things are going wrong for example if the organization is not listening the comments and feedback from the followers and fans, it is operating in wrong forums and platforms, the organization fears the critic or/and it has no right skills to react in a proper way when facing some public critics (SLU, 2010, p. 11-13).

Social media can be truly fast and merciless when it is about disseminating and generating some bad news, so the clubs are also needing a working strategy which is guiding their responses also in case of some possible negative happenings in social media (McCarthy et al., 2014, p. 199). In time of some possible crisis social media is offering a fast channel to react and response rapidly. It is a direct channel to inform sincerely the followers without any filtering through some mainstream media. In a case of informing during some time of some possible crisis the organization should be open, honest and frank. Organization should also choose the right channels for their informing for making it sure that their message will be seen by the target audience (Barefoot & Szabo, 2009, p. 139-145).

Social media is a tool for operator in sports industry, and with that tool it is also possible to attract the following customers to help in product development. This possibility of customer based product development is a very good option, which should be utilized. Sports organization can use for example Facebook in market research and ask customers' opinions about some products or services that are under development. This kind of operation is transparent customer service, which truly listens to the customers' opinions. This can be done with a lower price and faster through social media comparing to the use of traditional medias. At the same time it is possible to reach a large target audience (Prandelli et al. 2005, p. 4-17).



In this figure above there is presented some general strategic and tactical social media objectives (IAB, 2010, p. 5).

Opportunities that social media is offering should be used also when it is about organizing events. Social media can be exploited before the event, during the event and also after the event in after sales marketing. With bigger events it might take place to form a closed Facebook- or Yammer group among the organizers of the event. In this group the organizers can discuss and deliver ideas about the organized event with each other's. With using this kind of group page as a tool for communication the e-mail traffic is smaller and all the messages are stored in the same place. Inside this group it is possible to store the central files (like notebooks, offers, contact information and so on). This kind of group is making real-time communications possible and the meetings can be marked in the common electronic calendar (Vallo & Häyrynen, 2012, p. 84-85).

Companies can exploit new technology for webcasting, online TV-broadcast, especially in case of for example some business training event or lecture event. Broadcast can be seen online in day of the event or after it. One example of successful use of webcasting is Campus seminar that was organized for teachers in 2011. In this case there was 600 attendants in the actual event but in online environment there was over ten times more

participants. After the seminar the presentations were seen in the Campus internet page. Webcasting can be used also situations when some performers of some event are performing only online through webcasting possibilities. With webcasting it is also possible to get some performers that couldn't have a chance to arrive into an event, for example because of schedule difficulties or too long distance, to perform in some event (Vallo & Häyrynen, 2012, p. 86-87).

Social media is offering new tools and opportunities for event organizers, which the organizing organizations should be exploiting, but which should not be in the main role in any of the actual events. Event organizers should not be using every time the newest tools, because there is a danger that the attendants might feel some of the new technical applications too complicated to use or scary. In brief, social media can be used by the event organizers as a channel for sharing ideas, as an invitation channel, as a marketing channel, as a channel for sending messages and as a channel for getting feedback (Vallo & Häyrynen, 2012, p. 87-88).

3.4. Social media marketing

Social media is a thing that has changed the way organizations are doing business online during recent years and social media marketing has created a niche of its own in the world of business. Organizations are hiring nowadays social media analysts and community managers and are forming own departments that are separate from the more traditional advertising and marketing sectors. More and more people are connecting as users to social network these days and that is standing to reason that social media is increasingly becoming the accepted mode of communication for the audience in internet (Ramsaran-Fowdar & Fowdar, 2013, p.73). Emerging research is also showing that the brands that are conducting interactions in social media with the consumers in a truly meaningful way are also receiving positive impacts in the bottom line. For example Chadwick Martin Bailey research is also showing that the likelihood to buy/recommend the brand have been increasing for individuals after they have been starting to follow the brand in social media (Hudson & Hudson, 2013, p. 208; Cruz and Mendelsohn, 2010, in Hudson & Hudson, 2013, p. 208).

As a marketing channel Facebook is cheap and easy to use. It is possible to advertise there in many ways. The most common ways for advertising in Facebook are pages and groups. Besides those it is possible to advertise with sponsored ads, in news feed and in Facebook events and notes (Olin, 2011, p. 19).

Facebook pages are created specifically for companies, organizations, communities and sports clubs and so on. Facebook rules are stating that it is not allowed to use a private profile with a name of some company/community. Pages instead are "fan-sites" that are separated from the private profiles. By liking some Facebook page a user will become a "fan" of that page. In Facebook page it is possible to send updates to all of the group members of the page and be able to take advantage of different applications that Facebook has to offer. From own page it is possible to see visitor statistics of the page. It is therefore possible to follow very closely the number of visitor fluctuations in own page. For online visibility the Facebook pages are useful because many external search engines are identifying them directly (Isokangas & Vassinen, 2010, p. 110).

The success of viral marketing is the lifeblood for a company in case of some services. Facebook is a good example in this. In Facebook there is in use an algorithm called EdgeRank, which is regulating the visibility of the published content in users' news feed stream. If the company's published news does not cause viral phenomenon, it can quickly be dropped off from the users' news feed view. The broad virality that a published news is having, like comments, likes and shares, is in other hand keeping the news visible in users news feed view for a long time (Juslén, 2013, p. 31).

Facebook includes huge opportunities for marketing. Part of those are even free of charge, but still effective. Company can for example send free messages through its own Facebook page and reach all those Facebook users that have been clicking the "like" button in that page. Company can also share pictures of its products, which are visible in the "likers'" news feeds when they are logging in to Facebook. When the "likers" are commenting about and sharing the company's published contents, are the published contents also reaching the "likers'" friends, even the ones that might have never heard about the company before. In this way Facebook can be working also as kind of a modern times word-to-mouth channel. Free marketing in Facebook requires still strong investments from the company for being able to reach the wanted results with it (Juslén, 2013, p. 24).

Besides the free marketing possibilities, Facebook is also offering paid services for company's marketing. Marketing can for example be targeted to the right target audiences. Every user has to fill in a form with their own personal data when they are registering themselves into the service. Users can also add their own personal interests into Facebook in the way they want. In this way Facebook is containing a huge amount of

information about its every user. With this information the marketing activities can be targeted very specifically for the right target group (Juslén, 2013, p. 21).

In next figure there are presented six popular Facebook tools, which can be used for marketing activities of the organization (Ramsaran-Fowdar & Fowdar, 2013, p. 75):

Facebook tools for organization's marketing
Facebook profile
Facebook groups
Business/Fan pages
Sharing events
Social ads and polls
Facebook messages

Facebook is an excellent direct-response platform for marketing. It can provide direct and immediate answers to problems and marketing questions in a short period of time. Facebook can also be used as an ideal alternative marketing research and telemarketing. Facebook can offer interaction with customers and in that way valuable feedback and insights about the already existing and also potential products and services for the organization (Ramsaran-Fowdar & Fowdar, 2013, p. 73-84).

Twitter is, after Facebook, the second most popular social media platform for business use. It is reported that 86 % of marketers have been using Twitter as a part of their social media marketing activities. As a platform Twitter is much more public (over 90 % of the profiles there are public) than for example Facebook. With active tweeting and also with paid Twitter ads it is possible to make the organization visible more effectively in this platform. In Twitter it is also possible to promote organization's Twitter account or organization's tweets for getting more visibility to them. Besides those paid promotions for the account or certain tweets there is as well possibilities to buy Twitter ads, which can be targeted also to some wanted segments with some available parameters that Twitter is

offering. Even though those parameters are not as specific as the ones Facebook for example can offer (Schaffer, 2013, p. 71-78 & 80-82).

Video marketing is slightly new phenomenon for businesses as channels can be created for posting videos as clips that people can view, follow and also share with other people. YouTube is the biggest social media tool in this category. It is created in 2005 and it is nowadays utilized as the second biggest search engine there is (Thomas et al, 2011, p. 10). It is easy to create an own channel in YouTube. It can be used by everyone from big media companies to just some individuals. In published videos there should be used some key words, so called tags, for getting better visibility in search for the published videos. When video is downloaded into YouTube it is possible to link the video into some other website or into some other social media networks with its EMBED-code (Leino, 2012, p. 121-122).

In next chapters there is written more about social media marketing in sports- and event industries. Those chapters are mostly concentrating that subject more specific in main context of this research which means football clubs and music artists/bands as marketers.

3.4.1. Social media in sports marketing

Social media has changed people's communications habits. In field of advertising or sports marketing it is impossible to avoid social media, and modern organizations have no other choice than use social media as a tool in sports marketing. For entrepreneurs it is profitable to create a strategy for how to use social media successfully as a part of their business (Olin, 2011, p. 13).

Sports marketing in social media is one way for marketing sports products, with use of different social platforms for transforming the commercial messages to customers. It is also a pack of operations and ways to create commercial publicity via social media websites and internet groups. Advertisers have to be there, where their customers are (Olin, 2011, p. 10).

Social media has been coming closer in entertainment and sports industry. Social networking is continuously creating possibilities and challenges for the traditional medias and it is also creating challenges for the people who are constantly exposed to cross borders in what, for example, in Twitter is allowed to write. Partly with this possibility of open and personal interaction social media is offering an opportunity for fans to get closer to athletes and sports personalities. Sponsors will also receive through social media the

opportunity for communication that takes advantage of both parties, and which can help to understand and to sort out how the fans are comprising the brand (PWC, 2011, p. 6).

This mirrors the trends in entertainment, in which social media is a growing element that is closely and effectively related to providing the content. As example, many people are accustomed to vote for example someone's great performance on television on their favorite entertainment program. Also sports fans will want to continue to be more involved in influencing in selected sports social media sites. Lot of people feel that Facebook and Twitter can improve their real opportunities to influence (PWC, 2011, p. 6).

Social media offers to a sports club a new way to follow the own and also the competitors' online visibility. It also makes it possible to "spy" the marketing tricks their competitors are having and to compare who are having the biggest amount of fans/followers/clicks in social media. When following what links are shared, what kind of comments, views, voting results and so on there is in social media, the sports club has a possibility to analyze what are the subjects that are wanted to be discussed and what kind of actions there are needed. Practically this is offering an opportunity for the sports clubs to identify the preferences of the fans in real-time (Soininen et al, 2010, p. 31).

One reason why sports clubs should activate in as many social media services as possible, is to raise their digital footprint. The bigger the digital footprint of the sports club is the better. Digital footprint is about how some organization or individual person is seen in digital media environment. For sports club it is about how the club is found in internet, what the club wants to message to the people who are finding them online and in what kind of interaction the sports club is having online with potential customers and sponsors (Isokangas & Vaskinen, 2010, p. 16).

Sports clubs in basketball league NBA, in ice-hockey league NHL and in American football's NFL league differ comparing to the European football (soccer) clubs with the way they have created for engaging the sports fans. They are not using social media so much for marketing the brand, which includes fan products, tickets, adverts and merchandises. Sports clubs in those mentioned North-American sports leagues are using social media more as a tool for centering the focus to the game event experience with underlining atmosphere of the game event, game highlights, music heard in games, sport team's pre-game "rituals" and views from the stadium audience of the game event (Digital-Football).

In general, sport clubs and sport stars are using social media to connect their fans in many different ways. Football club FC Barcelona is using social media for example for sharing information about its players, statistics, fixtures and results. They are also providing for example training session photographs and real time game feeds in social media. Without social media platforms and club's own activity in there these kind of content would be much more difficult to find for the followers of the club. It is crucially important for all the sports teams that they have loyal and growing fan base who are feeling that they are valued by the club. This kind of important fan base will stay with the club in all the times of success, failure and middling results. Social media is a perfect opportunity for sport clubs to give more value to its fans and it is widely used for this by the sports clubs around the world (Bleacher Report, 2012).

As a good example of a successful marketing campaign, that has been taken place in social media environment and sports context, is UEFA Europa League four-month length Facebook campaign in 2009. They operated with Dog Digital company and their target audience were the football fans across Europe. They were using several paid online ads and banners and possibilities with free social media tools in Facebook during the campaign, for building the awareness of the UEFA Europa League football competition and the teams that were taking part of it. Other goals for the campaign were to increase the awareness of the games' timetables and dates, acquire new Facebook fans, build database of 15 000 names for UEFA, drive traffic to UEFA's website and to engage fans and encourage them for interacting with the UEFA brand. The results of this carefully planned campaign were very successful and even surpassed all the targets the marketers were having. As a result, among many others, UEFA Europa League Facebook fan base for example grew during in less than 90 days from 160 000 persons to 750 000 persons, UEFA got over 40 000 relevant e-mail addresses for their database, Facebook adverts were penetrated over 300 000 times with overall CPA of 0.22£, there was over 1 billion ad impressions during the campaign, "talking about" statistics in Facebook were over 100 000 and hundreds of thousands users clicked into the UEFA's website that was including the premium Live Match Streaming service. There was also seen a significant viral effect with created interactive and highly popular "Fan's favorite" player of the tournament voting app, when the most passionate football fans were sharing the app over social media platforms, message boards and blogs for showing up their support for their favorite players (Ryan, 2014, p. 217-230).

Besides the sports clubs, also many clubs' players are having their own individual and personal social media pages, which are maintained individually by the athletes themselves and can also be followed by people. Some of the sports clubs and professional leagues have been attempting to regulate the individual athletes for how and when they can post in their own personal social media pages for example in Facebook and Twitter. For example NFL league is not permitting its players to "tweet" during the game events, reprimand officials or post comments relating to the leagues' business at all in their personal social media pages. NFL players who have ignored those rules have been receiving a fine from the league (Ham, 2011).

3.4.2. Social media in event marketing

Like it has been stated in this paper also before the social media platforms are very popular nowadays. In those platforms working for example with activities like competitions or downloads of free material are helping to entice the users into the product, brand or culture. It is also important that every communications campaign has some strategy behind it, no matter what platform is used, and not just use something only because "everyone else is using it". Good and bad feedback is travelling fast online so it should be planned carefully how to operate in online world. (Jackson, 2013, p. 93). Social media has opened a direct communication channel for all sized companies (Vallo & Häyrynen, 2012, p. 84). In next chapters there is written more about what kind of technical and strategic possibilities the popular social media platforms, mostly Facebook and Twitter, can offer for event marketers of the chosen main context of this research.

In Facebook it is possible for individuals and organizations to create a Facebook event page for an own event. In this creation of event page there is space to fill in the event name, location, time, details and to choose the privacy settings for the event page. In this page it is possible to share posts and for example upload some photos and it is possible to invite guests to join the event with this page. Event page can be chosen to be open or closed page for public and it can be chosen that who, only the creator or for example all the Facebook users, can invite people to the event and is it possible for all the Facebook users to join the event or is it possible only to some creator's chosen group of people. Facebook users or only the invited people can then click in the event page that are they going to attend the event or not, or if they are maybe attending it, with the event page's "Join", "Maybe" and "Decline" buttons or they can just ignore the event page. People who are attending the event can be seen in "Going" or "Maybe" sections in the open event page

if the creator of the page wants them to be seen there. Also invited people are seen, if creator wants them to be seen, in event page's "invited section" (Facebook.com, 2015).

Like mentioned before it is possible to exploit many opportunities of the use of social media before and during the event and also after the event in after sales marketing activities. Social media can be well used also in event marketing. It is possible to create an own Facebook event page for the event or the organizing organization can exploit the organization's own Facebook profile for informing about the event. Organization can choose another of these options depending what kind of strategy they are having for their marketing and communications. For example well known Finnish department store Stockmann is having own profile for the department store itself and for the company's best known sales event Hullut Päivät. Besides Facebook also organizations' Twitter messages can be used for marketing the event (Vallo & Häyrinen, 2012, p. 84-85).

Social media is quick and cheap channel for communications. As an example for the effectiveness of the communications done through Facebook is the case of Botellón park picnics in Turku, Finland. Information that have been spread in Facebook has been informing people to attend a party annually in Kupittaaanpuisto park in Turku. In 2011 there were over 3000 people partying in there and that was causing, besides littering, that some violence and other criminal activities were happening during that event in that park. There was no official organizer for these events, so there was nobody to take responsibility for the planning and the causes of the events. There has been lot of conversation in media afterwards about the problems that have been taking place because of this kind of events that have been born with the use of social media (Vallo & Häyrinen, 2012, p. 85).

Facebook can be used also for tuning the attendants of the event into a right mood for the event. It is also possible to update information relating to the event with social media. With updating information it is possible to spread some knowledge about what elements the event is going to be consisting. Before the event it is also possible to exploit the company's own blogs and blogs of the other bloggers. The importance of using blogs in event marketing is different in different fields of business, but the importance is growing in future, and blogs are still something that should be considered in event marketing (Vallo & Häyrinen, 2012, p. 85).

Another ways to exploit social media with events is for example to ask the attendants of the event to send Twitter messages about their thoughts and feelings relating to the event or to send questions about the event to the organizers. Some person from the organizers

side can also be ordered to upload some pictures for example or to make some video interviews directly to the event's Facebook page or to blog or to whatever the social media channel that is used for marketing the event is. In case of professional training event, it is also usual to share the PowerPoint or Prezi presentations, which were used in the event, in SlideShare after the event (Vallo & Häyrynen, 2012, p. 87).

In Facebook event page it is possible for example to share some music samples or videos from the performing artist for promotion. People can also be encouraged to invite friends to the event with a competition where people can win some free entry to the event by inviting more people into it (Cavanagh, 2013).

In case of a music festival for example it is also possible to create a built-in ticket seller in Facebook pages for making it possible to sell festival tickets via social media pages, like for example Latitude festival in UK has been doing in 2012. Social media also offers multiple possibilities for the festival organizers to offer for example some competitions and interactive social media games and challenges, as well as posted pictures, music playlists and apps etc. for the social media followers and festival participants to like, comment and share. In that way the festival can receive positive publicity in social media and also in social networks of the followers and to offer some positive interactive extras for the festival audience and other social media followers of the festival. Festivals can also be encouraging the festival attendants to post about their positive festival experiences in social media. In general, social media can be used by festivals and other events for expanding brand recognition, for engender customer loyalty and for driving the sales and profitability (Hudson & Hudson, 2013, p. 210-221).

The Main reason for using Twitter for musicians/performing artists is to communicate with the fans and to promote their own music. Followers in Twitter can be for example excited to hear from tweets about some new music releases or next concerts. Twitter can also be more personal channel and musicians can share parts of their own personality outside of music to their followers in there as well, which can be a good thing for an artist in some limits. Some of the musicians are not using Twitter because they feel that it is taking the focus off their music or they want to keep an element of mystery around their own music. For those musicians who are using Twitter there should be a strategy for how to reach the goals that the artist is aiming for. At the end of the day Twitter is still just one tool for using and it is not going to work just by itself (AMP Music Marketing, 2015).

4. Research methods

Two main methods that are used for gathering empirical data are quantitative research method and qualitative research method (Mattsson & Örtenblad, 2008). In this thesis I am using qualitative research method for gathering the needed empirical research data. Qualitative research is a scientific research trend, with the aim of understanding the subject's quality, features and meanings comprehensively (Jyväskylän Yliopisto, Koppa, 2015).

As research methods for this empirical part I am using two different kinds of qualitative methods: case study from selected sports clubs', music festivals' and rock band's official social media pages and from other internet sources and three qualitative interviews for getting deeper knowledge and gathered deeper data from the subject for this research. I collected the data with case study mostly during March and April 2015 and the interviews were done by e-mail and phone in 22.4.-23.4.2015. All the data that is gathered with case study has been openly seen for public in internet pages.

5. Introduction to empirical part

In empirical part of this thesis there are presented cases of social media usage, especially in Facebook, Twitter, Instagram and YouTube, from three different sections: sports clubs, music festivals and performing artists. As sports clubs there are presented two football teams, HJK Helsinki and FC Barcelona, more widely and then also knowledge and follower amounts from other football teams and other specific sports clubs across Europe and North-America for comparing. In music festival section there are presented two rock festivals, Ruisrock and Sziget, and then comparing them to some other rock festivals social media usage and follower amounts. In performing artists section there are three different rock bands, Atomirotta, Von Hertzen Brothers and Foo Fighters, presented more specific and then presented some comparing knowledge and statistics from multiple other rock bands across the World. In end of this empirical part there are also presented case study about two concert cancellations of British rock bands Babyshambles and The Subways and the ways they were reacting to those troubled situations in social media as well as the follower reactions for those in their social media pages afterwards. Because social media is also a lot about fans and followers and their opinions, I have also included my own fan opinion in each of the sections.

6. Football teams and game events

In this section there are presented how football teams HJK Helsinki and FC Barcelona are using social media in general and for their marketing activities and also how are those strategies comparing to some other football teams' and big sports clubs' activities and statistics in Europe and North-America.

6.1. HJK Helsinki – Helsingin Jalkapalloklubi

HJK Helsinki (HJK, Helsingin Jalkapalloklubi) is a Finnish football club from Helsinki, Finland. It is founded in 1907 and it is the biggest and most successful football club in Finland. HJK Helsinki is playing in Finnish major league Veikkausliiga and has been playing also in international competitions UEFA Europa League (group stage in season 2014-2015) and UEFA Champions League (group stage in season 1998-1999). In UEFA Europa League's group stage in season 2014-2015 HJK won its home games against Torino from Italy and F.C.København from Denmark. In Finland HJK Helsinki has 27 Finnish Championship, 12 Finnish Cup and 4 Finnish League Cup titles and it is the reigning champion of Finland from season 2014. HJK Helsinki's home ground is Sonera Stadium, which is located in Töölö in Helsinki close to Helsinki Olympic Stadium. HJK Helsinki is also the biggest youth football club in Finland with over 2000 junior players. Chief Executive Officer of HJK Helsinki is Aki Riihilahti (HJK, 2015; UEFA Europa League, 2015).

6.1.1. HJK Helsinki in social media

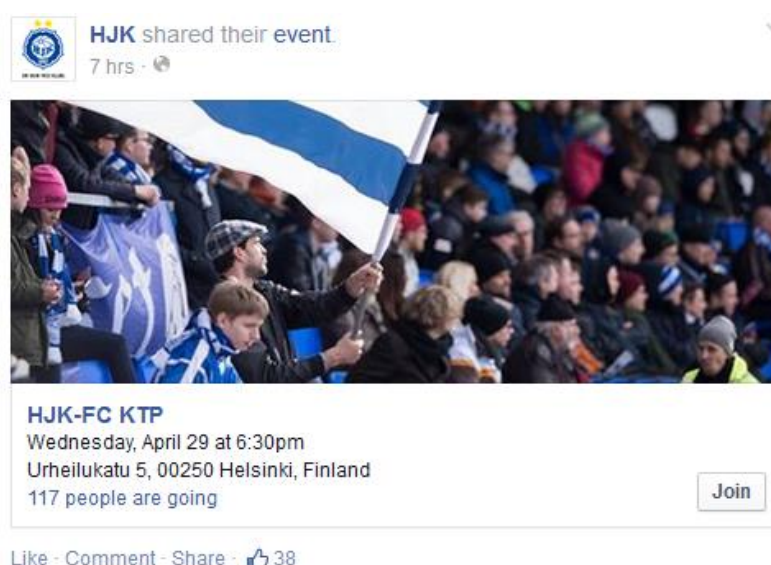
HJK has official pages in Facebook and Twitter in Finnish language and also a Twitter profile in Japanese language. HJK Helsinki has also official Instagram profile and official YouTube channel. There is also several unofficial fan pages in Facebook and Twitter but those are not maintained by HJK Helsinki. Also in YouTube there is multiple videos about HJK (videos from game events for example) that are loaded to there by fans or some other uploaders than HJK Helsinki.

6.1.2. Amount of followers in social media

In next chart there are presented the amounts of followers HJK Helsinki is having in its official social media channels (24.3.2015).

Social media platform	Number of followers
Facebook	39 566
Twitter	12 800
Instagram	4 801

As seen in that chart, HJK Helsinki has the biggest amount of followers in Facebook, second biggest amount in Twitter and third biggest in Instagram. In HJK's Twitter page Japanese language, HJK Helsinki Japan (https://twitter.com/hjkhelsinki_jp), there is 1638 followers (27.3.2015). Here below is a picture of HJK's post from Facebook about their Facebook event page for upcoming game event HJK-FC KTP, published in 20.4.2015.



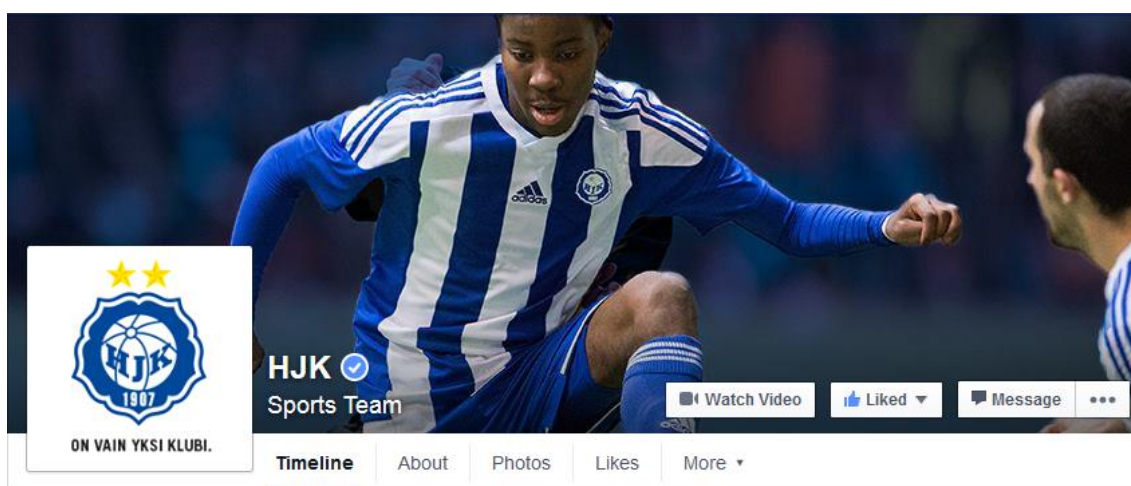
6.1.3. Activity in social media

HJK is quite actively posting in its Facebook and Twitter pages. They have different kind of postings in there depending on the moment. For example before some game event there might be posted pictures of the players and coaches from training field, during games there is live feed postings from the game and after game there is results and highlights from the game with and without pictures and videos. Postings are mostly about team,

players, coaches, game events, fans and sometimes about promoting ticket and merchandise sales. In Facebook page (and normally also posted in Twitter page) there is also news if some new players have been signed into team and also occasionally some other comments from HJK's players, personnel, former players and coaches. HJK is posting text, video clips and pictures in Facebook and Twitter. Next there is captured pictures from those HJK's official Twitter and Facebook pages.



Above there is a post that is informing HJK's starting line-up before soon starting game event in 4.4.2015 (Finnish League Cup (Liigacup) final against RoPS, that HJK won after this Twitter post) from HJK's official Twitter page <https://twitter.com/hjkhelsinki>.





Above here are two pictures from HJK's official Facebook page. The first one is a picture from HJK's front page in Facebook and the second one is a posting from 4.4.2015 that is informing that HJK has just won the Finnish League Cup (Liigacup) final against RoPS.

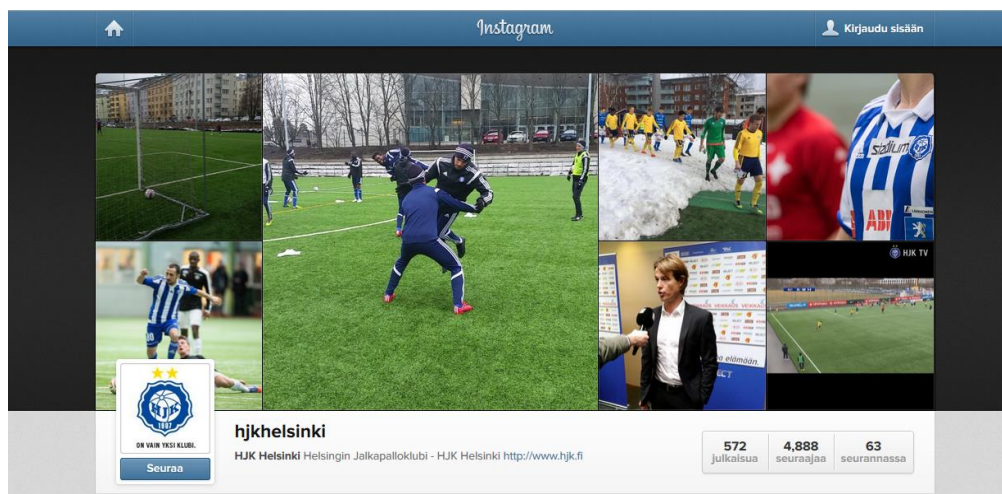
If some new merchandise has been launched there is sometimes postings about that in HJK's social media channels. Merchandises are sold from HJK Shop in Sonera Stadium and also from HJK's website and if some merchandise is advertised in social media then also these sources for shopping are mentioned there in postings. Also if HJK is mentioned in some positive context elsewhere in social media or in other media, HJK is sharing sometimes that kind of content in its Twitter and Facebook pages. As an example HJK shared a posting from Japanese media, where HJK's Coach Mika Lehtosuo was said to look like famous American actor Brad Pitt (Ilta-Sanomat, 2015). HJK Helsinki is also advertising its game events and season- and single game tickets in its social media channels occasionally (mostly near of the game events) and is also offering paid live web TV broadcasts of its games in its website and is advertising this possibility as well in its social media channels mostly near the game events. HJK is also having Facebook event pages for their game events. Besides free social media marketing tools HJK has also been using some paid Facebook ads occasionally for promoting their game events. Here below is one example of that with a captured picture. This ad was promoting HJK's UEFA Europa

League groups stage game event against Torino FC from November 2014 and tickets for that game event (4.11.2014).



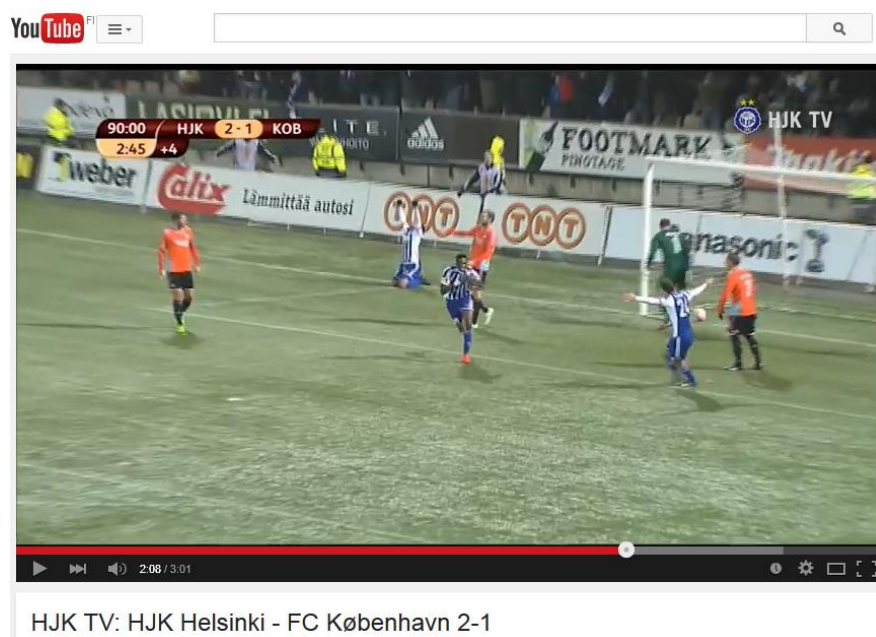
LIITY RINTAMAAN.
www.hjk.fi
 HJK HELSINKI vs. TORINO FC torstaina 6.11.
 kello 20.00. Osta liput nyt!

In Instagram HJK is publishing pictures of HJK players, personnel and coaches from games, training field and from other occasions. Pictures that are published there in Instagram page are mostly the same ones that are published also in HJK's Facebook page. Below here is a captured picture from HJK's official Instagram page (4.4.2015).



The most viewed video that HJK has published in its official YouTube channel HJK TV is called "HJK TV: HJK Helsinki – Bangor City 10-0". That video is uploaded to YouTube in 19.7.2011 and it has 119 693 views (until 27.3.2015). The video is about HJK's 10-0 win against Bangor City in UEFA Champions League qualification game in summer 2011. I personally was in the audience in that particular game event. The second most viewed video in HJK's channel has 96 999 views and third most viewed video has 47 324 views (until 27.3.2015). HJK is often sharing their own YouTube videos also in their Facebook

and Twitter pages. Published videos in HJK TV YouTube channel are often about game events, game highlights, player or coach interviews or advertisement videos of the team or some particular game event. Below here is a captured picture from a video clip of HJK's won against F.C. København in UEFA Europa League's group stage game in 2014, from HJK's official YouTube channel HJK TV. I personally was cheering for HJK in audience of that particular game event.



6.1.4. Specialties

HJK Helsinki's marketing department, led by HJK's Marketing Manager Satu Mikkonen-Mannila, won the Sports Marketing prize (Urheilumarkkinointiteko -palkinto) in 2015 official Finnish Sports Gala (Urheilugaala) for its actions in field of sports marketing. HJK Helsinki was stated to been standing out with its ideas and achievements and offering encouraging example for other sports clubs in its marketing (HJK, 14.1.2015).

In starting of season 2015 HJK Helsinki has signed two high profile Japanese players, Mike Havenaar and Atomu Tanaka, into the team (HJK. 2015). Besides signing good players into team, has HJK's Chief Executive Officer Aki Riihilahti seen also a good business opportunity in this and has been starting marketing activities also to Japan, where lot of football fans are interested in their national star players in European football leagues and are also potential customers in game events, merchandise sales and for live web TV broadcast sales as well (Urheilusanomat 9/2015, p. 46-47; Yle.fi, 2015).

This new point in marketing strategy is seen for example in Twitter, where HJK has launched a Twitter page also (besides the one in Finnish language) in Japanese language. Also in Facebook there has been few postings during pre-season 2015 that have been translated as well in Japanese language. Interest from Japan has been already seen also in HJK's Facebook page with multiple Japanese people liking and commenting in many of the HJK's postings. This kind of activity has not be seen during former seasons/years in HJK's social media pages. Below here is a captured picture of the opening page and from a post from HJK's Japanese language Twitter page (in 18.4.2015).



6.1.5. Postings from three weeks during 28.3.-19.4.2015

In next chapters there is presented a sample of HJK's social media postings from three weeks from 28.3.2015 till 19.4.2015. During those days HJK for example won Finnish league cup final and started their Veikkausliiga season 2015 in away game against RoPS in Rovaniemi and that was seen also widely in HJK's official social media pages.

During that period of time HJK posted over 50 postings in their Facebook page. Only one day they were not publishing any posts there and there was normally from one to several postings published every day. Postings were mostly about promoting game events and also highlights, results, pictures, videos and articles from those games. Several of the posts were also promoting HJK's season ticket sales, there was pictures from one fan event and postings about one ticket agency Lippupalvelu's competition with HJK ticket and shirt prices. There was also some postings about two HJK players' birthdays, player interviews and information about one player's wound after one game event. There was also mentioned some information about some field renewing in Sonera stadium for the starting season and also one sponsor Adidas' ad posted in HJK's Facebook page during that period. HJK's followers were liking, commenting and sharing quite actively and positively for the postings. Most of the posts at least tens and even several hundreds of likes. Below here is the most liked posting from that period of time from HJK's Facebook page. It was posted in 4.4.2015 and it received 1 172 likes, 19 comments (all positive) and 21 shares (situation in 18.4.2015).



In HJK's Twitter page there was many of the same postings as in HJK's Facebook page but also several different postings, like some pictures of fans in fan event, and also several shared Tweets about HJK that were posted by some other Twitter users than HJK. In Twitter there was also live game feeds from HJK's game events and some pictures posted, for example from training field, press conference, from fan event with fans and players and from game events and from the renewed stadium. There was also posted some video clips from the game events and player interviews and the Lippupalvelu's competition was shared also in HJK's Twitter page. Also in Twitter HJK, like in Facebook, was posting almost daily, only one day was without any postings. Also in Twitter followers were commenting and sharing HJK's posts but the amounts (tens, not hundreds) are not as big as in HJK's Facebook page.

In Instagram HJK published partly the same pictures that were published also in Facebook and Twitter pages and partly some pictures that were published only in Instagram. Besides same and different pictures from game events and training field there was published also pictures from other occasions like team's gym trainings.

6.1.6. Interview

I interviewed HJK's Marketing Director Sari Mikkonen-Mannila about HJK's social media strategies. I did the interview by phone in 23.4.2015 with seven selected deepening questions. Mikkonen-Mannila stated that social media has a crucial role in HJK's marketing. At moment social media is their most important channel for marketing and also for keeping contact with and to increase the club's fan base. Social media is also one channel to inform other media forms about what is happening around HJK these days.

Mikkonen-Mannila told that even so HJK is a big and successful sports club, their organization is relatively small for their social media activities. Mikkonen-Mannila is planning and she and one half-day Publicist are responsible for publishing of HJK's social media postings. Besides them there is also one web expert bought outside of HJK, who is helping with technical issues with for example videos and pictures. One advertising agency is also producing some content for HJK's social media pages, but is not publishing any posts individually in there. Part of HJK's players are also producing some content to HJK's social media pages and Mikkonen-Mannila said that it is a great strength for the club.

I asked that is HJK having a strategy for Facebook, Twitter, Instagram and YouTube, and Mikkonen-Mannila said that HJK is having a social media strategy. They have had this

strategy now for three years and before that their activity in social media was not that regular and in order than it is these days. Mikkonen-Mannila also stated that the field is changing all the time and for being successful they have to be continually “on pulse” for what is happening in field of social media.

For my question of what is the importance of social media for maintaining and strengthening HJK’s brand and supporter loyalty, Mikkonen-Mannila answered:

“The role of social media for these is enormous. There is not so huge total amount of money to use for marketing in a sports club’s budget and social media is a great channel to use. With social media HJK can be closer to its clients. HJK is a big and successful club in Finland and formerly in past, and especially outside of Helsinki, HJK was seen a bit distant, “gray” and arrogant team from the capital city. Social media makes the team easier to approach. With social media, the followers can see “behind the curtains” and that there are real people working for the team and find the positive feeling and the communality that the team and its supporters are having. Social media is bringing the fans and the team closer to each other and is helping to improve the club’s brand more close to the people and for being more warm and communal” – Sari Mikkonen-Mannila, HJK, 23.4.2015.

I asked that what kind of importance social media marketing is having for HJK’s game ticket sales, season ticket sales and merchandise sales, and Mikkonen-Mannila answered:

“Social media has a big importance in everything, also with those things. Our budget for more “traditional” advertising is limited. With social media it is, in other hand, possible to “stuck in our own bubble” in a way, because all the potential customers are not following HJK in our social media pages. Especially for reaching those other people, who are not following us in social media, we need to use also other marketing channels and ways to advertise. For reaching our social media followers, social media marketing is highly important” - Sari Mikkonen-Mannila, HJK, 23.4.2015.

Mikkonen-Mannila told that HJK is following and occasionally finding ideas from other football clubs’, and also from some other sports clubs’, social media activities. In Finnish football HJK is more followed, by the other Veikkausliiga clubs and Palloliitto (Football Association of Finland), than a follower when it is about social media, said Mikkonen-Mannila. In Finnish ice-hockey there are some teams that HJK is following and that are in quite much in the same level with their social media activities than HJK. From foreign football leagues HJK is following for example football team’s activities from the Spanish,

German and English leagues, for some to mention. Also in Sweden many things are done very well in social media, for example with season ticket marketing, and from there can be found some good ideas to use in social media. Mikkonen-Mannila said that many of the bigger European football clubs are doing lot of things right in their social media activities. HJK has multiple good examples from abroad to follow and take ideas from, but not all of the foreign teams are still doing things in the best and most modern way. For example in England some of the football teams might sometimes even be quite old-fashioned and staid in their social media pages, said Mikkonen-Mannila. From other kind of foreign sports clubs, HJK is following for example teams from the biggest North-American sports leagues. From there they can take, according Mikkonen-Mannila, for example some ideas for how to express well the experimental and phenomenal side of the sports in social media pages.

Mikkonen-Mannila also told that the value of social media visibility is measurable, like the visibility of TV or print advertisement as well, and that HJK has done one measurement for the monetary value of their social media pages during seven months, from June till December, in 2014. The measurement was done by external company Meltwater and the results were hugely positive for HJK. During those months HJK was for example playing in UEFA Europa League's group stage and the monetary value of HJK's social media pages was monthly several hundreds of thousands euros (the total monetary value for the whole seven months period is not public information). The result was even multiple times better than what Danish football team F.C. København, and HJK's UEFA Europa League's group stage opponent, was having at same time with exactly the same measurement. For comparing, F.C. København's total budget for running the football club is about ten times bigger than what HJK is having. Mikkonen-Mannila said that this is showing that HJK is doing a lot of things well and right in social media, even when comparing to some of the much bigger European football clubs. This measurement is also showing how huge value the social media pages have for HJK also financially, and that is good to understand, said Mikkonen-Mannila. The measurement is including the value of HJK's own postings in their social media pages (about 10%), as well as the content and comments of the followers in those pages (about 90%).

Mikkonen-Mannila sent me also a more specific slides by e-mail on 27.4.2015, which were showing how this measurement was exactly done. From those slides it was seen that this measurement was done by counting the postings that HJK was publishing and also other social media account holders' postings where HJK was mentioned during those seven

months from June to December in 2014. HJK had very good results in every month during that period and the biggest monthly amounts of postings about HJK were published in August 2014. In that month there were almost three times more HJK related posting than posting that were about F.C. København. In other months the amounts of HJK were approximately twice as big as F.C. København's amounts. Those amounts for HJK were from thousands to even tens of thousands monthly. The biggest amounts of visibility HJK was having during its friendly match against FC Barcelona in August 2014 and during the times of its UEFA Europa League group stage games in autumn 2014. Also visibility in times of the qualification games for UEFA Europa League and UEFA Champions League was bigger than during the regular Veikkausliiga games, domestically and internationally. Also F.C. København had more visibility during its "Euro" games than during its own domestic games in Danish league, but the amounts were still significantly lower than what HJK was having. Most of the visibility for HJK during that seven months period was positive or neutral.

Mikkonen-Mannila also told that HJK is using paid Facebook ads occasionally. They have had good results with them, they are very easy to use, and they are not highly expensive with only some hundreds of euros for a single campaign. They have been using those paid Facebook ads also same time with some mobile ads that they have had in one tabloid magazine's public mobile site. With this combination they have been able to reach their Facebook followers and also lot of tabloid magazine readers that are not following HJK in Facebook at same time and they have been also satisfied for the results of this kind of campaign with relative low costs. For example with season ticket sales the results with paid Facebook ads have been very good. It is easy to buy more visibility in Facebook occasionally with investment of just some few hundreds of euros for a single time, said Mikkonen-Mannila.

For my question that is HJK having a social media strategy for reacting in a case of some possible negative publicity (because of for example disorders in game event, cancellation of a game event or some other negative publicity caused for example the team's players or fans etc.), Mikkonen-Mannila was answering that HJK is having a strategy for that kind of things. She stated that they are always "on pulse" with these things and they know all the time what is happening in the field and around the team. Mikkonen-Mannila said that these things had been talked about for example just in previous day with the personnel, because of upcoming derby game against local opponent HIFK (the game was taking place in Helsinki later in the day of this interview). In that conversation the HJK's personnel were

decided and pointed that who would be informing and what in different channels if something negative, like some disorders between the fans, would be happening in that emotional and competitive game. HJK is having this kind of emergency strategy for crisis communication same time for social media and for other more official information channels as well these days.

In the end of the interview Mikkonen-Mannila said about HJK's social media activities, that always is possible to do more and better, especially if there would be even some more resources to use, but things are done quite well in HJK at moment anyway. And there has been happening lot of development during recent three years and HJK is aiming to do something in social media daily nowadays. In future HJK wants to create more videos to YouTube. Right now there would be a need for more resources for increasing the amounts of new videos they are publishing at moment but that is a thing they want to put some more efforts in the future, said Mikkonen-Mannila.

6.1.7. Fan opinion

I am originally from Finnish capital area, from Vantaa, and I personally am, and have been since a child, a HJK fan. I have been visiting a lot in HJK's game events in Veikkausliiga and even more often in HJK's "Euro-games", such as HJK's spectacular Europa League group stage games in 2014 and multiple qualification games to UEFA Champions League and UEFA Europa League during many years. I also saw the massive friendly match between HJK and FC Barcelona in Helsinki Olympic Stadium in summer 2014. I personally like to see HJK more likely in highly thrilling and successful competitive games than in friendly matches and I am waiting a lot from the HJK's season 2015. I like, and am a fan of, many football teams internationally and football as a sport but HJK is my biggest favorite football team. I can say that if I would have to choose one team of my own to support from all the World's football leagues, the team of my choice would be HJK.

In social media I am following HJK's official pages in Facebook and Twitter. I personally don't have account in Instagram, but if I would have I would be following HJK in there for sure. I like a lot HJK's Facebook and Twitter pages and the activity and postings they are having in there. I personally have been occasionally clicking "like" to multiple of HJK's postings and have been taking part of some published competitions in HJK's Facebook page and have been sharing some of HJK's postings in Twitter as well. I have been delightfully noticing that HJK's quality in social media activities and postings are in very high level these days even internationally, in my opinion, when comparing them to even

many foreign, and often much bigger, international football teams. And in general I think the pages are well done and great.

In my opinion HJK's social media pages are truly interactive, informative, engaging, occasionally positively surprising and, in most importantly, positive and interesting for me as a fan to follow. I think that nowadays HJK's social media activities and marketing actions in general are producing a lot of added value for HJK's organization, team, image and brand and to its fans and their engagement to the team and to the sport. And that is just great in my opinion. I am excited to see what is coming up in HJK's season in playing field and in social media during this starting Finnish football season 2015 and I am again going to visit in their game events during the season. I hope that this new season is giving a lot of great success and great moments for HJK and for me as a fan. And I am quite sure that it will be doing so.

6.1.8. Comparing statistics to other Finnish sports clubs

In next chart there are amounts of social media followers from all the Veikkausliiga (Finnish major league in football) teams' official social media pages (23.3.2015).

Team	Facebook followers	Twitter followers	Instagram followers
HJK	39 566	12 800	4 801
FC Inter	7 752	3 218	782
FC Lahti	5 715	3 386	Not in Instagram
HIFK	5 585	2 986	1 896
Ilves	5 205	2 804	1 093
KuPS	4 911	3 058	Not in Instagram

SJK	4 682	2 955	935
FF Jaro	3 822	2 916	1 048
VPS	3 295	3 036	393
RoPS	3 283	2 558	615
FC KTP	2 709	1 910	613
IFK Marienhamn	2 276	2 392	Not in Instagram

As seen in chart above, HJK is having clearly the biggest amounts of followers among the teams in Finnish football league Veikkausliiga.

Also the players from HJK and other Veikkausliiga teams are sometimes having their own public Twitter pages. Sometimes some popular and well known players might have even much more followers than their teams. For example HJK's players Guy Moussi (19 300 followers in Twitter), and Nikolai Alho (4 433 followers in Twitter), are having Twitter pages that are quite popular. Freddy Adu, who is internationally well-known American football player and who is playing in Veikkausliiga in KuPS in Kuopio in season 2015 has 396 000 followers in Twitter, while his team KuPS itself has only 3 058 followers in Twitter. From international football players from other leagues for example Swedish star player Zlatan Ibrahimović who plays in PSG in France has 2 620 000 followers in Twitter. In his Twitter page it is written that the page is managed by Zlatan & his management. The other formerly mentioned players' pages are updated by the players themselves only.

The formerly mentioned players are mostly posting about their own personal life, opinions and interests relating to many things from football and to other sides of their lives and also about their teams, friends, fans and their achievements in their life and much about their sports career and everyday life as a professional athlete and football player. In some

players' pages the players, Zlatan Ibrahimović and Guy Moussi for example, are telling about some charity issues as well.

Next comparing is done with some knowledge of the average audiences from the Finnish game events. HJK Helsinki had the highest crowd average in Veikkausliiga in season 2014 with average audience of 4 017 people (biggest crowd 7 363, smallest crowd 1 502 and total amount of crowd 68 293). Second best average in season 2014 was for FC Lahti with average audience of 2 697 people (biggest crowd 4 637, smallest crowd 1 169 and total amount of crowd 45 863). The average audience for all the Veikkausliiga games in season 2014 was 2 045 people and the total crowd amount for the 2014 Veikkausliiga season was 405 037 people (Veikkausliiga, 24.3.2015).

In season 2014 UEFA Champions League qualifications, UEFA Europa League qualifications and UEFA Europa League group stage games (7 home games in full) the average audience in HJK Helsinki's home game events was around 8 000 people. The full capacity of Sonera Stadium is 10 300 people. When HJK played a friendly match against FC Barcelona in summer 2014 in Helsinki Olympic Stadium there was audience of 40 435 people in that particular game event (HJK, 24.3.2015).

When thinking about the popularity in different sports, especially when it is about the amount of average audiences in the regular season game events, it can be said that ice-hockey is the most popular sport and more popular than football in Finland. These are two different sports but the audiences are probably partly the same people and the location in Finland is the same for both of these still highly popular sports and that is the reason this comparing is chosen to this thesis. Ice-hockey season is still mostly off in Finland on times when Veikkausliiga season is on, so the game events are mostly not competing with each other for the same potential sports crowds at the same time.

Finnish ice-hockey premier league Liiga's average audience in regular season 2014-15 was 5 678 people. Ice-hockey team Jokerit, that played its first season in Eastern European ice-hockey league KHL as a only Finnish team in there in season 2014-15, made a domestic record in Finland in regular season's total amount of audience during that season with total amount of 327 972 people. Their average audience in this particular season was 10 932 people in a game event.

I personally have been watching several live ice-hockey games of Jokerit in Helsinki during the season 2014-15, but I have been watching multiple HJK's football games as well live

during their football seasons because I like both of those sports and teams and their game events.

In next chart there is presented comparing in social media followers and game event average audiences between City of Helsinki's sports clubs HJK, HIFK (other Helsinki based football team in Veikkausliiga), Jokerit (Helsinki based ice-hockey team, playing in eastern European ice-hockey league KHL), ice-hockey team HIFK (playing in Finnish national ice-hockey league Liiga) and basketball team Helsinki Seagulls (playing in Finnish national basketball league Korisliiga). HIFK's football team was playing in Finnish first division league (Ykkönen) in season 2014 and is a newcomer in Veikkausliiga in season 2015 and playing its home games in Sonera Stadium as well (in season 2014 it was not playing in Sonera Stadium).

Team	Sport (league)	Facebook followers	Twitter followers	Instagram followers	Average audience in game event in latest/this season
Jokerit	Ice-hockey (KHL)	86 993	21 600	21 000	10 932
HIFK	Ice-hockey (Liiga)	76 018	16 800	15 000	6 854
HJK	Football (Veikkausliiga)	39 566	12 800	4 801	4 017
Helsinki Seagulls	Basketball (Korisliiga)	9 231	2 216	1 284	1 179*
HIFK	Football (Veikkausliiga)	5 585	2 986	1 896	Not comparable yet**

*Average audience in 24.2.2015. Biggest average audience in Korisliiga at that moment. Helsinki Seagulls is a new formed basketball team that started its games in Korisliiga this season 2014-15. Korisliiga's average audience was 824 in regular season 2014-15 (Namikalahti.com; Korisliiga, 27.3.2015).

**HIFK's football team played season 2014 in Finnish second level football league Ykkönen and has not been playing in major league Veikkausliiga yet, so its average audience from latest season is not comparable with the other, major league, teams. Season 2015 in Veikkausliiga is going to show the comparable statistics for this team. Average audience in second level football league Ykkönen in season 2014 was 1 211 people.

Here below there is a captured picture from ice-hockey team Jokerit's Facebook page. It is telling about the win that Jokerit had in game against TsSKA and is cheering the Jokerit team up for the next game.



Those sports clubs that are presented in the chart above can be seen as big and highly popular teams in the area and in their leagues. Some other and bit smaller/middle sized teams, for example in ice-hockey major league Liiga are having slightly smaller amounts of social media followers and those amounts are often not higher than what HJK (39 566 Facebook followers, 12 800 Twitter followers, 4 801 Instagram followers, average audience in game event 4 017) is having. KalPa (36,894 Facebook followers, 6 751 Twitter followers, 2 861 Instagram followers, average audience in game event 3 441) and TPS (32 030 Facebook followers, 9 454 Twitter followers, 3 983 Instagram followers, average audience in game event 5 444) from Finnish ice-hockey major league Liiga are good examples for that. It is about two different sports, football and ice-hockey, still and in Veikkausliiga HJK is the most followed team in social media and in live game events. This particular comparing is done between two popular types of a Finnish sports events just to show what kind of amounts of followers and live audiences some of the most popular sports forms are having in Finland at moment and how HJK is placed with numbers in that

context. From sport of football HJK is the most successful team in Finland (situation in 3.4.2015) (Liiga.fi, 2015).

6.1.9. Comparing statistics to other Nordic football clubs

Like presented before, HJK is the biggest and most successful football team in Finland and also the most followed Finnish football team in social media. In next chapters it is presented what kind of situation there is in social media usage elsewhere in other Nordic countries' top football teams. In next chart there are presented the football clubs that are most followed in each of the Nordic major football leagues in Finland, Sweden, Norway, Denmark and Iceland.

Team	League, Country	Facebook followers (languages)	Twitter followers (languages)	Instagram followers (languages)	Average audience in game event
F.C. København	Denmark	184 472	23 351 (total)*	26 400	15 720
Rosenborg BK	Norway	157 841	25 800	16 000	13 915
AIK	Sweden	157 192	22 500	45 200	16 466
HJK	Finland	39 566	12 800	4 801	4 017
KR Reykjavik	Iceland	3 090	473	Not in Instagram	No information**

*Danish page (19 100 followers), page for live game feed (4 098 followers) and page in English language (153 followers) (situation in 1.4.2015).

**No average audience found from internet sources. Capacity of home stadium KR-Völlur is 3333 people (Soccerway.com, 2.4.2015).

In every Nordic major league there are small amount of teams that have the biggest amounts of followers and then the middle sized and smaller teams have even quite much less followers in social media. Other big Nordic teams like Viking FK (45 150 Facebook followers, 5 486 Twitter followers, 2 861 Instagram followers) in Norway, IFK Göteborg (134 796 Facebook followers, 16 900 Twitter followers, 20 600 Instagram followers) in

Sweden and Brøndby IF (130 776 Facebook followers, 15 800 Twitter followers, 22 800 Instagram followers) in Denmark are good examples for this (situation in 3.4.2015).

In cases of smaller Nordic major league teams like Lillestrøm SK (22 653 Facebook followers, 6 178 Twitter followers, 4 455 Instagram followers) in Norway, Gefle IF FF (6 415 Facebook followers, 1 871 Twitter followers, 490 Instagram followers) in Sweden and Hobro IK (23 748 Facebook followers, 1 364 Twitter followers, 4 151 Instagram followers) in Denmark the amounts of social media followers are often quite low comparing to the leagues' biggest teams and also lower than the amounts of followers that HJK is having. Many of the Icelandic major league teams are not found from social media platforms at all (situation in 3.4.2015).

From the recently most successful Nordic teams, for example Norwegian Champion 2014, Molde (27 697 Facebook followers, 7 344 Twitter followers, 6 905 Instagram followers) and Danish Champion 2014, FC Midtjylland (18 378 Facebook followers, 3 972 Twitter followers, 7 870 Instagram followers), have also partly smaller amounts of followers in social media (in biggest platforms Facebook and Twitter) than HJK (39 566 Facebook followers, 12 800 Twitter followers, 4 801 Instagram followers) is having, even so the Norwegian and Danish major football leagues in general are slightly bigger/better known internationally than Finnish major football league Veikkausliiga (situation in 3.4.2015). When it is about sport success in biggest European team competitions (UEFA Europa League, UEFA Champions League) in season 2014-2015, HJK was ranked as the third most successful Nordic football team just after Malmö FF (Sweden) and AaB (Denmark) (HJK, 3.4.2015; Sportti.com, 3.4.2015).

Postings that are published in the social media pages (Facebook, Twitter and Instagram) of the biggest football teams in Nordic countries are not differing very enormously from each other. The postings there are mostly about the players, team news, game events, coaches, fans, posted pictures from games and training fields or from some other events off-field and about marketing the game events, brand and merchandises of the team. There have also been occasionally some posts about some charity events and quite rarely also some visibility for the teams' sponsors in some teams' social media pages. Colors, logos, country/city and identity of the team is seen in every team's social media page but in bigger picture the ways of communicating in there are most of the time not differing enormously between the different teams and leagues that were researched for this paper. Numbers of the postings in those pages might differ a bit when comparing the different

teams, but the amounts are quite much comparable especially between the biggest and most successful teams in the Nordic football leagues. Below here is couple of captured pictures from some of the biggest Nordic football teams' social media pages.



Above here is posting from Rosenborg BK's Facebook page. It is a posting that is informing/promoting, with a picture of fans in the game audience, that there is lot of tickets sold already for the upcoming Rosenborg BK's season opening game event. Posting is published in 3.4.2015 and it had 944 likes, 37 shares and multiple comments in the next day 4.4.2015.



Above there is a posting with shared YouTube video from F.C. København's Twitter page. With this posting F.C. København is promoting and warming the audience up for upcoming game event. This posting is published in 4.4.2015.

Some of the Nordic teams have their own YouTube channels but some teams, for example from Iceland, are not having their own official channels in that platform. There is still videos of every team found from YouTube, partly posted by the teams themselves and partly by some other account holders in there. From those teams who have their own official YouTube channel, for example F.C. København's most viewed video clip "Se fansenes fantastiske KANONTIFO | fcktv.dk" has 674 507 views in YouTube (situation in 4.4.2015).

6.2. FC Barcelona

FC Barcelona is a football team from Barcelona, Catalonia, Spain. It is founded in 1899 and it is one of the most supported football teams in the World. (Wikipedia, FC Barcelona, 28.3.2015) FC Barcelona is playing in Spanish major league La Liga and in recent years also annually in UEFA Champions League's group stage with good success. Club's home stadium is Camp Nou in Barcelona with total capacity of 99 354 people (FC Barcelona; Wikipedia, Camp Nou, 28.3.2015).

FC Barcelona has won the Spanish major league, La Liga, 22 times, Copa del Rey 26 times, Supercopa de España 11 times, Copa Eva Duarte 3 times and Copa de la Liga twice. In international competitions FC Barcelona has won UEFA Champions League 4 times, a record four UEFA Cup Winners' Cup, UEFA Super Cup 4 times, a record two FIFA Club World Cup and a record 3 Inter-Cities Fairs Cup trophies. FC Barcelona has also been ranked as the best football club in the World in the IFFHS Club World Ranking for 1997, 2009, 2011 and 2012. At the moment FC Barcelona is in the second position in the UEFA football club rankings (Wikipedia, FC Barcelona, 28.3.2015).

6.2.1. FC Barcelona in social media

Barcelona is the World's most followed sports team in social media. (Marca.com; Forces.com; Wikipedia, FC Barcelona, 28.3.2015).

FC Barcelona has Facebook page, multiple Twitter pages with eight different languages (English, Spanish, Catalan, French, Portuguese, Japanese, Bahasa Indonesian and Arabic), Instagram page and a YouTube channel. It also has profiles for example in Pinterest, Line and Sina Weibo. There is also multiple unofficial FC Barcelona related

pages in Facebook and Twitter for example but they are not maintained by FC Barcelona itself (FC Barcelona; FC Barcelona Social Media, 23.3.2015).

6.2.2. Amount of followers in social media

In next chart there is presented the amounts of followers in FC Barcelona's social media pages in Facebook, Twitter and Instagram. Number of the followers in Twitter is the total amount counted from all the FC Barcelona's eight official Twitter pages (pages in eight different languages).

Social media platform	Number of followers
Facebook	80 874 852
Twitter	28 287 000 (total)*
Instagram	7 600 000

*Followers from all FC Barcelona's official Twitter pages: in English (14 600 000 followers), Spanish (7 890 000 followers), Catalan (4 840 000 followers), French (159 000 followers), Japanese (130 000 followers), Portuguese (234 000 followers), Arabic (217 000 followers) and Bahasa Indonesian (217 000 followers) languages (situation in 31.3.2015).

The most viewed video in FC Barcelona's YouTube channel is a 1.14 minutes long clip of FC Barcelona's star players Lionel Messi and Neymar keeping their footballs in air as long as possible by kicking them with their feet. There is also popular song as background music in this video clip. The video is named "Messi vs Neymar", it is published on November 27th in 2014 and it has 6 293 071 views. The second most viewed video in FC Barcelona's YouTube channel has 3 084 564 views and the third most viewed video there has 3 005 660 views (situation in 1.4.2015).

6.2.3. Activity in social media

FC Barcelona is posting actively in Facebook and Twitter with multiple postings in every day. The postings there are mostly pictures, videos and shared articles and interviews

about the players, the team or team's former players or its coaches or fans and in generally everything about the team and the players, trainings, stadium, fans, merchandise and ticket sales, game statistics and past, ongoing and upcoming game events. In twitter there is also live feed during the game events. In Twitter pages in different languages the content is mostly the same or similar but just translated and published in different languages. In FC Barcelona's Facebook page the posting contains text in three different languages: in English, in Spanish and in Catalan.

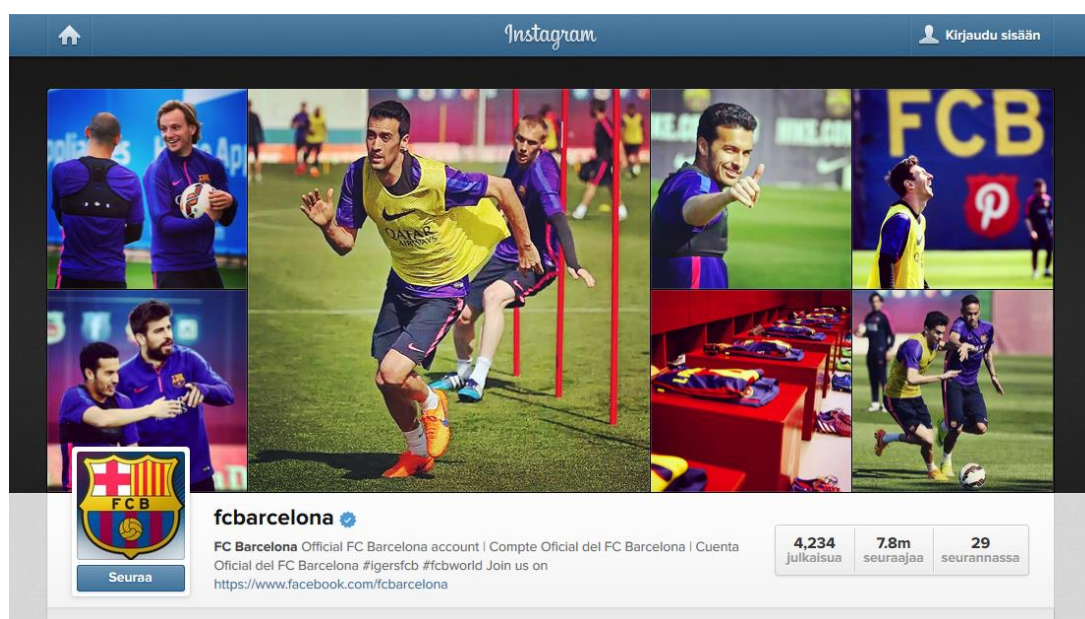
Like mentioned, FC Barcelona is posting several posts every day in its official Facebook and Twitter pages and is actively posting pictures to Instagram as well. Amounts of likes in FC Barcelona's Facebook postings are often thousands and even hundreds of thousands. Also postings in Twitter are shared mostly tens and often hundreds of times. Below here is a posting that is promoting an upcoming game event between FC Barcelona and Espanyol from FC Barcelona's Twitter page (posted in 30.3.2015).



There is also posted some kind of special quiz sometimes in FC Barcelona's social media channels. Here below is a picture of a Celta-FC Barcelona quiz that was posted in FC Barcelona's Facebook page in 4.4.2015. After five hours of its publishing the post had achieved 126 925 likes and 758 shares and also hundreds of comments. The same quiz was posted also in FC Barcelona's official Twitter page during the same day (FC Barcelona Social Media, 4.4.2015).



In Instagram FC Barcelona is posting pictures that are mostly about its players in games, training field and in some other occasions as well as pictures of the players posing for camera with some fans. Here below is a picture from FC Barcelona's official Instagram page in 4.4.2015.



6.2.4. Specialties

FC Barcelona's motto is "More than a club" and the club has become a symbol for Catalan culture and Catalanism in Catalonia, the area where the city of Barcelona is located. FC Barcelona is also World's third richest football club. FC Barcelona has also the record for the amount of players, 10 of them, from one club to be awarded with Ballon d'Or award as the best player playing in Europe, and also same kind of record of players, 7 of them, awarded with FIFA World Player of the Year award. Latest winner of those awards from FC Barcelona is Lionel Messi, who won the FIFA Ballon d'Or award in 2012 (Wikipedia, FC Barcelona; Wikipedia, FIFA Ballon d'Or, 4.4.2015)

For specialties in social media postings, FC Barcelona is posting occasionally, quite rarely, also some news or other posts about the same sport club's basketball team in the FC Barcelona's social media pages.

6.2.5. Fan opinion

I personally like FC Barcelona and many of their star players like Lionel Messi, Neymar and Adreas Iniesta. I have also seen one of their La Liga game events in huge Camp Nou stadium in Barcelona in year 2011. It was a great experience and I was excited to see the game, the star players and the venue in there with seat quite near of the field.

I think that FC Barcelona's social media channels are working fine. I personally follow them in Facebook and Twitter and occasionally might check out some of their videos in YouTube. It is nice to see some pictures of the players and for example follow some games occasionally in Twitter's live action feed if I can't see them from TV for example. I think that FC Barcelona's actions in social media are giving added value for the club and for the fans. Still I think that their actions and postings there are quite basic sometimes and not often totally surprising, but anyway I think that they are working fine.

Besides the FC Barcelona's La Liga live game event that I have seen, I have also seen abroad several Bundesliga football games of Werder Bremen in Bremen, Germany, and one French major league (Ligue 1) game of Paris Saint-Germain (PSG) in Paris. Those game events have all been great. Even a bit surprising is, in my opinion, that still the games in Bremen and Paris had more noisy and active crowds than in that FC Barcelona's game in Camp Nou that I saw, as my impression, even the stadium is bigger in Barcelona than in Bremen or Paris (those are big stadiums as well still both with capacity of 42 500

people in Weserstadion in Bremen and 48 527 people in Parc des Princes stadium in Paris). Even the teams are playing the same game, the game events and countries' and teams' cultures and crowds have some local differences and that is quite interesting to notice in my opinion.

6.3. Comparing statistics to other big European football clubs

In next chart there is presented the amounts of followers in Facebook, Twitter and Instagram and the average audience in game event for the teams that are the most followed ones in five of the biggest European football leagues, which are Barclays Premier league (England), La Liga (Spain), Bundesliga (Germany), Serie A (Italy) and Ligue 1 (France) (90min.com, 2015) (situation 31.3.2015).

Team	League, Country	Facebook followers	Twitter followers	Instagram followers	Average audience in game event
FC Barcelona	La Liga, Spain	80 874 852	28 287 000	7 600 000	71 958
Manchester United	Barclays Premier League, England	63 000 000	4 720 000	2 900 000	75 207
FC Bayern München	Bundesliga, Germany	27 771 850	2 437 000*	2 000 000	71 000
AC Milan	Serie A, Italy	23 890 617	2 470 000	821 000	39 874
PSG	Ligue 1, France	17 873 943	2 305 800**	1 300 000	45 420

(Situation in 2.4.2015)

*Twitter pages in German (1 990 000 followers), English (323 000 followers) and Spanish (124 000 followers) languages (situation in 31.3.2015).

**Twitter pages in French (2 080 000 followers), English (21 900 followers), Swedish (52 000 followers), Indonesian (12 800 followers), Spanish (29 100 followers), Portuguese (33 300 followers) and Arabic (59 500 followers) languages and a page for the stadium and game events only (17 000 followers) (situation in 31.3.2015).

Also other teams in these biggest European football leagues have huge amounts of followers. Other top teams in leagues like Chelsea (41 047 475 Facebook followers, 5 400 000 Twitter followers, 2 000 000 Instagram followers) in England, Real Madrid (80 208 412 Facebook followers, 23 386 000 Twitter followers, 7 400 000 Instagram followers) in Spain, Borussia Dortmund (12 333 977 Facebook followers, 1 560 000 Twitter followers, 552 000 Instagram followers) in Germany, Juventus (16 714 178 Facebook followers, 2 035 400 Twitter followers, 944 000 Instagram followers) in Italy or Olympique de Marseille (3 973 129 Facebook followers, 1 390 000 Twitter followers, 50 800 Instagram followers) in France are good examples of that (situation on 2.4.2015). The biggest and most popular European football teams are often widely known, liked and followed also internationally, not only domestically, and that can be seen also in those highly remarkable follower amounts in their social media pages.

Behind the biggest teams in these leagues the middle sized and smaller major league teams have quite much smaller, but still remarkable, amounts of followers in social media. For example West Bromwich Albion (453 430 Facebook followers, 238 000 Twitter followers, 13 900 Instagram followers) in England, Real Sociedad (887 635 Facebook followers, 306 000 Twitter followers, 6 680 Instagram followers) in Spain, Werder Bremen (820 603 Facebook followers, 166 401 Twitter followers, 40 200 Instagram followers) in Germany, Torino FC (260 194 Facebook followers, 122 000 Twitter followers, 12 700 Instagram followers) in Italy and Nantes (196 141 Facebook followers, 206 000 Twitter followers, 6 758 Instagram followers) in France are good examples for this (situation in 3.4.2015).

Postings in the social pages (Facebook, Twitter and Instagram) of the biggest football teams in Europe's biggest five leagues are not differing dramatically from each other. The postings there are mostly about the players, team news, game events, coaches, fans, posted pictures from games and training field, from some other events off-field and about marketing the game events and merchandises of the team. In some occasions there have been also a bit visibility for the teams' sponsors. There have also been occasionally some posts about some charity events in some team's social media pages. Colors, logos, country/city and identity of the team is seen in every team's social media page but in bigger picture the ways of communicating in there are most of the time not differing very dramatically between the different teams and leagues that were researched for this paper. Numbers of the postings in those pages might differ a bit when comparing the different teams, but the amounts are quite much comparable especially between the biggest and

most successful teams in the European football leagues. Below here is a posting from PSG's (Paris Saint-Germain) Facebook page with pictures of the team's players in training field (published in 2.4.2015).



Next picture below is captured from AC Milan's Facebook page and it is about promoting a game event and it is also informing about the team's starting line-up for that game. This kind of postings are very common in many of the teams' social media channels from HJK to AC Milan.



Many of the biggest European football teams are often having an official YouTube channel of their own. From those channels for example PSG's seven most viewed videos have over one million views and the most viewed video clip called "Zlatan INCREDIBLE 360° panna trick" (published on 22.5.2014) has 4 665 507 views. AC Milan's most viewed video clip in their official YouTube channel is "Ac Milan Fight Club with David Beckham", published on 31.3.2009, with 20 815 016 views (situation in 4.4.2015).

6.4. Comparing statistics to biggest sports clubs in North America

Some of the biggest sport leagues and clubs in World are located in North America, in USA and Canada. In next chart there are presented amounts of social media followers in the most followed teams in four of the biggest professional sport leagues in North America: NBA (basketball), NFL (American football), MLB (baseball), NHL (ice-hockey) and MLS (football) (situation in 4.4.2015).

Team	League (sport)	Facebook followers	Twitter followers	Instagram followers	Average audience in game event
Los Angeles Lakers	NBA (basketball)	21 016 727	4 240 000	1 500 000	18 764
New York Yankees	MLB (baseball)	8 207 032	1 350 000	626 000	42 520
Dallas Cowboys	NFL (American football)	7 959 055	1 200 000	855 000	90 069
Chicago Blackhawks	NHL (ice-hockey)	2 542 301	813 000	421 000	21 760
Los Angeles Galaxy	MLS (football)	1 118 844	208 000	123 000	21 258

Behind these presented teams there are for example the latest champions New England Patriots (6 014 710 Facebook followers, 1 300 000 Twitter followers, 1 100 000 Instagram followers) from NFL, San Antonio Spurs (5 603 468 Facebook followers, 935 000 Twitter followers, 542 000 Instagram followers) from NBA, San Francisco Giants (2 808 839 Facebook followers, 769 000 Twitter followers, 561 000 Instagram followers) from MLB and Los Angeles Kings (915 167 Facebook followers, 571 000 Twitter followers, 309 000 Instagram followers) from NHL. Smaller/middle sized teams in these leagues have also even quite much lower amounts of followers in social media. Atlanta Hawks (1 199 465 Facebook followers, 336 000 Twitter followers, 218 500 Instagram followers) from NBA, Tennessee Titans (820 094 Facebook followers, 245 000 Twitter followers, 84 700 Instagram followers) from NFL, Washington Nationals (523 651 Facebook followers, 254 000 Twitter followers, 124 000 Instagram followers) from MLB, Florida Panthers (142 094 Facebook followers, 143 000 Twitter followers, 61 500 Instagram followers) from NHL and San Jose Earthquakes (105 246 Facebook followers, 74 500 Twitter followers, 13 000 Instagram followers) from MLS are good examples for that (social media, situation in 4.4.2015)(ESPN.com, 2015).

Posting in biggest North American professional sports clubs have also quite much similar kind of posting in their social media channels as the clubs in Europe. Most of the posting are about the team, past and upcoming game events, trainings and players of the team and there is also some posts about merchandise sales and sponsorships occasionally. There is often pictures and highlight videos from the game events posted as well, especially in clubs' Facebook pages. Here is next couple of example pictures of the posts from the Facebook page of Chicago Blackhawks and from the Twitter page of New York Yankees.

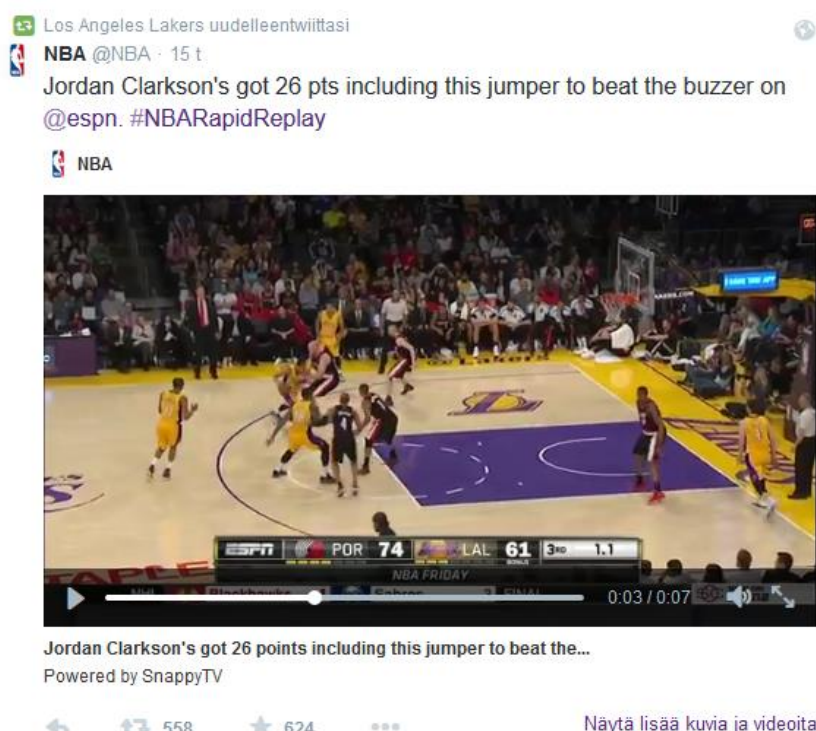


Picture above is taken from a post that is published in Chicago Blackhawks' Facebook page. The posting had 6 596 likes 17 hours after it was published in 4.4.2015.



Picture of players from training field is published by New York Yankees in their Twitter page in 4.4.2015.

YouTube videos from North American sports leagues are often posted by some TV channels or the leagues' official YouTube channels, not so often the teams by themselves, even so the teams are sharing some of the videos in their own social media channels. Next there is an example picture of a video posting from NBA's video channel that Los Angeles Lakers re-tweeted in their Twitter page in 4.4.2015.



7. Rock festivals

Rock festival can be seen to be a large scale rock music concert, which is including often a wide range of performing artists from diverse music styles like rock, pop, folk and other related genres (Wikipedia, Rock festival, 7.4.2015). In next chapters there are presented how European rock festivals Ruisrock and Sziget are using social media for their marketing and also a comparing to some other rock from Europe and some other parts of World.

7.1. Ruisrock

Ruirock is an annual rock festival that is located in Ruissalo in Turku, Finland, every summer. It is the biggest (in audience) and oldest (held annually since 1970) rock festival in Finland and the second oldest continuously held rock festival in Europe. Ruisrock has performers from top of the World and Finland. In summer 2014 Ruisrock made its audience record with 93 000 visitors during three days. Ruisrock was awarded as Festival of Year award in Finland in 2014 in Industry Awards Gala and its promotor Mikko Niemelä was awarded as promotor of the year in the same gala. In 2015 Ruisrock festival is held in 3.-5.7.2015 (Ruisrock.fi; Wkipedia, Ruisrock; Ruisrock Social Media, 4.4.2015).

7.1.1. Ruisrock in social media

Ruisrock festival has official pages in Facebook, Twitter and Instagram and also an official channel in YouTube. Ruisrock has also a separate Facebook event page “Ruisrock 2015” in Facebook.

7.1.2. Amount of followers in social media

In next chart below there are presented the amounts of followers in Ruisrock’s official social media pages in Facebook, Twitter and Instagram. After the chart there is also presented the amount of people who are activated in Facebook’s event page Ruisrock 2015 (situation in 5.4.2015).

Social media platform	Number of followers
Facebook	37 624
Twitter	5 039
Instagram	4 071

In Facebook event page “Ruisrock 2015” there are 12 000 people stating to join the event in “going” section and 873 people have clicked themselves to “maybe” joining section. There is also 2000 “invited” to the event in Ruisrock 2015 event page. These numbers are from April 2015 and the festival is taking place in early July 2015, so probably/most likely the numbers are going to rise when the festival is coming closer. In Ruisrock 2014 event page these same numbers were (after the 2014 festival): .18 000 “going” and 813 “maybe” and 4 400 “invited”. From the 2014 numbers it can be seen that there was a huge majority of the actual visitors of the festival who weren’t activated in Ruisrock 2014 event page (the final amount of visitors in Ruisrock 2014 was 93 000) (Ruisrock Social Media, 5.4.2015).

The most viewed video in Ruisrock’s official YouTube channel is “Ruisrock 2014 Aftermovie”, published 1.9.2014, with 41 155 views (situation in 7.4.2015). There is also videos from Ruisrock festival during multiple years in YouTube with even much bigger amounts of views, like some certain concert videos, but those are uploaded there by some other account holders than the actual Ruisrock festival organizers.

7.1.3. Activity in social media

Ruisrock’s postings in its Facebook page are mostly about announcing the band signings, videos articles and other posts about the performing band’s, about warming up the audience for the festival (during the year and more near and during the festival), ticket sales and occasionally about some competitions and some other posts that are relating to the festival or the artists that are performing in there. There is also some pictures and videos posted from the former years’ festivals occasionally. During the year Ruisrock is posting some posts in a week but not posting daily if there is not any daily artist

announcements for example going on. Near and during the festival Ruisrock is posting more actively. Recently, during April 2015, Ruisrock has been mostly posting about next summer's signed artists with announcements, pictures, music videos and articles. Many of the posts are having tens and some even hundreds of likes and multiple comments and shares. Here below is one example post, which is about artist announcements and published on 31.3.2015 in Ruisrock's Facebook page.



Next pictures below are from Ruisrock 2014. Those are posted in Ruisrock's Facebook page in 4.7.2015.



In Twitter Ruisrock is posting mostly about artist announcements in same way that in Facebook but there is also some other kind of postings in Twitter occasionally. In Twitter there is announced some open vacancies for some festival work for example and also shared some posts about Ruisrock that are posted to Twitter by some other Twitter users than Ruisrock. Ruisrock has been also promoting its Spotify music playlist recently in early April 2015 in Twitter. Also opinions about food selection for sale in Ruisrock 2015 festival has been asked in Twitter page quite recently with a link where is possible to give own opinion for the subject. Here below is a captured picture of that post from 22.3.2015.



In Instagram Ruisrock is posting partly the same, and partly some other, pictures that which are published in its Facebook and Twitter pages. Pictures are mostly about the signed bands, festival staff and festival visitors and festival crowds.

7.1.4. Interview

I interviewed Annakaisa Anttila who is working as Executive producer for Ruisrock festival in Vantaan Festivaalit Oy, which is producing the Ruisrock festival. The interview was about Ruisrock's social media strategies. I did the interview by e-mail in 22.4.2015 with seven selected deepening questions.

Annakaisa Anttila was stating with her answers that social media has a truly remarkable role in Ruisrock festival's total marketing package. Ruisrock festival's communication team's Publicist and executive marketer are the persons that are mainly responsible for the festival's social media postings. Strategy for publishing content in Facebook, Twitter, Instagram and YouTube has been considered in the Ruisrock festival's communication plan.

For the question of which kind of importance social media is having for Ruisrock's ticket sales and in maintaining and increasing the visitor amounts from Finland and from abroad, Anttila was answering:

"Communication is a mixture of several sub-areas, so it is difficult to say what is the exact significance that only social media is having for the ticket sales. More significant factor than social media for ticket sales is the actual product. It is not possible to sell out the festival only with good communication, the actual product have to be truly good and after that also the communication have to be done well" – Annakaisa Anttila, Vantaa Festivals Oy, 22.4.2015.

I asked from Anttila, that what is the importance of social media for Ruisrock during the whole year and how is the importance during the actual festival. Anttila was answered:

"Social media is the easiest way to keep contact with the festival attendants also during other days through the whole year than only during the three actual festival days. Through social media we can publish new performers, communicate in practical issues, do emergency communications and do a big variety of other things as well. Social media usage is highly versatile and functional in our case" – Annakaisa Anttila, Vantaa Festivals Oy, 22.4.2015.

Anttila was telling that they are actively following what kind of social media activity other music festivals and other kind of events are having in Finland and internationally. She was also telling that in case of some possible negative publicity (because of for example disorders in festival area, concert cancellations from some popular performers or failures in organizing the event etc.) Ruisrock festival is acting and communicating in same way in social media that they are doing in other medias as well and it is considered in festival's crisis communication plan.

7.1.5. Visitor opinion

I personally have been formerly participating in Ruisrock three times, in summers 2005, 2013 and 2014, as a festival visitor. I have seen lot of good bands and have had very good times in there and I like the festival a lot.

I think that Ruisrock is using social media channels well in my opinion. They are informing about new signed artists in right times and they have been successful in promoting and in

warming up the festival audience with positive and modern touch already long before the actual festival event, and also during it, in different social media channels in my opinion.

7.1.6. Comparing to other Finnish music festivals

In next chart there are presented the follower amounts of some of the biggest Finnish music festivals in their official social media pages in Facebook, Twitter and Instagram, as well as the amounts of visitors those festival events had in summer 2014 (situation in 6.4.2015).

Festival	City	Facebook followers	Twitter followers	Instagram followers	Visitors in 2014 (length)
Flow	Helsinki	52 035	25 400	5 968	57 500 (3 days)
Ruisrock	Turku	37 624	5 039	4 071	93 000 (3 days)
Provinssirock	Seinäjoki	31 131	4 730	Not in Instagram	26 000 (2 days)*
Ilosaarirock	Joensuu	30 874	3 306	2 730	52 000 (2 days)
Tuska	Helsinki	23 227	2 283	625	24 000 (3 days)
Qstock	Oulu	17 361	988	Not in Instagram	30 000 (2 days)

Jurassic Rock	Mikkeli	14 952	671	351	15 200 (2 days)**
Porispere	Pori	7 544	473	306	12 500 (3 days)
Wanaja Festival	Hämeenlinna	8 863	Not in Twitter	Not in Instagram	24 500 (3 days)
Kivenlahtirock	Espoo	5 685	118	Not in Instagram	11 000*** (2 days)

*In 2015 Provinssirock is announced to last 4 days (Provinssirock, 6.4.2015).

**Festival has also one day long Jurassic Piknik event after the actual 2 days festival. Visitors in Jurassic Piknik event are not counted for this amount.

***Amount of visitors in 2013. 2014 amount wasn't found from internet with case study (Wikipedia, Kivenlahti Rock, 6.4.2015).

Most of the festivals, from that quite wide selection of Finnish music festivals above that are held during summer time, are having both international and Finnish bands and artists signed for performing in the festival event. Most of them are pure rock festivals with mostly rock and pop artists performing in the event. From those listed festivals Tuska is specialized into metal and heavy rock music and Flow festival quite much for more and less big indie bands and artists from wider selection of genres. As seen in the chart above, the biggest festivals have big amounts of followers in their social media pages, but the biggest amount of social media followers doesn't automatically mean that the festival would be having the biggest amount of live festival visitors in same time comparing to other big festivals.

Postings in those rock festival's social media pages are mostly about promoting the event, informing about signed artists/bands, about warming up the audience for the event and about promoting the ticket sales. There is also videos, articles and pictures from former festivals and about the artists posted in those pages normally. Using a Facebook event page for a festival is highly popular as well and in some festivals' pages there have also been some competitions for the followers. There are links to the festival's official website in all of the Facebook, Twitter and Instagram pages of the festivals as well.

In Finland there is also other kind of popular music festivals, like jazz music festival Pori Jazz (32 046 Facebook followers, 2 603 Twitter followers, Not in Instagram, 60 000 visitors in 2014 (3 days)) in Pori or city festivals with bands and other artists performing in there, among including other performances and happenings, like Tammerfest (12 363 Facebook followers, 820 Twitter followers, 392 Instagram followers, amount of visitors is not comparable because of wide amount of venue sites and different happenings in the area of this city festival) in Tampere.

7.2. Sziget

Sziget festival is held annually in Budapest, Hungary, and it is one of the biggest music and culture festivals in Europe. There is more than 1 000 performances every year and the festival last seven days. About half of the visitors of Sziget is coming outside of Hungary, mostly from Western European countries like UK, Germany, France, Ireland and Italy. Sziget festival has won the European Festivals Award in the category of Best Major European Festival for the Sziget 2011 festival. Festival has annually lot of big international bands and artists signed to perform in the festival event. In 2014 there was 415 000 visitors in Sziget festival during seven days (Sziget Festival; Wikipedia, Sziget Festival, 6.4.2015).

7.2.1. Sziget in social media

Sziget festival has official pages in Facebook, Twitter and Instagram and also videos in its own official YouTube channel. Besides the Facebook page in English language Sziget festival has also separate Facebook pages in multiple other languages, including in Finnish. Sziget festival also has a Facebook event page for the 2015 festival in Facebook.

7.2.2. Amount of followers in social media

In next chart below there are presented the amounts of followers in Sziget festival's official social media pages in Facebook, Twitter and Instagram (situation in 6.4.2015).

Social media platform	Number of followers
Facebook	305 240

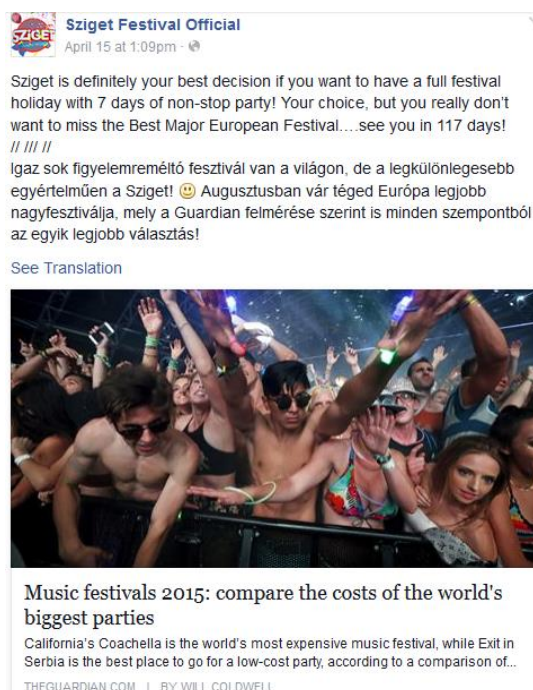
Twitter	34 200
Instagram	8 911

There is also over ten other official Facebook pages in multiple different languages and for different countries for Sziget festival: Finnish, French, UK page, Netherlands, Spanish, Austrian, Croatian and Irish pages for example with some thousands of followers more. Also Sziget festival's website has been translated to multiple languages. In Sziget Festival 2015 event page there is also 18 000 people clicked "going" and 1 600 "maybe" until 18.4.2015.

The most viewed video "Punnany Massif: Szabadon (Na-Na-Na) / Freedom song - Official Sziget Festival 2013 Anthem" in Sziget's official YouTube channel has 3 458 453. There is also two other videos with over million views and tens of other videos with several hundreds of thousands and tens of thousands views (situation in 18.4.2015).

7.2.3. Activity in social media

Postings in Sziget festival's Facebook page are relatively similar with subjects comparing to Ruisrock's postings. The point of view is maybe a bit more internationally aimed but mostly the subjects are quite much the same than with Ruisrock. Sziget's postings in its Facebook page are mostly about announcing the band signings, videos, international articles and other posts about the performing band's and festival, warming up the audience for the festival (during the year and more near and during the festival), ticket sales and occasionally about some competitions and some other posts that are relating to the festival or the artists that are performing in there. There is also some pictures and videos posted from the former years' festivals occasionally. During the year Sziget is posting several posts in a week (bit, but not much more often than Ruisrock) but not posting daily if there is not any daily artist announcements for example going on. Near and during the festival Sziget is posting more actively. Here below is a one quite recent post from Sziget's Facebook page, published in 15.4.2015. It is promoting the Sziget festival and is including a link to a Guardian's article about World's best music festivals, including Sziget festival.



In Twitter Sziget is posting mostly about artist announcements and pictures and videos from the artists in same way that in Facebook but there is also some other kind of postings in Twitter occasionally. In Twitter there has been recently (during spring 2015) for example some hotel package promotions, some pictures of the festival management team and touristic article about city of Budapest posted and also shared some posts about Sziget festival that are posted to Twitter by some other Twitter users than Sziget. Here below is a captured picture of a ticket sales promotion post with a video in it from Sziget's Twitter page, posted in 31.3.2015.



In Instagram Sziget is posting partly the same, but even more some other, pictures that which are published in its Facebook and Twitter pages. Pictures are mostly about the signed bands, concerts, promotion materials, festival staff and festival visitors and festival

crowds. Majority of the pictures there are about the festival visitors and pictures of people having fun in the festival area from former years' festivals.

7.3. Comparing to the biggest rock festivals in Europe

In next chart there are listed the amounts of social media followers from the official Facebook, Twitter and Instagram pages of some of the big and middle sized European rock festivals, as well as the amounts of visitors those festival events had in summer 2014 (situation in 6.4.2015).

Festival	Country	Facebook followers	Twitter followers	Instagram followers	Amount of visitors in 2014 (length)
Glastonbury	UK	617 950	512 000	4 340	135 000 (5 days)
Rock am Ring	Germany	346 018	45 000	10 400	87 000 (4 days)**
Sziget	Hungary	305 240	34 200	8 911	415 000 (7 days)
T in the Park	UK	304 241	189 000	16 800	85 000 (4 days)
Roskilde	Denmark	288 826	87 600	29 600	133 000 (7 days)
Reading	UK	245 891	261 000*	23 300*	90 000

					(3 days)
Rock Wercher	Belgium	194 183	58 000	9 739	340 000*** (4 days)
Open`er Festival	Poland	181 854	8 198	8 950	90 000 (4 days)
Hurricane	Germany	162 547	12 700	4 487	70 000 (3 days)
Pinkpop	Netherlands	136 563	50 800	6 229	180 000**** (3 days)
FIB Benicàssim	Spain	127 880	55 400	3 708	55 000 (4 days)
Rock en Seine	France	108 914	76 000	3 544	120 000 (3 days)
Eurockéennes	France	85 016	25 600	3 998	102 000 (4 days)
Positivus	Latvia	38 184	55 500	5 253	40 000***** (3 days)
Ruisrock	Finland	37 624	5 039	4 071	93 000 (3 days)

*Reading & Leeds Fest Twitter page, two Festivals from same organizer, Reading Festival and Leeds Festival, which take place near each other are sharing the same Twitter page. Same kind of sharing between those two similar festivals also in Instagram. In Facebook those festivals have separate pages of their own. Leeds festival has 181 251 followers in its Facebook page and capacity of 80 000 visitors in the festival venue.

**Festival is combined with other big festival located nearby in Nürnberg with the same performers, called Rock im Park, which together are having approximately 150 000 visitors during the same 4 days. In 2015 festival is going to be held in 3 days (Wikipedia, Rock am Ring, 6.4.2015).

***Amount of visitors in 2013, 2014 number was not available for case study in internet. Reported that there is over 300 000 visitors annually (Fests.eu, 6.4.2015).

****Approximately amount (Festival-calendar.com, 6.4.2015).

*****Festival venue capacity is 40 000. No clear visitor numbers found with case study from internet. There was 8 879 international not Latvian visitors in that festival in 2014 (Positivus Festival, 6.4.2015).

Postings in those rock festival's social media pages are mostly about promoting the event, informing about signed artists/bands, about warming up the audience for the event (during the year and mostly near and during the festival event) and about promoting the ticket sales. There is also videos, articles and pictures from former festivals and about the artists posted in those pages normally. Using a Facebook event page for a festival is highly popular as well and in some festivals' pages there have also been some competitions for the followers. There are links to the festival's official website in all of the Facebook, Twitter and Instagram pages of the festivals as well.

In this paper the comparing is done mostly with the big European rock festival but there are also huge rock festival in other parts of World as well. Also those festivals are having lot of followers in their social media pages. Coachella (1 343 097 Facebook followers, 685 000 Twitter followers, 613 000 Instagram followers, 579 000 visitors) and Lollapalooza (847 830 Facebook followers, 330 000 Twitter followers, 96 100 Instagram followers, 160 000 visitors) in USA, Rock in Rio (3 397 260 Facebook followers, 2 150 000 Twitter followers, 96 800 Instagram followers, 700 000 visitors (in 2011)) in Brazil, Fuji Rock (65 277 Facebook followers, 99 100 Twitter followers, 5 297 Instagram followers, 102 000 visitors) in Japan and Big Day Out (330 185 Facebook followers, 68 300 Twitter followers, 9 113 Instagram followers, 40 000 visitors) in Australia are good examples for that.

8. Rock bands

Rock music is a genre of popular music and it is originated at first in 1950's in USA (Wikipedia, Rock music, 5.4.2015). In next chapters there are presented how rock bands

Atomirotta, Von Hertzen Brothers and Foo Fighters are using social media for their marketing and also a comparing to some other rock bands from the World.

8.1. Atomirotta

Atomirotta is a Finnish band from Helsinki. Atomirotta's music is a genuine mix of different music styles like punk rock, rap, funk and electronic blues performed by its three members Rotta (vocals), Rane Raitsikka (guitar) and J.Pajulaakso (keyboards/laptop) (Atomirotta Social Media, 5.4.2015). I personally like Atomirotta's music and have seen their energetic live performances in Helsinki, Finland. Atomirotta's music is performed in Finnish language. Atomirotta released their debut record at 7th of November 2014 and is actively touring at moment.

8.1.1. Atomirotta in social media

Atomirotta has Facebook page, Twitter page (not much in use at moment) and an Instagram page. They also have created separate Facebook event pages for their concerts. Atomirotta has also official music videos in YouTube.

8.1.2. Amounts of followers in social media

In next chart there are presented the amounts of social media followers in Atomirotta's official Facebook page, Twitter page and Instagram page. Atomirotta is also using Facebook event pages for their concerts (situation in 6.4.2015).

Social media platform	Number of followers
Facebook	7 812
Twitter	114
Instagram	2 213

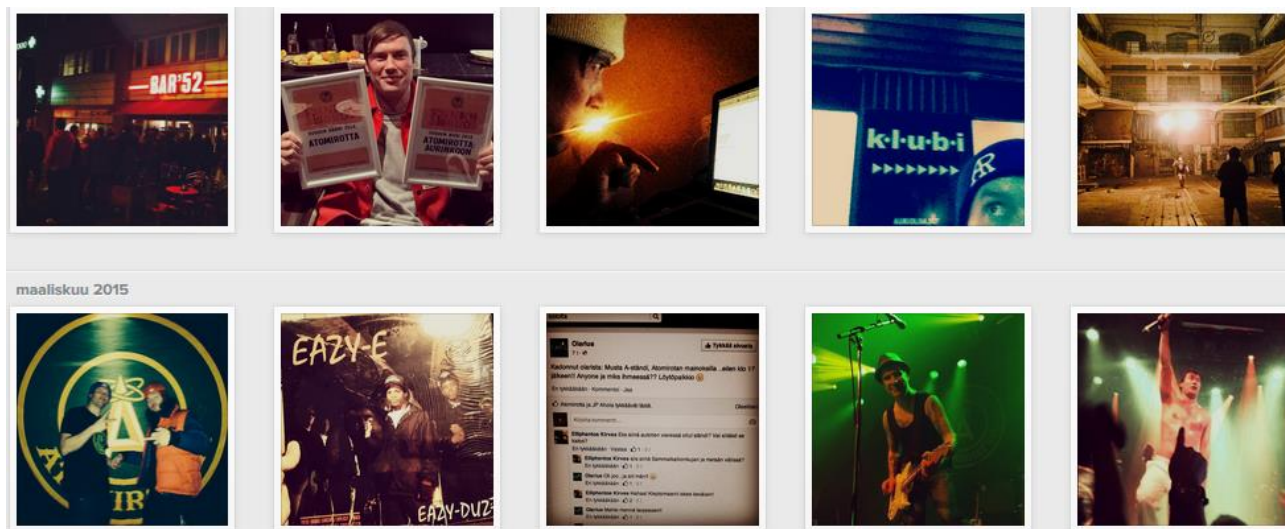
Atomirotta has published two music videos in YouTube, another one by themselves and another through their management team. Atomirotta's most viewed YouTube video "Aurinkoon" has 942 290 views and the second one "Hima taas" has 328 780 views in YouTube. There is also big amount of other posted videos of Atomirotta, their concerts and music, but those videos are mostly posted there by some other account holders, not the band or their management (situation in 6.4.2015).

8.1.3. Activity in social media

Atomirotta has been active in Facebook and been promoting their upcoming concerts and music releases in there. In Facebook they have also been posting about some funny competitions, where it has been possible to win for example tickets to the band's concert and band members have been also actively posting about their good "vibes" from the concerts, thanking the fans and participants of the concerts, posting some pictures and music videos and been actively talking with the band's fans in their Facebook page as well. There have also been occasionally some advertisement for their merchandises like T-shirts and hats in their Facebook postings. Atomirotta has also been sharing some band member interviews and articles from some other websites, videos from TV interviews and been promoting also some other bands of their friends' occasionally. Atomirotta's members have also been posting quite actively pictures of the band members, fans, merchandises, concerts and about other Atomirotta related subjects in their Instagram page. Atomirotta has a Twitter page but they have posted there only one tweet in 21.2.2014 and that is all, so they are not actively using Twitter as a social media channel at the moment. Here below are two captured pictures from Atomirotta's social media channels, first one from Facebook and another one from Instagram.



Above here is captured picture of Atomirotta's profile and cover pictures from their Facebook page. In Cover picture Atomirotta is having all the upcoming concert listed and a promotion for their album "Atomirotta 1" (18.4.2015).



Above there are captured some of the pictures that have been uploaded to Atomirotta's Instagram page during March and April 2015.

8.1.4. Postings in three weeks 28.3.-19.4.2015

Atomirotta has published 12 posts in their Facebook page during time period 28.3.-19.4.2015. Atomirotta is not posting daily if there is not any specific announcements for example going on. Postings in Atomirotta's Facebook page during that period were mostly about concert announcements, warming up posts for concerts, shared Facebook event page for concerts and pictures and comments about the concert events. There is also multiple other kind of postings like information about upcoming new music video that have been done, postings about friend's band and one posting about one ice-hockey player who have been playing guitar in few Atomirotta's concerts, pictures of Funky Awards first prize diploma and information that band has started to record their second album. Here below is one of the most popular Facebook postings from time period 28.3.-19.4.2015. It is a captured picture where there is concert and ticket promotion with a picture of the band members and it was posted 17.4.2015 in Atomirotta's Facebook page. That posting has 179 likes and five comments, which all are positive (situation in 18.4.2015).



In Atomirotta's Twitter page there was no posts at all and in Instagram there was ten posted pictures during that time period of 28.3.-19.4.2015.

8.1.5. Fan opinion

I personally like Atomirotta's music. I have also listened Rane Raitsikka's former bands (like Smack, Lama, Problems, Hangmen) as well and I like a lot the way he plays guitar. I think that Atomirotta has many very good songs and they have lot of good energy in their live concerts. I have also noticed that they have same kind of positive attitude and good enthusiasm in their social media postings in Facebook and I am following their postings and concert announcements in there. It is maybe a bit surprising, in a way, and maybe also a bit of not used opportunity to not be active in Twitter for the band in my opinion. In other hand the band is doing a lot just by themselves (for example booking big part of their own concerts and part of them are booked by Fullsteam Agency) and it seems that they are not using so much any bigger marketing management or marketing team of their record label, which (Monsp Records) is independent and not a huge company either. In a way I see this kind of independent and DIY (do it yourself) attitude quite fresh and inspiring also comparing to some other bands that are marketed too much and without good spirit only by some big record labels or marketing management teams. I think that it is great to see their personal activity and positive postings in Facebook. And maybe they are also going to activate more in Twitter in future as well.

Band members from Atomirota are also occasionally answering friendly to some fans' questions in Facebook, relating to some concert schedules and also to other subjects, which I personally see as a very positive thing. I also remember, and checked, one case when Atomirota had to cancel one of their concerts because of some temporary illness of a band member, and the band was informing about that on time in very good way, with good manners and was apologizing about that for the fans in their Facebook page. The reaction from followers there was understanding and cheering despite the disappointment for the cancellation. There was also replacing concert played by the other members of the band and their musician friends on those days.

Atomirota can be seen as a growing and new band in music market still, even so the band members are highly experienced and well known from their former bands, and they are having lot of concerts at the moment and announced a lot of them for the near future and are booked to multiple upcoming big Finnish summer festivals (like Ruisrock and Provinssirock among others for example) as well. Atomirota's members have been also reporting about sold out and enthusiastic concerts all over Finland in club venues in their Facebook page recently and I have been seeing some of those concerts live in Helsinki as well. I am waiting to see them live again and also waiting for some new songs to be recorded and released by them maybe even during this year.

8.2. Von Herten Brothers

Von Herten Brothers is a Finnish rock band from Helsinki. Its members are three brothers: Mikko von Herten (guitar and vocals) and Kie von Herten (guitar and backing vocals), Jonne von Herten (bass guitar and backing vocals); and also Juha Kuoppala (keyboards) and Mikko Kaakkuriniemi (drums). The band has released six albums since 2001 and a one "best of" album. Their most recent album called "New Day Rising" was released in March 2015. This their latest record was recorded with World famous producer Garth "GGGarth" Richardson in Canada and mastered in USA and they are hoping for good success for the new album in Finland and also internationally. Von Herten Brothers' music is in English language and their latest record is published internationally by Universal Records and Spinefarm Records record labels (Von Herten Brothers; Von Herten Brothers Social Media; Wikipedia, Von Herten Brothers; Ylex, 5.4.2015).

In their own official Twitter page, Von Herten Brothers are writing that "Von Herten Brothers is a Rock band that sounds like Foo Fighters playing Pink Floyd's greatest hits

after spending years in India singing Beach Boys tunes...” (Von Herten Brothers Social Media, 5.4.2015).

8.2.1. Von Herten Brothers in social media

Von Herten Brothers has Facebook page, Twitter page and an Instagram page. They have also been creating Facebook event pages for their concerts. There is also lot of music videos and live concert clips of them in YouTube, that are partly published there by the band itself or its management/record label team. Part of the YouTube videos about Von Herten Brothers in YouTube are also posted there by some other account holders.

8.2.2. Amounts of followers in social media

In next chart there are presented the amounts of social media followers in Von Herten Brothers’ official Facebook page, Twitter page and Instagram page (situation in 5.4.2015).

Social media platform	Number of followers
Facebook	29 458
Twitter	2 260
Instagram	2 234

The most viewed video in Von Herten Brothers’ official YouTube channel is “Von Herten Brothers -- Always Been Right”, published in 11.9.2011, with 181 002 views. There is also three videos with bit less than 50 000 views and several videos with bit less but still tens of thousands views. There is also other videos about Von Herten Brothers in YouTube, which are uploaded to there by some other account holders than Von Herten Brothers or their management/record label team (situation in 12.4.2015).

8.2.3. Activity in social media

Postings in Von Herten Brothers' Facebook page are mostly about the band, its music and music videos, domestic and international concert announcements and concert and album promotions. There are also multiple posts that are containing pictures or enthusiastic self-made videos from the band members telling about upcoming concerts or new music releases for example. Recently, in April and March 2015, Von Herten Brothers have been posting daily and even multiple posts a day in their Facebook page. Postings have been mostly about promoting the new record in multiple different kind of posts, announcing and promoting some concerts and warming those concerts up with multiple postings and Facebook event pages. There have also been several shared international album reviews and album charts and several video postings from the band about the new album and concert tour by the band members. There have also been launched some competitions with concert ticket prizes for example in Von Herten Brothers' Facebook page. There is tens and even hundreds of likes and multiple comments for lot of the posts in Von Herten Brothers' postings. Here below is captured picture of Von Herten Brothers' cover picture in their Facebook page.



Here below is a captured picture from Von Herten Brothers' Facebook page, where Finnish internationally known tennis star Jarkko Nieminen is recommending the new Von Herten Brothers album. Below that there is a picture of the band from their UK tour in spring 2015 from their Facebook page.



In Von Hertzen Brothers' Twitter page postings have been recently mostly about concert announcements and promoting those upcoming concerts as well as the new album. Part of the postings are the same than in their Facebook page. Band has also been sharing posts, articles, videos and interviews about Von Hertzen Brothers that are published in Twitter by some other uploaders than the band or its management/ record label team. Von Hertzen

Brothers is posting daily to Twitter and often with multiple posts in a day. Below there is a quite recent, in 14.4.2015, shared ticket agency Tiketti Oy's post about Von Herten Brothers' and Waltari's concert from the Von Herten Brothers' Twitter page.



In Instagram Von Herten Brothers is publishing partly the same pictures that in their Facebook and Twitter pages but the majority of the pictures in there are about the band members in different locations during their concert tour.

8.2.4. Interview

I interviewed Virpi Immonen from Von Herten Brothers' record label's management section Fullsteam Management about the band's social media strategies. I did the interview by e-mail in 22.4.2015 with seven selected deepening questions. With her answers Virpi Immonen made it clear that social media's role is highly important for Von Herten Brothers in their marketing and also for keeping contact with the band's fans. Immonen told that social media is the biggest marketing channel these days and also that taking care of the fans is the biggest agenda for the band. The band itself is posting most, about 95%, of the published content in their social media pages and their "background" team is also posting sometimes and helping with the contents in a smaller level. Immonen was stating that direct interaction between the band itself and their fans is crucially important.

"Interaction with the fans is most important from all. Fans are the most important thing for us. Without the fans there would be nothing. They are the most important client for us and because of them we are also able to do our job" – Virpi Immonen, Fullsteam Management, 22.4.2015.

Von Hertzen Brothers and their management are not having an actual official strategy for Facebook, Twitter, Instagram and YouTube, but they are always talking with each other about which things are important to inform and when. With that they are taking care that the fans always are informed on time about what is happening around the band.

For the question about how big importance social media is having for Von Hertzen Brothers' concert ticket sales, album sales and merchandise sales, Immonen was answering:

"Social media is the most important marketing channel, but that is not only all what it is. Social media is more a tool for maintaining the fan base, but the fans are in same time our biggest and most important client. Fans are also seeing through the marketing, so social media can't be only about marketing" – Virpi Immonen, Fullsteam Management, 22.4.2015.

I asked if Von Hertzen Brothers and their management are following or taking ideas from other bands' social media postings, besides their own ideas. For this question Immonen answered that they are occasionally following what other bands are doing in social media and they are also following many other kind of social media users than only bands and other music related publishers. Immonen said that from some other social media users' ideas it can be often possible also to create some totally new and unique ideas.

For the question if Von Hertzen Brothers and their management are having a social media strategy for reacting to some possible negative publicity (like for example some concert cancellations or some disorders in concerts etc.), Immonen was answering:

"Negative things are part of this, as well as are the positive things. That happens occasionally as well. We are always chasing to inform and talk openly about all the possible things and everything" – Virpi Immonen, Fullsteam Management, 22.4.2015.

8.2.5. Fan opinion

I personally like Von Hertzen Brothers, been listening their music quite much and have seen them live also in Helsinki some times. They have their own a bit progressive sound and I personally like their songs quite a lot. I think that Von Hertzen Brothers is a great band and one of the best Finnish rock bands that are touring at the moment and I think that they have deserved their success with their real music and own kind of sound for sure. I like huge amount of other bands as well internationally and from Finland but I think that

Von Hertzen Brothers is still one of the best touring and recording Finnish bands at moment and I like their music, like to see their live concerts and like to listen their new songs as well as the older ones quite a lot and I hope, and think, that their new well done album and new concert tour will be a success in Finland and also internationally.

I think that Von Hertzen Brothers is operating very well in social media. They have both sides, individual/personal touch with their interview videos and funny ticket collecting competitions and in other hand they have some highly shaped marketing actions from their management/record label team. I personally think that it is highly positive that the band itself is posting a lot in their social media pages and is interactive with the followers. That is a great way to do and exactly what Von Hertzen Brothers is doing. They seem to be clearly excited for their new album with their fans in their own social media pages and that is highly positive and nice and is creating added value for the whole band and their image in same time in my opinion.

8.3. Comparing to other Finnish rock bands

Music is state of art and not a competition in any way in my opinion. Lot of amazing bands are not known and listened by masses and popularity doesn't make any band a good one and in same time popularity doesn't mean that band can't be a good one, in my opinion.

In next chart there are presented the amounts of social media followers from selection of well-known and more and less big Finnish rock bands (I consider strongly guitar lead Atomirotta also more rock than rap band), for just showing, without competition, some of the follower amounts that some of the biggest and some middle sized touring and recording Finnish rock bands are having at moment (5.4.2015 and 14.4.2015 (only The 69 Eyes)).

Band	Language	Facebook followers	Twitter followers	Instagram followers
Nightwish	English	4 245 903	203 000	Not in Instagram

HIM	English	1 739 018	15 700*	Not in Instagram
The 69 Eyes	English	235 026	40 300	10 200**
Apulanta	Finnish	96 441	7 135	8 249
Michael Monroe	English	71 108	58 300	7 137
Von Hertzen Brothers	English	29 458	2 260	2 234
Disco Ensemble	English	26 516	3 017	1 605
Egotrippi	Finnish	11 896	438	1 652
CMX	Finnish	11 511	1 722	172
Atomirota	Finnish	7 812	114	2 213
Damn seagulls	English	2 683	306	422

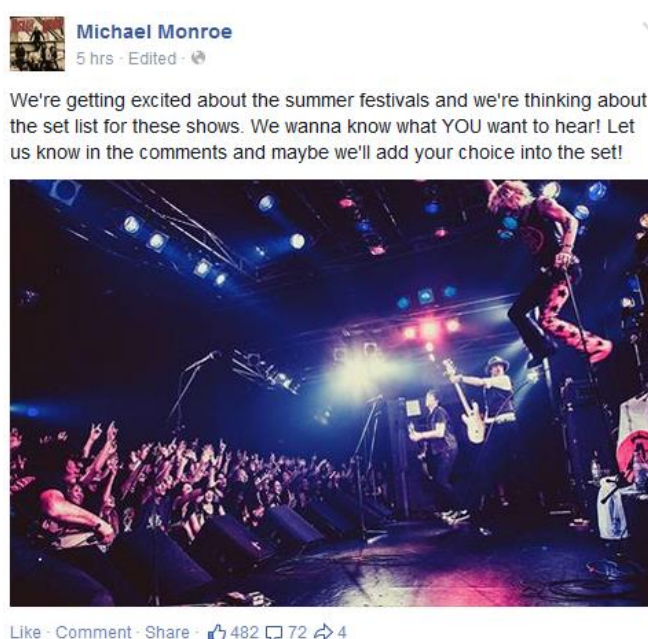
*" Official Street Teams for Finnish band HIM", not maintained by the actual band HIM.

**Official Twitter page of Jyrki69, the singer of The 69 Eyes. There is no official Instagram page for the band.

Some of the Finnish bands that are listed in that chart are very well known internationally, like Nightwish and HIM or quite well known internationally like Michael Monroe and Disco Ensemble, while part of the bands, like Egotrippi, Atomirota and CMX are operating with Finnish language and mostly because of that less internationally and more in the domestic music market of Finland. Most of the bands in that list have been releasing new record, or are releasing new record, in years 2014-2015 and most of them are active for touring at moment in 2015. Picture of the cover sheet of the new record is often shown in the profile

picture or in the cover picture in bands' Facebook and Twitter pages for its promotion, especially just after the release of the new record.

Part of the bands, like Atomirota, Damn Seagulls and Michael Monroe, are posting part or even majority of their postings by themselves and part of the bands' social media pages are mostly or even fully maintained by their management/record label teams, like for example in cases of Nightwish and HIM. In some cases, like Disco Ensemble and Von Hertzen Brothers, there is often seen clear activity from the band itself and also from their management team as well. This seems to be quite usual with the bands and just some of them are posting very actively and in very personal and enthusiastic way in their social media pages by themselves. Good examples of personal and active touch in band's social media postings (mostly in Facebook) have been showing, in my opinion, for example Michael Monroe, Atomirota, Damn Seagulls and Von Hertzen Brothers, for some to mention specially.



Above there is captured picture of a posting from Michael Monroe's Facebook page. It was published in 21.4.2015 and it is asking from Michael Monroe's followers if they have some special songs they would like to hear in band's upcoming summer festival concerts. This posting had received 482 likes, 4 shares and 72 comments in five hours after it was published.

Bands from that chart are posting mostly quite much about same kind of subjects in Facebook and Twitter, like their upcoming and past concerts, album releases and widely about the band itself and its members and their music and fans of the band. There is lot of

posted music videos, shared interviews, articles and album and concert reviews and lot of uploaded pictures from concerts and about the bands themselves. Occasionally there is also some competitions posted in some of the bands' pages. Also pictures in Instagram are often and mostly about the band, concerts, fans and in some cases also including some pictures about some merchandises.

The amounts of most viewed YouTube videos differ quite much depending on how popular the band is in Finland and internationally. Most viewed official video of Nightwish "Nightwish - The Islander (proper)", published in 16.4.2008, has for example 5 848 609 views and the most viewed video of Apulanta "Apulanta - Aggressio (OFFICIAL)", published in 15.3.2012, is having 378 164 views in their official YouTube channels for example. Some of the bands are having their own official YouTube channels and some of the videos are posted by the bands' record labels. There is also multiple other videos that are posted to YouTube by some other account holders than the band or their management/ record label team and those have sometimes also big amounts of views and in some cases even bigger amounts than the videos from the bands' official YouTube channels.

8.4. Foo Fighters

Foo Fighters is American rock band that is formed in 1994 in Seattle. Band members are Dave Grohl (vocals, guitar), Taylor Hawkins (drums), Nate Mendel (bass), Chris Shiflett (guitar) and Pat Smear (guitar). Foo Fighters have recorded eight studio albums and released one "best of" album. Their most recent album "Sonic Highways" was released in 2014. Before Foo Fighters Dave Grohl was playing drums in Nirvana and at first Foo Fighters was formed as his solo project before it became the real and living rock band it is now (Foo Fighters Social Media.5.4.2015). Nowadays Foo Fighters is one of the most popular rock bands in the world. I personally like their music a lot and have seen their superb live concert once in 2012 in Helsinki, Finland.

8.4.1. Foo Fighters in social media

Foo Fighters have official social media pages in Facebook, Twitter and Instagram and official YouTube channel. Foo Fighter is also having Facebook event pages for their concerts. There is also many unofficial Foo Fighters related pages in Facebook and Twitter that are not maintained by the band or its management/record label team.

8.4.2. Amounts of followers in social media

In next chart there are presented the amounts of social media followers in Foo Fighters' official Facebook page, Twitter page and Instagram page (situation in 5.4.2015).

Social media platform	Number of followers
Facebook	11 454 741
Twitter	2 040 000
Instagram	584 000

Like mentioned, Foo Fighters also has its own official YouTube channel. The most viewed video there "Foo Fighters. Walk.", published in 2.6.2015, has 40 094 609 views. The second most viewed video "Foo Fighters - Something From Nothing", published in 2.10.2014, has 7 860 699 views and there is also twelve other videos with multiple million or at least clearly over one million views and also lot of videos with hundreds of thousands views. There are also lot of other much viewed videos about Foo Fighters in YouTube, which are posted to there by some other account holders than Foo Fighters or their management/record label team (situation in 12.4.2015).

8.4.3. Activity in social media

Foo Fighters is posting quite actively in their Facebook and Twitter pages. In Facebook the postings are often about for example music videos, concert videos, pictures of the band members, pictures of fans with the band, concert pictures and concert announcements as well as a multiple other kind of band and music related postings. There are also promotion posts for some merchandises, concerts, concert tickets, albums and Foo Fighters document TV –series "Sonic Highways" (the most recent album "Sonic Highways" was done alongside with the TV-series). There is also occasionally posted some shared articles, interviews and album reviews. There is often huge amounts of likes and comments in majority of the posts in Foo Fighters Facebook page. It seems that most of

the posts in Foo Fighters' Facebook and Twitter pages are posted to there by the band's management team and some of the posts are posted occasionally also by the actual band members. In Foo Fighters' Facebook page there are also included links to band's merchandise sales site, to Foo Fighters' own website and to a site for concert ticket sales.

Recently, in April and March 2015, Foo Fighters have been posting in Facebook for example quite much promotion posts for their TV document "Sonic Highways" with video clips and links to some online stores that are selling DVD, Blue-Ray and digital copies of that documentary. Foo Fighters have also been posting recently several videos from their live performances from different locations as well as some pictures of the band, its fans and also about some special band T-shirt sales. Foo Fighters has been publishing several posts during a week and occasionally several posts during a day but has not been publishing posts daily recently. Here below is one captured picture of post with a short video clip from Foo Fighters' official Facebook page. That post is published in 18.4.2015 and it has 31 833 likes, 1 941 shares and a huge amount of positive comments from the followers.

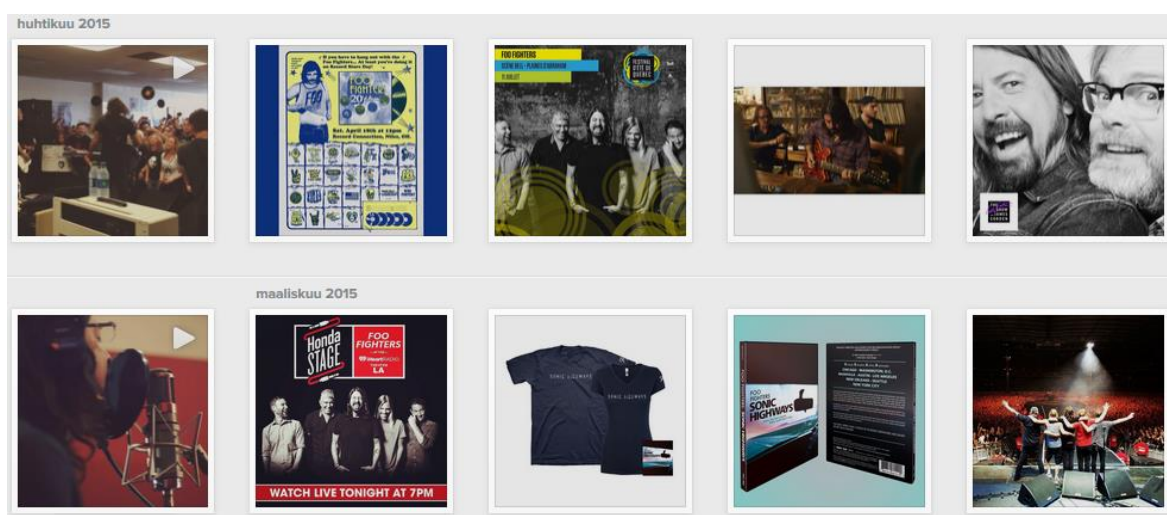


Foo Fighters is posting in Twitter quite much about similar subjects that they are posting about in Facebook, like their upcoming and past concerts, widely about the band itself and its members and their music and fans of the band. Part of the posts are the same than the ones in their Facebook page and partly different. In Foo Fighters' Twitter page there are posted music videos, shared interviews, articles, comments about band and album and

concert reviews and lot of uploaded pictures from concerts and about the band and its members. Foo Fighters is also occasionally promoting sales of their merchandises, albums and the “Sonic Highways” documentary. Also pictures in Instagram are often and mostly about the band, concerts, fans and in some cases also including some promotion pictures for some merchandises. Here below are examples of those by two captured pictures from some recent uploads from Foo Fighters’ official Twitter and Instagram pages.



Above there is a captured picture of one concert announcement post from Foo Fighters’ Twitter page, published in 8.4.2015. Below there is a captured picture of the pictures that are published in Foo Fighters’ Instagram page during April 2015.



8.4.4. Fan opinion

I personally like Foo Fighters and their music quite a lot. I have been listening their music for many years and have seen their live concert once in Helsinki, Finland. Even so they are a big and hugely popular band I think that their roots are in real and honest rock music

and that is also what they have been recording into their albums as well. I think that Foo Fighters is one of the best touring and recording rock bands there is at moment and that Dave Grohl is one of the biggest rock stars in the world these days. I think that there is from hundreds of thousands even to several millions of people all over the world who are sharing my thoughts.

Sometimes money, fame and big record labels who just want to make money with the bands are affecting badly for the bands and they might become too “fake” and start to do music without passion and real emotion and without right kind of artistic view and attitude. Many, but not all, of the “smaller” bands can be performing and recording their music more independently and with more passion and artistic ambition sometimes, in my opinion, than some more “plastic” and unreal creations of some huge record labels, which are using them only for making money without any real artistic goals. This is not about all of the most popular bands/artists but about some and even quite many of them, especially in case of pop music, in my opinion. Still bigger or smaller fame and publicity does not make the band a good or either a bad one, in my opinion. It is all about music and real music is a state of art. Foo Fighters is one good example of a good and honest band that is still doing their music like they personally want to do it, and which is still having and maintaining the passion for real rock 'n' roll with right attitude. Foo Fighters is big, famous and hugely popular but it is also real and honest rock band that I like, with great songs, great albums, great concerts and great attitude.

I personally like the postings in Foo Fighters' Facebook and Twitter pages. There are often great music videos and videos from some live concerts that I like to watch and listen and also some interesting articles for example shared in there occasionally. I think that concert announcements are working well also there. There is quite often some promotional postings for example for the “Sonic Highways” documentary and about some merchandise sales. Sometimes those kind of promotions are interesting in my opinion but maybe some of them might be posted a bit too often as well. But all in all I think that the postings in Foo Fighters' social media pages are fine and many of the postings there are often just hugely interesting and great.

8.5. Comparing to other big international rock bands

Music is state of art and not a competition in any way in my opinion. Lot of amazing bands are not known and listened by masses and popularity doesn't make any band a good one and in same time popularity doesn't mean that band can't be a good one, in my opinion.

In next chart there are presented the amounts of social media followers from selection of well-known and more and less big international rock bands from around the World, for just showing, without competition, some of the follower amounts that some big and middle sized actively touring and recording rock bands are having at moment (5.4.2015).

Band	Country (language)	Facebook followers	Twitter followers	Instagram followers
Metallica	USA (English)	36 846 095	2 750 000	401 000
U2	Ireland (English)	17 413 518	393 000	127 000
Muse	UK (English)	17 109 610	1 900 000	285 000
Foo Fighters	USA (English)	11 454 741	2 040 000	584 000
Arctic Monkeys	UK (English)	6 449 838	1 540 000	9 810
The Offspring	USA (English)	5 675 739	174 000	27 100
Queens of the Stone Age	USA (English)	2 987 429	180 000	6 229
Billy Talent	Canada (English)	1 334 721	221 000	22 100
Biffy Clyro	UK (English)	896 330	224 000	37 800

Mew	Denmark (English)	212 828	20 800	7 963
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Those bands listed above are well known (released already several successful albums), active and touring bands at moment and most of them have released or are going to release new albums during years 2014-2015. Picture of the cover sheet of the new album is sometimes shown in the profile picture or in the cover picture in bands' Facebook and Twitter pages for its promotion, especially just after the release of the new album.

Bands from that chart are posting mostly quite much about same kind of subjects in Facebook and Twitter, like their upcoming and past concerts, album, song and music video releases and information, pictures and videos widely about the band itself and its members and their music and fans of the band. There is lot of posted music videos, concert videos, shared interviews, articles and album and concert reviews published and lot of uploaded pictures from concerts and about the bands themselves. Occasionally there is also some competitions posted in some of the bands' pages. Also pictures in Instagram are often and mostly about the band, concerts, fans and in some cases also including some pictures about some merchandises.



Above there is a captured picture of one quite unique competition post from The Offspring's Facebook page. In the post there is a video clip where the guitarist from The Offspring is teaching for the followers how to play band's new song "Coming For You" and giving a possibility to win a guitar with that skill. That post was published in 13.4.2015 and

it has 5 473 likes, 794 shares and a huge amount of comments. Next picture below is a post from Billy Talent's Twitter page. That post is informing that the members of Billy Talent were going to be answering fans' questions in band's Facebook page on next day 15.4.2015 (situation in 20.4.2015).



Some of the bands in that chart are having their own official YouTube channels and some of the videos are posted by the bands' record labels. There are lot of highly popular videos by mentioned those bands official YouTube channels, like U2's most viewed video "U2 - 'Invisible' (RED) Edit Version", published in 11.2.2014, with 8 231 205 views or Queens Of The Stone Age's most viewed video "Queens Of The Stone Age - No One Knows", published in 7.10.2009, with 29 881 204 views. There are also multiple other videos for the chart's bands that are posted to YouTube by some other account holders than the bands or their management/record label teams and those have sometimes also highly remarkable amounts of views.

Also many bands that are not touring or recording anymore, but who have still huge fan bases who like to listen to their music, show dedication for the band and read news about the former band members and about their possible new projects/bands, have also social media pages for example in Facebook, Twitter and Instagram. Those kind of bands', like Oasis (8 982 605 Facebook followers, 543 000 Twitter followers, 66 900 Instagram followers) or The Beatles (41 207 198 Facebook followers, 2 670 000 Twitter followers, 104 000 Instagram followers), social media pages are often maintained by their management /record label teams. Besides news and articles about the former band members, there is also some nostalgic pictures and videos, articles and promotions for the merchandises and possible republished recordings from the band.

English is often the language that the widely internationally popular and well known bands are using in their music, especially in “western world”. Besides bands that are performing in English language there are also existing lot of bands that are performing in other languages and are having remarkable success, and also lot of social media followers, in mostly domestic and/or in bigger language areas. Ska-P (724 206 Facebook followers, 69 500 Twitter followers, not in Instagram) with Spanish language, Kraftklub (485 081 Facebook followers, 127 000 Twitter followers, 102 000 Instagram followers) with German language, BB Brunes (373 166 Facebook followers, 24 300 Twitter followers, not in Instagram) with French language and Horkýže Slíže (196 430 Facebook followers, not in Twitter, not in Instagram) in Slovakian language are good examples for that.

9. Concert cancellations and reactions in social media

In next chapters there is presented one case of a band's, Babyshambles', concert cancellation in one European rock festival, Vanguard festival in Denmark, in summer 2014 and how this happening was informed in that time, how the audience reacted for it in festival and in social media pages of the festival and the band and how the festival and the band reacted for the received feedback in their social media pages. After this first case there is also other case presented for a different kind of strategy of reacting in similar concert cancellation situation in one other band's, The Subways', social media pages.

9.1. Case 1: Babyshambles cancellation in Vanguard festival 2014

In next chapters I am introducing, based on my own experiences and with case study, what happened in Vanguard music festival in Copenhagen in 1st of August 2014 when English rock band Babyshambles was supposed to play their gig in there. After introducing my experiences I am studying the social media activity and strategies, or lack of them, that were relating to this certain case by the band, the festival organizer and the participants of the festival and fans of the band Babyshambles.

9.1.1. Vanguard Festival

Vanguard Festival is a music festival in Copenhagen, Denmark. In summer 2014 it was kept in 1st August- 2nd of August and it was including both international and Danish performers (Vanguard Festival, 12.4.2015).

9.1.2. Vanguard Festival in social media

Vanguard festival has official page in Facebook, Twitter and Instagram. Vanguard festival has also official YouTube channel but there is only three uploaded videos in there. The most viewed video “Vanguard Music Festival 2013” has 1 521 views. In YouTube there is also lot of videos from Vanguard festival, mostly about some performances in there, but they are uploaded to there by some other uploaders than organizers of Vanguard festival. In next chart there are presented the amounts of social media followers in Vanguard festival’s official Facebook, Twitter and Instagram pages (situation in 12.4.2015).

Social media platform	Number of followers
Facebook	19 449
Twitter	639
Instagram	1 414

Postings in Vanguard festival’s social media pages (mostly in Facebook and Twitter) are about some signed artists for the festival and about warming up the audience for the festival and also posting from the festival and after it with pictures and possible videos. There is also information for the festival visitors about the possible artist cancellations.

9.1.3. Babyshambles

Babyshambles is a well-known English, London based, rock band lead by occasionally more or less bohemian, troubled and addicted singer, artist and poetic song writer Peter Doherty. Peter Doherty has also been performing solo shows and with his former and quite in those 2014 summer days re-formed band The Libertines. Babyshambles and other Peter Doherty's bands have been cancelling their gigs occasionally more or less because of the lifestyle or drugs/alcohol related problems of the singer Doherty (Wikipedia,Babyshambles; Wikipedia, Pete Doherty; Various, 8.4.2015).

Babyshambles is performed in 2003 and the band members are Peter Doherty (vocals / guitar), Adam Falkner (drums). Drew McConnell (bass) and Mick Whitnall (guitar) (Babyshambles Social Media, 8.4.2015).

9.1.4. Babyshambles and Pete Doherty in social media

Here below are presented the amounts of followers in Babyshambles' and Pete Doherty's social media pages in Facebook, Twitter and Instagram. These amounts are from the official pages and from Pete Doherty's Instagram page that didn't had information if it is official or not, but still having quite big amount of followers. There is also some unofficial pages relating to the band/artist but those are not counted into these presented numbers (situation in 12.4.2015).

Band/Artist	Facebook followers	Twitter followers	Instagram followers
Babyshambles	236 231	30 500	6 774
Pete Doherty	250 243	50 200	5 554*

*No information available is the Instagram page officially maintained by Pete Doherty or his management/record label team

Babyshambles and other Pete Doherty related Facebook pages are full of pictures from concerts, gig announcements and pictures of the musicians with the fans that the fans are posted there but band itself is not active when it is about answering to the posts there or about being really interactive in other ways either. If there is some gig coming it is announced there in the page but there is no information at all if some gig is cancelled for example or about any other negative happenings. Information there seems only be mostly for marketing, not being very interactive or problem solving. There is also posted sometimes some information and promotion about some concerts or new music from the band member's other music projects and bands.

Babyshambles has also an official YouTube channel. In there the most viewed video "Babyshambles - Nothing Comes To Nothing (Official Audio)" has 515 790 views. Band has also official videos uploaded to YouTube by their record label Rough Trade Records in the record label's official YouTube channel and lot of videos uploaded by some other

account holders in YouTube. Most viewed Babyshambles music video “BABYSHAMBLES - FCK FOREVER”, that is uploaded to there by Rough Trade Records in their YouTube channel, has 2 191 533 views (situation in 12.4.2015).

Pete Doherty don't have his own official YouTube channel but there is multiple music videos uploaded to YouTube by his multiple record labels with also huge amounts of views (multiple over 100 000 views and some of them reaching over 1 and 2 million views) and also lot of other videos posted to there by some other account holders than Pete Doherty or his management/record label team (situation in 12.4.2015).

9.1.5. Fan experience and reaction in Vanguard Festival 2014

I was personally visiting Vanguard Festival in Copenhagen in 1st of August 2014 as a music fan and festival visitor. There was many good artist and bands playing in that festival on that sunny Friday evening but the biggest reason why I visited to that festival, and partly also for the timing of my holiday trip to Copenhagen, was to see one of my favorite rock bands Babyshambles performing in there.

I personally hadn't seen any of the front man Pete Doherty's bands' live gigs before, had been a fan for quite many years already and been experienced one cancellation of his only booked solo club gig in Finland in Helsinki couple of years before. I was quite excited to finally see his gig with Babyshambles and had even bought the band's t-shirt from merchandise stand in festival area just before the band was supposed to hit the stage. Lot of fans were waiting to see them and sun was shining in that park in Copenhagen.

What happened next was that when Babyshambles was supposed to start their gig there was some other band I didn't know before playing in that stage. It was a Danish rock band called Reptile Youth and after they started their performance I heard a member of that band saying something about Babyshambles and Peter Doherty in Danish between their songs. I didn't understand it completely so I asked about that from some Danish festival visitor who said that the message was that Babyshambles is not going to play there because Peter Doherty has not been stepping into airplane in London. That was all that been informed and band Reptile Youth had been called to replace Babyshambles in Vanguard Festival approximately couple of hours before they started their show in there. I was quite shocked and very disappointed because of that and I saw that I totally wasn't the only one in there feeling the same. I was also very disappointed the way Babyshambles and Doherty treated their fans with this cancellation in last minute and without any told

proper reason. Sounded like arrogance and disrespect for the fans and their beliefs. Reptile Youth did their best for sure during their gig and their show wasn't bad but they weren't the band I was supposed to see there in that moment and the reason I had bought expensive festival ticket and travelled to Copenhagen exactly on that day.

After just been shocked, thinking about leaving the festival area and then after couple of beers drank I decided to enjoy what the festival could still offer to me and listened some good performances of the other bands that hadn't cancelled their shows in Vanguard Festival. Babyshambles was the only cancellation there on that day. Festival area was good, there was lot of cool people and the weather was good and sunny. I had good time there too and saw good performances at least from bands like Mew and Savage Rose. Even so there was fortunately some good shows in the festival I was still after all quite disappointed and shocked because of the cancellation of Babyshambles and also because of the way they did it, and as well because I had experienced the same in Helsinki before and wasn't expected to see that happening again anymore. Also in Helsinki the reason of cancellation was told to be because Peter Doherty just hasn't been stepping into airplane in London and that was all that was informed then.

When talking about that subject with some visitors of the event I heard that many other people were very disappointed as well in that festival because of that cancellation and I saw that also from some people's reactions when Reptile Youth were telling their notice and after that as well. Lot of people, including me, were expected and exited to see Babyshambles in Vanguard Festival that evening, were paid a lot of money for the ticket, and were then very disappointed after the last minute cancellation of the band and also because there was no good reason informed for that.

After the festival in Copenhagen my feelings of disappointment and even anger were still remaining towards Babyshambles and Peter Doherty. I wasn't sure was I even a fan of them anymore. I wanted to write about my thoughts and how I felt about that situation to somewhere and a right place for that was in my opinion Facebook. So what I did was at first post some lines about what happened to the wall of my own personal Facebook profile and share my experience with my friends there and after that at least the wall of Babyshambles' Facebook page as well. So that is what I did and I also visited the Facebook pages of Vanguard Festival, Peter Doherty and also Doherty's other band The Libertines for looking information, reasons and comments from the band, Festival stuff and other festival visitors.

9.1.6. Reactions for concert cancellation in social media: Vanguard festival

I, as a visitor, heard the first time about the Babyshambles' cancellation after The Reptile Youth had already started their show in Vanguard festival area. This cancellation was also informed in Vanguard festival's website and in its official Facebook page, but in those pages the information was also published just a short time before the time Babyshambles should have been performing. Here below are captured pictures of those postings, at first the cancellation announcement from Vanguard festival's website and the second one from its official Facebook page. The cancellation announcement in Vanguard festival's Facebook page was only in Danish language.





Vanguard Music Festival
August 1

Babyshambles' koncert kl. 17 er desværre blevet indstillet. Danske Reptile Youth kommer til Vanguard og erstatter det engelske rockband. Babyshambles udgår af fredagsprogrammet, da bandets forsanger Peter Doherty ikke nåede ombord på sit fly fra London til København.

Reptile er en velkommen og fantastisk erstatning, som vi ser frem til at præsentere for Vanguards publikum. Bandet er kendt både i Danmark og internationalt for sine højeksplosive koncerter, hvor de forener rocken med en suveræn elektronisk lydskaskade.



Here below are some of the comments that were posted for the cancellation announcement in Vanguard festival's Facebook page (part of them are in Danish language but translated in English).



Patrick Østergaard



Like · Reply · 15 · August 1 at 5:13pm



Jacob Larsen Kan man få pengene tilbage?

You can get the money back? (Translated by Bing)

Like · Reply · 10 · August 1 at 5:15pm




Malene Knudsen Der går flere fly fra London til københavn i dag. Dårlig undskyldning! Giv os en ordentlig forklaring! Har udelukkende købt billet pga. dem!

There are several flights from London to Copenhagen today. Bad excuse! Give us a proper explanation! Have exclusively bought ticket pga. them! (Translated by Bing)


Like · Reply · 9 · August 1 at 5:08pm

-  **Andreas Smedegaard** Totalt nedtur. Det var mit hovednavn. Well, har prøvet det flere gange med Doherty. Succesrate pt: 33%.
Total Downer. It was my main name. Well, have tried it several times with Doherty. Currently: 33% success rate. (Translated by Bing)
Like · Reply · 🍷 5 · August 1 at 7:37pm
-  **Daniel Hvalsø Carlsen** I skulle nok have booket dem til at spille senere på dagen. Junkier har brug for mere tid til at sove rusen ud. Amatøragtigt, Vanguard.
You should probably have booked them to play later in the day. Junkies need more time to sleep off the intoxication. Amateurish, Vanguard. (Translated by Bing)
Like · Reply · 🍷 5 · August 1 at 5:36pm
-  **Peter Borreskov Veistrup** Og London er jo en destination, hvorfra der kun er afgang et par gange om ugen?!
- God erstatning trods alt.
And London is a destination, from which there are only issues a few times a week?! Good replacement after all. (Translated by Bing)
Like · Reply · 🍷 5 · August 1 at 5:12pm
-  **Mette Pfeiffer** Festivallens hovednavn.. Øv hvor er det skidt.
The Festival's main name.. AW where it is rubbish. (Translated by Bing)
Like · Reply · 🍷 3 · August 1 at 8:57pm
-  **Frederik Ptak Fréder** Hvor er det bare lal!! Den eneste grund til, at jeg købte begge dage!
Where is it just lal!! The only reason why I bought both days! (Translated by Bing)
Like · Reply · 🍷 3 · August 1 at 5:06pm
-  **Simon Dragnes** Fedt, kom hele vejen fra Horsens for at høre Babyshambles i dag, og fandt først ud af det da der stod et andet band på scenen.... Og det er selvfølgelig ikke Vanguards skyld.
Fat, came all the way from Horsens to hear Babyshambles today, and found the first out of it as there was another band on stage And it is of course not Vanguards guilt. (Translated by Bing)
Like · Reply · 🍷 2 · August 1 at 6:22pm · Edited
-  **Jan Diedrichsen Hansen** Så forudsigeligt!
So predictable! (Translated by Bing)
Like · Reply · 🍷 2 · August 1 at 5:56pm
-  **Kirsten Nielsen** Fucking lort. Kun derfor billetten er købt 😞
Fucking shit. Therefore, only the ticket is purchased:((Translated by Bing)
Like · Reply · 🍷 2 · August 1 at 5:45pm
-  **Ditte Brandt Madsen** Hahahahahaha OMG! Nina 🤔🤔🤔 og så DEN grund 🤔
Hahahahahaha OMG! Nina 🤔🤔🤔 and so the reason 🤔 (Translated by Bing)
Like · Reply · 🍷 2 · August 1 at 5:25pm
-  **Esben Vest Jensen** Havde købt en billet til festivalen udelukkende på grund af Babyshambles.. Fedt.....
Had bought a ticket for the Festival solely due to Babyshambles.. Fat.....
(Translated by Bing)
Like · Reply · 🍷 5 · August 1 at 5:01pm

 **Lasse Poulsen** Der går mindst 20 flyvere i døgnet fra London til Cph, meld da i det mindste en ordentlig forklaring ud. Og ja, jeg er med på at det ikke er jeres skyld, men lidt tungt at bruge 3dages arbejde for at se et band som i aflyser med en times varsel og i prøver endda at lade som om at de (glimrende) unge drenge er en sej erstatning. Kom igen
There are at least 20 Airmen in a day from London to Cph, meld as at least a proper explanation out. And Yes, I'm with in that it is not your fault, but a bit cumbersome to use 3dages work to see a band that in cancelling with an hour's notice and in even trying to pretend that they (excellent) young boys is a tough replacement. Come again (Translated by Bing)
Like · Reply · 🍷 1 · August 2 at 2:52am

 **Kristoffer Føns** Fandme sent at melde det ud. Mon ikke I vidste det i bedre tid end 1 time før de skulle på scenen? Super irriterende at købe billet til overpris på dagen og så finde ud af, at det eneste decent band på plakaten er blevet afløst af... reptile youth.
Fuckin late to sign it out. I wonder if I knew it in better time than 1 hour before they had to be on stage? Super annoying to buy ticket for overpriced on the day and then find out that the only decent band on the poster has been replaced by ... reptile youth. (Translated by Bing)
Like · Reply · 🍷 1 · August 1 at 9:25pm

 **Morten Vikær Hermansen** Du er en idiot, Peter Doherty
Like · Reply · 🍷 1 · August 1 at 5:01pm

 **Eva Nielsen** Seriøst - det er jo 1000. gang, at det sker for Pete Doherty. Det er fandme skuffende.
Seriously-it is 1000. time that it happens for Pete Doherty. It's fuckin delusive. (Translated by Bing)
Like · Reply · 🍷 1 · August 1 at 4:56pm

 **Ninna Lynge Marques** indstillet eller aflyst?
suspended or cancelled? (Translated by Bing)
Like · Reply · August 2 at 12:34am

Write a comment...

As seen from those comments, people were showing clearly their disappointed but because the festival had informed about the cancellation in a decent way, even so in the last moment, those postings mostly weren't blaming the Vanguard festival organizers for this very much. Critic and anger in these postings is blaming mostly against Babyshambles and Pete Doherty.

In Vanguard festival's Twitter page there was also posted information about the Babyshambles cancellation. That post didn't have so much comments, only two of them, than the posting in festival's Facebook page. The follower amount in Vanguard festival's Twitter page is hugely lower than its Facebook page though. Another one of the comments there was just sharing the post with tags and another one was negative/sarcastic. Here below is a picture of that Vanguard festival's official posting from its Twitter page (in

Danish language and can be translated to be just information about cancellation and the replacing band).



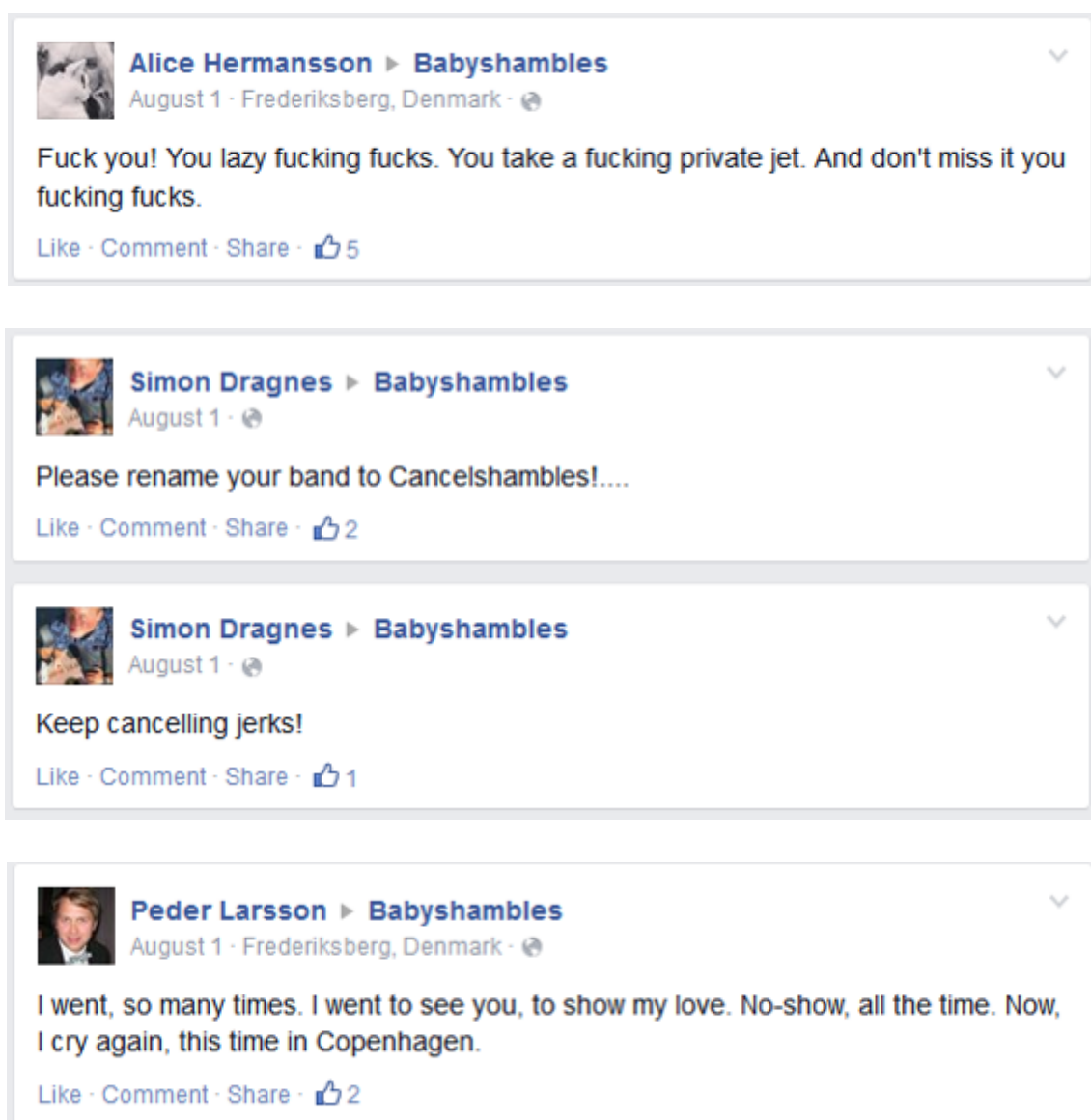
9.1.7. Reactions for concert cancellation in social media: Babyshambles and Pete Doherty

There was also lot of disappointed and angry postings in Babyshambles' official Facebook page, including my posting in there. My own post to the wall of Babyshambles' Facebook page on August 2nd 2014 was: "Horrible last moment cancellation in Copenhagen yesterday. "Hasn't been getting into airplane in London.. ". Second time got a ticket to your show and second time it went like this. It was a very bad situation to the fans waiting for you and to the festival. Without some good performances from other artists there the whole event would have been ruined. Unfortunately I think I'm not going to travel to your "gigs" anymore. All the best. ". I had four "likes" for that postings from some people I didn't know and no comments from band or from anyone else either. Here below is a captured picture of that particular comment of mine from 2.8.2015 in Babyshambles' official Facebook page.



Some other people were using even harder language in their postings in the same Facebook page to express their dissatisfaction and bad feelings because of the concert

cancellation. All in all, there was no response from the band's side to any of those messages. Here below are some examples from those postings in captured pictures.



There was also same kind of comments posted about some other festivals where Babyshambles were cancelling their shows in last moment close to, before and after, the Vanguard festival. Still the other cancellations were informed well before the festival was started in other destinations but in Vanguard Festival people were really expecting that the band would be playing there until the moment the Reptile Youth band hit the stage and the singer told that Doherty has not been appearing to the plane in London. Next here is two examples of the posts relating to the other cancelled festival gigs from a visitor of Szene Openair Lustenau and Frequency festivals.



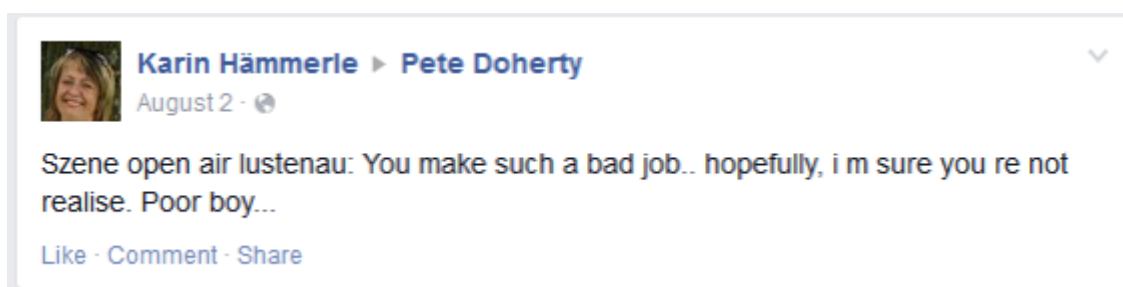
Total amount of negative postings relating to the concert cancellations in Babyshambles' official Facebook page was highly noticable and the language used in those was highly negative, highly disappointed and even aggressive. None of them was answered by the band, artist or their management/ record label team. There was total social media silence from their side for the posts of the disappointed, confused and angry fans and they didn't publish any kind of information at all for commenting or apologizing the cancellations. And the situation is still the same, no comments at all for anything relating to those happenings.

There was many same kind of comments also in Pete Doherty's own official Facebook page in same time and the social media silence from the band's/artists's side was complete in that page as well. Here below are some of those comments that people were posting into that page in those days when the cancellations were happening.






Also in this page there was same kind of disappointed/angry comments from other festival goers from other cancelled festival gigs near the moment of Vanguard festival. Here below is two of them for example. No comments from the artist's side to any of those.




The first posting by the artist's side in Pete Doherty's official Facebook page was in 14th of August 2014 and it was about some Greta Bellamachina's poem and not relating to any of the cancelled concerts. Exactly the same poem was posted in same time also in Babyshambles' official Facebook page. There was no comment, information or apologies at all relating to the cancellations from the side of Babyshambles or Pete Doherty or their management/record label team in their official social media pages in Facebook and Twitter. Next posting after the mentioned poem was posted in 26th of August and it was an announcement of upcoming solo concert of Pete Doherty in Paris, France with ticket information and link to a ticket sales site. The same post was again posted in both, Babyshambles' and Pete Doherty's, official Facebook pages.

There is also unofficial pages in Facebook for Pete Doherty. In one of them there was posted two pictures of Pete Doherty having a rest with a comment "Relax time" in next day after the Babyshambles' cancellation in Vanguard festival. In this unofficial page of Pete Doherty there is mentioned that the exact page is not maintained by Pete Doherty himself

or his management team either. Because of that it seems that this posting was not either an answer or comment from the band's or artist's side for the cancellations. Maybe it was still telling something about the situation of the artist's condition in that moment, but that is not of course known for sure in public. That posting from unofficial "Peter Doherty" Facebook page is here below and under it there is some comments again relating to the cancellation in Vanguard festival (partly in Danish language but with English translation).



Peter Doherty
 August 2

Relax time





Like · Comment · Share

177 3 2 Shares


Gitte Hougaard Carlsen Susanne Larsen Sara Juel Linda Laugesen derfor nåede han ikke flyet
 Susanne Larsen Sara Jackson Linda L therefore he reached no plane
 (Translated by Bing)
 Like · Reply · 1 · August 2 at 11:03pm


Sara Juel Argh altså 😡
 Argh so (Translated by Bing)
 Like · August 2 at 11:57pm


Matthias Bach ❤️ analog style
 Like · Reply · August 3 at 5:24am


Pippa Price X
 Like · Reply · August 2 at 7:29pm

Write a comment...

In Pete Doherty's older band The Libertines', which was reformed again during that summer 2014, Facebook page there was in 2nd of August (one day after the

Babyshambles' Vanguard festival cancellation) a post about soon coming The Libertines' concert announcement with a posted music video of them from YouTube. That posting is here below with a captured picture. In that page there was no comments about the Babyshambles' cancellations either.



After that post above there was posted a concert announcement in 25.8.2014 for upcoming The Libertines concert in Copenhagen. That concert did not become cancelled later on and they played it in Copenhagen, with Pete Doherty, in 23.9.2014. I personally was not in that concert. The concert announcement from The Libertines' official Facebook page is seen here below.



9.1.8. Fan opinion for the cancellation and social media reactions after the festival

When I was seeing that there was no reaction or comment at all to my posting in Babyshambles' Facebook page from the band, Doherty or from the band's marketing department I personally wasn't feeling very glad or less angry. Not a good way to threat fans at all I thought and felt. I felt disappointed, angry, confused and was thinking that I am maybe not going to be a fan at all anymore. Quite a big words and emotions towards a band I had liked and respected a lot. From the posted Facebook messages in band's Facebook page I saw that I wasn't the only one feeling the same.

I think the way they informed about, or in this situation did not inform at all, about the cancellation at first in the festival and then afterwards in their social media pages was something totally bad, hugely disappointing and even quite unbelievable to notice. Something that I would not expect to see from any kind of band or artist in first place and for sure not from internationally so well-known band and not in such a big event. That kind of way to behave at first with the cancellation and then the way to be totally silent about it and not inform or comment to anything at all was quite shocking and just gave feelings of confusion and even true anger towards the band. I think this kind of behavior is a totally bad and a wrong strategy for a band and its management/record label team and I was totally negatively surprised to see all that happening.

After time has gone I am a fan again, I think. Pete Doherty is quite troubled and sometimes irresponsible bohemian and even a drug addict (or at least has been) but still an exceptionally talented musician and I still like the music of him and his bands. After experienced two cancellations of his gigs I know now that I am probably not going to travel anywhere to see his concerts but for sure will be going to see some if that surprisingly is located close to me someday and I have a chance to go there without any major travelling. I still would like to see Pete Doherty's concert live with or without his bands but I am not expecting it still and I think that I am not going to travel anywhere far because of that.

In the long run I think that this kind of experiences might be affecting to the sales of concert tickets and even the records. Not very good thing for the band, artist and their publicity but I guess there has been worst happenings in life and career of Pete Doherty as well. Still being open, honest, responsible and respectful and being informing and apologizing for the fans and the waiting audience of Vanguard festival when this kind of

cancellation was happening, would have been the right way to do, I think. That kind of behavior would have at least made the situation and reputation of them a bit better. All in all I had a story to tell to my friends, and write into this paper, about some rock stars, but seeing them live in a great concert, which I was expecting and waiting for, would still have been a clearly better experience for me for sure I guess. Maybe it just wasn't supposed to happen or it will be happening somewhere in the future and then I will be having one another kind of story to tell, who knows. Or maybe it just doesn't matter so much anymore.

Later on in 2014 and early 2015 Pete Doherty was reported to start and succeed to clear a rehab for ending his drug addiction and he announced a concert tour and started to record a new album with The Libertines I personally am waiting to hear some new material from them, let's see if that is going to be great or not. Pete Doherty also published a recording of a new song "Flags of the Old Regime" recently (in January 2015) and is talking about a possible solo record as well in media. That mentioned released song is made for his postponed friend Amy Winehouse and the proceeds from that single record are going towards the Amy Winehouse Foundation (foundation which is helping young people that are having drug and alcohol related problems) (NME.com; The Guardian). I think the song is good.

9.2. Case 2: The Subways' concert cancellations in 2015

English rock band The Subways were cancelling three concerts in Scandinavia (in Copenhagen, Oslo and Stockholm) in February 2015. In next chapters there is at first some information about the band and then presented how the band was informing about the cancellations in their social media pages and what kind of response they receive for their cancellation postings in there.

9.2.1. The Subways

The Subways is a British rock band that is formed in 2005. Band members are Billy Lunn (Vocals/ Guitar), Charlotte Cooper (Bass/ Vocals) and Josh Morgan (Drums). In band's Facebook page there is written in info section that "THE SUBWAYS (UK) are one of the most exciting live bands on the current touring circuit, thrilling crowds with their explosive rock sound and wild stage performances" (The Subways Social Media, 20.3.2015). I personally like their music and have seen The Subways live once in Tavastia rock club in Helsinki, Finland. I experienced their stage performance highly energetic, positive and highly interactive.

9.2.2. The Subways in social media

The Subways have Facebook page, Twitter page and Instagram page. Band members have also their own personal public Twitter pages, where at least the singer Billy Lunn (8 021 Twitter followers) and bass player Charlotte Cooper (9 096 Twitter followers) have been quite active with their postings (situation 20.3.2015).

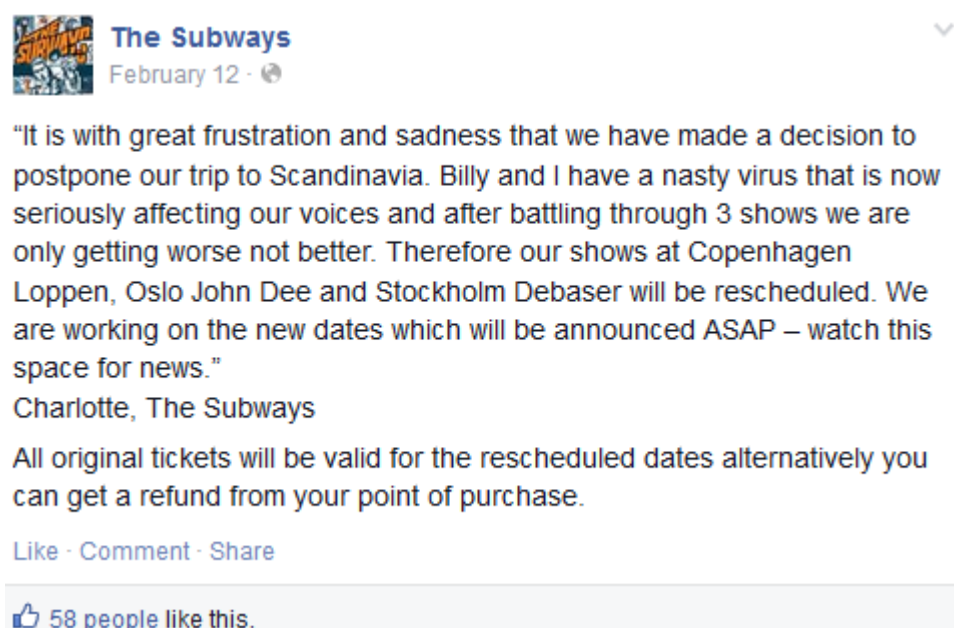
Social media platform	Number of followers
Facebook	265 943
Twitter	23 600
Instagram	3 307

The Subways' style/strategy in their Facebook page seems to very open and interactive and the posts and answers to fan's feedback and questions seem to be written by the band members themselves and in a highly positive and honest way. There is also quite often posted band member's own pictures and video messages for and with the fans. With this kind of activity it can be felt that the band is enjoying their band-/touring life with positive energy and with a real and interactive interest to their fans internationally. Besides interactive messages from the band there is posted also marketing and information for their albums, new songs and upcoming concerts as well.

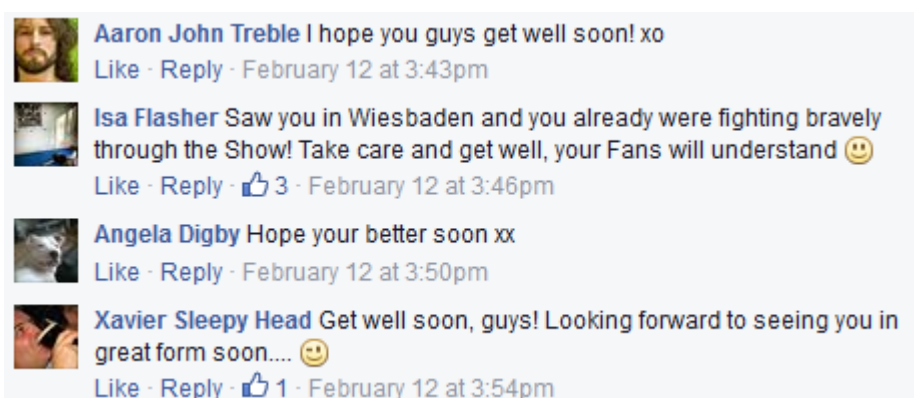
The Subways also has official YouTube channel with lot of music videos with big amounts of views. The most viewed video in that channel "The Subways - Rock & Roll Queen - Official Video", published in 16.4.2007, has 6 033 856 views. Behind that there are also two videos with over two million views, one video with over one million views and multiple videos with hundreds of thousands views. There is also lot of other videos about The Subways in YouTube that are posted to there by some other account holders than The Subways or their management/record label team.

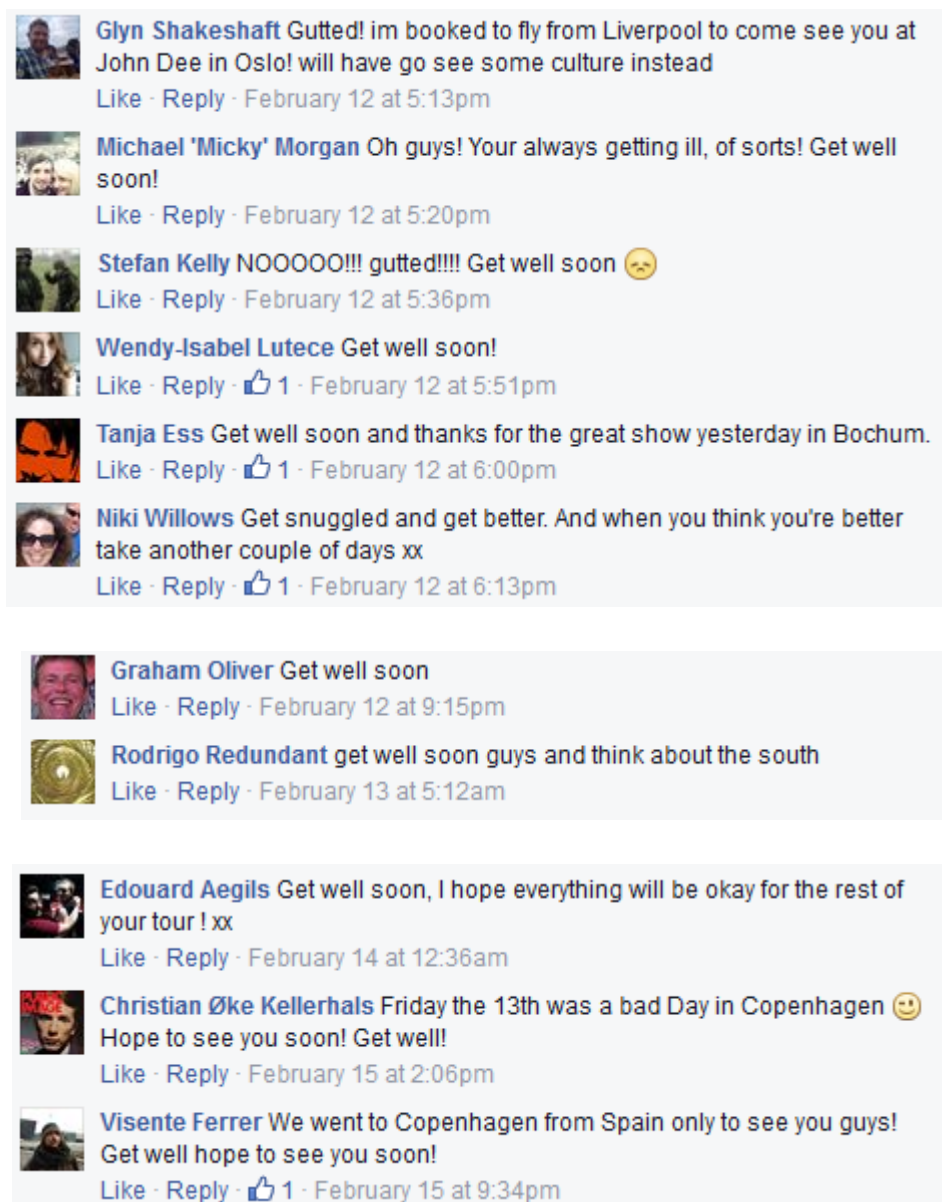
9.2.3. Reactions for the cancellations in social media

The Subways posted cancellation information in their Facebook page in 12.2.2015. In their posting they were telling about cancelling three upcoming shows in Scandinavia, in Copenhagen (Denmark), Oslo (Norway) and Stockholm (Sweden). In their post the band was apologizing the cancellations and were telling openly the reason, case of virus based illness of the band members, for the cancellation. Below here is the particular post as a captured picture. Below that posting there is also the comments that were received for the posting.

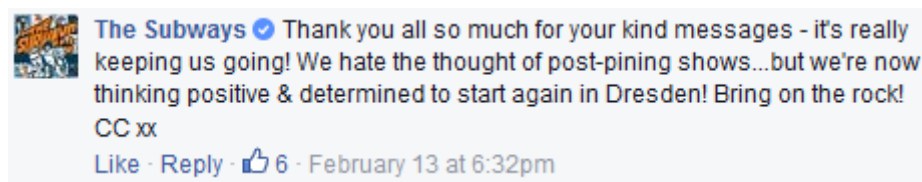


There was 29 comments for this posting in Facebook. Many of the comments were showing disappointment because of cancellation but still mostly those same comments were including a “get well” message with understanding. There was none of very angry or blaming comments for this cancellation post by The Subways. Here below are captured pictures of some of the comments for that post.





The Subways were also answered for the comments. Here below is their comment as a captured picture.



The Subways also posted same kind of information about the concert cancellations in their Twitter page. Responses in there were also similar than in their posting in Facebook. Here below is a picture of their posting and all the five comments that the post received. The band also answered to the comments and that answer is also seen here below among the comments.



9.2.4. Fan opinion

I personally think that, even so I didn't have tickets to those cancelled concerts, this kind of open and apologizing way for informing the concert cancellations is a right way to do it. This kind of informing, with openly told reasons as well, is not giving any bad reputation or growing the disappointment of the fans against the band, in my opinion. Comparing this to the way Babyshambles was not informing at all about their cancellations and the reasons for them, this way The Subways were informing is about 100% better way for a fan in my opinion.

10. Conclusions

The theoretical part of this research is showing that social media has a big and important role for marketing of the organizations these days and it has a big role also for individual people in their personal lives. For organizations, like the ones from the event- and sports industries that are presented in the empirical part of this research, it is offering huge and valuable opportunities for marketing, communications and visibility. And it is offering that for them mainly with relatively low financial cost. It is also important to understand that besides being an important marketing channel, social media is not there only for marketing, it is also for interactive communications with the followers and fans of the organization/club/festival/artist/band and it is offering possibilities for strengthening the fan loyalty and brand as well. Social media still needs activity and positive, interactive, honest and open attitude from the organization for being successful channel for them and for being trusted and liked by their followers. Organizations should also be informative and offer occasionally some “extras” in their social media pages for their followers.

Besides marketing and informing, social media is also about interaction between the organization and their individual followers and also the followers are often taking part of the creating the content in organizations social media pages and they can do that without actual control from the organizations side. Besides positive effects, it is also possible to gain negative publicity in social media pages if organizations are doing something wrong and/or they are ignoring the followers or are not responding in open, honest and respectful way for the follower reactions in their social media channels. So it can be stated that social media is offering huge positive possibilities but also some possible risks for the organizations, which they should be aware in their marketing and communication activities and strategies. The fans, that are often also at least big part of the social media followers, in the context of this research are also often having emotions and strong, mostly positive, feelings for the organization in the first place, and even more in a case of a sports club or a band, and it is a thing that the organizations in this context would be good to remember, maintain and even strengthen also with their activities in social media.

With huge amounts of social media followers the organizations can also reach a remarkable potential customer segment, which is often willing for their marketing and information if it is presented for them in a right and respectful way. Besides reaching huge amount of followers of the organizations pages, social media is also offering visibility often for the friends of the followers in their own social networks, while the followers like,

comment and/or share the content that the organization has been posting. Social media can be seen as a modern way of word-to-mouth conversation and it is offering huge effect and visibility, in good, and possibly also in bad way if something goes wrong in social media. Organizations should be aware of the huge positive possibilities and also for the possible risks that social media pages are offering for them and have a proper strategy for both. When organization has a good and working strategy for social media and is acting there in proper, interesting, interactive and successful way it can reach and maintain remarkably valuable channels for marketing and for communications with the followers, fans and possible customers.

In empirical part there are presented all the results of the actual empirical research after the theoretical part of this paper. The results are speaking for themselves and are open for many kind of analysis but in next chapters there are briefly presented the main conclusions I made from those results. The results were collected from three sections', football clubs' (and other sports clubs'), rock festivals' and rock bands', social media pages in Facebook, Twitter, Instagram and YouTube as a case study and there were also three deepening qualitative interviews done by e-mail and telephone, one for each of those mentioned sections.

For the results for sports clubs it was shown from the published posts that there are lot of similarities in European football clubs' social media strategies. Clubs are posting a lot about almost everything what is happening around the team with pictures, videos, interviews and shared articles and other kind of contents as well as marketing materials for the game event ticket sales, season ticket sales and merchandise sales. There is also similarities between clubs from different forms of sports in Europe and also in North-American sports leagues. There are differences between part of the different sized sports clubs, and clubs from different countries and sports forms in the level of their posting activity and quality, but at least the most successful and the biggest teams are often highly active in their social media channels in Facebook, Twitter, Instagram and YouTube and they also have often remarkable amount of followers and follower comments, shares and likes in their social media pages.

It is seen with case study and also with interview with HJK's Marketing Director that lot of sports clubs are putting effort for their social media postings and social media marketing and are realizing that it is offering lot of good possibilities for keeping contact with fans, maintain and develop the brand and possibilities for marketing the team, ticket sales and

merchandise sales. Also relatively smaller sports clubs can have very valuable social media pages with well-done strategies. HJK, which can be seen as a forerunner in social media usage in Finnish football, is a good example for that as the biggest football team in Finland but internationally having smaller total budget comparing to the teams in bigger European football leagues. With this background HJK is having much bigger measured monetary value for its social media pages when comparing the results for example to the results of F.C. København, which is having about ten times bigger total budget than HJK. According the interview, HJK is also using paid Facebook ads occasionally. HJK has also been taking seriously the possibilities for some negative publicity in social media and has a strategy for that kind of publicity, besides the positive publicity, as well. Even so social media is efficient and highly valuable marketing channel for reaching a significant amount of followers and possible customers in HJK's social media pages, their Marketing Director was also saying that other kind of marketing activities with other marketing channels are still needed as well for the club, because not all of the possible and potential customers are following HJK in their social media pages.

The biggest, most popular and most successful football teams are mostly having remarkable amounts of followers, and also lot of follower comments, shares and likes for their posts, and bigger amounts than some smaller clubs, internationally and domestically. The biggest follower amounts are as big as millions or even tens of millions of people internationally in the World's most popular football clubs' and other sports clubs' social media pages. In general, big follower amounts are offering lot of valuable visibility for the marketing and informing messages that the clubs are posting and is offering possibilities for the clubs to be closer to their fans and followers and to maintain and possibly strengthen their fan loyalty and brand.

Social media pages are used for marketing and informing for the rock festivals in Finland and internationally. The results collected with the case study and from interview with Ruisrock festival's representative were showing that the festival are informing about the performer signings for the festival, marketing the tickets and informing everything around the festival as well as warming up the visitors for the festival during the year and more actively near and during the actual festival event. Ruisrock particularly, according the interview, is having a social media strategy as a part of their communications plan and social media is a remarkable part of their marketing strategy. The actual product, the festival event, is still more important for the ticket sales than the marketing activities in social media or in other marketing channels. Ruisrock is seeing social media also as a

good channel for informing the followers about everything related to the festival and they have also a social media strategy for reacting to possible negative publicity as a part of their communications plan.

There are lot of similarities between postings of the different and different sized festivals and also some differences depending the festival, its location and size sometimes, but mostly the festivals are mainly posting quite much about similar things to their followers if they have been putting efforts for their social media activities. The level of activity in social media postings is differing eventually depending on the festival. Amounts of social media followers are mostly depending the size, popularity and location of the festival. The biggest festivals with the biggest visitor amounts for example in middle of Europe are having often more social media followers, as well as follower comments, shares and likes in posts, in their social media pages than some smaller and not so centrally located festivals. The biggest follower amounts are even hundreds of thousands of people in the most popular festivals' social media pages. Big follower amounts are offering lot of visibility for the festival through the whole year and during the actual festival event for marketing and informing about ticket sales, performing artists and all the other subjects relating to the festival and are offering good possibilities also for warming up the audience for the festival event.

From the results collected from the various rock bands' social media pages and from an interview with Von Hertzen Brothers' management's representative, it was seen that that there are lot of similarities between different bands in their ways of posting but also some differences depending on the band. Some of the bands, like for example Von Hertzen Brothers, are posting a lot by themselves and only smaller part of the post in their social media pages are posted there by their management or record label team, while in with some other cases is happening the opposite with most of the posts published by the band's management-/record label team. Von Hertzen Brothers are aware of the big possibilities that social media has for marketing and besides that they are also using their social media pages as a great channel to be interactive and informative in communications with their fans. Von Hertzen Brothers is also aware that there might appear some negative publicity sometimes in social media pages and they have an open and interactive strategy for that kind of situations, besides the positive situations, as well.

The postings in the rock bands' social media pages are often, and mostly, about everything about the band itself, their music, music videos, interviews, concert and album

announcements, album reviews, warming ups for the concerts, pictures, videos and often also marketing content and information for ticket sales, album sales and merchandise sales. There are occasionally some differences on how active the bands are in social media depending the band. The results from the bands' social media pages and from the interview are showing that many of the bands are using social media for communicating with their fans and also for promoting their music, concerts and merchandises. The follower amounts are depending much on how well known is the band domestically and internationally among the people who are using social media. Many of the internationally well-known and popular bands are often having enormous amounts of followers, and also follower comments, shares and likes for their posts, in their social media pages and more than some smaller bands that aren't so well known by masses internationally. The biggest follower amounts are millions or even tens of millions of people in the most popular bands' social media pages. Huge follower amounts are offering lot of visibility for the bands for marketing and informing about their music, concerts, albums, merchandises and all the other subjects relating to the band.

Like pointed in theoretical part of the research, it was shown also in empirical part with example cases, that open, informative, honest and interactive informing in negative situations is mainly giving better and more positive follower reactions in social media than ignorant, arrogant or negative ways to inform, or not inform at all, about some negative happenings. The cases of negative happenings used for the research were certain concert cancellations of two British rock bands, Babyshambles and The Subways, and the ways those mentioned bands and their followers and fans were reacting to those unpleasant situations in social media pages.

Babyshambles cancelled their concert in last minute in Vanguard festival in Copenhagen 2014, and was not informing, apologizing or giving any explanation at all in their social media pages, or in any other channel either, and the same situation was with the singer Pete Doherty's social media pages. Vanguard festival informed openly, in last minute though but still, about the cancellation in festival area and in their own social media pages, by telling that the singer Pete Doherty just hasn't been entering the plane in London and that is why the concert was cancelled. People in social media were not blaming strongly the festival for the situation after their informing but the disappointment was widely shown for the band Babyshambles in the band's social media pages. Social media followers were reacting strongly in highly negative, disappointed and angry way in Babyshambles' and also Doherty's social media pages, but there was no response at all from the band's or the

singer's side for those comments and reactions in social media. Band, the singer and their management- / record label team were ignoring all the comments and were not informing at all about the cancellation and the reason for it and that was making the followers just even more angry, blaming and disappointed and they truly were showing their negative feelings in their comments in the social media pages of Babyshambles and Pete Doherty during those days. This can be seen as strong example of a highly negative publicity for the band and the singer and the situation was not even tried to make better from the artist's side in social media, or in any other channel either and that just made the situation even worse in the minds of the fans. It was also seen that it wasn't the first time this was happening to these internationally quite popular, well-known and musically widely respected band and singer.

In the second example there was happening open and personal informing from band The Subways in their own social media pages, when they were cancelling several concerts in various Scandinavian cities during spring 2015. They were informing about those cancellations in social media in open, personal and apologizing way and told about the reason for the cancellations, which was some temporary illness of the band members. This kind of informing gained only understanding and cheering "get well soon" comments from their social media followers, even so many of them seemed to be disappointed because of missing the important show they were supposed to experience. There weren't any angry or blaming comments appearing at all in the social media pages of The Subways after their open cancellation announcement and the band was personally thanking their followers for the cheering comments after that.

Those two cases of similar concert cancellations with totally different informing strategies were showing clearly the huge difference of the nature of results with an open, informative and apologizing strategy and ignorant strategy with total social media silence, when comparing the follower and fan reactions in social media after the particular cancellations. It can be stated that the open, honest, personal and informative informing strategy is offering much better and more positive results in this kind of troubled concert cancellation situation in social media and for the image of the band.

Besides all the deeper theoretical and practical knowledge and examples of the social media usage and social media marketing activities in general and mostly in context of football clubs (and other sports clubs), rock festivals and rock bands, this research has been also offering several unique and clearly presented charts that are showing statistics

for comparing the social media follower amounts of various well-known sports clubs, rock festivals and rock bands in their official social media pages in the main social media platforms internationally and in Finland.

In general, from the results of this research, it can be stated that social media is offering huge, valuable, effective and reasonably prized opportunities for football clubs (and other sports clubs), rock festivals and rock bands for getting visibility to their marketing activities, to engage their fans, to strengthen their brand and also for being interactive in communication with their fans and followers. Social media is also offering some risks if things go wrong and social media is not used with proper ways and proper strategies.

From the results of this research, which are showing lot of similar positive, versatile and interactive social media posting activity by the case study and by the deepening knowledge gathered from the interviews, it can be seen that lot of researched social media users in the mentioned context, at least majority of the major organizations, seems to be widely understanding and even in a good level the big opportunities as well as the possible risks that social media can be offering for them. That awareness can be widely seen in many of the context's organizations' social media pages as an active, positive, informative, open, personal, effective and interactive posting activity and strategy as well as from the answers from the interviews that were done for this research.

Other kind of, negative, examples still exists as well, as seen from the presented troubled case with ignorant social media strategy of the band Babyshambles during the times of their concert cancellations in summer 2014. Also some differences in the level of personal and general activity in "normal situation" social media postings and in number of used social media channels can be seen occasionally between some of the different and different sized organizations, but the social media posting and marketing strategies and posted contents there are still often having lot of similarities between the organizations in this context. Social media has a remarkable role in marketing and communications activities for the organizations and in the everyday lives of millions and millions of individual persons internationally these days and it is a fact that is seen significantly also in the context of this research.

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