

Major League Baseball Routes over 600,000 Media Assets for Social Distribution



Overview

Major League Baseball (MLB) has thrilled baseball fans around the world for over 150 years. The league wanted to expand its reach to a younger generation of fans that live on social media today. MLB took an early step as a leader in the sports industry by starting the Live Content Creator (LCC) program, in which league-employed LCCs capture unique photos and videos, for each of the 30 clubs, at every game. The league used this media primarily for promotion on MLB social media channels but knew it could be expanded even further to include and benefit the players, too.

Opportunity

MLB has been aggressively exploring new ways to promote its players and was interested in getting its high-quality content into players' hands, as they have a direct connection to fans. The league wanted to be a resource to help its players make the most of their personal brands, and recognized the increasingly valuable opportunity that social media offered them. MLB had the vision to capture content from the LCCs; then route those thousands of assets to MLB players for social sharing by establishing a Player Social program. In this way, MLB players could access the LCC content easily and consistently to engage more fans and build their personal brands through their own social media channels.



Success Story | Sports




Partnership

MLB worked with Greenfly to ramp up the distribution of content to support the goals of the league's Player Social program. The league leveraged the speed and automation of the Greenfly platform to get players content immediately after every game via personalized player galleries in the Greenfly mobile app. The players could then quickly post this content to social or download to their mobile phones. Over 600,000 assets were routed with Greenfly in the 2019 season alone to players and teams, and over 750 MLB players have participated to date. Beyond the standard photos and highlights, many players also received custom graphics and content to mark milestones or major individual or team events to share on social.

Impact

The MLB players on Greenfly posted 24% more content on social media year-over-year, while non-participating players actually posted 9% less overall. Meanwhile, players using Greenfly saw their follower counts increase 48% and their fan social engagement go up by 52%.

A hand holding a smartphone displaying a social media post of a baseball player in a white uniform running on a field. The phone screen shows a "Post" interface with a back arrow, a share icon, and a refresh icon. The time is 7:41 and the location is Asana. The player is in the center of the frame, running towards the right. The background is a blurred stadium.

“They [players] are seeing their engagement rates go up, and also their follower growth go up, and seeing the benefit to being active on social platforms to give fans that deeper and closer connection to them.

Barbara McHugh
MLB Senior VP of Marketing

Source: Sporting News

“It's really cool stuff and I'm happy they're doing that for the players.”

Pete Alonso
New York Mets First Baseman
2019 National League Rookie of the Year

Source: Yahoo Sports

Success Story | Sports

Results

750+

MLB players

+24%

increase in player posts*

600k+

media assets to social

+52%

increase in social engagement*

170K

player downloads

+48%

increase in fan growth*

*2018 Season vs. 2019 Season

