



## How Copa América's 100<sup>th</sup> Anniversary Scored Serious Social Goals

Copa América, the world's oldest international soccer competition, celebrated its 100th anniversary in a big way: 16 teams from the Americas competed in 32 matches over 23 days in 10 host cities across the United States. This year marked the first time Copa América was ever hosted outside of South America, and event organizers, headed by U.S. Soccer, wanted to demonstrate that the U.S. could successfully host by exciting fans and scoring high engagement numbers.

To make the tournament truly fan-centric, Copa América's social team needed to publish and respond to comments from fans and influencers equally well in their fans' primary languages (English, Spanish, and Portuguese). The social team also wanted to communicate the game in a meaningful way, rather than simply

offer a play-by-play of each match. To do so, their content creators needed rich social data and flexibility in the content creation process. While Team Chile was ultimately crowned the tournament champion, Copa América event organizers scored several important social marketing wins themselves.



"We wouldn't have been able to figure out what was performing well and what wasn't without Spredfast."

Christianne Harder, Digital Fan Experience Manager, *Copa América*

### How they made it work:

**Kept** specific audiences engaged on Copa's owned social channels throughout the tournament using quality content in multiple languages

**Used** dynamic account filtering provided by Spredfast — such as excluding verified accounts, setting follower minimums/maximums, etc. — to find and engage with audiences beyond their followers

**Identified** and engaged with up-to-the-minute trending topics on social using keyword search and hashtag tracking

**Delivered** targeted information, sussed out thanks to Spredfast's insights, to specific audiences to keep them interested even after their team was finished playing

**Used Spredfast's** social media management tool for publishing, analyzing, and routing content to specific teams to maximize efficiency and increase contextual responses

By setting up advanced search rules within Spredfast, Copa América was able to discover and engage with influencers they otherwise wouldn't have found, including a YouTube star and a former Houston Oilers player boasting over 250k followers.

"Automatic targeting allowed fans to see content they were interested in seeing."

Christianne Harder, Digital Fan Experience Manager, *Copa América*

Results:



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