

BRIEF

This social media audit covers two Chicago-based professional wrestling promotions: AAW Pro Wrestling and SHIMMER Women Athletes. While these organizations were founded around the same time (in 2004 and 2005, respectively), AAW has a decidedly stronger social media presence. Nevertheless, SHIMMER does have a dedicated and passionate fanbase - a strong foundation to build on while the organization experiments with new engagement tactics. To best capture recent data trends, this social media audit focused on a three-month period from November 26, 2021, to February 26, 2022.

| Who | Where (Channel/ Environment) | What (Content/ Sentiment) | When (Date/ Frequency) | Why (Purpose/ Performance) | Opportunity |
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| AAW Pro Wrestling | Twitter (@AAWPro) Followers: 57.8k Following: 29.5k Joined: March, 2009 | Pictures, Video Links, Text. Tweets serve to: -Promote upcoming events. -Highlight new matches that are added to the events. -Direct fans to the AAW YouTube channel to view free matches. -Drive fans to aawpro.ticketleap.com to purchase tickets. -Share (retweet) posts by wrestlers affiliated with AAW. -Spotlight Black wrestlers in acknowledgement of #BlackHistoryMonth | -Posts an average of 4 tweets and 7 retweets a day. | -Tweets generate buzz and drive ticket sales for "EPIC: The 18 Year Anniversary Event," taking place on 3/19/22. -Language conveys urgency and excitement: "Just signed," "Exclusive video," "Breaking News." -Steady number of likes and retweets. | - Encourage wrestlers and fans to use the #AAWEpic hashtag. -Put links in bio to YouTube channel and website. |
| | Facebook (@AAWPro) Likes: 24,921 Followers: 25,785 Public Group: 3.2K Members | Pictures, Videos, Links. -Facebook content is identical to Twitter content except for the retweets. -Celebration of #BlackHistoryMonth | -Posts twice daily. -The most popular post since November 26 has: 181 likes, 6 comments, 36 shares. | -Captions are well-written and express appreciation for wrestling talent. -Links drive fans to: Fite.tv and AAW YouTube channel. | -Continue to intersperse video and photo content. -Increase fan engagement (more comments) |
| | Instagram (@aawpro) Posts: 2,306 | Pictures, Videos. -Video posts include backstage interviews with wrestlers and | -Three posts daily. -45 video posts since | -Professional quality photos. -Tagged in 288 posts | -Follow a string of dedicated fans to |

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| | Followers: 21.3K Following: 628 | match highlights. -Upcoming matches are promoted. -Photos celebrate #BlackHistoryMonth | Nov 26, 2021. | since Nov 26, 2021. -Seldomly tagged in fan posts. | build relationships and increase engagement. |
| | YouTube (AAW Pro) Subscribers: 28.1K Joined Jan 13, 2012 Views: 5,100,400 | Videos (Ranging from 15 seconds to 3 hours). -Interviews are typically short (15 seconds to 2 minutes) -Full-matches and multi-hour taped events are posted. -"AAWomen" content consists of 5 episodes documenting AAW's women wrestlers. | -Typically posts once daily. -Video content dating back to May 14, 2012 | -Low viewership for interviews (less than 500) but higher viewership for matches (several thousand). -Low comment count on videos (typically less than 10). | -Consider compiling/consolidating backstage interviews into fewer videos to avoid oversaturation. |
| Who | Where (Channel/Environment) | What (Content/Sentiment) | When (Date/Frequency) | Why (Purpose/Performance) | Opportunity |
| SHIMMER Women Athletes | Twitter (@SHIMMERwomen) Followers: 81.8K Following: 75K Joined: July, 2009 | Pictures, Links. Tweets serve to: -Highlight previous matches. -Nostalgically showcase the images of former SHIMMER athletes. -Promote upcoming women's wrestling matches for @TERMINUSPro -Drive merchandise sales (DVDs and limited apparel). | -Posts an average of 3 tweets and 1 retweet a week. | -Promotes women's pro wrestling, even outside of SHIMMER. -Bio drives fans to: Streaming: http://StreamSHIMMER.com DVDs: http://SHIMMERwrestling.com and YouTube: http://tinyurl.com/SHIMYT | -Keep promoting women's wrestling cross-promotion ally to build goodwill relationships with other organizations and wrestlers. |
| | Facebook (@shimmerwomen) Likes: 19,402 Followers: 20,152 Private Fan Group: 3.5K Members | Pictures, Text. Posts include: -Nostalgic pictures of former SHIMMER athletes. -Merchandise updates. -Promotion for upcoming women's wrestling matches for MLW Fusion Alpha. | -Typically posts once weekly. -The most popular post since November 26 has: 683 likes, 10 comments, 39 shares. | -Focuses on product promotion. -Posts have limited or sometimes no caption. -Main focus of posts is to drive to sites: SHIMMERwrestling.com | Opportunity for greater fan engagement: -Post more questions-oriented posts to start fan conversations and |

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| | | -Accompanying text that is tonally sarcastic and succinct. | | and StreamSHIMMER.com | solicit feedback. - Like and reply to fan comments and questions on posts. |
| | <p>Instagram (@shimmerwomen)</p> <p>Posts:1,007</p> <p>Followers: 16.9K</p> <p>Following: 367</p> | <p>Pictures, Videos. Posts mostly consist of:</p> <ul style="list-style-type: none"> -Photoshoot-style images of wrestlers posing in front of neutral backdrops. -Brief captions that indicate wrestler name, date, and photographer credit. -Merchandise Amounted to half of the posts since November 26, 2021. -Recent trend within the last two weeks to post more photos of action shots from matches. | <ul style="list-style-type: none"> -Posts an average of 5 times a week. -Last video post was on June 21, 2021. | <ul style="list-style-type: none"> -Captions are brief and photos are not dynamic. -Good use of popular hashtags: #WomensWrestling #prowrestling #indiewrestling -Tagged in 52 posts since Nov 26, 2021. -Fans are tagging @shimmerwomen in their posts. | <p>Include more:</p> <ul style="list-style-type: none"> -Action shots. -Detailed captions that tell a story. - Consistent tagging of wrestlers in the photos. -Video content and reel content (currently unexplored). |
| | <p>YouTube (SHIMMER Women Athletes)</p> <p>Subscribers: 22.5K</p> <p>Joined: Mar 19, 2006</p> <p>Views: 5,940,197</p> | <p>Videos.</p> <ul style="list-style-type: none"> -Full-length wrestling matches. -Occasional interviews with wrestlers. | <ul style="list-style-type: none"> -Posted seven times in 2021. -Last video was posted on September 30, 2021. -Video content dating back to June 9, 2006. | <ul style="list-style-type: none"> -Videos range in views from 2K-1.1M. -Comments on videos range from 10 to 100, often depending on the profile of the wrestlers involved. | <ul style="list-style-type: none"> -Post more frequently. -In video captions, link to SHIMMERwrestling.c to drive DVD sales. -Consider posting DVD highlight clips. -Like and reply to fan comments |

ATTN: Dave Prazak, Allison Danger.

Summary

AAW Pro Wrestling and SHIMMER Women Athletes use social media to highlight previous matches, show appreciation for their wrestlers, and promote upcoming events. While they are similar in those aims, AAW has used their platforms to generate buzz and drive ticket sales for their upcoming 18-year anniversary event - "Epic." In contrast, SHIMMER does not have any upcoming events of their own to promote, so they have dabbled in promoting women's wrestling matches put on by other organizations (Terminus and MLW). The other main distinction to be made by the two companies is that SHIMMER's posts are often centered around selling their merchandise while AAW generates a greater variety of content with the aim of advancing wrestling storylines. Surprisingly, even though SHIMMER posts less frequently on their platforms (Twitter, Facebook, Instagram, and YouTube), they have not lagged in terms of fan engagement. This is reflected in the number of followers that SHIMMER's social media channels have – on Twitter, they have 24K more followers than AAW – as well as the comments that populate their posts.

Opportunity

Fans are observably passionate about SHIMMER's brand and eager to share their thoughts. Two notable instances of this are:

- Facebook - February 7, 2022 - A question posted by SHIMMER that encouraged fans to share their merchandise ideas generated 70 likes, 13 comments, and 3 shares. The engagement level was not only displayed in quantitative metrics but in the quality of the comments as fans were posting innovative and detailed ideas.
- Instagram - On February 11, 2022 – A photo post of a mid-match highlight between two wrestlers generated 501 likes and 4 comments, one of which suggested, "Make this photo into a caption contest."

As SHIMMER does not currently 1) Like comments by fans, 2) Reply to comments by fans, and 3) Solicit the creative opinions of fans (aside from the aforementioned example on February 27), there are untapped engagement opportunities. Nevertheless, one of the main challenges that persists for SHIMMER is that their posts tend to be focused on their past and tonally elicit feelings of nostalgia. This is understandable given that the Winter is SHIMMER's off-season and that they produce a very limited number of live events per year, which are then taped and sold as DVDs (their main source of revenue). The question then becomes: How can SHIMMER maintain relevance and engage its audience base, even when the date of their next event has yet to be determined and will likely take place in several months?

Recommendations

- As SHIMMER has a pinned post on their Twitter commemorating their 16th Year anniversary on November 1st, 2021, consider focusing content not on upcoming events but on SHIMMER's 16-year journey since its inception. Solicit the help of former wrestlers who have worked for SHIMMER (many of whom are now household names and wrestling for larger promotions) in telling the story of how SHIMMER impacted their careers and the women's wrestling landscape.
- Include more video posts on Instagram to showcase how dynamic women's wrestling is. Ideally, this would be two video posts a week of highlights from former SHIMMER matches, which could chronologically build over the course of several months until the next SHIMMER event.
- Improve the quality and variety of photographs. Specifically, move away from oversaturating SHIMMER's Instagram feed with photoshoot stills and post more action shots.
- Reply to fan comments and fuel conversations, especially on Facebook and Instagram.
- Pose more questions and prompts to fans, including:
 - Caption contests.
 - Having fans create their own "Sweet 16" bracket-style tournament with their favorite SHIMMER women wrestlers.
 - Asking fans to share their favorite SHIMMER moment over the last 16 years and tagging @shimmerwomen.
 - Asking fans who should challenge for the SHIMMER championship next / Who they would like to compete at SHIMMER next.
 - Fan appreciation posts and merchandise giveaways.
- Post more detailed captions to Facebook, Instagram, and Twitter, especially over the course of *Women's History Month* where there is an opportunity to tell the stories of the amazing female wrestlers who have made their mark on wrestling history and on SHIMMER's history. #womenshistorymonth
- Challenge upcoming and veteran women wrestlers to post their best social media video "call-out" to a female competitor they'd like to face in a SHIMMER wrestling ring. Depending on which "call-outs" gains traction, some long-term storytelling angles may emerge.
- To build goodwill and deepen preexisting professional relationships, keep promoting women's wrestling matches hosted by other organizations.