



# Case Study: The Vancouver Canucks

## Social Media Winning Streak

Discover how the Vancouver Canucks hockey team strategically grew their Twitter fan base by 800% and Facebook by 600%, while tracking ticket sales and growth back to individual social messages.

## The Vancouver Canucks

The Vancouver Canucks, one of hockey's most popular teams with over 4 million fans, are renowned for selling out virtually every game in their 20,000-seat Rogers Arena.

They wanted to enhance and promote the experience, build a community around the team and fans, and personalize the players and management. Since relying on Hootsuite Enterprise, their official social channels have attracted more than a million followers to whom they drive engagement, sponsorship opportunities, promotions, special events, and ticket sales.

## What They Did

Four years ago, the Canucks realized the overarching benefits of social and achieved management buy-in to begin building an extensive online community across multiple channels. After nine months of developing a comprehensive strategy, the first priority was to delete rogue accounts and establish official social profiles. Once official streams were in place, the social media team had the visibility to effectively listen and share game day information, promote the team, participate in community initiatives, and drive ticket sales.



Facebook and Twitter  
fan base growth



Correlate social  
messaging with  
ticket sales.



Increase in engagement  
levels in social content

## Game Day Social Media Management

As with many sports teams, fan sentiment for the team ebbs and flows with every game, season, and even play. Likewise, social media amplifies real-time conversations and sentiment. Managing these influxes is essential for the longevity and growth of the Canucks' social communities.

Take game day, for example. Managing and amplifying game day content, such as press conferences, live Twitter updates, and fan-generated media, is key to engaging with the fans and enhancing the overall experience. To keep up with the games' play-by-play both online and off, as well as track ticket sales, the social media team rely heavily on Hootsuite.

## How They Did It

Using the Google Analytics and Hootsuite integration, the Vancouver Canucks track ticket sales on Ticketmaster back to individual social messages via customized URL parameters. Hootsuite's customized or vanity [URL shortening services](#) allow for a more fine-tuned look at which social networks drove traffic to a specific site—or back to Ticketmaster.com for hockey ticket sales in the Canucks' case.

- **Listening:** Set-up dashboard to listen to all players, fans, management, and industry info to gauge overall brand sentiment. This visibility and control allows them to engage more effectively across more channels.
- **Collaboration:** Use Hootsuite Teams, Conversations, and Scheduling for live event management and multiple team member management.
- **Analytics:** Track and adjust brand sentiment with every campaign, game, season, and announcement.

## The Results: Tracking Ticket Sales Back to Social

In 2013, the Canucks sold out 423 consecutive games, marking a 10 year ticket sellout streak. The Vancouver Canucks made a concerted effort to build their brand and strategically grow their official channels into the millions. The result was a 150% increase in engagement levels for their social content. In addition, the Canucks grew their Twitter fan base by 800% and their Facebook fan base by 600%.

"We're starting to build concrete connections between our social activity and ticket sales," says Kinghorn. "Using Hootsuite, we're able to track the performance of our content and see how specific tweets impact our bottom line. Finding that sweet spot between what engages our audience and what sells is vital for our growth."

"Social media has opened a world of opportunity for sports organizations. Clubs are now able to connect one-on-one with fans and, perhaps more importantly, learn about why fans follow the team, when they want to connect, and what they want that experience to be."

*Kevin Kinghorn,  
Director, Website and New Media,  
Canucks Sports & Entertainment*



"Engaging fans on social is definitely important—and an obvious focus for us—but we also see a very real opportunity to drive business goals."

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