



**PRIDE**
G A M E

#PrideGame

WEB & SOCIAL REVIEW

ST. K. F.C.

HOW
I WANT
TO BE.



On Saturday 13 August, St Kilda and the Sydney Swans competed in the inaugural Pride Game - an Australian first in Professional sports.

As the digital team for St Kilda Football Club, our role was to assist in the promotion of the game and it's associated events and ambassadors.

While our content offering would still lean to the traditional excitement of AFL football, our challenge was to:

- Develop content to help educate a diverse football audience, highlighting the importance of acceptance and belonging, and also;
- Create compelling stories to reach and foster a new audience outside of the AFL market - who may be experiencing football for the first time.

Launch

Media

Ambassadors

**Education/
Story Telling**

Game



Pride Game Content

Pride Game content performance on web and social channels.





57 Pride Game related content pieces. Average unique audience of 159,878 per month*

52,600+ article views

20,338 video views

on Pride Game related articles and videos
on saints.com.au, m.saints.com.au & Saints App.

*Average combined unique audience of saints.com.au, m.saints.com.au & Saints App March-August, 2016

Pride Game Article and Video views

Article	Mobile	App	Desktop	Total
History created - Inaugural Pride Game launch	3,499	1,866	2,814	8,179
Saints proud to march	830	3,675	940	5,445
Pride is the opposite to shame	1,581	1,553	795	3,929
Winmar's proud stance	2,467	1,266	1,191	4,924
Keep warm at the Pride Game with a free blanket!	1,515	1,760	826	3,275
Friday Microscope: Round 21 v Sydney	1,077	1,550	572	3,199
Pride survey - win a pride Guernsey	1,769	-	537	2,306
Finnis: We want to be a part of change	402	1,144	422	1,968
Stories of Pride: Rowena Allen	283	1,339	328	1,950
Pride Game countdown is on	592	959	282	1,833
Ball: Pride Game has exceeded my expectations	462	1,362	379	1,824
Tynan Winmar proud of Saints	441	953	-	1,394
Pride Game exceeded expectations says Finnis	453	843	690	1,296
Pride Game welcomes all	375	724	184	1,283
Proud Ball confident of impact	-	1,099	172	1,271
We look forward to showcasing pride'	192	965	373	1,157
Pride survey – win a pride Guernsey	-	1,153	-	1,153
Pride march involvement a show of support	103	775	263	1,141
Stories of Pride: Sean Towner	243	871	-	1,114
Finnis: Pride match focus is on inclusion and belonging	110	512	285	907
Our favourite posts from #PrideGame	434	464	-	898
Pride Game ticketing offer	401	382	-	783
Proud Winmar takes another stand	163	578	-	741
Stories of Pride: Emma Partridge	107	516	-	623
Pride match among fixture requests for 2016	-	-	29	29

*Numbers missing for some articles. Blank results due to article not featuring in top 1000 entries of the channel for calendar year.

Video Title	Mobile	App	Desktop	Total
Winmar's pride	2,085	695	1,203	3,983
Pride Game 2016	796	294	631	1,721
Press Conference: Pride launch	462	248	473	1,183
Wear your colours with pride	188	527	430	1,145
Stories of Pride: Drue Goodwin	456	270	405	1,131
Stories of Pride: Barry Hall	105	504	365	974
"Pride is the opposite of shame"	123	310	393	826
Saints march with pride	93	279	298	670
Everyone is welcome #PrideGame	172	238	249	659
Gilbo, Tynan and Jason on AFL 360	208	191	219	618
Press conference: Nicky and Tynan Winmar (11 Aug)	152	149	256	557
News wrap: Pride Launch CH10 (20 July)	100	222	222	544
Sam Gilbert on Pride	81	214	211	506
Stories of Pride: Sean Towner	103	174	210	487
Customise your Guernsey #PRIDEGAME	84	256	133	473
Stories of Pride: Emma Partridge	48	230	152	430
Sainter of the day: Armo (RD21)	78	207	130	415
Press conference: Dr. Bruce Bolam (11 Aug)	164	115	136	415
Jason Ball on Pride Game	52	178	168	398
A night of pride	91	118	189	398
Winmar on The Marngrook Footy Show	38	94	251	383
Stories of Pride: Brett Stirling	35	208	134	377
Press conference: Pride game (part 1)	31	138	152	321
Stories of Pride: Rowena Allen	28	141	143	312
Saints' pride pledge	50	134	118	302
Press conference: Matt Finnis (11 Aug)	32	138	76	246
News wrap: Pride Launch CH9 (20 July)	30	131	78	239
News wrap: Dad's pride CH9 (11 Aug)	39	61	89	189
Press conference: Pride game (part 2)	20	70	47	137
News wrap: Dad's pride CH10 (11 Aug)	10	45	64	119
News wrap: Dad's pride CH7 (11 Aug)	9	59	51	119
News wrap: Pride Game (AFL Tonight)	9	19	33	61



50 Pride Game related Facebook posts. Average reach of **86,114** per post.

48,654 reactions

4,664 comments

3,362 shares

559,860 video views

Round 21 was our **7th** biggest week of the year for engagement (51,470 total interactions)
and **7th** biggest week of the year for growth (+499 fans)



Our six educational videos featuring Pride Game ambassadors Drew Goodwin, Brett Stirling, Rowena Allen, Emma Partridge, Sean Towers and Barry Hall delivered **162,601 video views** on Facebook alone.

The audience combining for a total viewing time of **49,058 minutes**.

That's over 817 hours of video!



Top Facebook posts

St Kilda Football Club
Published by Rob Alexander [?] · August 11 at 10:51am · 🌐

Father and son 🏳️‍🌈 #PrideGame
<http://stk.lt/winmar-pride>



Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 9,400 people.

175,507 people reached [Boost Post](#)

👍❤️😮 4.2K 125 Comments 292 Shares

Love Comment Share Buffer Storify

4,221 reactions, 158 comments,
292 shares

St Kilda Football Club
Published by Andrew Knights [?] · August 10 at 9:15pm · 🌐

23 years after standing up to racism, Nicky Winmar is making a stand for his son and for Pride. 🏳️‍🌈 #PrideGame
<http://stk.lt/winmar-pride>



Winmar's pride
00:35

309,523 people reached [View Results](#)

👍❤️😮 3.4K 114 Comments 489 Shares

Love Comment Share Buffer Storify

3,423 reactions, 169 comments,
489 shares

St Kilda Football Club
Published by Rob Alexander [?] · August 13 at 6:47pm · 🌐

Light it up! #PrideGame



Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 9,400 people.

105,971 people reached [Boost Post](#)

👍❤️😮 2.9K 51 Comments 194 Shares

Wow Comment Share Buffer Storify

2,957 reactions, 74 comments,
194 shares



138 Pride Game related tweets. Average of 7,485 impressions per tweet.

5,236 likes

207 replies

1,481 retweets

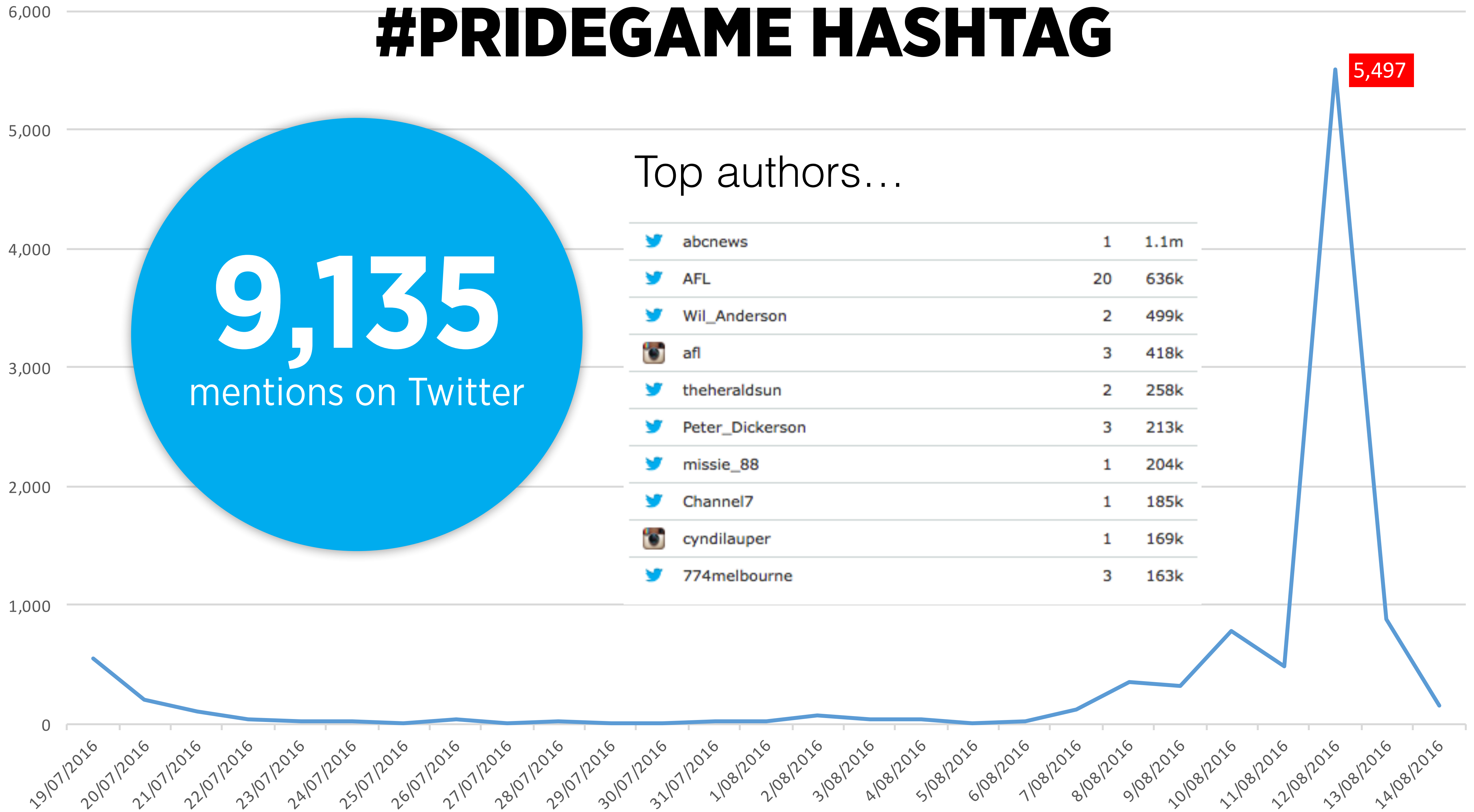
Round 21 was our **2nd** biggest week of the year for mentions (@stkildafc mentioned 1,549 times)
and **2nd** biggest week of the year for engagement (6,415 total interactions)

#PRIDEGAME HASHTAG

9,135
mentions on Twitter

Top authors...

	abcnews	1	1.1m
	AFL	20	636k
	Wil_Anderson	2	499k
	afl	3	418k
	theheraldsun	2	258k
	Peter_Dickerson	3	213k
	missie_88	1	204k
	Channel7	1	185k
	cyndilauper	1	169k
	774melbourne	3	163k



St Kilda FC @stkildafc

Cuz and Molly #PrideGame



RETWEETS 60 LIKES 230

Daniel Andrews @DanielAndrewsMP

Tonight is the AFL #PrideGame. It's about a fair go in life and an equal right to love. That's all LGBTI people ask for. 🌈 #aflsaintsswans

RETWEETS 126 LIKES 234

Jill Stark @jillstark

I never thought we'd see this moment. So much emotion in this stadium. Mostly joy and belonging #PrideGame #history 🌈



sam mostyn @sammostyn

In a cracking game of footy, nice touch with umpire's rainbow flags at #PrideGame #AFLSaintsSwans #afl #diversity



RETWEETS 77 LIKES 140

VicHealth @VicHealth

Well done @sydneyswans on a solid win at the inaugural #PrideGame. But tonight's true winner is equality. #LoveWins



AFL on 7 @7AFL

PRIDE GAME: @stkildafc pledges to eliminate homophobia from the footy world #PrideGame #AFLSaintsSwans



Pride Game @7AFL | We Just Love The Footy

RETWEETS 66 LIKES 93

Jason Ball @jasonballau

#PrideGame photoshoot for @AFLrecord complete ✓ Always a pleasure to catch up with this legend.



Sydney Swans @sydneyswans

A special night of celebration tonight at Etihad Stadium. #PrideGame



RETWEETS 108 LIKES 232

Etihad Stadium @EtihadStadiumAU

We're all set to go for a special match tonight 🌈 #PrideGame



RETWEETS 64 LIKES 147

Top Twitter posts

 **St Kilda FC** 
@stkildaafc

Cuz and Molly [#PrideGame](#)



RETWEETS 61 LIKES 231



232 likes, 9 replies, 61 retweets

 **St Kilda FC** 
@stkildaafc

Twenty three years after standing up to racism...
Nicky Winmar is making a stand for Pride. 🌈
[#PrideGame](#)



RETWEETS 137 LIKES 318



318 likes, 17 replies, 137 retweets

 **St Kilda FC** 
@stkildaafc

So much colour  [#PrideGame](#)



RETWEETS 45 LIKES 113



113 likes, 11 replies, 45 retweets





35 Pride Game related Instagram posts.

40,124 likes

572 comments

Round 21 was our **8th** biggest week of the year for engagement (37,650 total interactions).



6104

#PrideGame posts on Instagram
20 July to 13 August

394 on game day



Top Instagram posts



1,625 likes, 19 comments



2,193 likes, 19 comments



1,726 likes, 27 comments





PRIDE

G A M E



PRINCIPAL PARTNERS

PRIDE GAME PARTNER