Tim Fair

Website/Social Media Assignment

For this assignment I am choosing to look at the 2015 NHL Draft. This event will take place at the BB&T Center in Sunrise, Florida. It spans from June 26th-June 27th, during the afternoon and night time. This event has the purpose of allowing hockey players from all over the world that are age-eligible and skill-eligible to be selected by one of the NHL teams and either join the organization, or continue their amateur career while under control of the team they are selected by.

 I would say that it is very easy to find information regarding the NHL Draft and to find other pieces of news that deal with the event. The most easily accessible site I found was the page on NHL.com. It has a general homepage with event information as well as news regarding players and teams that will be drafted or talked about at the event. There are also other sights, but another major one would be on the arena’s site that just gives general awareness for the event. The only thing I cannot find easily accessible is ticket information and I believe that is because much of the seating is for the players and their families, but whatever limited seating is available for fans is not exactly put out there in the open for everyone to see. The only thing I found was a link on NHL’s site to apply to get tickets. Much of the website coverage by other companies is in regards to the player’s that are eligible to be drafted and statistics and information about that, along with “mock” drafts by hockey experts. This definitely is compelling and peaks my interest, and that is not just because I am a lifelong hockey fan and player. I wish I could definitely attend.

 In terms of social media coverage about the event and the extent of that, there actually is a lot when looking at Facebook and Twitter, and a little even for Instagram. A lot of the coverage and talks again is about the players and thoughts from people, teams, and players. And fans about what is going to happen. Once the event takes place there will be a lot more coverage in terms of posts, tweets, pictures, and videos, but leading up to the event all there really has been is the event logo, along with a lot of talk and hype. Most of the teams and players do a good job on their accounts about making fans aware of the event and things leading up to it, and even in past years there have been small documentaries of behind-the-scenes videos taken of the players and teams. The event does very well about creating a lot I have not seen to many things in terms of promotions or things of that nature, but the teams and players do well of keeping everyone updated. The public stays engaged by talking, tweeting, and blogging about the upcoming event and even goes and watches highlight videos of guys they are expected to pick. Things they post have to do with wanting a certain player or wanting the team to go a certain way, but you find a lot of talk and hype around teams with picks within the top 10 because of the hype around the players that are to be selected there and because the teams picking there are those that did not do well the previous year, so this allows that team and their fans to get excited and get a new elite player.

 The event does a lot of good things in terms of hyping up the players and teams as well as putting on a pretty good show, from what I have seen in past years. It also creates a lot of buzz which is what you want for an event like this. They definitely could improve upon fan accessibility and fan viewing. It doesn’t seem to be very easy for fans to go to or for fans to watch because I believe it is not broadcast on national cable, yet shown on the NHL network, which not everyone has access to. I would just make it easier to watch and possibly try and get more fan involvement at the event itself, along with possibly beefing up the production value, much like the NFL Draft.