

NASCAR's Social War Room

Chris Littmann

Senior Manager, Content and Platform Strategy

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- NASCAR launched its Fan and Media Engagement Center (FMEC) in 2013.
 - FMEC built out of a need to monitor fan conversation and deliver custom tailored insights back to NASCAR industry stakeholders such as teams, tracks and official partners.
- What's monitored?
 - Approximately 750 social accounts and 3,000 keywords related to the sport of NASCAR. Across public Twitter, Facebook and Instagram pages as well as YouTube, Tumblr and Reddit.
- The team in the FMEC monitors top keywords, hashtags, volume, tonality across a wide range of NASCAR-related topics.



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How NASCAR deploys personnel in War Room

- NASCAR Social has multiple team members producing content on a race day both in NASCAR's offices and at tracks. These team members are in touch with an Analytics and Insights team member throughout National Series events.
- An Analytics and Insights member stationed in the FMEC will share key insights throughout events that can influence content in real-time and also in a post-race environment.



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How NASCAR Social Uses War Room Insights

- During competition: In a live environment, our Analytics and Insights team is monitoring how people are feeling about an event. Those insights are relayed to the NASCAR Social content team to inform potential posts on our fan-facing channels.
- Before and after competition: Robust consumption reports are used to analyze broader trends and storylines throughout any event in addition to content that is posted between events. Over time, this analysis is used to make better content decisions across NASCAR's social channels.



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Key takeaways

- Social monitoring from NASCAR's War Room is a key component of its content strategy.
- Monitoring and reporting isn't just relegated to live events. The team is always analyzing conversation in and around the sport from our fans.
- NASCAR's Analytics and Insights team constantly evaluates what performs well and what doesn't, across platforms and content types, and works with the content team to turn that into a platform-by-platform strategy for a unique and targeted approach.

