Professional Team Sport and Twitter: Gratifications Sought and Obtained by Followers

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Without exception, all professional sport teams in North America use social media to communicate with fans. Sport communication professionals use Twitter as one of the strategic tools of engagement, yet there remains a lack of understanding about how users are motivated and gratified in their Twitter use. Drawing on a specific sample from the Twitter followers of the Canadian Football League, the researchers used semistructured in-depth interviews, content analysis, and an online survey to seek an understanding of what motivates and satisfies Twitter followers of professional sport teams, measured through the gratifications sought and the fulfillment of these motives through the perceived gratifications obtained. The results add to the sport communications literature by finding 4 primary gratifications sought by Twitter users: interaction, promotion, live game updates, and news. Professional sport teams can improve strategic fan engagement by better understanding how Twitter followers use and seek gratification in the social-media experience.

Keywords: social media, sports communication, uses and gratification, new media, social networking

Professional sports teams, athletes, journalists, and sport-media brands connect with their audiences through a social-media experience. Every professional team features a Twitter link prominently on its home page and has gathered thousands of users. To engage fans, many sports leagues and teams have devised unique strategies to entice fans to view their content online. Twitter has been used to break news, share pictures, provide followers with advance access, and share live updates during games or events. As social-media use in professional sport continues to grow, sport

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communications research is required to gain deeper insights into the motivations to use Twitter and whether it is enabling the gratifications fans seek.

In practice, professional sport teams require a comprehensive understanding of social media and the impact on the franchise and fans. In 2012, 2 days after the Indianapolis 500, a Twitter message by then-CEO of IndyCar Randy Bernard about his impending termination before it was officially public generated considerable discussion about the appropriate use of Twitter by individuals connected with a team brand (Associated Press, 2012). In response to the need to understand the positive and negative aspects of Twitter in professional sports, researchers have explored the use of Twitter by professional athletes (Browning & Sanderson, 2012; Clavio & Kian, 2010; Frederick, Lim, Clavio, & Walsh, 2012; Hambrick, Simmons, Greenhalgh, & Greenwell, 2010; Lebel & Danylchuk, 2012), its effects on sport journalists (Schultz & Sheffer, 2010), trademark infringements via Twitter (Bluestone, 2010), impact of Twitter on sports-media relations (Gibbs & Haynes, 2013), university social-media policies (Sanderson, 2011), social-network analysis and Twitter (Clavio, Burch, & Frederick, 2012), and reputation management and Twitter (Gibbs, 2011).

In an environment where all professional sports teams in North America, including Major League Baseball, the National Basketball Association, the National Football League, and the National Hockey League, and many athletes use Twitter, we aim to advance the literature to improve the understanding of how professional sport teams reach, inform, and satisfy fans. Drawing on a specific sample from the Twitter followers of the Canadian Football League (CFL), and its eight teams, we employed multiple methods including semistructured in-depth interviews, content analysis, and an online survey to seek an understanding of what motivates and satisfies Twitter followers of professional sport teams.

Twitter

As an increasingly popular form of communication, Twitter has become a topic of discussion among the popular-culture press and academic researchers. Twitter is a personal communication tool, news-distribution vehicle, and celebrity tracker all in one platform. Twitter messages, known as "tweets," are limited to 140 characters, yet Twitter is able to influence news, opinion, search, and advertising through end-user innovation (Johnson & Yang, 2009). Twitter boasts over 500 million active users, or "followers," with more than 288 million active users every month and a rapidly growing demographic between the ages of 55 and 64 who contribute to a 79% increase in active Twitter users (Digital Insights, 2013). Through Twitter, users can access more than 3 million integrated Web sites, and over 75% of active users choose to engage in real time through mobile devices (Ahmad, 2013).

Twitter users have created over 15,000 applications to improve use and function. Examples of these applications including tracking trends (e.g., Twitscoop, Tweetscan, Tpsy), acting as utilities for sharing linked information (e.g., Bit.ly, miny url), integrating Twitter with files and images (e.g., Twitpic, Twitvid), providing Twitter account-analysis tools (e.g., Klout, Twitter Grader), and iPhone-specific apps (e.g., Tweetdeck, Tweetlogix). Twitter users have also created user conventions including RT for retweet, @ for reply, and # for hashtag trend finding, which researchers can use to identify different Twitter functions (Java, Song, Finin, & Tseng, 2007; Kwak, Lee, Park, & Moon, 2010).

To better understand Twitter use, the clique percolation method can help researchers identify overlapping communities within networks and determine whether people in communities know each other. In the early days of Twitter, Java et al. (2007) used the clique percolation method to examine 1.348 million tweets by 76,177 users from April to May 2007, finding that the four most-observed intentions of Twitter users were daily chatter, conversation, sharing information, and reporting news. By 2010, Kwak et al. (2010), who analyzed 41.7 million Twitter profiles, 1.47 billion social relations, and 106 million tweets, suggested that Twitter had evolved to be an information-sharing medium rather than a social-networking service. Print journalists use Twitter for breaking news and to promote other platforms (Schultz & Sheffer, 2010; Sheffer & Schultz, 2010). Broadcast journalists use Twitter to communicate opinions and connect with fans, whereas sport journalists use Twitter to communicate breaking news, for self-promotion, and to add commentary and offer opinions (Sheffer & Schultz, 2009).

Relationships in Twitter are less reciprocal than other forms of social media with heavy media presence devoted to tactics to help individuals or organizations increase their number of followers. However, marketers and advertisers must understand that a higher number of followers does not automatically imply that a person or organization is more active or influential (Kwak et al., 2010). Rather, each set of Twitter followers can be considered part of its own community, similar to a group of people who follow a television show, each show having a unique set of viewers with distinct motivations for watching. Twitter market research should consider each follower community as a separate market segment with unique motivations for consumption.

In the sporting context, professional sports teams use Twitter as a social-media platform to connect directly with fans. Over 2,424 professional sports teams use Twitter and connect with more than 104 million followers, led in North American by the Los Angeles Lakers of the National Basketball Association with over 3.5 million followers (Coyle Media, 2013). From a sport communication perspective, leagues and teams need to provide compelling tweets to help grow their social-media footprint (Evans, 2008).

Twitter and Elite Athletes

Elite athletes use social media as a media property and content platform (Kassing & Sanderson, 2010) for the purposes of self-promotion and branding (Cacabelos, 2011) and to provide followers a behind-the-scenes look into their professional and personal lives (Hambrick et al., 2010). For example, New York Yankees pitcher CC Sabathia used Twitter to encourage his followers to "Vote for CC for the 2010 MLB Performer of the Year" (Cacabelos, 2011), and New Jersey Devils player Krys Barch used Twitter to influence the National Hockey League Players Association collective bargaining with the league in 2012, garnering national media attention and giving fans an insider's view. Researchers have also examined how players' privacy is being affected by fans using social media to report on their off-field activities (Sanderson, 2009). For sports communications, Hambrick et al. suggest that Twitter provides a direct link between athletes and fans, in an "unfiltered method of communication not often found in mainstream media" (p. 463). The increased engagement with athletes through Twitter can draw fans closer to the team.

Twitter and Sports Organizations

Sports organizations' use of social media is widely acknowledged. Although there is a growing body of research about the use of Twitter by professional athletes, examinations into Twitter's use for organizational purposes is limited and does not consider professional teams. Williams and Chinn (2010) developed a conceptual model for sports marketers highlighting the importance of potential relationship-marketing goals via social media. A challenge identified in the model was the need to investigate different social-media subgroups to effectively meet fan needs.

Researchers have called for an examination of the Twitter-based relationship between sports organizations and fans (Hambrick et al., 2010) and investigation into the followers of different Twitter feeds to understand the dimensions of Twitter use (Clavio & Kian, 2010). These calls for future research suggest there is a need to understand Twitter from a team or organization perspective and more specifically to comprehend what gratifications fans seek and receive from Twitter.

Uses-and-Gratification Theory

Initially, uses-and-gratification research sought to understand the social and psychological gratification that would attract and hold an audience to different kinds of media and media content. Earliest examples include radio-audience research (Cantril & Allport, 1935) and radio-quiz-program and daytime-radio-listener research (Herzog, 1944). Early uses-and-gratification research in print media includes functions of newspaper reading (Berelson, 1948) and understanding why kids read comics (Wolfe & Fiske, 1948). Herzog's work, for example, found that soap operas satisfy viewers through advice, support, or emotional release. Similarly, Berelson observed print readers' sense of security, shared topics of conversation, and structure in daily routine.

The emergence of computer-mediated communication revived the significance of uses and gratification. In a meta-analysis of Internet-related communications studies from 1996 to 2000, Kim and Weaver (2002) identified uses and gratifications as the most-used theoretical application and online surveys as the most-used methodology. Uses-and-gratification theory has remained an influential framework, allowing researchers to understand the impact of new media in regard to audiences' engagement with content (Ruggiero, 2000).

To help understand how audiences are engaging with social-media content, many researcher have used uses and gratifications to explore Facebook (Joinson, 2008; Park, Kee, & Valenzuela, 2009; Quan-Haase & Young, 2010; Raacke & Bonds-Raacke, 2008) and Twitter (Chen, 2011; Clavio & Kian, 2010; Liu, Cheung, & Lee, 2010). A review of the different uses-and-gratification social-media studies suggests that Twitter is used more for information or news-related factors and Facebook is used more for social-related factors. This differing use of computer-mediated platforms was confirmed by Quan-Haase and Young, who placed Facebook as a space for shared social information, whereas instant messaging emulated in-person conversation with a greater sense of intimacy. Users of different social-media platforms seek different gratification in use.

Uses and Gratification and Twitter

Uses-and-gratification studies about Twitter are in the growth stage of academic investigation, with four recent pieces relevant to this study. First, Liu et al. (2010) observed the importance of satisfaction in determining continued use of Twitter, driven by content (e.g., sharing information, documenting life) and technology (e.g., cost-effective publishing, ease to maintain, convenience) gratifications. Second, Clavio and Kian (2010) examined the followers of a retired lady professional golfer using a uses-and-gratification survey and observed three gratification factors: organic fandom (long-term fan of the athlete), functional fandom (enjoying what the athlete writes), and interaction (responding to what the athlete has to say). Third, Chen's (2011) investigation of heavy Twitter users found that gratification was more likely to arise when a social connection was established. Finally, fourth, Frederick et al. (2012) employed a uses-and-gratification approach with a 20-item measure to identify the differences and similarities in the Twitter followers of two different athletes. Through exploratory-factor analysis, they observed that followers of a predominantly parasocial athlete elicited four factors— newsgroup, modeling, engaged interest, and media use—whereas followers of a predominantly social athlete elicited four very different factors—consumption, admiration, promotion, and community. The lesson of the four studies is to recognize the diversity in follower motivations, which places emphasis on the need for independent Twitter-follower research to understand the way followers seek gratification.

Satisfaction Uses and Gratification

As fans have increasing choices to consume sports content, audience satisfaction is important. Uses-and-gratification theory assumes that audiences are active and that their media choices are influenced by the satisfaction of social and psychological needs. Previous studies have helped determine the role of satisfaction in predicting newspaper readership (Burgoon & Burgoon, 1980) and cable subscription (LaRose & Atkin, 1988). In addition, Palmgreen and Rayburn (1979, 1985b) determined that gratification obtained was a strong predictor of television-news satisfaction based on their expectancy-value discrepancy model. Johnson and Yang (2009) applied the expectancy-value discrepancy model to an examination of motives for Twitter use and observed that information motives (e.g., give or receive advice, meet new people, get information such as facts, links, news, knowledge, ideas, etc.) are more important to users than social motives (e.g., have fun, be entertained, express oneself freely, etc.).

Although the expectancy-value discrepancy model (Palmgreen & Rayburn, 1985a) has not been used widely in media-related studies, the foundation of the model is usual in consumer marketing; see the SERVQUAL method developed by Parasuraman, Zeithaml, and Berry (1988). In the SERVQUAL method, satisfaction is measured by calculating the variance between customer expectations and customer experience. In the uses-and-gratifications approach, this would mean that the user is most satisfied with a variable when gratifications obtained (customer experience) are greater than gratifications sought (customer expectation). The greater the positive variance between the gratifications sought and gratifications obtained, the greater the level of satisfaction.

Understanding user satisfaction is important to the managers of professional sport leagues and teams who compete for audience attention using various media including Twitter (Johnson & Yang, 2009). Simply put, if a communications medium does not satisfy the motivation of its users, they are more likely to stop using it or seek out an alternative (Rosengren & Windahl, 1971).

Research Objectives

We had four objectives: to understand how teams use Twitter to gratify fans; to understand the demographic, usage, and technology-use characteristics of Twitter followers; to identify the dimensions of gratifications sought and gratifications obtained by Twitter followers; and to ascertain whether Twitter followers are satisfied. We assessed these objectives on the sample of a single professional sport league, the CFL, and its eight teams, based on the uses-and-gratifications framework.

Method

The literature related to uses and gratification, Twitter, and professional sport communications recognizes the increased popularity and importance of Twitter and outlines its potential to satisfy users through content gratifications. As a form of relationship marketing, an investigation of fan needs and effectiveness of Twitter to meet those needs is required (Williams & Chinn, 2010). A three-step sequential method of in-depth interviews, content analysis, and online survey was used to explore these needs in professional sport.

Sample

The CFL is a professional football league based entirely in Canada. As a professional sport league smaller than the four major leagues in North America, the CFL was selected due to its manageable size (eight teams), strong fan base, limited traction to date with Twitter, and high perceived potential benefit from Twitter. During the 2009 football season, all eight CFL teams started using Twitter to communicate with fans.

With a 2013 team salary cap of $4.4 million (CFL, 2012), CFL teams do not have the same financial resources as the National Football League, which is expected to have a salary cap over $126 million in 2014 (Pelissero, 2013). The CFL is the highest level of play in Canadian football and the second-most popular major sports league in Canada after the National Hockey League (Canadian Press, 2006). As of January 2014, the CFL's teams had 328,477 Twitter followers combined, increased from 63,701in September 2011. The Saskatchewan Roughriders were the leading club with 73,012 followers compared with a league average of 41,056 followers (see Table 1).

Interviews

To assist in the initial understanding of league and team use of Twitter, in-depth informational interviews were conducted with five representatives who held professional roles in communications and media relations in the CFL league office or

Table 1 List of Canadian Football League Twitter Accounts in Sample

| Team | Sep–Oct | | First tweet | Days tweeting as of 8-Sep-11 | Followers as of | | | |
	Tweets	Tweets/day			8-Sep-11	17-Nov-12	17-Sep-13	5-Jan-14
BC Lions	273	4.48	27-Feb-09	923	9,135	24,176	40,387	44,588
Calgary Stampeders	204	3.34	7-Sep-09	731	6,899	16,629	28,507	32,152
Edmonton Eskimos	355	5.82	29-Aug-09	740	6,333	14,696	27,077	29,805
Saskatoon Roughriders	67	1.10	12-Aug-09	757	11,676	36,337	62,463	73,012
Winnipeg Blue Bombers	147	2.41	8-Sep-09	730	7,878	26,244	41,464	44,309
Hamilton Tiger Cats	113	1.85	19-Feb-09	931	4,974	14,703	23,257	27,699
Toronto Argonauts	250	4.10	19-Feb-09	931	6,644	14,815	33,535	37,732
Montreal Alouettes	118	1.93	18-Jul-09	782	10,162	19,078	35,849	39,150
Total	1,527			6,525	63,701	166,678	292,539	328,447
Average	191	3.13		816	7,963	20,835	36,567	41,056

Note. Not included in the account summary were the followers of the Canadian Football League official account, which reached 66,135 followers as of January 5, 2014.

individual CFL teams. The interviews lasted 25–45 minutes and were completed by phone. The goal was to provide an overview of different social-media platforms and describe how each platform was used by the league or team.

Content Analysis

Using the online tool Searchtastic, we downloaded the public tweets for all eight CFL teams from September 1, 2010, to October 31, 2010, into Excel for content analysis. A six-step content-analysis approach, based on the work of Hansen (1998), was followed (Table 2). The approach of doing categorical analysis of tweets to help construct survey questions has been used previously in similar studies (e.g., Clavio & Kian, 2010).

Survey

We conducted an online survey of CFL Twitter followers over a 3-week period from September 7, 2011, to September 30, 2011. The design and implementation were based on the four-sector approach to mass media (Wimmer & Dominick, 2006). Previous studies have used similar timeline approaches in research related to Twitter (e.g., Lebel & Danylchuk, 2012; Hambrick, 2012)

The construction of the survey questions included a review of similar past surveys (Chen, 2011; Clavio, 2008; Clavio & Kian, 2010; Hambrick et al., 2010; Johnson & Yang, 2009; Quan-Haase & Young, 2010; Stafford, Stafford, & Schkade, 2004), analysis of the results of the content analysis, and compilation of the questions by the researchers. Questions were constructed in three categories based on past surveys reviewed: demographics, usage, and gratification. The demographic questions included age, sex, education, and relationship status. Usage questions included Internet use, Twitter use, Twitter frequency, devices used to check Twitter, and motivations to use Twitter. Questions regarding user motivation were based on previous social-media studies (Clavio, 2008; Clavio & Kian, 2010; Johnson &

Table 2   Six-Step Content-Analysis Approach

Stage	Process
1. Defining the problem	
2. Selecting media and sample	Tweets from the official Twitter feeds from the Canadian Football League and all eight teams.
3. Defining analytical categories	Identified categories based on literature, interviews with team personnel and researchers' experience: in-game, news, promotion, interactive, and other.
4. Constructing a coding schedule	Developed tweet-coding schedule (see Appendix)
5. Piloting the coding schedule and checking reliability	Execution of the coding and conducting intercoder reliability.
6. Data preparation and analysis	Preparation of the data in an Excel template with coding templates programmed.

Yang, 2009) and the results of the content analysis. In total, a list of 71 potential motivation questions were drafted and then narrowed to 15, based on the mean scores for the questions from previous studies, recognizing that a survey with too many questions can result in a low completion rate (Wimmer & Dominick, 2006).

The order of survey questions was carefully considered to reduce influence on response rates and nonresponse errors. The survey began with simple screening questions, progressed to gratification statements and usage questions, and finished with demographic questions (Clavio, 2008). The final survey instrument had 48 questions in total: 2 screening questions, 15 gratifications-sought statements, 15 gratifications-obtained statements, 10 technology-use and sports-fan-activity questions, and 6 demographic questions. Based on the work of Finstad (2010), we adopted a 7-point scale for motivation questions. The survey was pretested with researchers from one European and three North American universities and nine sports-marketing industry professionals. All pretest subjects provided feedback, and elements of the original survey were modified based on input, including rewording of questions, elimination of income and race questions to avoid possible offense, and the reduction of screening questions to reduce confusion. The pretest reviewers suggested, due to the length of the survey, the addition of an incentive for completion. The final survey was approved by the CFL.

Data collection began with a convenience sample of Twitter followers of CFL team accounts, similar to past studies (Chen, 2011; Clavio, 2008; Clavio & Kian, 2010). We did not use a random sample because we were not able to select designated Twitter users. It is possible to send a message to a designated Twitter user but impossible to randomly select a segment of multiple users to tweet.

Each CFL team was contacted about participating in the study. Seven of the eight clubs agreed. Based on Twitter followers, the seven clubs and the league CFL Twitter accounts had 70,559 Twitter followers. The Montreal Alouettes (38,983 followers) declined participation since the survey was only available in English, and the majority of Alouettes fans are French speaking. To participate, the teams were asked to forward a survey link to their Twitter followers at least three times over the course of a 3-week time period. This method for distribution of a questionnaire has been successful in previous new-media, Twitter, and uses-and-gratification studies (Chen, 2011; Clavio & Kian, 2010; Johnson & Yang, 2009). Suggestions were provided for the wording of the tweet, but teams were also encouraged to customize the wording to be consistent with their manner of communication with their followers. The 3-week time period (September 7–30, 2011) was chosen because it represented Weeks 11–13 of the 19-week CFL season, which was considered ideal to encourage responses as it was more than halfway through the season but not too close to the playoffs, when team standings may have more influence on fan activity. The survey was administered online at bit.ly/CFL_Tweets using Opinio, a platform that allows researchers to design, customize, and host their own Web-based surveys.

Results

Interviews

Three themes of how teams use Twitter emerged from analysis of the semistructured-interview transcripts: Twitter versus Facebook, news delivery, and fan engagement.

The CFL informants clearly identified Twitter and Facebook as dominant social-media choices; however, the platforms were used in distinct ways.

First, Twitter was reported to be used more often than Facebook for the purpose of sharing news with fans, whereas Facebook was reported to be similar in purpose to the team's Web site. One respondent noted that "Facebook is about creating discussion about the content we choose, whereas Twitter is more for sharing news with fans." Notably, Twitter was highlighted as being faster and more efficient than Facebook, with one respondent observing that his organization used "Twitter for instant feedback and responses and to create a conversation, whereas Facebook is not so instant."

Second, the theme of Twitter as a news platform was supported by respondents who commented about the speed of Twitter. Many positioned Twitter as a faster method of news delivery than Facebook. Examples of specific comments relating to Twitter included "the news is broken on Twitter" as "kind of an up-to-date instantaneous headline" with the ability to "deliver the information first."

The third important theme was fan engagement. The respondents reported on the ability of Twitter to support fan engagement. Specific responses within the theme support the notion that CFL teams are using Twitter to gather information and connect directly with fans. One interviewee commented that Twitter provided an unfiltered connection between teams and fans. The observations from the interviews about Twitter being a platform for news delivery and fan engagement were confirmed by the results of the content analysis.

Content Analysis

From the time period for this study, a total of 1,527 team tweets were analyzed. A review of the Twitter-account profiles for each team (see Table 1) indicated that the teams are very active on Twitter and that use and popularity varies. On average as of September 8, 2011, the teams were tweeting three messages per day from their account, had been tweeting for approximately 2 years (816 days since 2009), and have 7,963 followers per team.

In identifying the gratifications sought, a sample of tweets from each team was reviewed to assess the content, structure, and general nature of the texts. Each tweet was coded into a category and a subcategory. Coding the tweets helped us develop a deeper understanding of how Twitter was being used by the teams. Once the categories were established, a second researcher validated the coding using a template (see the appendix). The second researcher coded 1,413 (out of 1,527), or 92.5%, of the tweets identically to the first researcher. To address the 114 conflicts, the researchers discussed each tweet until they agreed on a final code category and subcategory.

Based on the analysis, five initial categories were identified and labeled: in-game, news, promotion, interactive, and other. The in-game category represented any tweets that happened during a game, which was more than 4 out of every 10 tweets. Items coded as in-game tweets frequently provided score updates, for example, "#Bombers open scoring with a 17-yard field goal with 7:57 remaining in the first quarter #BCLions #CFL." Items in the news category consisted of tweets that would be potential content for a traditional media platform. This category has the most varied in type of information sent, and the tweets represented 3 in every

10 tweets. Examples of news tweets included team-roster updates, "#Riders sign Defensive Tackle - http://bit.ly/ahFkK7," and links to videos, "Pre-game thoughts from #BCLions running back Jamal Robertson: http://tinyurl.com/2eem8dx#CFL." The promotion category consisted of tweets that were more of marketing or promotional messages. Frequently the tweets had a call to action or link to an external page where fans could enter a contest or poll: "You could win a VIP trip to the 98th Grey Cup from SIRIUS - get all the details at sirius.ca/journey." Tweets that were related to a fan discussion involving the team and the fans, such as retweets, replies, or encouraging discussion, were placed in the interactive category. Most tweets in this category represented direct communication toward a specific Twitter account: "@alchannell nope, he's been Edmonton's starting kicker since 2008 - and he's ours again!" Such tweets encouraged fans to interact with the team. The final category, labeled other, consisted of tweets that did not fit into any of the previous four categories (only 1% of tweets were coded as other). Tweets in the other category did not fit into the existing categories due to lack of similarity with the tweets from other categories: "Councilor Mark #Grimes teams w/ 2 local #Etobicoke women to save stranger's life on Friday nite. http://bit.ly/9M71JK#Argos#CFL."

The results of the tweet coding (see Table 3) indicated that teams used Twitter differently. For example, Edmonton, Hamilton, and Montreal use in-game tweets much more than the other teams. The Toronto Argonauts were the most interactive in Twitter, with more than half their tweets in the interactive category.

Although all CFL teams participate in the same business and have similar needs for revenue generation and fan connection, their use of the Twitter platform differs. The next phase of the analysis involved further dividing the tweet categories into deeper subcategories related to how Twitter was being used by the teams and to inform survey development. In total, 17 subcategories were identified and coded (see Table 4).

We observed in-game tweets as the single most0identified subcategory, as they represent almost 33% of all tweets sent by the teams. This differs from previous studies that did not identify Twitter during games as a key use (Clavio & Kian, 2010; Hambrick et al., 2010; Kassing & Sanderson, 2010). Another popular use of Twitter identified in the content analysis was content sharing, such as video links, photographs, and audio files. The most-cited form of sharing came from video clips

Table 3   Initial Tweet Categories

Tweet category	BC	Cal	Edm	Sask	Wpg	Ham	Tor	Mon	Total
In-game	85	91	167	52	51	132	19	100	697
News	104	66	142	10	34	77	17	26	476
Promotion	58	37	25	4	19	27	13	12	195
Interactive	22	6	19	1	9	12	66	9	144
Other	4	4	2			2	3		15
Total	273	204	355	67	113	250	118	147	1,527

Note. BC = BC Lions; Cal = Calgary Stampeders; Edm = Edmonton Eskimos; Sask = Saskatoon Roughriders; Wpg = Winnipeg Blue Bombers; Ham = Hamilton Tiger Cats; Tor = Toronto Argonauts; Mon = Montreal Alouettes.

Table 4   Tweet Categories

Category	BC	Cal	Edm	Sask	Wpg	Ham	Tor	Mon	Total
In-game									
in-game updates	64	91	154	50	48	116	17	88	628
in-game photo sharing	21		13	2	3	16	2	12	69
News									
team-roster updates	5	17	33	4	18	13	4		94
video-sharing links	19	9	62		1	15	2	10	118
upcoming game	26	15	17	3	10	18	5	11	105
player/coach/blog	16	13	12	2	2	10	3	5	63
photo sharing	12	1	7	1	3	15	3		42
postgame news	8	6	11			6			31
audio sharing	18	5							23
Promotion									
promote external media	11		2	1	7	16	7		44
promote contest	26	18	18	2	11	3	3	8	89
promote poll/vote	17	14	3	1	1	5	3		44
promote ticket specials	4	4	2			3			13
promote merchandise discounts		1						4	5
Interactive									
direct fan communication	17	5	7	1	8	11	44	3	96
retweets and discussion	5	1	12		1	1	22	6	48
Other	4	4	2			2	3		15
Total	273	204	355	67	113	250	118	147	1,527
External links	164	105	161	14	22	86	25	44	621

Note. BC = BC Lions; Cal = Calgary Stampeders; Edm = Edmonton Eskimos; Sask = Saskatoon Roughriders; Wpg = Winnipeg Blue Bombers; Ham = Hamilton Tiger Cats; Tor = Toronto Argonauts; Mon = Montreal Alouettes.

with highlights from games: "Video highlights of Friday's win over Hamilton http://www.stampeders.com/multimedia/video/?id=1406#calstampeders#CFL #YYC." Based on the number of tweets sharing content with links, a count was done of tweets that linked to an external Web site. These tweets frequently linked to external content through a uniform resource locater (URL) shortening service, Tinyurl Web address, such as "Watch the game preview for tonight's #BCLions - #Esks tilt on BCLions.comTV: http://tinyurl.com/2w72efy#CFL." Messages with external links represented more than 33% of tweets. This finding could suggest that Twitter is a linking or pointing device that complements other forms of media.

Survey

A total of 662 surveys were completed, with 539 used for analysis since 123 were incomplete. On average, the sample of 539 CFL Twitter users followed 2.2 official CFL Twitter accounts (1,211 total). Saskatchewan had the highest number of followers with 158 (29% of sample), followed by BC ($n = 133$), Winnipeg ($n = 133$), and Edmonton ($n = 118$). More than 50% of the sample ($n = 314$) followed the main CFL Twitter account. For the sample, 114 (21%) respondents followed three or more official CFL Twitter accounts, 204 (38%) followed two accounts, and 221 (41%) followed only one account. On an interesting note, 30 respondents (6%) followed all nine CFL accounts.

Demographic Characteristics.   The majority, or 67%, of respondents were male, and 33% were female. The average age of the sample was 35, ranging from 18 (minimum allowed) to 74. The most frequently reported age groups were 25- to 34-year-olds (39%) and 35- to 44-year-olds (25%). In education level, 51% indicated that they achieved some university, undergraduate or postgraduate degree, 37% reported some college or a college diploma, 10% a high school diploma or equivalent, and 1% had some high school. We note that the sample of CFL Twitter followers is more educated than the overall Canadian population (Statistics Canada, 2009). In response to marital and caregiver status, the majority of respondents were either married or in a common-law relationship (53%); 42% were single or never married; 6% were widowed, divorced, or separated; and 65% of respondents were not responsible for children, while 26% were responsible for one or two children and 8% for three or more children.

Technology Use and Sports-Fan Activity.   In response to the frequency of Twitter use, most respondents check Twitter several times per day (79%). Very few respondents (2%) check Twitter once per week or less, and 18% check once a day. Most respondents use a personal cell phone/PDA (40%) or personal home computer (38%) to check Twitter. Respondents also reported the use of other social media such as Facebook (48%), YouTube (30%), and LinkedIn (11%) in addition to Twitter. The respondents' weekly usage averaged 17.5 hr/week on the Internet, with 8.5 hours, or 49.7% of that time, spent on Twitter. Survey respondents were asked about the number of live sporting events attended, live CFL games attended, and CFL games watched. The average respondent attended 8.5 live sporting events per year, 57.6% (4.9 events) of which were CFL games. For televised content, 78% of the respondents watch more than 11 CFL games per year, with the average respondent watching 15.6 CFL games per year.

Gratifications Sought.   The most-desired gratifications sought by respondents, as reported by mean response on the 7-point Likert scale, were "Hear about player or roster moves as they happen" ($M = 6.02$), "Find out information about the team(s) faster than other people do" ($M = 5.88$), "Read tweets if I cannot watch the game on television" ($M = 5.64$), and "Learn about upcoming games" ($M = 5.35$). In contrast, the four least-desired gratifications sought by respondents were "Receive discounts on merchandise or tickets" ($M = 4.00$), "Interact with other followers" ($M = 4.20$), "Give my input and opinions" ($M = 4.35$), and "Access special promotions" ($M = 4.44$). A principal-component analysis (see Table 5) revealed four explainable factors of gratifications sought for CFL followers, labeled interaction, promotion,

Table 5 Factor Analysis (Principal-Components Analysis and Varimax Rotation) of Measures of Gratifications Sought, N = 539

"I follow my team'(s) Twitter feed to . . ."	Code	M	SD	Factor 1: I	Factor 2: P	Factor 3: G	Factor 4: N
learn about upcoming games.	G	5.35	1.662			.4476	.4456
receive highlights after the game.	N	5.22	1.793			.4633	.5125
hear about player or roster moves as they happen.	N	6.02	1.456				.8114
receive photographs or videos.	N	4.83	1.777				.5855
follow the games as they happen.	G	5.30	1.912			.8871	
read tweets while I watch the game on television.	G	4.77	2.086			.6214	
read tweets if I cannot watch the game on television.	G	5.64	1.922			.8437	
access special promotions.	P	4.44	1.960		.8508		
receive discounts on merchandise or tickets.	P	4.00	2.000		.8497		
enter contests related to the team(s).	P	4.69	2.031		.8376		
respond to what the team(s) has to say.	I	4.63	1.887	.7549			
find out information about the team(s) faster than other people do.	N	5.88	1.677				.7763
participate in discussions about my team(s).	I	4.58	1.918	.8545			
give my input and opinions.	I	4.35	1.966	.8577			
interact with other followers.	I	4.20	2.023	.8482			
Average of mean scores by factor				4.44	4.38	5.27	5.49
Average item loadings				.83	.85	.70	.67
Eigenvalues				5.8766	1.9364	1.5091	1.1595
% of total variance accounted for				39.1776	12.9091	10.0607	7.7298
Cronbach's α				.8940	.8820	.7790	.7400

Note. Variable factors were coded as news (N), promotion (P), live game updates (G) or interaction (I). Responses were coded 1 = *strongly disagree*, 2 = *disagree*, 3 = *disagree somewhat*, 4 = *neither agree nor disagree*, 5 = *agree somewhat*, 6 = *agree*, 7 = *strongly agree.*

live game updates, and news. The four factors collectively accounted for 69.9% of the variance after varimax rotation. All factors exceeded a reliability-testing threshold of .40. In fact, the lowest reliability score among the four factors was .45.

As presented in Table 5, the first factor, interaction, accounted for 39.2% of the variance. It contained four items from the original 15 statements included in the questionnaire (Cronbach's α = .89). Promotion was the second factor, containing three items from the original 15 statements (Cronbach's α = .88), and accounted for 12.9% of the variance. The factor contained statements related to promotions, discounts, and contests. Live game updates, the third factor, accounted for 10.1% of the variance (Cronbach's α = .78), and the loadings for this factor can be found in Table 4. The four items in this factor included game- and television-related information. Game-related information included the ability to learn about upcoming games and to follow games in real time, whereas television-related information included reading tweets while users watched or could not watch the game on television. The fourth factor, news, accounted for 7.7% of the variance (Cronbach's α = .74) and included four statements from the original list of 15 included in the questionnaire. The items within this factor included things related to receiving information and/or team information. Two of the factors related to receiving either highlights or photographs after the game. The other two factors related to receiving timely information related to players or the team.

Gratifications Obtained.   The most-desired gratifications obtained by respondents, as reported by mean response on the 7-point Likert scale, were "Hear about player or roster moves as they happen" (M = 5.92), "Find out information about the team(s) faster than other people do" (M = 5.78), "Read tweets if I cannot watch the game on television" (M = 5.70), and "Learn about upcoming games" (M = 5.51). Based on mean response, these four factors were in the same order for gratifications sought. The four least-desired gratifications obtained by respondents were "Receive discounts on merchandise or tickets" (M = 4.26), "Interact with other followers" (M = 4.61), "Access special promotions" (M = 4.67), and "Give my input and opinions" (M = 4.74). A principal-component analysis was undertaken for gratifications obtained, as well. The analysis yielded four explainable factors of gratifications obtained by CFL followers, labeled interaction, live game updates, promotion, and news. These four factors collectively accounted for 75.6% of the variance after varimax rotation (see Table 6). All of the factors exceeded a reliability-testing threshold of .40.

The first factor, interaction, accounted for 46.7% of the variance. It contained four items from the original 15 statements included in the questionnaire (Cronbach's α = .93). The items within this factor dealt with Twitter helping followers to respond, participate, interact, or provide input. The second factor, live game updates, contained four statements related to game information. The statements included Twitter helping followers receive highlights after the game and follow games while they happen. Two of the statements related to Twitter being used by followers while watching a game or when not able to watch the game. The live-game-updates factor accounted for 12.4% of the variance (Cronbach's α = .85). Promotion was the third factor, containing three items that explained how Twitter helped followers from the original 15 statements (Cronbach's α = .91), and accounted for 9.4% of the variance. The factor contained statements related to Twitter helping followers access promotions, receive discounts, and enter contests.

Table 6 Factor Analysis (Principal-Components Analysis and Varimax Rotation) of Measure of Gratifications Obtained, N = 539

"My team'(s) Twitter feed helps me to . . ."	Code	M	SD	Factor 1: I	Factor 2: P	Factor 3: G	Factor 4: N
learn about upcoming games.	N	5.51	1.633			.4324	.5289
receive highlights after the game.	G	5.41	1.668			.5108	.4546
hear about player or roster moves as they happen.	N	5.92	1.448				.8425
receive photographs or videos.	N	5.07	1.715		.4351		.5099
follow the games as they happen.	G	5.50	1.773			.8722	
read tweets while I watch the game on television.	G	5.17	1.897			.7679	
read tweets if I cannot watch the game on television.	G	5.70	1.744			.8199	
access special promotions.	P	4.67	1.841		.8673		
receive discounts on merchandise or tickets.	P	4.26	1.964		.8461		
enter contests related to the team(s).	P	4.84	1.904		.8415		
respond to what the team(s) has to say.	I	4.94	1.802	.8392			
find out information about the team(s) faster than other people do.	N	5.78	1.615				.8260
participate in discussions about my team(s).	I	4.84	1.797	.8643			
give my input and opinions.	I	4.74	1.861	.8564			
interact with other followers.	I	4.61	1.897	.8473			
Average of mean scores by factor				4.7800	4.5900	5.4500	5.5700
Average item loadings				.8518	.8517	.7427	.6768
Eigenvalues				7.0070	1.4030	1.8580	1.0680
% of total variance accounted for				46.7150	9.3520	12.3890	7.1220
Cronbach's α				.9280	.9060	.8500	.7950

Note. Variable factors were coded as news (N), promotion (P), live game updates (G) or interaction (I). Responses were coded 1 = *strongly disagree*, 2 = *disagree*, 3 = *disagree somewhat*, 4 = *neither agree nor disagree*, 5 = *agree somewhat*, 6 = *agree*, 7 = *strongly agree*.

The last factor, news, accounted for 7.1% of the variance (Cronbach's $\alpha = .80$) and included four statements from the original list of 15 statements included in the questionnaire. The items within this factor included Twitter helping followers receive information fast or team-related information. Two of the factors related to learning about upcoming games or receiving photographs or videos. The other two factors related to receiving timely information related to players or the team.

Twitter Satisfaction.   In Tables 5 and 6, we summarize key factors related to gratifications sought and gratifications obtained, respectively. A series of correlated *t* tests (see Table 7) comparing mean differences between gratifications sought and gratifications obtained was run to assess differences. From the 15 variables measured, 14 had statistically significant mean differences between gratifications sought and gratifications obtained, with 12 having a positive variance (expectations exceeded) and two a negative variance (expectations not met). The highest three mean differences when expectations were exceed were "Interact with other followers" ($SD = .42$), "Read tweets while I watch the game on television" ($SD = .40$), and "Give my input and opinions" ($SD = .39$). The two negative variances, indicating that gratifications obtained were lower than gratification sought, were both news-gratification factors: "Hear about player or roster moves as they happen" ($SD = -.10$) and "Find out information about the team(s) faster than other people do" ($SD = -.10$).

Discussion

We have presented the first attempt to examine Twitter as it relates to a professional sports league and its teams, seeking to address four objectives related to Twitter use. We used triangulated methods of inquiry (in-depth interviews, content analysis, and surveys) to address the four objectives.

The first research objective was to understand how teams use Twitter to gratify fans. Through analysis of results from each of the three different methods of data collection, we note that Twitter is used to share information faster than other forms of media to engage fans. The content analysis confirms that CFL teams are using Twitter to share information with their followers. Three out of every four tweets sent by CFL teams were coded as either news or live game tweets (see Table 3 for full results). Results of the factor analysis for gratifications sought as reported in the survey (see Table 5) indicated that the top five variables related to gratifications were either news or live game tweets. Interview results place Twitter as the fastest method of social-media communication. The importance of Twitter speed and reach is supported by the survey results. In particular, the two highest-ranked variables for gratifications sought by CFL fans were found to be "Hear about player or roster moves as they happen" and "Find out information about the team(s) faster than other people do," which are both related to speed of information delivery (see Table 5 for specific results).

Triangulated results support Twitter's speed advantage in the ability to share information over other forms of social media, yet there remains a question related to fan engagement, which is more than just speed of reach. First, via interview results, the use of Twitter to engage fans by CFL teams was noted by most interviewees. Indeed, some noted that Twitter was the only tool for fan engagement used by

Table 7   Correlated *t* Tests for Gratifications Sought (GS) and Gratifications Obtained (GO) Variables

Variable	Code	Factor	*M*	Mean diff.	*t*
Interact with other followers.	I			0.42	−6.21**
GS		I	4.20		
GO		I	4.61		
Read tweets while I watch a game on television.	G			0.40	−5.87**
GS		G	4.77		
GO		G	5.17		
Give my input and opinions.	I			0.39	−5.79**
GS		I	4.35		
GO		I	4.74		
Respond to what the team has to say.	I			0.30	−4.33**
GS		I	4.63		
GO		I	4.94		
Receive discounts on merchandise or tickets.	P			0.26	−3.64**
GS		P	4.00		
GO		P	4.26		
Participate in discussion about my team.	I			0.26	−3.95**
GS		I	4.58		
GO		I	4.84		
Receive photographs or videos.	N			0.24	−3.77**
GS		N	4.83		
GO		N	5.07		
Access special promotions.	P			0.22	−3.31*
GS		P	4.44		
GO		P	4.67		
Follow the games while they happen.	G			0.20	−3.06*
GS		G	5.30		
GO		G	5.50		
Receive highlights after the game.	N			0.19	−3.26**
GS		N	5.22		
GO		G	5.41		
Learn about upcoming games.	N			0.16	−2.59*
GS		G	5.35		
GO		N	5.51		
Read tweets if I cannot watch the game on TV.	G			0.06	−0.99
GS		G	5.64		
GO		G	5.70		
Find information faster than other people do.	N			−0.10	−1.79*
GS		N	5.88		
GO		N	5.78		
Hear about player or roster moves as they happen.	N			−0.10	2.02*
GS		N	6.02		
GO		N	5.92		

Note. Variable factors were coded as news (N), promotion (P), live game updates (G) or interaction (I).

*$P < .05$. $P < .001$.

teams, whereas others simplified it as a communications tool. For example, one interviewee responded that Twitter is "just a way of connecting with fans." Second, results of the content analysis further inform our knowledge of Twitter as a form of engagement. Specifically, results of the analysis indicated that approximately 25% of team tweets are coded as either promotion or interaction, and the most commonly reported tweets related to promotions or direct fan interaction using the @ symbol to identify followers. Third, although the survey results indicated that both interaction and promotion variables did not have high mean scores for measures of fan gratification, when compared with the gratifications obtained to measure satisfaction, the CFL followers reported higher satisfaction with the interactive variables. Indeed, approximately three out of four respondents reported that the variables for which they were most satisfied related to the following interactive factors: "Interact with other followers," "Give my input and opinions," and "Respond to what the team has to say." The triangulation of evidence from three different methods supports the conclusion that Twitter is used to share information faster than other forms of media to engage fans.

With regard to the second research objective to understand the demographic, usage, and technology-use characteristics of Twitter followers, the results support the need for teams to conduct research on their own Twitter followers. The average age of the respondents was 35, with higher than normal levels of education (49% with some university or more education). It is interesting that 33% of the followers were female. When compared with previous sports studies about college message-board users (12.2%; Clavio, 2008) and a female athlete's Twitter followers (33%; Clavio & Kian, 2010), these results suggest that the followers of sports social media will vary by type of sport. This finding is significant because it reinforces the need for teams to conduct research on followers because the profile of users can vary from one following to another.

As part of the second research objective, we attempted to understand how Twitter followers use the Internet and Twitter. One of the most interesting findings related to use was the devices used to check Twitter. The most-reported device for checking Twitter was the personal cell phone/PDA (40%), and the next-most was the personal home computer (38%). This was particularly interesting because it supports the recent findings of the PEW Internet Life Group's (Smith & Brenner, 2012) analysis that the smartphone/PDA is driving increased Twitter use. Indeed, it could be argued that the popularity of smartphones will be a driver for increased use of Twitter for sports content. Recognizing the link between Twitter and smartphones, a recommendation that team communication directors use smartphone-based strategies to increase Twitter followers is a contribution of this research.

An additional contribution related to the second objective was the result on sports-fan activity as hard-core CFL fans or casual observers. Results find that 34% watched six or more CFL games live and 90% watched six or more games on television. It is interesting that a full 48% watched 20 or more games on television. In total, each team in the league has 19 regular-season home games, and almost half of the Twitter followers are watching more than 19 games, suggesting that many watch more than one game per week. Although there have been no previous studies for comparison, these results suggest that this sample of CFL Twitter followers could be classified largely as hard-core fans. This supports the idea that Twitter is where devoted fans go to follow teams.

The survey results related to the third research objective, to understand the gratifications sought and gratifications obtained for CFL Twitter followers, identified four dimensions of use: interaction, live game updates, news, and promotion. The mean score for the 15 gratifications-sought variables was 4.92 on a scale of 7.00, and no variable was less than 4.00, whereas the mean score for the 15 gratifications obtained was 5.13 on a scale of 7.00, and no variable was less than 4.26. The survey results are further supported by the content analysis whereby almost 4 in every 10 tweets were related to live game updates. The interviewees also suggested that teams attempt to provide fans with behind-the-scenes content that is not normally available to fans.

Previous sport Twitter-related uses-and-gratification research about a retired female athlete identified three dimensions of use: organic fandom, functional fandom, and interaction (Clavio & Kian, 2010). Furthermore, a content analysis of athlete tweets identified six categories of use, including interactivity, diversion, information sharing, content, fanship, and promotional as categories for gratification (Hambrick et al., 2010). Although the previous studies were comprehensive, none identified live game updates as a use for Twitter. The identification of live game updates is a contribution of the current research in identifying a new dimension of Twitter use. It also reinforces the need for Twitter audience research from a team perspective because the results present different gratification factors than other audience-gratifications research.

The fourth objective sought to better understand the differences between gratifications sought and gratifications obtained. The measurement approach was based on satisfaction per previous uses-and-gratification studies (Johnson & Yang, 2009; Palmgreen & Rayburn, 1985b; Palmgreen, Wenner, & Rayburn, 1980). Of the 15 gratifications tested, 12 were deemed to be satisfied, 2 unsatisfied, and only 1 was deemed to not be statistically significant (see Table 7). Three of the top-four satisfied gratifications were interactive factors: "Interact with other followers," "Give my input and opinions," and "Respond to what the team has to say." The higher level of satisfaction for gratifications for interactive factors was supported in a previous study on Twitter uses and gratifications (Johnson & Yang, 2009). The only gratification in the top four that was not interactive was a live-game-update factor: "Read tweets while I watch a game on television." This suggests that the use of Twitter by teams for live game updates has satisfied their followers. It is interesting that the two gratifications that were deemed to not satisfy CFL Twitter followers—"Hear about player roster moves as they happen" and "Find information faster than other people do"—had the highest mean score for gratifications sought. Significant to sports communication professionals, this finding places importance on exclusively sharing information via Twitter to drive satisfaction and increase use by fans.

In summary, the results of this study are relevant to both sports communications practitioners and the sports communications literature. For sports practitioners, the study could serve as a template for conducting a uses-and-gratifications study to identify gratifications, measure satisfaction, and provide insight into the profile of users. To increase usage and satisfaction by CFL Twitter followers, teams may want to consider research to identify follower characteristics and gratifications, develop tweets targeted at smartphone users, and create ways to increase interaction with hard-core fans through Twitter. With regard to the sports communications literature,

this study was the first documented investigation into a team or league's use of Twitter to communicate with fans. We identified Twitter as sharing information faster than other forms of media and as a tool to support fan engagement. Notably, CFL teams achieved fan engagement through Twitter as the first place to communicate news about the team, linking fans to other content and communicating live game updates with a behind-the-scenes look at the game.

This study is not without limitations. First, the tweets were placed into one of five content categories and many could have fit into more than one. As such, additional coding of tweets might have reported higher incidence of other uses for Twitter. Second, the study is dependent on the effectiveness of the survey instrument and the subjects' ability to accurately answer the questions. This limitation is similar to most surveys and is an inherent limitation of uses-and-gratifications research. Third, the study was limited to a convenience sample and cannot be generalized to other samples; thus, the results of the study may be different from those of studies of Twitter followers of another sports league.

Although this study was the first to examine Twitter followers from a team perspective, future studies could examine other leagues and teams to compare demographic characteristics, usage information, and dimensions of gratifications and satisfaction. By comparing results from this study with other team- or league-related groups of Twitter followers, a theory could be developed related fans' use of social media. Further research should also be conducted to understand how Twitter is changing sports communications. With most teams and many athletes using Twitter, the role of sports communications professionals is changing. A better understanding of these changes can help train future sports communication professionals and improve the use of Twitter as a communication platform.

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Appendix

Tweet-Coding Sheet

Tweet coding	Function categorization	Explanation	Examples
Game updates	In-game	Tweets done during games that report results or other happenings. Starts with pregame information like injuries, special hosts, etc., tonight's attendance.	#Bombers add a single to make it a 10-point game - #BCLions lead 32-22 #CFL FINAL: HAM 35 EDM 37. #Ticats #CFL
Sharing photos in game	In-game	Tweets done just before or during a game that provide the fan with an inside look at the game.	Bomber dressing room. . . 20 mins to kickoff http://plixi.com/p/48447405
Team-roster updates	News	Anything related to the team: injury announcements, trades, etc.	Stamps add Rashod Henry to practice roster http://www.stampeders.com/news_blogs/news/?id=3911 #calstampeders #CFL #YYC
Video sharing	News	Tweeting a video. Look for the word Video or TV in the text or URL. Also many teams use tiny urls to send out video.	BCLions.comTV caught up with LB Solomon Elimimian to talk about his first season on the #BCLions defense: http://tinyurl.com/27z4zw8 #CFL
Upcoming game update	News	All pregame information up until the game starts, roster changers, game notes, etc.	#BCLions GM/head coach @Coach_Brillo's thoughts on today's game versus the #Esks: http://tinyurl.com/278dfl7 #CFL
Player or coach blog	News	Weekly player awards, individual player blogs, lifestyle or feature stories about a player.	Great feature on Romby Bryant by the Herald's Al Cameron http://www.stampeders.com/news_blogs/features/?id=3895#calstampeders #CFL #YYC
Photo sharing	News	Tweeting a picture or photograph link. Look for URL addresses like twitpic and plixi.	http://twitpic.com/2u8q1o-Football never sleeps-#bclions equipment arrives back at facility after win at Empire. #CFL
Postgame analysis	News		Postgame reaction from Marcel Bellefeuille, Kevin Glenn and Stevie Baggs now on www.Ticats.ca #CFL #Ticats

(continued)

Tweet-Coding Sheet (*continued*)

Audio sharing	News	Tweeting an audio clip.	Audio: Coach Huff speaks after Sunday's walkthrough in Montreal http://www.stampeders.com/multimedia/audio/?id=1348#calstampeders #CFL #YYC
Direct communication	Interactive	Typically this starts with an @twitter username at the start of the e-mail. Be careful with BC—the @ at the start sometimes refers to a player; watch for twitter names with #s in them.	@RussellMarriott you can listen live at www.cjob.com. All of our games can be heard live there as well.
Retweets or discussion	Interactive	RT (retweet): Any statement that encourages discussion, asks questions, or retweets other discussion. If RT is a team account, it is likely a promotion other	Not bad. . . RT @AndrewBucholtz: The Diving Bell and the Butterflies?-worst headline involving the word Bell? Let's hear 'em. #CFL
Promotion: other	Promotion	Asking fans to vote other person not related to team.	
Links to external media	Promotion	Tweets that push the reader to another external source of media like a radio show or television station.	Catch QB Alex Brink on QX104 FM tomorrow morning at 7:10am.
Links to contest or enter to win	Promotion	Similar to a poll/vote type of tweet, but this Tweet offers prizes, external sponsor programs, or other types of promotional tweets.	News: Kick, Punt and Pass for $100,000 with the Edmonton Eskimos http://bit.ly/caBswT
Links to a poll/ vote	Promotion	Tweets that encourage the reader to vote or complete a poll question.	Vote for your 2010 #Argos All-Stars online now http://bit.ly/cB2smy. #CFL
Links to discounts	Promotion	Promotes a discount for tickets or merchandise through a tweet.	Special deal for tickets to Friday's game and the Western Final http://www.stampeders.com/tickets/tickets/playoffs/ #calstampeders #CFL #YYC
Links for ticket sales	Promotion	Promotes tickets sales to upcoming games.	Eastern Semi-Final (#Ticats vs. #Argos at Ivor Wynne Stadium) tickets on sale Saturday at 9am. . . http://bit.ly/cVc1mT
Other	Other	Congrats to other home team, random thoughts like " … aaaand we're back on the field."	Huge, huge fan of the 4:30am wake-up.