

# FACULTY OF ARTS AND SOCIAL SCIENCES



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## **Digital Marketing and Communications Plan for Hashtag United**

*Exploration of 'Hashtag United's' social media channels and  
subsequent communications plan.*



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# Executive Summary to Customer Journey

## Executive Summary

This paper looks to depict the journey of 'Hashtag United' from YouTube football team to semi-professional outfit by its use of social media to grab a unique subsection of the footballing community (Kettle 2020). Highlighted by their digital success, becoming a non-league team with larger social media following than most Premier League clubs (Lawless 2018). They have become this footballing brand through digital communication. Evaluation of their previous social media communications will be assessed, alongside a communications plan to highlight future customer journey and buying behaviour. Particularly through the use of YouTube, as the focal point of social media used to make consumers feel engaged through communication (Paek et al 2013).

The communications plan looks to take Hashtag United into mainstream media. The campaign has the aim to collaborate with 6 YouTube channels in the year 2021 to surpass the 1 million subscriber mark. They currently hold just over half that amount and only ever collaborate for events.

## Introduction

Hashtag United highlights the power of digital communication and social media through the currency of content. Their success has been governed by their ability to grow virtually, highlighted by their millions of followers across various platforms. Their industry is football entertainment, and YouTube is their main digital avenue. Summary of all digital communication channels is provided in appendix 1.

Hartmann (2003) wrote about the "Sanctity of Sunday Football", and the need for non-league football. While the Premier League has capitalised on the growing globalisation of the sport to capture unparalleled attention from around the world (Ritzer 2007; Roberts et al. 2016), Hashtag United have used modern technology to unearth the founding love for the bare bones of nations favourite game. Barriers have been knocked down by the internet through ease of access and lowered cost (Chaffey and Ellis-Chadwick 2019). The brand has explored a gap in the market of non-league football which had not been explored through digital mediums. Gerrard's (2003) 'Resource-based view' of strategic management in sport, highlights the growing depth and different measures of success within football due to influence of modern resources. This notion has allowed Hashtag United create more than a football team, but a brand. Used to reach and react to a mass audience at low cost (Dellarocas 2003) and create further responsive communications plans.

Customer analysis of the brand highlights its versatility. Hashtag United manages to target different demographics, while creating its own audience. Non-league football is usually specific to area, the likes of YouTube and Instagram has allowed exploration into new areas at low cost. Created by Spencer Owen in 2016 they have

since branched out in semi-professional men's and women's football and even E-sports (Essex Senior League 2020). Naim (2007) describes it as the 'YouTube Effect', Wattenhofer et al. (2012) analyse it as the video content social media, but both highlight the power of the site first used by the brand. Stemming from the accounts of Spencer Owen, "Spencer FC", used as free celebrity endorsement to first communicate the brand. One in four advertisements use celebrity endorsements (Market Watch 2006), so Owen's relative digital fame was a key instrument to gain initial following and target a market by creating favourable attitudes towards the brand (Till et al. 2008). A tactic further used within their digital strategy such as collaborations with fellow YouTube phenomenon "The F2" within the Hashtag United made tournament 'The Wembley Cup' (Wembley 2020), which has since gained millions of views over different social media channels. The brand has grown through success of collaboration and will therefore be a key contributor in the communications plan.

Through sporting popularity there is room to move into the English footballing spotlight. Success through collaborations with fellow YouTube channels have shown opportunity to promote themselves through communication and promotion with the most popular teams and channels in England. They have already collaborated with Sky Sports and BBC Sport (Sky Sports Football 2020, BBC Sport 2020), so lines of communication with mainstream media already exists.

## **Defining the Market**

Hashtag United's audience is typically a user of YouTube, of keen footballing influence. Research shows this is to be a teenager or young adult well versed in the sport. As English football and modern YouTube media/ personalities have such a wide audience, this demographic has a very wide reach. The audience persona and buying audience are shown in appendix 2 and 3. Highlighting the demographic as having keen interest in modern media, football, and surrounding influencers. While the buying pattern of the demographic also focusses on collaboration. Sharing of free content and the spread of knowledge between peers highlights the simplicity in growing the platform. Yes, quality of content is vital for the success of this campaign, however quantity plays a huge role in ensuring that enough of the target market is reached.

## **Mapping the Customer Journey**

A customer journey map is used to outline the customer experience. A "Deviation Diagram" (Tax et al. 2013) is used as foundation to easily map out the customer journey for analysis. While knowing that social media is multi-channel, and customer choice is sporadic as a result of abundance of both choice and interest (Wolny and Charoensuksai 2014).

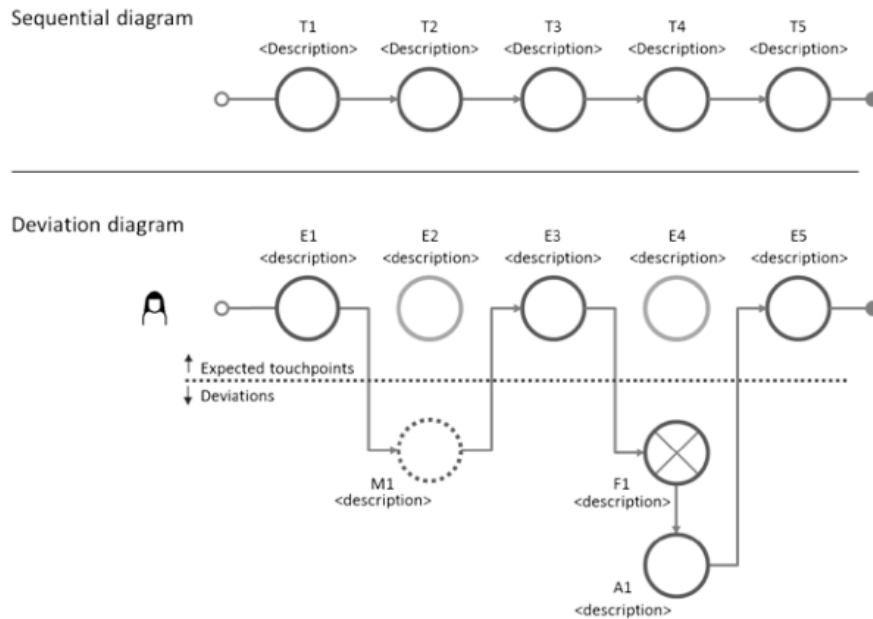


Figure 1 - Haugstveit et al. (2016) Framework

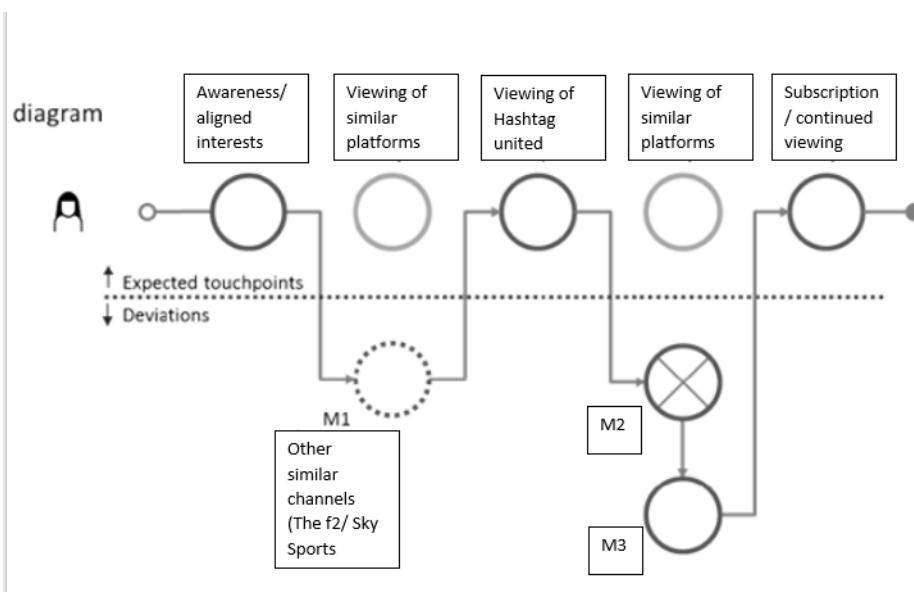


Figure 2 – Adapted Haugstveit et al. (2016) Framework

The adapted diagram helps depict both the journey of the consumer and the aims for social brands. The aim being subscription and viewer retention. However, accompanied by the inevitability of consumer deviation through the availability of substitutes. Retention can therefore be sort through the social media plan of collaboration as encouragement of deviation to promote across different channels. This will try to eliminate the possibility shown as ‘M2’ of customers deviating to other channels and not returning. Collaborations will continue a customer journey back to its source.

A RACE framework analyses the customer journey, *figure 1*, used to help marketers manage their commercial value within digital marketing efforts (Chaffey and Ellis-Chadwick 2019).

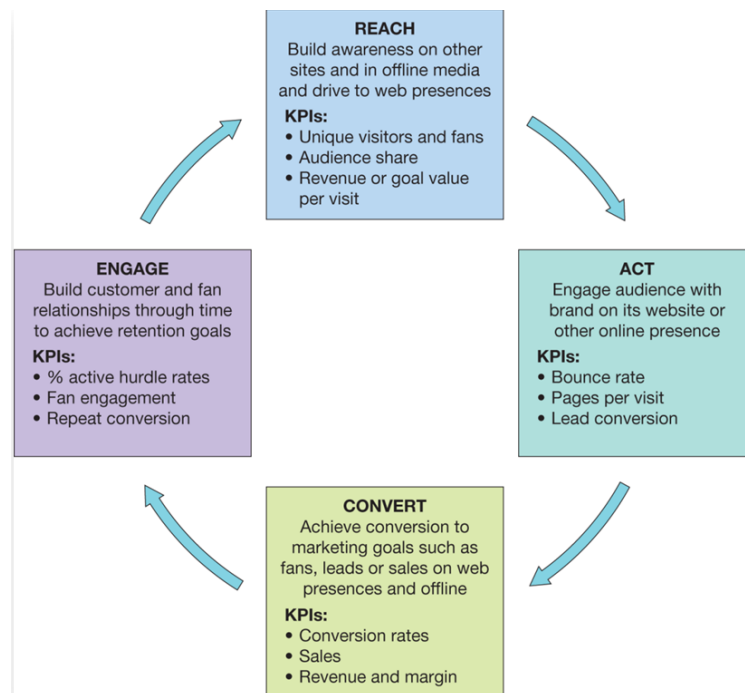


Figure 3 - Smart Insights (2010) RACE Framework

Table 1 – Hashtag United RACE Analysis.

Hashtag United RACE Framework (YouTube)		
	Evaluation	KPI's
<b>REACH</b>	Social media is the key channel of communication, boasting 475 thousand and 529 thousand followers/ subscribers on Instagram (2020) and YouTube (2020). Bouncing advertisement off founding member's pages and further collaborations to spread brand awareness. Collaborations are vital for the spread of knowledge and transferrals between new markets (Bennet et al. 2008). Hashtag United uses low-cost resources of social media and contacts to reach a growing audience.	Amount of Content
<b>ACT</b>	The brand acts upon reached attention to engage the individual. Represented by followers, subscriber's, likes and views, effectively as much engagement as possible. Revenue is mostly acquired through their digital strategy, as they are a comparatively unsuccessful football team. Chaffey and Ellis-Chadwick (2019) highlight various digital revenue models, revolving around the themes of advertisement, viewer retention and sponsorship. Hashtag United therefore acts	Subscriber count



	upon their reached audience through production of large amounts of content, retaining an audience and become more attractive to sponsorship and advertisement.	
<b>CONVERT</b>	Conversion is of content to revenue. Level of sponsorship is an easy way to assess success, as connection to the material world. Shown by their current kit manufacturer 'Adidas' and shirt sponsor 'Football Manager' (Hashtag United 2020). Two huge sponsors for a non-league football team. Slack and Bentz (1996) highlighted how sponsorship and advertisements are vital ways in which small businesses can achieve communication and revenue goals. Converting consumer attention from digital communications is therefore reflected by commercial interest. It is vital to communicate with demographics to raise the profile of the club to increase revenue from engagement and commercialisation.	Sponsorship and commercial interest
<b>ENGAGE</b>	Success is measured through growth and retention of audience. Smith and Gall icanó (2015) highlight how social media engagement are more than just viewing and sharing, but also a need for involvement. In order to take Hashtag United into the next level, a new level of involvement is therefore needed. Viewing and subscriptions are up, but in order to retain customers through the journey of engagement they need to be more involved with the brand. Through the realisation of growing competition within the world of social media and YouTube content.	Interaction/ Engagement inflation

The Hashtag United RACE framework highlights the trickery in valuation the digital customer journey. When dealing with hundreds of thousands of subscribers it is almost impossible to monitor single consumers. Therefore, success should be deemed by total increased engagement relative to the starting point. Subsequently, a sample customer journey is created, table 2. Using an adapted RACE framework, with the added stage of physical engagement, to try and better understand how to best make use of an increasing consumer base. It highlights the danger of getting lost in the growing sea of content, and trouble with predicting journey steps. It's easy to say that influence will lead to engagement, however the problems depicted in highlight how every individual is different and may not react as wanted. Stressing again the importance of overall numbers and statistics for the best bearer of campaign success.



Figure 4 - Hashtag United Customer Journey Map

## Social Media Audit

An adapted HubSpot Facebook content report is used to audit Hashtag United's use of YouTube over the last 90 days (August 20<sup>th</sup> 2020 – November 18<sup>th</sup> 2020). Provided in Appendix 5.

### Audit Analysis

#### *Content Presentation*

Content is consistent in its presentation through all of Hashtag United's YouTube media, needed for consistent brand image (Haynes et al. 1999). Titles are always in caps, with quick summary of key highlights, furthered by a brief description. Video thumbnails are consistent, often featuring a single word to best draw the viewer. Hashtag's are rarely used, only once in the last 90 days of content.

Under the summary there are channels and subscriptions all associated with the brand (appendix 4). Positive in association with *Figure 2* and highlighting the importance of creating a consumer journey which leads back Hashtag United. Coming under a level of 'User Generated Content' with players and board members all having their own channels, creating further credibility and user interaction (Khan 2017). Further crucial to the brands income, not only through viewer retention but also advertisement from both other and their own brands. Such as with YouTube video branding and self-advertisement (see appendix 4c).

Content is further consistent with a footballing schedule. Reiterating a steady brand image, and giving consumers a structure. Regular 'highlight' videos uploaded alongside competitive calendars of teams.

#### *Engagement*

An engagement summary of views of the last 90 days of content is highlighted in appendix 6.

Viewer and subscription numbers are subject to season, shown with figure 4. As a sports team the brand has been heavily affected by the global Coronavirus pandemic, and subsequent UK Government guidelines. It is therefore no surprise to

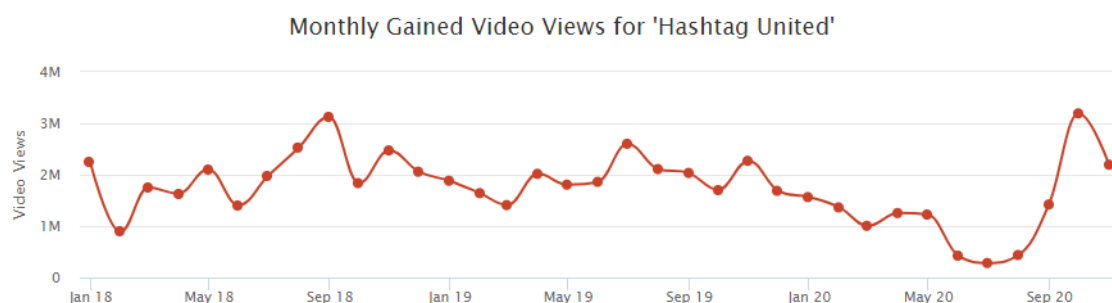





Figure 5 - Socialblade (2020) – Hashtag United Video Views

see views steadily decrease over the first lockdown, sharply increase as the footballing season begins, and further decrease with the addition of a second national lockdown.

Views increase with quality of content, and occasion. Videos featuring 'The FA Cup' gain significantly more interaction than regular season games. Even more successful when paired with the use of influencer engagement. Online influencer outreach (Chaffey and Ellis-Chadwick 2019) is used to widen an audience through greater association. It is no surprise then that the most viewed video has 'FA CUP' in the title and YouTubers 'Wroetoshaw' and 'WillNE' feature in the thumbnail and description. 'FA CUP' is used as clickbait in all three of their most engaged posts. Occasion and stature are therefore used to gain views.

*Table 2 - Hashtag United Most Engaged Posts (YouTube)*

<b>Post Title</b>	<b>Clickbait Buzzword(s)</b>	<b>Total Engagements</b>	<b>Thumbnail</b>
BIGGEST GAME EVER! - FA CUP HIGHLIGHTS - HASHTAG UNITED vs BRAINTREE TOWN	BIGGEST GAME FA CUP	401,916	
HASHTAG'S MOST DRAMATIC GAME EVER?! - FA CUP HIGHLIGHTS - HASHTAG UNITED vs FELIXSTOWE & WALTON	MOST DRAMATIC FA CUP	352,851	
HASHTAG UNITED LIVE ON BBC! - FA CUP HIGHLIGHTS vs SOHAM TOWN RANGERS	BBC FA CUP	345,422	

### *Initial Recommendations*

The consistency of the content is highlighted. However new reading suggests that social content needs to be much more diverse in order to attract the growingly whimsical audience. Peppler and Solomou (2011) highlight creativity as essential in creating digital culture, and retaining it. The Coronavirus pandemic has further highlighted how there is a great need for content outside of the football season for viewer and subscription retention.

Occasion is what drives the most traffic towards the brands channel. This therefore must be a focus of content in the communications plan. The use of influencers has also been briefly used to encourage viewing, however used just a few times over the



last 90 days. There is no shame in clickbait, in fact it drives traffic, and should be used more by Hashtag United to do so.

Hashtags are not used utilised. Used only once in the audit (#emeritatesfacup) to promote the start of their most successful content block. Hashtags improve a channels discoverability via consumer direction to content (Farag et al. 2020). It is therefore an easy way for the brand to expand its demographic without exertion.

## Social Media Communications Plan

The subsequent communications plan takes leverage upon the 6M framework.

Table 3 - Hashtag United 6M Framework

Strategic Intent	
<i>Mission</i>  Reach 1 million subscribers on the Hashtag United YouTube channel in 2021 (currently 534,000).	<i>Market</i>  Expanding demographic of football fans on social media within the UK.
Strategic Execution	
<i>Message</i>  An escape from the pressures of modern football and bring back it back to its core.	<i>Media</i>  Promoted across all of social platforms (appendix 1), with YouTube the content captain.
Strategic Impact	
<i>Money</i>  A low budget operation. Infrastructure for content is already in place and there will be a reliance on known contacts.	<i>Measurement</i>  Impact will be assessed whether 1 million subscribers can be reached in 2021.

The campaign looks to increase the diversity of Hashtag United's media content, a total of 6 unique videos will be created, with one published every other month alongside the regularly stream of content. Content looks to be fun, diverse, and expand the already found demographic, and will be placed within a new YouTube playlist on their home channel under the title 'Hashtag United and Friends'. There is already content such as penalty challenges which can be added to playlist. The new campaign focuses on two key targeting methods of occasion and influence, and targeting summary was created, appendix 7.

## Analysis

The campaign looks to broaden the demographic by using and targeting influence from similar backgrounds. Content will span across the whole and year and seize trends. Trends are the best source of communication between organisation and demographic in social media (Linke and Zeffass 2012).

The subsequent timeline poster highlights potential content. YouTube, Twitter and Instagram are targeted as the brands most popular channels.



Hashtag United 2021  
YT Campaign Timelir

# HASHTAG UNITED

## 'And Friends' 2021 YouTube content campaign



### YOU KNOW THE DRILL FT. SOCCER AM

Collaborations with hit tv show Soccer AM are already plenty with Hashtag United and the have already participated on the coveted 'You Know the Drill' series (Soccer AM 2018). In the new year it will be used to promote both a new stream of content for Hashtag United and their women's football team.

### CROSSBAR CHALLENGE FT. CHUNKZ AND YUNG FILLY

Fun content with popular hosts is needed. As such, the aim is to include the faces of established YouTubers 'Chunkz' and 'Young Filly' to host a short football related game





### THE FA CUP FINAL WATCH ALONG

A current trend is for fan run club channels to live stream and commentate on games, often referred to as a 'Watch Along'. A trend which can be utilised by Hashtag United in association with the BBC to bring exclusive content of the FA Cup final, ideally alongside an established BBC face.

### RAHEEM STERLING EURO 2021 Q&A

The biggest footballing event of the year will be the postponed continental competition, Euro 2021. Like the FA Cup final there is of course no chance that the brand can be physically involved in the spectacle, but there is great opportunity to jump on the train of excitement.





### 2021/22 KIT LAUNCH

A great and easy way to build up hype for the new season, shed light on any new sponsorship and boost tangible profits.

### EXHIBITION MATCH VS SE DONS

A great collaboration in the YouTube footballing community. Both sides will benefit from a one off friendly and can be broadcasted on both channels.



Figure 6 - Campaign Poster



## Content Breakdown

### 1. You Know the Drill Ft. Soccer AM

First content uses proven formula. A video which has already been created involving the men's team will now include the female equivalent. Women's football has been increasingly popular (Wrack 2019) and while Hashtag United has already appeased this rightful popularity with a successful football team, shedding more light on it with will only boost the club's engagement. Shown with the sample Instagram post, and YouTube video. Also highlighting the ease at which this type of content can be spread.

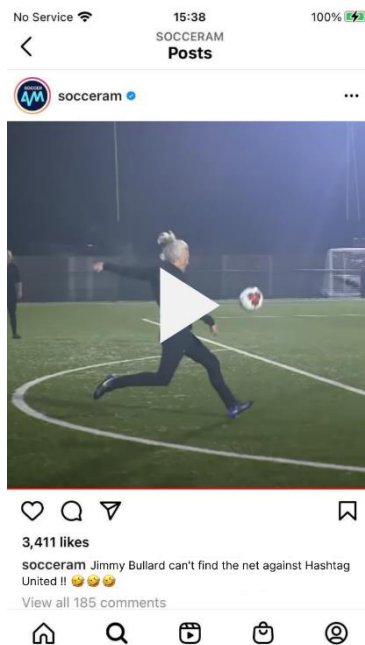


Figure 7 - Instagram Post



Figure 8 - YouTube Post



## 2. Crossbar Challenge Ft. Chunkz and Yung Filly

Secondly, celebrity influence is targeted. Positive collaborations in the right demographic will attract more of the needed consumer to an individual platform (Jin et al 2019). Pro Direct's (2020) YouTube channel is used as case study. Content will be provided on Hashtag United's own channel to create as many personal views as possible, and harness the expectation circulated from the last video. Again, it is easy to publish across Hashtag United multiple channels highlighted in appendix 1 and sample Twitter post.



Figure 9 - Twitter Post

## 3. The FA Cup Final Watch Along

May is FA Cup final month, the competition of Hashtag United's biggest source of viewership. The brand will obviously not be involved physically in the final but there is great opportunity to provide coverage. The BBC is very openly trying to increase their digital representation, and an already established relationship with Hashtag United will be utilised. A current trend shows fan run club channels to live stream and commentate on games, referred to as a 'Watch Along'. For example, 'Arsenal Fan Tv' (2020) and 'Stretford Paddock' (2020). A trend which can be utilised by Hashtag United in association with the BBC to bring exclusive content of the FA Cup final, ideally alongside an established BBC face (such as Jermaine Jenas, on the poster) but this is subject to many things such as availability. It will be streamed on both YouTube and Twitch, and further published on both platforms.

#### *4. Raheem Sterling Euro 2021 Q&A*

The biggest footballing event of the year will be Euro 2021. Like the FA Cup final there is great opportunity to jump on the train of excitement. Again, Pro Direct (2020) and is used as case study, with regularly appearances from the likes of English International Raheem Sterling showing the potential of content which Hashtag United can be a part of. Similar enough to the blueprint of video for March, a short video using a famous face is all it takes to jump on what is trending and boost interactions significantly in both the short and long run.

Content has to be created in advance in reality with the schedule of international football, Raheem Sterling is used an example.

#### *5. 2020/21 Kit Launch*

A stream of content already used by Hashtag United (below), however were it has previously been lost in the regularly weekly highlight video or posted on Spencer Owen's own channel. This time it has its own video within the new playlist, shedding light on any new sponsorships and encouraging physical profits through kit sales.



*Figure 10 - Spencer FC (2016)*

#### *6. Exhibition Match vs SE DONS*

Another use of celebrity endorsement, and the popular SE Dons football channel, which is very similar to Hashtag United's. A friendly between the two fits in with current content and broadens the demographic to a range of fans which are already influenced similar promotional videos.

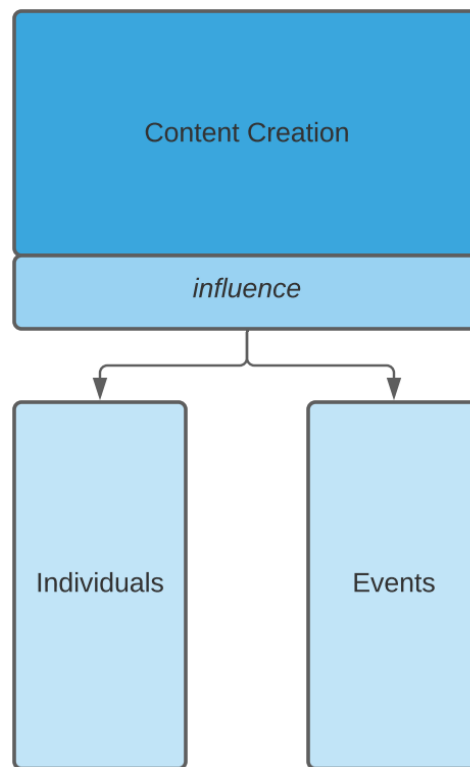
## Campaign Summary

Table 4 - 6M Framework Analysis

Post	6M Analysis		
	Strategic Intent	Strategic Execution	Strategic Impact
1	Tapping into proven markets and harnessing the popularity of the women's team.	Published across various channels such as Soccer AM's Instagram page to increase the demographic reach. Using Jimmy Bullard as influence to strengthen brand.	Low budget content. Video will be created at Hashtag United's training facilities and published freely.
2	Using popular and successful YouTubers in a proven video idea.	Content published on Hashtag United's own channels for sole ownership of all consumer interactions.	Costs are hard to gage, but should be relatively low. This kind of influencer led content is fairly knew and process are often depicted by the individual. abundance of content shows attainability.
3	Seizes upon the biggest source of engagement, and build upon an important relationship with the BBC.	Published live across Twitch and YouTube for live interaction. Influence of an established BBC pundit will further this.	The FA Cup is a proven formula for Hashtag United, and will further boost content within the competition.
4	Using current footballing trends to harness a captivated audience.	Published on own channel, and at the time the tournament to harness the 'hype' surrounding it.	Costs again should be low through use od shared marketing. Abundance of content again shows attainability.
5	Self-advertising Hashtag United, their new kit and the upcoming season. Also sheds light on sponsorships.	Giving a sole video when previously bunched into a weekly update.	The video is low cost as it all Hashtag United's own material and content. Should spark physical profits.
6	Build a relationship across the YouTube football community and exchange engagement.	Content can be published on both channels.	Very low costs production.

## Conclusion

A campaign model is created to highlight the strategic intent of the communications plan.



*Figure 11 - Campaign Model*

Summarised, the campaign looks to create content founded on influence. Specifically of individuals and events most suited to the already found demographic.

Individuals will help engage and expand the audience; original content will then look to retain it. Events will further this by tapping into the biggest footballing trends of the year. In a market governed by engagement, it is so important for Hashtag Untied to be involved as much as they possible can. Highlighted by Appendix 3 with shared engagement as the biggest deterrent of the buying process. Harnessing attention from what is already trending is therefore incredibly simple and important.

All social channels are used to capture and drive traffic towards the main source of engagement, YouTube.



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## Appendix

### Appendix 1. Digital Communication Channels Summarisation

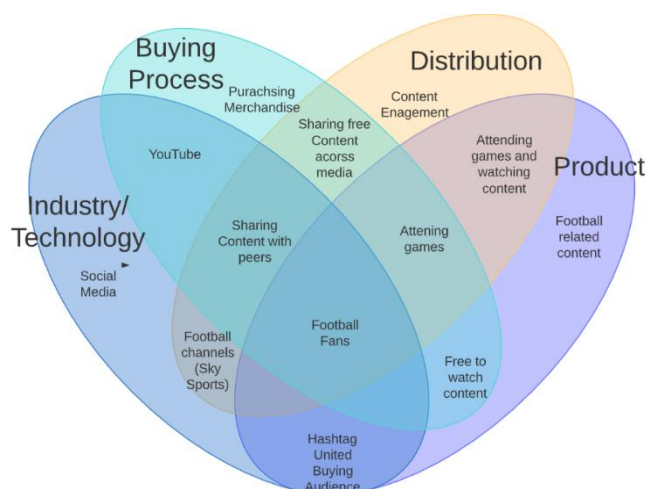
Channel	@	Bio	Subscriber/ Follower Count	Last Post Engagement (11/12/2020)	Homepage Photo (mobile)
Facebook	HashtagUnitedFC	The Official Facebook Page of Hashtag United: one-of-a-kind football club and esports team! #	11,238	1 like  36 views  Posted for 17hrs	
Instagram	hashtagutd	One-of-a-kind Football & esports Club. Men: 9 <sup>th</sup> tier. @hashtagutdwomen: 4th tier. esports: World class	476,000	1,239 likes  3,847 views  Posted for 18hrs	
TikTok	hashtagutd	Official Hashtag United TikTok! One-of-a-kind football & esports club	51,100	26,400 likes  248,000 views  Posted for over 6 months	
Twitch	HashtagUnited	One-of-a-kind Football/Esports Club. Our men play at the 9th tier, our Women at the 4th tier of English Football and with over 400 kids in our youth teams! Not forgetting our 2 Esports FIFA players, playing at the highest level. Watch them all here! Sponsored by adidas, FM and Lucozade.	42,100	-  3,352 views  Posted for 16hrs	
Twitter	hashtagutd	One-of-a-kind Football/Esports Club. Men: 9 <sup>th</sup> tier - @hashtagutdwomen: 4 <sup>th</sup> tier	217,800	110 likes  53 comments  Posted for 3hrs	

YouTube	Hashtag United	<p>Welcome to the official home of Hashtag United on YouTube! Subscribe NOW so you don't miss a single video:</p> <p><a href="http://bit.ly/hashtagunited">http://bit.ly/hashtagunited</a></p> <p>Hashtag United are a one-of-a-kind Football &amp; Esports Club. Founded by Spencer Owen (Spencer FC) in 2016, we now play in the 9th tier of English football, with our FIFA pros also competing at the world's major tournaments. Subscribe for regular first team and Sunday League match highlights, team interviews/features, gaming vlogs and more!</p>	533,000	<p>6,000 likes</p> <p>131,788 views</p> <p>Posted for 2 days</p>	
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## Appendix 2. Hashtag United Audience Persona Interests



## Appendix 3. Hashtag United Buyer Behaviours



## Appendix 4. YouTube summary links



**Hashtag United**
532K subscribers

SUBSCRIBE

A jam-packed week! Highlights from 3 games in 5 days for the Hashtag United Men's first team!

- SUBSCRIBE...AND HELP US GET TO 500K: <http://bit.ly/hashtagutd>
- MERCH! <https://spencerfc.bigcartel.com/>

★ HASHTAG WOMEN'S SOCIALS ★

Twitter - <https://twitter.com/hashtagutdwomen>

IG - <https://instagram.com/hashtagutdwomen>

1st Team Manager - <https://instagram.com/jasonstephens2020>

- Follow us on Twitter! - <http://twitter.com/HashtagUtd>
- Buy official Hashtag United merch - [hashtagutd.com](http://hashtagutd.com)
- Follow us on Instagram! - <http://instagram.com/HashtagUtd>
- Like us on Facebook! - <http://facebook.com/HashtagUnitedFC>

★ HASHTAG UNITED MEN'S TWITTER ★

Manager:

Devs - <https://twitter.com/Devs76>

Player/Asst Manager:

Neil Richmond - <https://twitter.com/NeilRicho10>

First Team Coach:

Joe Keith - <https://twitter.com/joekeith3>

Goalkeeper Coach:

Andy Cade-Watts: <https://www.youtube.com/channel/UCKvL...>

Appendix 4a

Spencer - <https://twitter.com/SpencerOwen>    
Ryan Coughlan - <https://twitter.com/RyanCoughlan>    
Charlie Occleshaw - [https://twitter.com/Charlie\\_Occ](https://twitter.com/Charlie_Occ)    
George Vallentyne - <https://twitter.com/GVallentyne>    
Michael Dill - <https://twitter.com/mdill1>    
Dave Hopwood - [https://twitter.com/dave\\_hoppers](https://twitter.com/dave_hoppers)    
Zac Clarke - [https://twitter.com/\\_ZacClarke\\_](https://twitter.com/_ZacClarke_)    
Daniel Adjei - [https://twitter.com/danielb\\_93](https://twitter.com/danielb_93)    
Theo Baker - [https://twitter.com/theobaker\\_](https://twitter.com/theobaker_)    
Aaron Couch - <https://twitter.com/AaronCouch11>    
Fehint! Falola - <https://twitter.com/Falola10>    
George Irving - <https://twitter.com/GeorgeIrvingg>    
Luis Berkane - <https://twitter.com/LuisBerkane124>    
Sean Alexander - <https://twitter.com/SeanAlexanderr8>  

Backroom:

Physio:



Stevie CB - <https://twitter.com/carmichaelbrown>  

Kitman:



[https://twitter.com/IG\\_Rumin](https://twitter.com/IG_Rumin)  

Media/Operations:

Lewis Preston - <https://twitter.com/LewisPreston>  

Alex Osipczak - <https://twitter.com/alexosipczak>  


Neil Smythe - <https://twitter.com/neilsmythe>  

Seb - <https://twitter.com/sebcbrown4>  


SHOW LESS

Shop the Hashtag United store 




20/21 HASHTAG UNITED ...  
£49.99  
+ additional fees  
[Hashtag Utd](#) 




20/21 HASHTAG UNITED ...  
£39.99  
+ additional fees  
[Hashtag Utd](#) 



20/21 HASHTAG UNITED ...  
£49.99  
+ additional fees  
[Hashtag Utd](#) 





HASHTAG UNITED SPORT...  
£6.99  
+ additional fees  
[Hashtag Utd](#) 



## Appendix 4b


First Team:

Ryan Adams - <https://twitter.com/HashtagRAdams>  

Ricky Evans - <https://twitter.com/RickyEvans14>  

Harry Honesty - <https://twitter.com/HarryHonesty>  


Lee Hursit - <https://twitter.com/LeeHursit97>  

Jacko - <https://twitter.com/HashtagJacko>  


Albie Keith - [http://twitter.com/albert\\_keith10](http://twitter.com/albert_keith10)  

Charlie Morley - [https://twitter.com/charlemorley\\_](https://twitter.com/charlemorley_)  


Marcus Stamp - [https://twitter.com/bigmarcs\\_](https://twitter.com/bigmarcs_)  

Farai Tsingano - <https://twitter.com/Farry321>  

Tom Williams - <https://twitter.com/MrTomWilliams>  

Cain Brougham - <https://twitter.com/CainBrogs>  

George Smith - <https://twitter.com/GeorgeSmith10>  

Jack Martin - <https://twitter.com/JackMartin95>  



Jamie Hursit - <https://twitter.com/Jhursitofficial>  


Jesse Waller-Lassen - [https://twitter.com/The\\_JWL](https://twitter.com/The_JWL)  

Josh Osude - <https://twitter.com/JoshOsude>  

Sam Byles - <https://twitter.com/SamByles>  

Ross Gleed - <https://twitter.com/RossGleed>  



Samraj Gill - <https://twitter.com/SamrajGill16>  

Simon Peddie - [https://twitter.com/Peds\\_4](https://twitter.com/Peds_4)  

Tim Pitman - <https://twitter.com/TimPitman93>  

Louis Hawes - <https://twitter.com/HawesLouis>  

esports FIFA Team:

Hashtag Shawrey: <https://twitter.com/HashtagShawrey>  

Hashtag Tom: [https://twitter.com/HashtagTom\\_](https://twitter.com/HashtagTom_)  

Sunday League Team:

## Appendix 4c



## Appendix 5. Hashtag United YouTube Audit

Note: 'Post Summary' only consists of the first line of description through the consistency of the rest of the summary throughout posts (see Appendix 4). 'Views' and 'Likes' are rounded and all data is correct as of November 18<sup>th</sup> 2020.



### Hashtag United YouTube Audit (90 d

Day + Date Posted	Post Type	Video Length (mm)	Post Title	Link on YouTube	Hashtag's Used (above Title)	Post Summary	Thumbnail	Views	Comments	Likes	Dislikes	Total Engagements
08/21/2020	Video	31.13	TOUGHEST OPPORTION (EVER)!   HASHTAG UNITED HIGHLIGHTS   PRE-SEASON 2020 EPS	<a href="https://www.youtube.com/watch?v=42uGCHtHm8">https://www.youtube.com/watch?v=42uGCHtHm8</a>	-	A jam-packed week! Highlights from 3 games in 5 days for the Hashtag United Men's first team!		158,000	604	5800	51	164,455
08/28/2020	Video	24.48	THE FUTURE OF HASHTAG UNITED FOOTBALL CLUB!	<a href="https://www.youtube.com/watch?v=62Q7fR8Q2Y">https://www.youtube.com/watch?v=62Q7fR8Q2Y</a>	-	Spencer sets you guys a challenge... can you help make us one of the biggest football clubs in the world?		125000	841	9300	60	135201
8/31/2020	Video	32.56	HASHTAG IN THE FA CUP!	<a href="https://www.youtube.com/watch?v=MT72CoudM">https://www.youtube.com/watch?v=MT72CoudM</a>	#emiratescup	Hashtag are in The Emirates FA Cup! Yes, the real one! Spencer and Devs preview one of our biggest ever games... how far can we go?		199000	688	10000	57	209745
09/02/2020	Video	25.17	EPIC PRE-SEASON FINALE!   HASHTAG UNITED HIGHLIGHTS   PRE-SEASON 2020 EPS	<a href="https://www.youtube.com/watch?v=L_2D5e-ae18">https://www.youtube.com/watch?v=L_2D5e-ae18</a>	-	The Men's final three games of their 2020 pre-season!		120000	319	5900	40	132259
09/04/2020	Video	27.46	FA CUP HISTORY! - HASHTAG UNITED HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=L2Qe-BLE7yQ">https://www.youtube.com/watch?v=L2Qe-BLE7yQ</a>	-	Match highlights of our FIRST EVER Emirates FA Cup fixture! Watch us make football and Hashtag history!		283000	931	13000	77	297008
09/07/2020	Video	48.18	WHO LEFT...AND WHY? - HASHTAG UNITED 2020/21 SQUAD UPDATE	<a href="https://www.youtube.com/watch?v=1C4J0EA_QaQA">https://www.youtube.com/watch?v=1C4J0EA_QaQA</a>	-	Hashtag's football season has started... but who is in and who has gone? Spencer and Devs update us on the squad and answer some of your squad questions!		253000	734	10000	80	268814
09/07/2020	Video	21.51	NEW SEASON, NEW KIT! - HASHTAG UNITED VS ILFORD HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=6G2T4uozW6I">https://www.youtube.com/watch?v=6G2T4uozW6I</a>	-	Hashtag's league season starts...and do we have the best football kit in non-league?		198000	510	9500	46	208056
09/12/2020	Video	25.36	SIX POINTER ALREADY?! - HASHTAG UNITED VS HADLEY HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=L-gH2f7y98">https://www.youtube.com/watch?v=L-gH2f7y98</a>	-	Football highlights of Hashtag's third battle with Hadley...and games with them never disappoint!		259000	715	10000	63	269778
09/15/2020	Video	31.12	HASHTAG'S MOST DRAMATIC GAME EVER! - FA CUP HIGHLIGHTS - HASHTAG UNITED VS FELKSTOWE & WALTON	<a href="https://www.youtube.com/watch?v=7-mAMM8y7B">https://www.youtube.com/watch?v=7-mAMM8y7B</a>	-	Hashtag's most dramatic game ever? If you don't believe us ask Jackmaite, Thogben, Vajnic, James Alcott, Ellis, Azevedas, Sini, Alfa Inza or any of the 300 fans at our FA Cup game!		334000	851	17000	1000	352851
09/19/2020	Video	25.54	INJURY DISASTERS! - HASHTAG UNITED vs TAKELEY - HASHTAG HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=VQ68M73uL8">https://www.youtube.com/watch?v=VQ68M73uL8</a>	-	Football highlights from Hashtag v Takeley in the league...did it go according to plan?		249000	923	11000	62	260985
09/22/2020	Video	27.55	KEEPER CRISIS! - HASHTAG UNITED vs TAKELEY FA VASE HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=M3D0U4ozDag">https://www.youtube.com/watch?v=M3D0U4ozDag</a>	-	Hashtag football highlights of our FA Vase match vs Takeley...and the injury crisis worsens!		240000	669	10000	48	250717
09/24/2020	Video	38.16	HASHTAG UNITED LIVE ON BBC! - FA CUP HIGHLIGHTS vs SOHAM TOWN RANGERS	<a href="https://www.youtube.com/watch?v=8e6v8F723ag">https://www.youtube.com/watch?v=8e6v8F723ag</a>	-	Hashtag United on BBC Sport for our Emirates FA Cup game vs Soham Town Rangers. Could we keep the dream alive?		325000	1362	19000	60	345422
09/28/2020	Video	32.32	BANNED AGAIN! - SAKERIDGEWORTH TOWN vs HASHTAG UNITED & WOMEN'S HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=8E6v8F723ag">https://www.youtube.com/watch?v=8E6v8F723ag</a>	-	Hashtag United highlights, but not as you know them! Going undercover at Sakeridgeworth and witnessing the Hashtag United Women's team make even more history for the club!		149000	417	6400	53	155870
10/03/2020	Video	25.05	THE BATTLE RESUMES! - WALTHAMSTOW vs HASHTAG UNITED FOOTBALL HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=ByDw88B3JA">https://www.youtube.com/watch?v=ByDw88B3JA</a>	-	Hashtag match highlights as our league battle with Walthamstow continues!		181000	380	7900	47	188927
10/06/2020	Video	36.21	BIGGEST GAME EVER! - FA CUP HIGHLIGHTS - HASHTAG UNITED vs BRAINTREE TOWN	<a href="https://www.youtube.com/watch?v=J4u6v8TJE">https://www.youtube.com/watch?v=J4u6v8TJE</a>	-	Wrotestshaw, WINE & Theo Baker join us for our Emirates FA Cup Second Qualifying Round		360000	771	15000	145	401916
10/10/2020	Video	24.39	GOODBYE FA CUP, HELLO LEAGUE! - HASHTAG UNITED vs ST MARKS HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=10gpcF5evFM">https://www.youtube.com/watch?v=10gpcF5evFM</a>	-	Football highlights as Hashtag return to their priority...the league! Could we bounce back from our FA Cup defeat?		164000	328	7300	45	191673
10/14/2020	Video	22.39	LIKE WATCHING BRAZIL! - HASHTAG UNITED vs NORMLEY ROVERS FA VASE HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=8E6v8F723ag">https://www.youtube.com/watch?v=8E6v8F723ag</a>	-	Highlights of the FA Vase against an old rival...in front of Brazilian TV, could we get revenge for our previous home match against Womsey?		193000	448	8600	61	202109
10/17/2020	Video	22.55	BANANA SKIN! - HASHTAG UNITED vs WOODFORD TOWN HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=3u5dA698aQ">https://www.youtube.com/watch?v=3u5dA698aQ</a>	-	More football highlights as Hashtag take in the league's bottom side. Could we push on for another 3 points?		164000	361	7100	30	171491
10/20/2020	Video	21.32	1ST vs 2ND! - HASHTAG UNITED vs COOKFOSERS HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=3u5dA698aQ">https://www.youtube.com/watch?v=3u5dA698aQ</a>	-	Football highlights of the highly anticipated top of the table clash! Can we take the victory to go top of the league?		170000	429	7800	32	178261
10/24/2020	Video	26.59	BACK IN THE FA CUP! - HASHTAG UNITED MEN & WOMEN HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=NSR2u71uQCE">https://www.youtube.com/watch?v=NSR2u71uQCE</a>	-	Football highlights of both our Men's team against Clapton FC in the Essex Senior League, as well as the Women's game in the FA Cup against Enfield! Can we progress through the FA Cup ranks again?		165000	518	6100	76	171694
10/27/2020	Video	19.23	WHERE HAS EVERYBODY GONE?? - HASHTAG UNITED vs SOUTHERD MANOR HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=F-BFap-6D3o">https://www.youtube.com/watch?v=F-BFap-6D3o</a>	-	Hashtag football highlights as we look for revenge against one of the few teams we've never beaten in the league!		156000	382	6700	45	163127
10/31/2020	Video	23.37	LOZCAST ON THE MIC! - HASHTAG UNITED vs HODDESSON TOWN HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=Fd8f8DQ4Mg">https://www.youtube.com/watch?v=Fd8f8DQ4Mg</a>	-	Hashtag football highlights with The Kick Off's Lozcast, aka Laurence McKennis, with Spencer on comm, Stampy back and more HUGE DRAMA!		155000	439	7300	42	162781
11/7/2020	Video	25.15	LAST MATCH OF 2020! - COGGESHALL UTD vs HASHTAG UNITED - FA VASE FOOTBALL HIGHLIGHTS	<a href="https://www.youtube.com/watch?v=6f8uPvY7ag">https://www.youtube.com/watch?v=6f8uPvY7ag</a>	-	Football highlights from Hashtag...our last for a while so make the most of it!		164000	279	6700	53	171302
11/12/2020	Video	27.04	WHEN WILL WE PLAY FOOTBALL AGAIN? - SPENCER/DEVS REACT	<a href="https://www.youtube.com/watch?v=6f8uPvY7ag">https://www.youtube.com/watch?v=6f8uPvY7ag</a>	-	Spencer and Devs react to the UK lockdown and discuss what will happen with football...and Hashtag's season! What do you think should happen?		72000	146	3400	16	75562

## Appendix 6. Engagement Summary

<b>Engagement Summary (views over the last 90 days)</b>	
Mean	203,750
Median	182,500
Mode	164,000
Minimum	72,000
Maximum	386,000
Range	314,000

## Appendix 7. Campaign Targeting Summary

Potential Post Title	Clickbait Buzzword(s)	Occasion/ Trends used	Influence	Thumbnail
You Know the Drill FT. SOCCER AM	SOCCER AM	Popular channel	Jimmy Bullard Soccer AM Sky Sports	
HYSTERICAL CROSSBAR CHALLENGE FT. CHUNKZ AND YUNG FILLY	HYSTERICAL CHUNKZ YUNG FILLY	Influencers	Chunkz Yung Filly	
THE FA CUP FINAL WATCH ALONG FT. THE BBC	FA CUP FINAL BBC	The FA Cup	BBC (pundit)	
RAHEEM STERLING EURO 2021 Q&A	RAHEEM STERLING EURO	EURO 2021	Raheem Sterling	
NEW SEASON, NEW KIT!! 2020/21 IS GOING TO BE MASSIVE!	NEW NEW MASSIVE	New season 'hype'	Own players (potential new signing)	
HUGE MATCH! HASHTAG UNITED VS SE DONS!	HUGE SE DONS	Influencers/ Exhibition event	Hashtag United SE Dons	