

SPALDING

Social Media Campaign

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SPALDING

Introduction



Spalding used to be the brand that *everyone* used when it came to sports equipment. While this is still true for some, especially those who have at-home gyms or basketball hoops in their driveways, Spalding is no longer the go-to brand for professional sports leagues like the NBA or the WNBA. Until 2021, they had been the official ball supplier of the NBA and WNBA for almost 40 years.

The brand has dipped their toes into all kinds of sports since they were founded in 1876 – they’ve been the official ball supplier of the MLB, have produced tennis and softball equipment, are the official net supplier for the Pro Volleyball Federation, and work with many high schools and colleges in supplying them with equipment. Their strength, without a doubt, lies in the quality of the sports equipment. They are undoubtedly one of the oldest sports brands in the game, but their weakness lies in how they’re sharing themselves with the world.

Social media is one of the most impactful elements when it comes to promoting your business in 2025. If you aren’t using it to your advantage, you’re losing out – not only on millions of customers, but in brand awareness. After analyzing competitors like Wilson, it’s clear that Spalding is just *behind* when it comes to their brand presentation in the digital world. They lack audience interaction, relevant partnerships with athletes, and aren’t relatable to the average person (whether they’re a sports-lover or not).

Read on to learn about how I’d get Spalding **back in the game** through refining and updating their social media presence.



Social Media Audit

After auditing Spalding's social media presence, it's clear that it's lacking in more ways than one. They aren't active nearly enough as they should be, and are missing out on more up-to-date and trendy platforms like TikTok, where brands can interact with their audience in an informal and engaging way.

When I looked at the timeline of the company on their website, their last official deal with a professional team was in 2012, when they were selected as the official basketball and backboard of the Euroleague. They still hold this title, but after losing their deal with NBA and WNBA in being their official ball supplier – which is a massive loss – they need to tap into other areas on social media to keep themselves relevant in the conversation.

CURRENT SOCIAL MEDIA PRESENCE

Instagram @Spalding	171k followers	3 posts/week
Facebook @Spalding	522k followers	0-1 post/week
X @Spalding	72k followers	0 posts/week
Youtube @Spalding Sports	12.2k subscribers	5 posts/ year



Their website still shows the Twitter icon when linking to X.

When collecting data about where Spalding's social media presence lies and looking at the types of posts they are putting out, it was surprising to see how little they post. And when they do choose to post, they aren't relatable, don't leave much room for interaction, and lack engagement. They still use lots of hashtags on all of their platforms, which is okay, but they are generic and not niche enough to target a specific audience. The types of posts range from sporty and casual, to sophisticated and impersonal.

The majority of their posts on Instagram come from other accounts, which is a new feature of the app. When other verified accounts tag you in posts, it will then show up on your profile. These posts consist of action shots of athletes with short captions. Their Facebook mostly showcases games, tournaments, or arenas where their equipment is being used. Their X account has been mostly inactive since 2020. There have been a few random posts here and there, but their activity is not consistent. They used to be extremely active on Twitter – interacting with customers, sending people new basketballs to replace their old ones, and would tweet back and forth with other verified accounts or partners like Wendy's in a witty way that would grab people's attention. Lastly, their Youtube Channel is the place where they post tutorials or how-to's in setting up basketball equipment at home. While this is helpful for customers, I think they do have an opportunity to create long-form content that doesn't involve tutorials. One idea would be to collaborate with more athletes and partners, like they had done with Damien Lillard (in 2022), and Chris Paul (in 2017). The two videos garnered over 5.7 million views combined, and are the highest performing videos on Spalding's channel.



In previous years, they also used to post videos teaching people how to get better at basketball. This involved tutorials with a coach and a weighted Spalding basketball to encourage strength and endurance on the court. While these videos weren't the most popular, they did have more views than average at around 10,000 per video. They have not posted a video like this in almost 10 years.

Target Audience Analysis

Spalding's target audience seems to revolve around teen and young adult basketball players. They also include athletes of other sports in their marketing strategy – softball, golf, and volleyball. Most recently, “Spalding-branded golf balls have quietly returned – now available through select retailers and generating buzz among nostalgic golfers and new players alike.” Last year, they announced a new, multi-year campaign called *Always Building*, “that seeks to inspire the next generation of athletes to be their best in sport and life. Through a series of motivating videos and imagery, Spalding highlights how sports help build a community that transcends outside of the courts.” Through my own research, it took some time to find out that they'd launched this campaign, as it hasn't really been promoted across their social media channels.

TARGET AUDIENCE CHARACTERISTICS

- Basketball players and enthusiasts
- Young athletes of basketball, softball, volleyball, and golf
- Skews male
- US centric – as it's an American made brand and favors American sports
- High schools and colleges with a need for sports equipment
- People with a passion and appreciation for sports
- Active on Instagram, TikTok, and Youtube

PERSONA #1



Jack Armstrong

📍 Austin, TX

🎒 D1 Basketball Player
& Student

AGE: 18 | SEX: MALE

- Jack has been playing basketball since he was a kid. He often practiced at home and at school.
- He received a scholarship to a D1 university to play basketball, and his dream is to make it to the NBA.
- Jack is familiar with Spalding as it's a well-known brand in the basketball world. He doesn't have a preference over what type of balls he practices with – he just knows that the NBA uses Wilson now.
- Jack is always interested in new equipment that might increase his and his team's skills on the court.
- He sees a lot of NIL deals on his social media for other college athletes, so he's open to partnering with well-known sports-related brands to make some extra money while in school.

PERSONA #2



Julia Brown

📍 Wellesley, MA

🎒 High School Gym Teacher
& Softball Coach

AGE: 30 | SEX: FEMALE

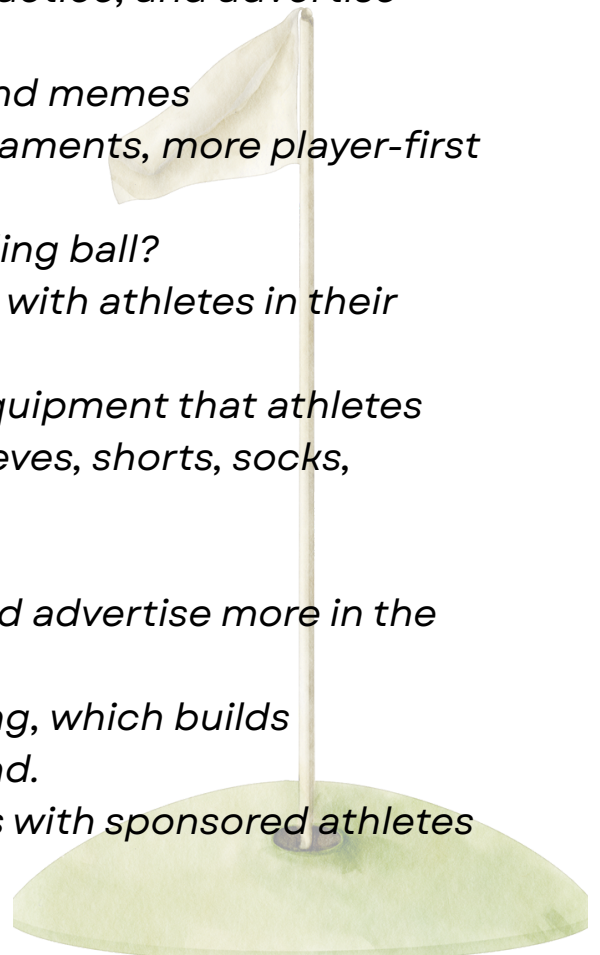
- Julia, a born-and-raised Massachusetts native, has always had a love for sports. She grew up playing softball and enjoys working with teens and sharing her passion for sports.
- Wellesley Public Schools has recently given her a new budget for this year's gym equipment, and she's browsing some options to refurbish the high school's gym and weight room. They're in need of new basketball hoops, wall padding, batting cages, and other accessories she can incorporate in gym class and on the softball field.
- Since she's also a softball coach, some of that money can be allocated to new softball training equipment, which she plans to invest in for her team.
- Julia loves social media and spends her free time on TikTok, looking for recipes, DIYs, and softball drills.

Campaign Strategy

If I were to help out Spalding and launch a new campaign, I'd focus on expanding to newer and more relevant social media platforms, working with athletes and sports-related individuals, and incorporate fun, trendy, and player-forward content. Spalding used to be extremely influential in American sports for many years, but they aren't acting like it. I would love for it to be another hub for sports-lovers (something similar to Overtime or Complex).

I'd incorporate content such as:

- *Social media takeovers*
- *Practices/collaborations with college athletes*
- *Collaboration with landscaping companies; i.e. how to set up your basketball hoop and landscape around it*
- *Refurbish/build Spalding sponsored courts or fields around the world, encourage young athletes to practice, and advertise them on socials*
- *More participation in current trends and memes*
- *Less advertising equipment and tournaments, more player-first content:*
 - *Why would an athlete want a Spalding ball?*
 - *Editorial shoots with Spalding balls with athletes in their outfits*
 - *Expand to drop more clothing or equipment that athletes can use or wear during games (sleeves, shorts, socks, padding)*
 - *Tunnel Outfits*
- *Attempt to reach a larger audience and advertise more in the softball, tennis, and golf worlds.*
- *Content alluding to the history Spalding, which builds credibility and is important to the brand.*
- *Incorporate trends unrelated to sports with sponsored athletes or teams*



SMART GOALS

SPECIFIC

Increase Spalding's brand relevance and engagement among Gen Z and Millennial basketball fans through inspiring and up-to-date content.

MEASURABLE

Increase 100k+ followers on combined social platforms; achieve a 15% increase in Instagram and TikTok engagement rates; boost sales of basketballs by 20%, and other equipment by 10%.

ATTAINABLE

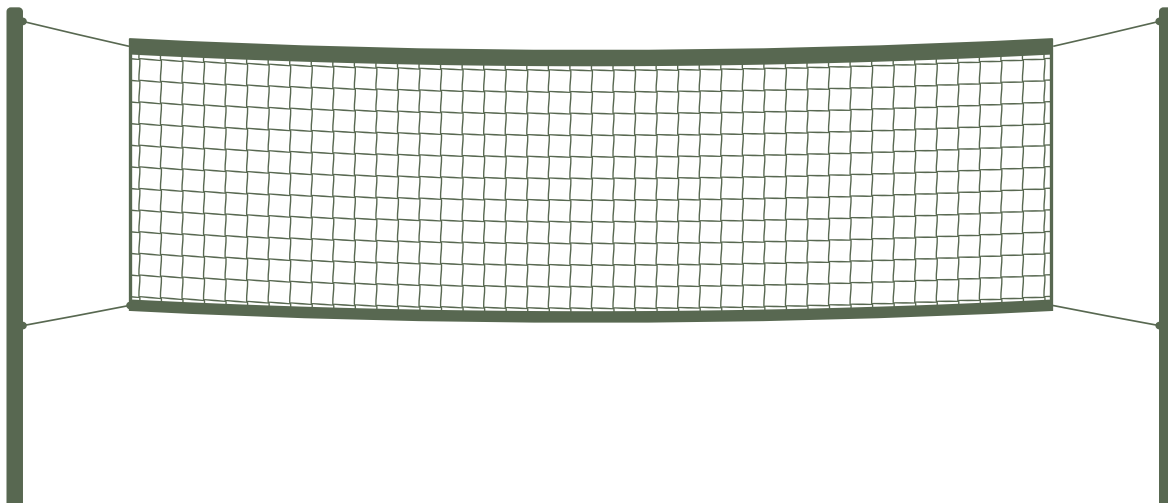
Leverage Spalding's existing partnerships and existing following on social platforms with a consistent posting schedule. Spalding already has a large following; it's more about encouraging engagement through relevant content.

RELEVANT

Aligns with Spalding's values of passion, performance, and belief in the everyday athlete, not just professionals. This also supports the sales of their equipment.

TIME-SPECIFIC

Revamp social presence over 1 year, tracking results monthly and reporting outcomes by next September.



Platform Selection

Since the majority of Spalding's ideal audience is young, leaning into platforms popular among young people is key. I'd incorporate and focus on **Instagram, TikTok, and Youtube**. Facebook could also be relevant, as the parents or guardians of Spalding's primary audience is likely on the platform. Interestingly enough, Spalding Australia has a TikTok account with around 32k followers, and receives decent engagement. If the company wants to keep LinkedIn, it should be allocated for business-related endeavors or B2B marketing, which is not included in this campaign. I would also delete their X profile, as it's extremely outdated and makes Spalding look out of touch. Or, plan to be active on it again.

INSTAGRAM

- "76% of people aged 18-29 use Instagram," aligning well with Spalding's core audience demographic.
- "In the US, 55.4% of Instagram users aged 18+ are female and 44.6% are male." It's almost an even split, which is similar to Spalding's demographics, too.
- Instagram is the most popular social media platform for sports fans, "with 60% of sports fans following sports accounts on the platform." With the right strategy, Spalding is likely to reach sports fans on IG.



"47% of sports fans follow sports brands on social media. Brands that sponsor teams, events, and athletes use social media to engage with fans, share promotional content, and build their brand presence."

TIKTOK

- “TikTok’s largest demographic is 18–35,” reflecting Spalding’s target Gen Z & Millennial audience.
- Users open the app on average 17–20 times daily, spending about 1.5 hours on TikTok per day. This is a large amount of time to leave an impression on an audience.
- “Sports fandom has surged, with a US study finding 57% of users watch sports content on the platform weekly, and over half of TikTok sports fans follow a pro sports league account.” Sports are important to people, so we should lean into that more and more on socials.
- “Growth can happen quickly on TikTok for sports brands that hit the right notes. For instance, the NHL increased their followers 42% (+161,000) in just 36 hours thanks to a single video going viral.”

YOUTUBE

- “More than half (50.6%) of U.S. users are Gen Z & Millennials.”
- “89.3% of U.S. Gen Zers use YouTube, higher than Instagram (72.5%) and TikTok (71.2%).”
- Youtube has 2.5 billion monthly users globally and is the second most popular site after Google
- “90% of Millennials watch sports content on YouTube; 79% say the platform offers unique sports content.”
- Youtube is ideal for sports-lovers who like long-form content.



Content Creation & Management

As far as posts go, I would post a mix of static posts, graphics, carousels, short-form videos, and long-form videos throughout Instagram, TikTok, and Youtube. I would incorporate a mix of organic social and paid social – and lean more towards paid content, as it's easier to reach a wider, more targeted audience.

CONTENT CALENDAR						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	• IG Product Post	• Youtube Athlete Collab	• TikTok Day in the Life	• IG TBT Post	• TikTok Tunnel Fits	• IG Styled w/ Spalding Carousel
• IG Evergreen Post	• TikTok Evergreen Video		• IG Product Post	• Youtube Event Recap	• TikTok Tunnel Fits	• IG Styled w/ Spalding Carousel
• TikTok Product Tutorial	• Youtube Athlete Collab	• IG Product Post		• IG TBT Post	• TikTok Tunnel Fits	• IG Styled w/ Spalding Carousel
• IG Product Post		• TikTok Workout with Me	• IG Product Post	• TikTok Product Tutorial	• TikTok Tunnel Fits	• IG Styled w/ Spalding Carousel
	• IG Product Post		• Youtube Event Recap	• IG TBT Post	• IG Evergreen Post	

*Add TikTok videos in addition to ones scheduled, based on current trends.

RESPONDING TO USER-GENERATED CONTENT

Currently, Spalding has zero interaction with their audience on social media. I would implement strategies to communicate with the audience more – whether that be adding more CTA's, asking more questions in posts and stories, and liking or responding to comments, reviews, and shares on each social platform. User generated content should be reposted on Spalding's IG stories. The organic and paid social media content should be managed by the content team and marketing team at Spalding.

INSTAGRAM POSTS



CAPTION:

Our version of #ThrowbackThursday.
We've been here a while. 🏀



CAPTION:

Our new brand partner, Anthony Edwards says, "it's more than just a basketball. It's a lifestyle. Grab yours and get out there." We think you should listen to him. New drop out now. #Spalding

TIKTOK VIDEOS



CAPTION:

*One Ball. Everywhere. Whether you're playing in your driveway, on the court, or in the arena, Spalding's got your back.
#Spalding*

VIDEO CONCEPT:

30-second clip of men and women athletes, playing different kinds of sports (basketball, softball, volleyball, tennis, baseball). Advertising all Spalding equipment.



CAPTION:

*Workout with tennis star Coco Gauff and her favorite vintage Spalding racket.
Should we bring it back?*

VIDEO CONCEPT:

Vlog-style workout session with Coco, mixed with voiceover of Gauff talking about tennis and how she grew up playing with Spalding racquets. 60-second TikTok.

YOUTUBE VIDEOS



Built for the Game. Trusted by the Best | Spalding

Watch elite athletes put Spalding gear to the test—on the court, in the gym, and everywhere the game lives. Because greatness doesn't just happen. It's made. #Spalding

VIDEO CONCEPT:

Overview of a campaign/athlete collaboration/evergreen promotion. Similar to evergreen promotion on TikTok, but longer version.



Hooplandia 2025 Recap | Powered by Spalding

Hooplandia brought the energy to Springfield this weekend, and Spalding was there for every unforgettable moment. Relive the action, the energy, and the love for the game that brought hoopers of all levels together. #Hooplandia #Spalding

VIDEO CONCEPT:

Overview of a kids basketball tournament sponsored by Spalding.

Campaign Evaluation

Spalding has the potential to be a brand that takes over social media and displays their passion for sports on and off the court. Over the course of the year, Spalding should check in with their SMART goals, and continue implementing well thought-out strategies each month throughout the year. In the past, they've really prided themselves on being a historic brand in the world of sports. It's okay to lean into that, but there's a way to portray it in a more modern and fun way on social media. Spalding will drive sales and make themselves a well-known brand on social media, as well as in the real world. Keeping in mind these goals:

- Increase Spalding's brand relevance and engagement among Gen Z and Millennial basketball fans through inspiring and up-to-date content.
- Increase 100k+ followers on combined social platforms; achieve a 15% increase in Instagram and TikTok engagement rates; boost sales of basketballs by 20%, and other equipment by 10%.
- Leverage Spalding's existing partnerships and existing following on social platforms with a consistent posting schedule. Spalding already has a large following; it's more about encouraging engagement through relevant content.
- Aligns with Spalding's values of passion, performance, and belief in the everyday athlete, not just professionals. This also supports the sales of their equipment.
- Revamp social presence over 1 year, tracking results monthly and reporting outcomes by next September.

By staying true to its roots while embracing a bold, modern voice, Spalding has the opportunity to redefine its presence. With clear goals, a consistent strategy, and a new focus on storytelling and community, the brand can bridge the gap between generations of athletes and continue to grow.

