

Alexandra Duggan  
Professor Meghan McGuire  
English 413  
17 October 2014

## Hogwarts Quidditch Flies onto Twitter

### **Preface:**

All information I am using is from my extensive knowledge of the Harry Potter book series. I am going to speak as if social media is something that the students engage in for the sake of the project.

### **Introduction:**

Quidditch is by far the most popular sport in the wizarding world. As important as the National Quidditch League is, the love of the game starts at the age of 11, when students start their first year at Hogwarts. The fan-base for quidditch at Hogwarts is strong and prevalent, every student wants to come out and support their house. Yet, I think Hogwarts needs to start thinking bigger picture, and engage their fans outside of the stadium.

### **Current Situation:**

As of now, Hogwarts Quidditch has no presence on social media. According to Internet Live Stats, as of 2013, an average of 500 million tweets are sent daily, and I think that it is about time that Hogwarts involved in the conversation. The only way fans can interact with quidditch matches is by actually being at the event, or reading about it in the newspaper the next day. In this digital age, fans need something tangible to get involved in the games and feel like a connected community.

Currently, Lee Jordan is the sole voice of the quidditch league at Hogwarts. Only people who are at the game can get the play by play, along with the joy of experiencing Lee's boisterous personality. The game is not broadcasted on any radio or television network, narrowing down the audience even more. Before the games there is no promotion of any kind, except between the students which is usually kept to a minimal unless it is a serious rivalry game. Creating a Twitter account would allow another student, whom would be in charge of the Twitter account, to Tweet Lee Jordan's comical commentary for those who are unable to attend the game.

Unfortunately, no alumni relations exist with ex Hogwarts Quidditch players. While many players have gone off into successful careers as Aurors, Dragon Trainers, or Joke Shop owners, their love for their house and the game has not dwindled. There needs to be a set plan to keep alumni involved in Quidditch. A twitter account would be the perfect way to keep in touch with those players whom have graduated. The former players can follow the Twitter, tweet out support for their old team and become motivated to return to Hogwarts for a game or two.

Along with no alumni relations, there is no way for parents to know what's going on with the games. Unless they have the time to travel to Hogwarts and watch their son or daughter play, they will unfortunately only get to hear the summary after the fact. Many parents were Hogwarts students themselves, and I am sure they would love to be more involved in their children's quidditch matches. Through Twitter, parents can follow the live tweets of the matches, from anywhere as long as they have their smartphone or another smart device. Even those less tech-savvy parents can figure out how to click on a Twitter page and read the tweets for the duration of the game. The excitement that the tweets will elicit will also be an inspiration for parents to want to visit, to see a game or bask in nostalgia of their younger years. According to Social Media analytics site BufferSocial, the fastest growing age demographic for Twitter users is 55-64 years old, which is probably around the age of most students' parents.

Only the people physically at the game can enjoy the excitement of quidditch, and it shouldn't be limited to just that. That is why I am proposing to you to create a Twitter account for Hogwarts' Quidditch. It will be extremely beneficial to the presence of Hogwarts on social media. I will outline an entire plan on how to create, implement and use a Twitter account to use to Hogwarts' fullest advantage.

### **Why Twitter:**

Twitter is an easy to use social media platform. Twitter can easily be accessed from a web browser and a mobile device. The Hogwarts Quidditch twitter will be public, therefore people who want to view the tweets but don't have a Twitter can easily access them just by having internet connection. The most beneficial part of using Twitter for Hogwarts Quidditch is that according to Twitter's Official Site, 78% of twitter active users are on mobile. This makes Twitter more beneficial for engagement during, before and after games.

## Join Twitter today.

### Full name

✓ Name looks great.

### Email address

✓ We will email you a confirmation.

### Create a password

✓ Password is perfect!

### Choose your username

✓ Username is available.  
You can change it later.

Suggestions: HQuidditch · HQuidditch · HQuidditch1 ·

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Printable versions:

[Terms of Service](#) · [Privacy Policy](#) · [Cookie Use](#)

## Project Plan:

### 1. Create a Twitter Account: How to Step by Step

Creating an account is easy, I will lead you through it step by step.

- Go to Twitter.com and select create new account.
- Input Full Name, Email, User name and Password.
- For the Full name section I would suggest putting “Hogwarts Quidditch”, so that all people who will be working with the account will have easy access to it.
- **Entering an Email address:** I suggest using the email address designated to the sports department of Hogwarts that whoever is in charge
- **User Name:** For user name I would create something simple and easy to find, like HQuidditch. The full name “Hogwarts Quidditch” will appear on the top of your profile.
- **Password:** Whatever works best for you and your staff to remember and keep secure.

The screenshot shows the Twitter interface. At the top, there are navigation icons for Home, Notifications, Messages, Discover, and a search bar. A yellow notification banner at the top reads: "Whoops, we haven't been able to send email to your new address! We've tried sending confirmation emails to [hogwartssports@gmail.com](mailto:hogwartssports@gmail.com) but they are not getting delivered. You can [change to a different address](#) or we can [try again](#)." Below this is the profile for "Hogwarts Quidditch" (@H\_Quidditch), which has 0 tweets, 35 following, and 3 followers. A welcome message in a light blue box says: "Welcome to Hogwarts Quidditch's newest social media platform! Please follow us for updates on this years Quidditch season! #HQuidditch". To the right, the "Tweets" section shows three tweets: 1) SportsCenter (@SportsCenter) from 10m ago: "Bears win! No. 5 Baylor overcomes 21-point, 4th-quarter deficit to beat No. 9 TCU, 61-58. Bryce Petty throws 510 pass yards, 6 TD in win." 2) Philadelphia Flyers (@NHLFlyers) from 14m ago: "Earlier tonight GM Ron Hextall talked about Chris Pronger joining @NHLPlayerSafety and what it means for the team → [nhlflye.rs/CCmAk](http://nhlflye.rs/CCmAk)" 3) Philadelphia Flyers (@NHLFlyers) from 18m ago: "I am so proud of you. The whole city is." -#Flyers Hall of Fame goaltender Bernie Parent to Mo'ne Davis of @taneybaseball".

## 2. How to Send a Tweet:

Once you are logged into your account sending a tweet is very simple. There are two options for sending a tweet. When you are on the homepage, you can send a tweet from the left side box. Another option is sending a tweet from the top right corner, the button is turquoise and has a feather pen image on it.

## 3. Create Guidelines:

Outline what appropriate content is for those who will be contributing to the Twitter account. It is very important that these guidelines are created to represent Hogwarts in a professional light. I would suggest creating a contract and making every member of your Twitter team sign it, to ensure that no mishaps occur. Consulting with the Headmaster and head of the quidditch department will be an effective way to collaborate and create a contract that clearly outlines what content is permissible. I would suggest hiring a professional writing major to do this!

## 4. Live Tweet Games:

The idea of live tweeting is the most important aspect of creating a Hogwarts Quidditch twitter account. There is a lot of thought and planning that goes into implementing a live tweeting session for each game. Twitter's *Best Practice* blog, extensively covers the benefits of live tweeting during a sporting event. Live tweeting is a great way to get students more involved, give the Quidditch league some personality, and engage the community in discussion before and after the game.

One of the most important, and first things to think about before live tweeting a game is creating a unique hashtag that keeps track of Hogwarts' tweets, along with all other users who join the conversation. This hashtag will be the guiding force through the entire game. Clicking on the hashtag will allow Twitter users to follow the game, and the conversation throughout the entire game. Creating a unique hashtag for each game makes it easier for users to differentiate the conversations for each game, and creates a more organized Twitter account for you.

In a Forbes article, "Big Mistake: Making Fun Of Hashtags Instead Of Using Them", author Steve Cooper explains why hashtags are vital to social media. Using a hashtag can increase engagement by almost 100%, that is opportunity that needs to be taken advantage of (Cooper). Games can have silly or serious hashtags, this creativity is left up to you and your social media ambassadors.

#### **Examples of Hashtags:**

- **#TheBoyWhoLived**
- **#HQuidditch**
- **#Nimbus2000**
- **#WhoGotTheSnitch**
- **#LionVSerpent**
- **#DownWithSlytherin**

Once you decide on a hashtag, you are ready to start live tweeting the game! According to Twitter's *Best Practice* blog, there is no set amount of tweets that should be sent during a game. The blog gives a great tip stating, "There are no set number of Tweets you should send during a sporting event, but you can approach it like you're at a dinner party: You don't want to dominate the conversation, but you don't want to fade away" (Best Practice).

The live tweets will provide color commentary that make users feel as if they are at the game themselves. Highlighting the most important and exciting plays is the best way to not overload Twitter feeds with information about the game. For example, tweeting about great steals, passes, points scored and the location of the seeker and/or snitch is a good way to limit tweets to an appropriate amount of content. Just make sure the one consistent hashtag is implemented by your live-tweeter through the entire game

#### **Example Tweets:**

- Potter and Malfoy are head to head flying towards the snitch #LionVSerpent
- In #LionVSerpent Ron Weasley makes an amazing save to keep the score tied #DownWithSlytherin
- In quite a scuffle someone has caught the snitch! #whogotthesnitch #LionVSerpent
- Who flies it better? #HarryorMalfoy #Nimbus2000 #LionVSerpent

Live tweeting can also provide game statistics during breaks. This can give users and fans in the stand some background information on the players on the field. Another way to keep your live tweeting exciting and fresh is to have a guest live tweeter. This can be an alumni, or if you can convince them, a National quidditch player. Any creative guest tweeter is sure to have users checking in to see a different voice.

Players should have a heavy involvement in the live tweeting process to keep users interest aroused. Try to get key players quoted before and after the game, to make people feel like they have a connection to their favorite team. Gaining the support of players will validate the Twitter and motivate other students and players to get involved in the conversation.

Photos and videos should be used while live tweeting. It will be more aesthetically pleasing to have pictures and videos of the action. Aside from just the text about the events occurring, pictures and videos will get users even more involved.

The Twitter account can create a contest for students at the game-see who can snap the best action shot and possibly be retweeted by Hogwarts. For alumni, parents and students who are unable to attend the event, it will make them feel close to the action without stepping foot into the stadium.

#### **4. Other Important Uses Besides Live Tweeting:**

While live tweeting is the most important aspect of implementing a Twitter into the Hogwarts sports world, a Twitter can be used for much more than that.

As I stated earlier, a Twitter account can be used to promote games and fun rivalries between the students. Creating a hashtag for #TeamHufflepuff or #TeamRavenclaw, can lead to students responding and creating a conversation that will hype everyone up for the upcoming games. The hashtags used can also be carried out to after the game. Fans can band together to celebrate their victory, or comfort each other in a hard loss.

Spotlighting a different student each week from each team that has an upcoming match is another way to get students involved and excited before a game. Students who are spotlighted can have a picture, and 140 character blurb about them that their teammates and friends and respond to and retweet throughout the week.

Joining in on social media trends such a #TBT (throwback thursday), will help create a solid fan base. Using #TBT to post photos or memories from current players parents, or students who have graduated is another way to engage fans outside the stadium.

## **Benefits:**

As I have mentioned before, creating a Twitter account is a fun and easy way to make sure you are extensively engaging all audiences you can for Hogwarts Quidditch.

- **Alumni Engagement:** Players who have moved on from Hogwarts can relive their glory days by following the live tweets and hoping to be featured on #TBT.
- **Parent Involvement:** Live tweeting will help parents feel more involved in their students life.
- **Student engagement:** Students who don't play Quidditch will feel more involved by being able to contribute to the conversation, whether it be through pictures, videos or witty tweets.
- **Revenue:** Creating so much excitement and hype around the game will draw in a bigger crowd, and a crowd that can spend money. Enticing alumni and parents to come to games will draw in a crowd that can afford to purchase memorabilia, snacks and good seats.

## **Long Term Goal and Conclusion:**

The long term goal is to create an active social media presence for Hogwarts Quidditch, excite students, keep the conversation going and generate more revenue for the school. Creating this new Twitter account will get everyone involved, and allow share fans to share despair and elation.

Looking forward, once you've followed through with this I think you'll be happy with the results. Hogwarts Quidditch going from no social media presence, to an account that can revolutionize the way everyone interacts with Quidditch, will show immediate results and involvement. The love for Hogwarts' Quidditch should not end the moment you walk out of the arena.

## Works Cited

"About Twitter, Inc. | About." About Twitter, Inc. | About. N.p., n.d. Web. 15 Oct. 2014.

Cooper, Belle B. "10 Surprising New Twitter Stats to Help You Reach More Followers." Buffer Social. N.p., 19 Aug. 2013. Web. 17 Oct. 2014.

Cooper, Steve. "Big Mistake: Making Fun Of Hashtags Instead Of Using Them." Forbes. N.p., 17 Oct. 2013. Web. 17 Oct. 2014.

"Live Tweet Live-tweet during Sporting Events." Live-tweet during Sporting Events. N.p., n.d. Web. 17 Oct. 2014.

"Twitter Usage Statistics." Internet Live Stats. N.p., n.d. Web. 15 Oct. 2014.