LA LIGA SANTANDER ON TWITTER

Tweet Binder

LaLiga
Santander

LA LIGA SANTANDER ON TWITTER

La Liga Santander on Twitter combines the power of live sports and Social Media. Each matchweek generates more than 350,000 tweets related with the games, the fans and the groups of supporters. They express on twitter the joy, passion and pain they feel for their teams. *La Liga Santander on Twitter* takes advantage of that content and turns it into a tool that directly engages with the audience.

This revolutionary system will use Twitter's power to take the competition to the next level turning the fans into the main focus of the games.

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SCORES

LaLiga Santander

minute 75:24

#Athletic
@AthleticClub

VOTE

1.345 tweets

#Dépor
@RCDeportivo

VOTE

1.002 tweets

end of the game

#AupaEibar
@SDEibar

VOTE

3.125 tweets

#ForçaBarça
@FCBarcelona_es

VOTE

5.702 tweets

minute 23:54

#Osasuna
@CAOsasuna

VOTE

2.456 tweets

#HalaMadrid
@realmadrid

VOTE

3.724 tweets

TEAMS FEUDS

*Each match becomes a feud on Twitter between the teams playing in real life to see who generates the most impressions. Thanks to a one-of-a-kind technology, **La Liga Santander on Twitter** gathers on real time all the content shared by the users and shows the results as the game is being played.*

The platform is programmed to automatically confront the official hashtags and Twitter accounts of each team playing. These battles' main aim is to attract fans to tweets and vote for their team so that they are the ones creating the content.

*Each game of **La Liga Santander** generates per keyword an average of 22,000 tweets mainly sent by the fans of each team using the official hashtags. **La Liga Santander on Twitter** will take advantage of that content to turn in into something new, pioneer and that will make fans feel the spotlight is on them next to their teams and to Banco Santander.*

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LEAGUE TABLE — LaLiga Santander — Twitter

			Points	Won	Tweets in favour	Tweets against
1 ▲		Barcelona	54	18	355.658.215	138.589.693
2 ▼		Villareal	48	16	328.589.658	260.258.354
3		Real Madrid	42	15	301.258.458	220.589.632
4		Villareal	38	13	289.258.147	235.214.569
5 ▲		Atlético de Madrid	32	12	275.258.269	120.582.693
6 ▼		Espanyol	25	11	260.258.354	256.321.654
7		Osasuna	23	11	256.321.654	205.258.638
8		Malaga	22	10	248.698.547	248.698.547
9 ▲		Sporting	20	10	240.256.365	156.258.632
10 ▼		Celta de Vigo	20	9	239.265.248	275.258.269
11		Betis	19	9	245.489.785	198.256.458
12		Real Sociedad	19	8	248.244.658	328.589.658
13 ▲		Athletic de Bilbao	18	8	235.214.569	355.658.215
14 ▼		Sevilla	17	7	220.589.632	289.258.147
15		Valencia	15	7	215.658.982	239.265.248
16		Eibar	15	7	205.258.638	245.489.785
17 ▲		Granada	12	6	198.256.458	248.244.658
18 ▼		Las Palmas	12	5	156.258.632	240.256.365
19		Deportivo	10	5	138.589.693	215.658.982
20		Leganes	9	3	120.582.693	301.258.458

LEAGUE TABLE

After each game, the winner will obtain 3 points that will be added to his score on the table. It will run exactly as a real table, teams gains or drop positions if they win or lose matches.

*The main goal of the fans and teams is to be on the top positions of the table so that they can enter the Champions League or avoid relegation. **From Social Media** or any other channel, players and supporters will be encouraged to participate and see where their team is on the table.*

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RANKINGS

LaLiga Santander (Twitter)

Clubs' Ranking	Players' Ranking	Fans' Ranking	Supporters' group Ranking
Barcelona	Cristiano Ronaldo	@Javier	Atlético de Madrid
Villareal	Messi	@MAite	Malaga
Real Madrid	Iniesta	@David	Deportivo
Villareal	Piqué	@Idoia	Granada
Atlético de Madrid	Willians	@Xabier	Sporting
Espanyol	Sergio Ramos	@Teresa	Barcelona
Osasuna	Benzema	@Javier2	Villareal
Malaga	Raúl García	@Mikel	Leganes
Sporting	Luis Suárez	@Iñaki	Osasuna
Celta de Vigo	Gameiro	@paco	Valencia
Betis	Gerard	@Iñigo	Sevilla
Real Sociedad	Neymar	@francisco	Real Sociedad
Athletic de Bilbao	Yannick	@sandra	Real Madrid
Sevilla	Aduriz	@Paula	Alaves
Valencia	Bale	@Luis	Athletic de Bilbao
Eibar	Iborra	@carmen	Betis
Granada	Vela	@miguel	Celta de Vigo
Deportivo	Sandro	@Pedro	Eibar
Las Palmas	Roberto Torres	@raul	Las Palmas
Leganes	Xabi Prieto	@Alicia	Espanyol

RANKINGS: THE POWER OF THE FANS

*With the objective of achieving as much impact and data traffic as possible, **La Liga Santander on Twitter** will display up to four different rankings to reward the most mentioned teams and players on Twitter. This will also happen with the most active fans and supporters' group.*

This way, fans will be able to see their Twitter handle next to their teams' and idols' and they will have to keep on tweeting to maintain that position next to them. There will be rankings for the whole season, for each matchweek and for each team so that the highest number of supporters can make it to the table.

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CHOOSE YOUR FORMATION ▼   VOTE FOR YOUR PLAYERS ▼

LUKA MODRIC
@LM19OFFICIAL
594 TWEETS

IDEAL LINEUP

Possibly the most innovative element of La Liga Santander on Twitter is this "Ideal lineup". Depending on the position and number of mentions each player or team receives, they will be displayed on this lineup.

It is an interactive system where users can change the formation and vote for their favorite players. Each game will have its own ideal lineup as well as every match day and season.

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F.C.Barcelona
@FCBarcelona_es

¡Consigue el ⚽ de la remontada contra el PSG!

El balón del histórico partido puede ser tuyo http://ow.ly/5MA2309W13b #WeDidIt

Real Madrid
@realmadrid

El encuentro que consagró a @Cristiano como máximo goleador de la historia del #RealMadrid, desde las 15h40 en #RMTV

C. A. Osasuna
@CAOsasuna

RUEDA DE PRENSA | Jaime: "Esperamos seguir con la dinámica del último partido y poder sacar los tres puntos".

http://bit.ly/2ms3XNg

Real Betis
@RealBetis

Hoy concluye la campaña 'Dona en verde, Dona sangre' ¡Tienes hasta las 20:00h para colaborar!

#DonaEnVerde

Deportivo Alavés
@Alaves

¡Puja por las camisetas de Katai, Kiko y Ely y colabora con los clubes convenidos @Fundacion5mas11 !

http://ebay.eu/2mlUJ6x

RC Celta
@RCCelta

Porque ninguén é mellor que todos xuntos Ven á tenda e goza de descontos especiais! #ODerbiDoPai #ONosoDerbi

TWEETS

*After each game, the best tweets will show up in a special spot on the platform. **La Liga Santander on Twitter** will choose among all those tweets worth of being displayed because of their interest or because they have been sent by a player or a team.*

Tweets from the fans will also be displayed if and when they are respectful with everyone. All this content can be moderated in order to avoid inappropriate content.

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INTERACTIVE GALLERY

LaLiga ◈ Santander

CLUBS ▾

PICTURES: INTERACTIVE GALLERY

La Liga Santander's interactive galleries will allow the users to enjoy the best pictures of each match sent by the official accounts and from the fans enjoying the game at the field, a bar or at home with their friends and family.

All these pictures will generate a big photographic file open to public. Besides, users can sort each gallery by team or match to see only the content they want to see.

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