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## **Introduction**

Since the 1800s, media has been a large part of the sports industry and sports communication. Today it heavily relies on social media as a tool for sharing information and has changed how marketing and journalism interact in the sports industry. The purpose of this research is to discuss the relationship between the sports industry and media and how it has benefited from this relationship. While previous studies focus on the downsides of social media in sports or just the general information on it, I intend to highlight why the industry has benefited from social media. The sports industry is an 80 billion dollar (Gough, 2022) that is only expected to grow over the next few years. Another important aspect of this industry is the collaboration between brands and teams, specifically how these collaborations use social media to grow their business. This research paper will cover the history of sports in media, the relationship between sports and media today, social media marketing tools, and collaborations of brands and teams on social media.

Many people associate sports and media in a more traditional sense of television or radio and while these are still large aspects of this relationship, social media has changed how people interact with their favorite teams. Major brands have also shifted how they handle social media and while they still produce traditional media, social media drives daily interactions between consumers and the brand. This is due to consumers of sports wanting information constantly, Haugh and Watkins (2016, p. 279) talked about how “fans no longer rely on television, print media, or sport talk radio.” A Pew Research study showed that 60% of American adults received news from a smartphone computer, or tablet and that 52% of news is from digital platforms (Shearer, 2020). Since over half of news is now from digital platforms brands must shift their views to align with this method. In an article on Forbes.com by Jackson Weimer, it is mentioned

that “platforms like Facebook, Instagram, and Tiktok have opened up many avenues for athletes and celebrities to not only engage their fans but also to generate substantial income through brand deals, promotions, and sponsorships (2022).” Social media has revolutionized how sports news is distributed and how new fans are found. Without social media, the sports industry could not have grown as much as it has. Social media revolves around advertisers needing social media influence and sports organizations needing customers which creates the perfect partnership for social media.

Overall, social media has been an asset to the sports industry and sports communication. From increasing viewership to sales and even personal interactions between organizations and consumers. This research paper will delve into how social media has expanded the sports industry, the methods on how it has succeeded, and how it will continue to propel the sports industry forward.

### **References:**

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