



INSTRUCTIONS

As social media continues to grow and evolve, sports and entertainment brands are looking for new and cutting edge ways to reach consumers. Organizations like The Professional Bull Riders, World Surf League, and Nike are always on the lookout for new platforms as well as building strategies involving existing mediums like Facebook, Snapchat, Instagram, TikTok and Twitter.

Using the Internet, identify 15 different examples of sports or entertainment organizations utilizing social media. Record your answers in the space below. Attach an extra sheet of paper if additional space is needed.

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