

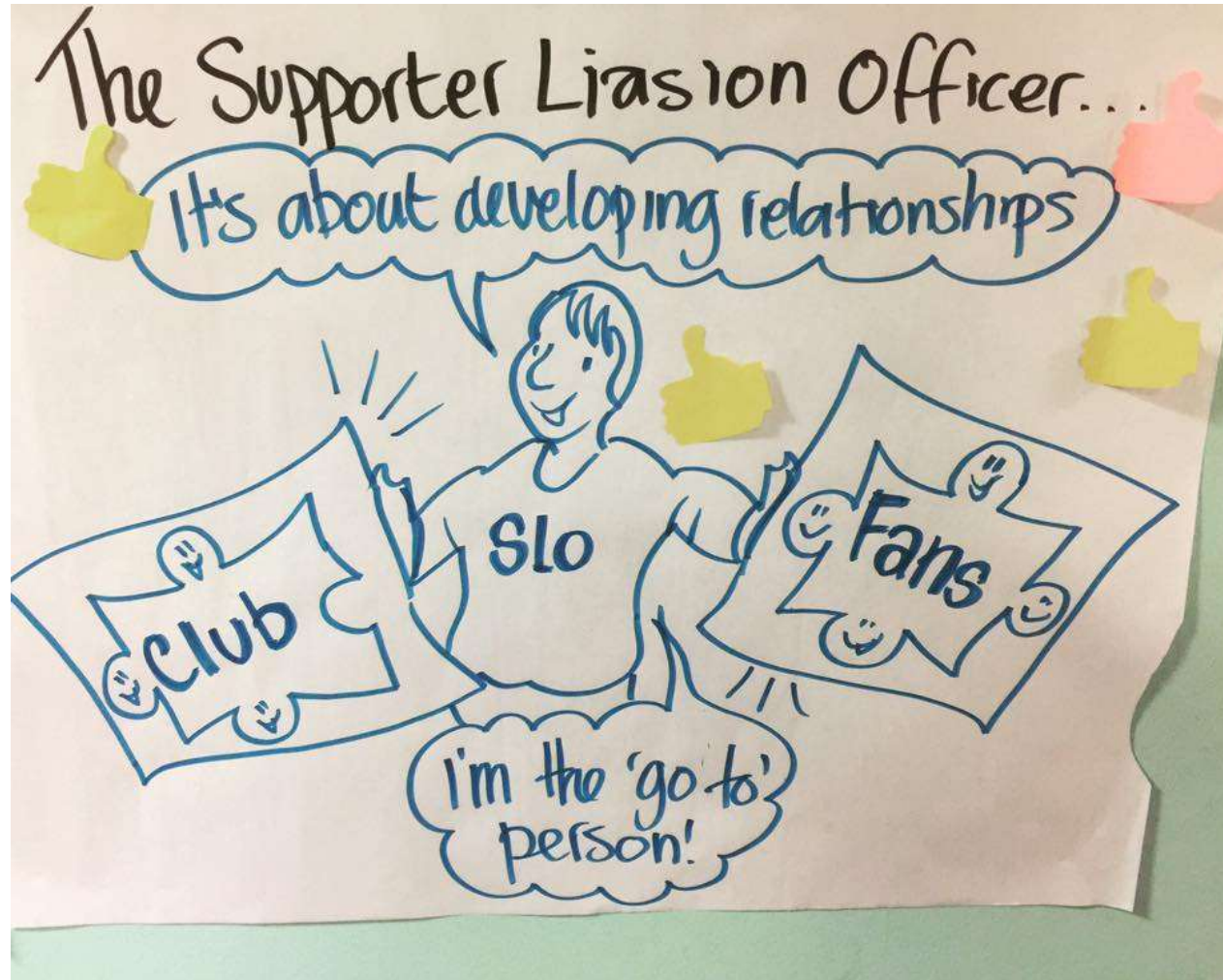
The SLO Role At Finn Harps



Aidan McNelis

SLO since January 2016

The Role



Typical Activities

- Liaise with opposition's SLO ahead of game
- Post on opposition fan forum with arrangements for home games, always ask SLO if there anything we should know
- Keep an eye online sources ahead of game, being as responsive as possible
- Keep website up to date with match night information
- Provide match coverage to exiles on our Virtual Terrace, Mobstats
- Attempt to encourage a noisy, positive atmosphere at games



Case Study: Harps V Cork City

- Contacted CCFC SLOs early in week, posted on their fan forum giving details on match arrangements, on visiting FHFC and the Twin Towns and how to get in touch
- Fed info on potential risk element to match night co-ordinator and on to stewards and Gardaí
- Looked for risk element before game and engaged with them



The Challenges

- When the first team is losing, **EVERYTHING** at the club is BAD!
- Even when things are good there is no shortage of wingnuts
- Not all clubs take the role seriously as yet- at some clubs I have found other helpful contacts
- Not all the people within clubs that take the role seriously may understand it
- Can't make every home game- so match night coordinator helps



The Pay Off

- When Supporters can have their grievances heard and taken seriously, even where we can't help them, they often feel a lot better towards club
- In some cases conversations that start as attacks on the club turn to how club volunteers need more help and support
- Positive actions that only affect a few can have a much wider ripple effect



Taking The SLO Role Online

- FHFC is not unique in facing challenges from emigration- but the scale is probably among biggest in LOI
- Conscious decision to reach out to our exiled fans and attempt to make them part of the match night experience
- We have partnered with Mobstats to provide a virtual terrace where online fans can get together and enjoy the game



Finn Harps FC
Club
Domestic

Ireland Premier League
Republic of Ireland



1

team



40

weeks



38

matches

'attention minutes'

best way to measure what people care about

2.20 mins.

the web average
(source google)



13.5 mins.

mobstats average
(this tournament)

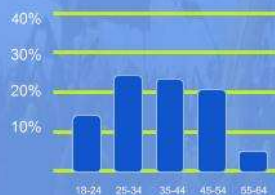
users via
Mobile



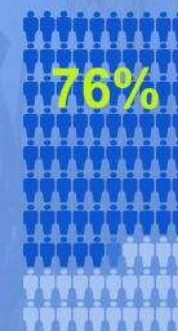
67%



from 52 countries



supporter
return rate



mobstats
#virtualterrace

Data source: fan engagement Ireland Premier League Club Finn Harps FC www.finnharps.com
From users on Mobstats mobile app app.mobstats.com www.mobstats.com



Engagement Stats - St. Patricks vs Finn Harps - 10.03.2017



80.2%

MOBILE



58.3%

RETURN RATE



54.5%

FAN BASE



20

COUNTRIES

12.55

ATTENTION
MINUTES



Engagement Stats - Bray Wanderers vs Finn Harps 03.03.2017



76%

MOBILE



18%

DESKTOP



35.8%

FAN BASE



275

NEW USERS



Mobstats and FHFC

- Allows us to include exiles on home match night
- Allows us to engage fans for away matches
- Provides insight into who, where and how engaged Harps fans are
- Gives a platform for advertising- and hard stats to provide to potential partners

