

How to harness social networking to support unstructured recreation

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Download presentation:
<http://www.gamesnake.com/media/publicity/>

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Social Networking . . .

What is it? How does it work?

- A social structure made up of individuals that are tied to one or more specific types of interdependency (i.e. – values, visions, ideas, financial exchange, kinship, etc.)
 - Commerce: eBay (+150 MM users)
 - Local community: Craigslist.com (10 MM)
 - Dating: Match.com (~ 1.5 MM paid subscribers)
 - Organizational: Meetup.com (~ 700 K paid subscribers)
 - Business: LinkedIn.com (+10 MM)
 - Teen & College: MySpace.com (+70 MM), Facebook.com (+42 MM)
 - Pre-teen: WebKinz.com (Most of the Holland family income . . . ;-)

Social Networking . . .

Common DNA of Web 2.0 Social Networking Sites

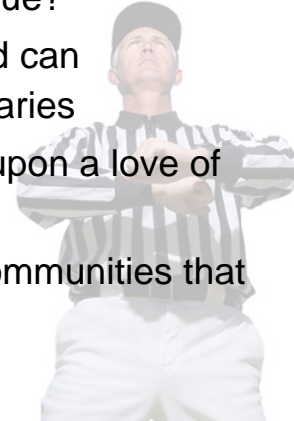
- User profile to define interests
- User generated content creates community value
- Anonymous “browsing” based upon interdependencies
- Username / “handle” used to guard identity
- Personal interaction upon acceptance of community standards
- “Self-policing” community / user feedback

Changing face of participation

- Regular “free time” is at a premium, this creates more interest in drop-in / unstructured events
- National Sports Center Consortium has noticed a significant trend toward pick-up / drop in play and reduced interest in commitments to league play
- We have anecdotal evidence from many GameSnake.com members that league play is perceived as expensive (time and money), overly competitive and exclusionary

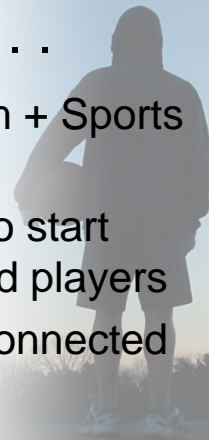
Foster fair play, inclusion and safety through community . . .

- What makes a pick-up game unique?
- Interdependencies are simple and can transcend socio-economic boundaries
- Communities are “mixed” based upon a love of the game
- The “Tribes” that form are truly communities that self-regulate



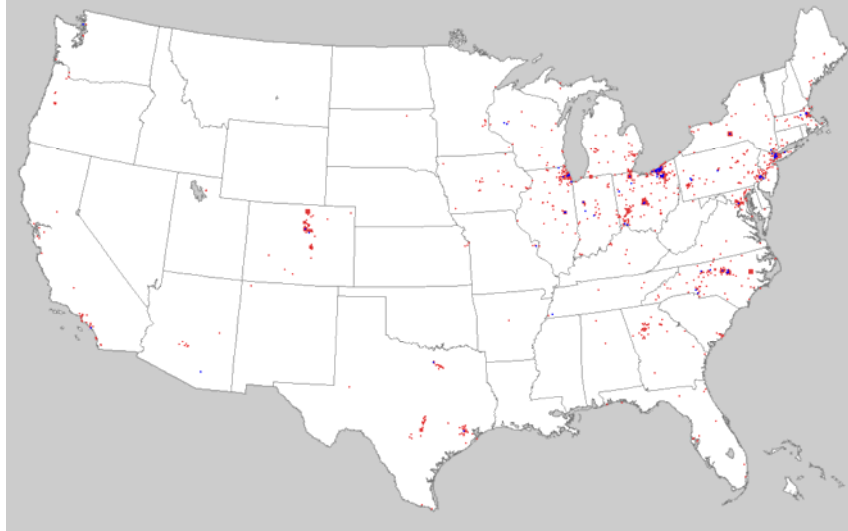
This is all great, but who wants to play tennis at 2 AM? . . .

- *Sports Matchmaking?* Match.com + Sports = GameSnake.com
- GS allows players and facilities to start pick-up games and find interested players
- Players (and facilities) become connected through the online community



Current Demographics

- ~ 78,000 current members
- 60/40% male to female
- Age range from 13 to 77 with average age of 29
- Average player lists 2.8 *preferred sports*
- Basketball, Soccer (Outdoor), Football (Flag & Touch), Volleyball, Softball (Slowpitch), Tennis, Soccer (Indoor), Dodge-Ball, Baseball and Ultimate Frisbee are the top ten sports



Critical mass?

- If we have 125 athletes in a single sport within a 25 mile radius, game play is self-sustaining
- Sports-specific portals like our <http://www.gamesnake.com/tennis> provide significant growth beyond the initial critical mass





Benefits to campus recreation

- Facilitates “bonding” and “mixing” among the student population
- “Tribal” nature of the developing community helps maintain control of unstructured recreation and allows oversight/review by campus staff
- Metrics on member preferences – what sports, times, seasons, facilities, etc.
- Adoption of campus email and alumni continuity

Possible scenarios for drop-in / unstructured play

- Greek & on campus students are highly engaged, but off campus students are not?
- The idea sounds good, but we must restrict utilization of facilities to students, faculty and staff . . .
- Our campus recreation is open to the community and we need to create awareness and membership acquisition/retention

Can you come out and play?



The screenshot shows the Gamesnake.com website interface. At the top, there's a navigation bar with 'GAMESNAKE.COM' and 'CAN YOU COME OUT & PLAY?'. Below that, the main content area is titled 'Games I've Joined, Started, Or Been Invited To Play'. It features a list of game events with columns for 'Game Name', 'Time', 'Status', and 'Action'. A white callout box highlights a row of icons: 'TO PLAY', 'READY', 'PLAYING', 'PAUSED', 'DONE', and 'CANCEL'. To the right, there are promotional banners for 'GET FRIENDS?' and 'GEAR UP!'. The footer contains the Gamesnake.com logo and copyright information.



This is an identical copy of the screenshot above, showing the Gamesnake.com website interface with the same list of games and callout box highlighting the action icons.



playdvr™
LOCATE PLAYERS IN YOUR AREA

SPORT: CYCLING (OFF ROAD) **ADJUST VISIBILITIES**

SKILL LEVELS: BEGINNERS INTERMEDIATE PLAYERS ADVANCED PLAYERS ONLY SHOW PLAYERS WITH DISABILITIES

LOCATE PLAYERS:
 NEAR WHERE I LIVE (AKRON, OH)
 NEAR THE GAME LOCATION (MEYFORD, PA)

PROFILE: MATCH USER PROFILE TO GAME (GENDER, AGE)

RANKING: BENCHWARMER (LOWEST) SIDELINER (LOW) PLAYER (NEUTRAL) DRAFT PICK (HIGH) ALL STAR (HIGHEST)

VIEW MATCHING PLAYERS

Either you have already invited all matching players, or there were no players that matched your Playdvr™ search.

VIEW MATCHING PLAYERS

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VIEW MATCHING PLAYERS

VIEW MATCHING PLAYERS **VIEW MATCHING PLAYERS**

61 MATCHES FOUND:

- LEAPFROG (C) OF AKRON, OH 2.42 MILES AWAY CYCLING (OFF ROAD)
- FLYING CAT JULIES (C) OF AKRON, OH 1.70 MILES AWAY CYCLING (OFF ROAD)
- B. BAMB (C) OF AKRON, OH 1.70 MILES AWAY CYCLING (OFF ROAD)
- POWERS (C) OF AKRON, OH 1.70 MILES AWAY CYCLING (OFF ROAD)
- PAPA (C) OF AKRON, OH 1.70 MILES AWAY CYCLING (OFF ROAD)
- TRAIL BIKER (C) OF AKRON, OH MOUNTAIN BIKING
- (C) OF AKRON, OH CYCLING (OFF ROAD)

GAMESNAKE.COM **ROSTER**

FOOTBALL: FOOTBALL WITH THE GAMESNAKE.COM

TEAM: YVED, NOV 14 2007 AT 12:00 PM
EYEMO OFFICES, AKRON, OH
WEST WING - FOOTBALL #1

GAME STARTER: ANDREW HOLLAND (CROBOROS) (C)
GAME STARTER RANK: A WA (3.94)
HOME PHONE: (330) 620-8526 CELL

ONLY PLAYERS IN THIS GAME AND THE GAME STARTER CAN VIEW THE FOLLOWING INFORMATION. PLEASE BE RESPECTFUL OF OTHER PLAYERS' PRIVACY AND DO NOT ABUSE, USE OR DISTRIBUTE ANY OF THIS CONTACT INFORMATION FOR ANY REASON OTHER THAN FOR THIS GAME.

OPEN SIGNUP'S INVITED PLAYERS

PLAYER (NICKNAME)	CONTACT	RANKING
HOLLAND, ANDREW (CROBOROS) (C)	(330) 620-8526 CELL	<input checked="" type="checkbox"/> DRAFT PICK (HIGH) RANK 1 - 3.99
MACDONALD, JOHN (ROONICE) (C)	330-972-8029	<input checked="" type="checkbox"/> BENCHWARMER (LOWEST) RANK 0 - .59
SOMODI, OLENN (OSOMODI) (C)	330-273-6410	<input checked="" type="checkbox"/> DRAFT PICK (HIGH) RANK 1 - 3.99
GREEN, ERIC (LEAPFROG) (C)	330-332-2945	<input checked="" type="checkbox"/> BENCHWARMER (LOWEST) RANK 0 - .59
PAPANA, MIKE (PAPANA102) (C)	330-972-0131	<input checked="" type="checkbox"/> BENCHWARMER (LOWEST) RANK 0 - .59

GAMESNAKE.COM Can You Come Out & Play?™ visit www.GameSnake.com

