

# Abstract

**Josh Tucker**  
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**National Football League**

**In this session, our speaker will outline how the National Football League utilizes social media to reach the current and future generation of NFL fans on their timeline... regardless of the platform.**

**As social media has transformed the sports media landscape, it too has fundamentally changed the way stories are created, crafted and consumed. Our speaker will provide an in-depth look at how the NFL's social programming and content strategies aim to engage fans with thumb-stopping, made-for-mobile experiences – at the League, Club and Player level – to reach the full potential of the NFL social media ecosystem.**

**With a focus on personality-driven, helmet-off content, our speaker will showcase how the NFL is committed to highlighting and celebrating the best of football and its surrounding culture.**

