

FROM SPORTS CLUBS TO ESPORTS:

19 Ways a Social Media Aggregator Can Boost Fan Engagement



Scottish Golf



19 Ways Sports Clubs & Esports Organizations Can Use a Social Media Aggregator

Whether it's the roar of the crowd or the energy of a live-streamed tournament, sports and e-sports thrive on connection. In the digital era, that connection lives on social media.

However, managing various social platforms and numerous social posts from fans and sponsors can be overwhelming. Not with a social media aggregator.

With it, you can easily embed dynamic social posts on your website or digital screens at your stadium or events to make them engaging. This not only helps with your team and tournament marketing but also helps you rake in more tickets and merchandise sales.

Here are the top 19 ways that sports clubs and e-sports organizations can use social walls in 2025 to boost fan engagement.

Why is a social media wall a game-changer for Sports Clubs and E-sports organizations?

Today's fans are very active on social platforms. They're reacting to match moments, showcasing their support, and posting photos from the stands.

But without a [social media aggregator](#), all this dynamic, user-generated content remains scattered across different platforms.

Here's exactly how a social media aggregator makes an impact:

1. More engagement

A social media aggregator pulls real-time social posts, like fan tweets or Instagram stories, into one live social wall on your website or in-stadium screens.

Such live social walls create a dynamic experience for fans and website visitors, as these live walls not only capture their attention but also keep them hooked. Fans also love seeing their content featured, which motivates them to tag, post, and share more.

2. More conversions for tickets, sponsors, and merchandise

Social walls do more than just entertain, they influence buying decisions.

Featuring user-generated content (UGC) like excited fan reactions, unboxing merch, or sponsor shoutouts builds social proof. When people see others enjoying your events, merchandise, or partner products, it increases trust and drives conversions.

3. More social following

When fans see their posts featured on a live social wall, they're more likely to follow, tag, and interact with your official accounts. It creates a content loop. Fans post more to get featured, and in doing so, they amplify your reach and promote more awareness about your social profiles.

19 powerful use-cases of a social media aggregator to embed social walls

Here is a list of 19 different impactful ways you can use social walls to boost fan engagement on websites, stadiums, and at events.

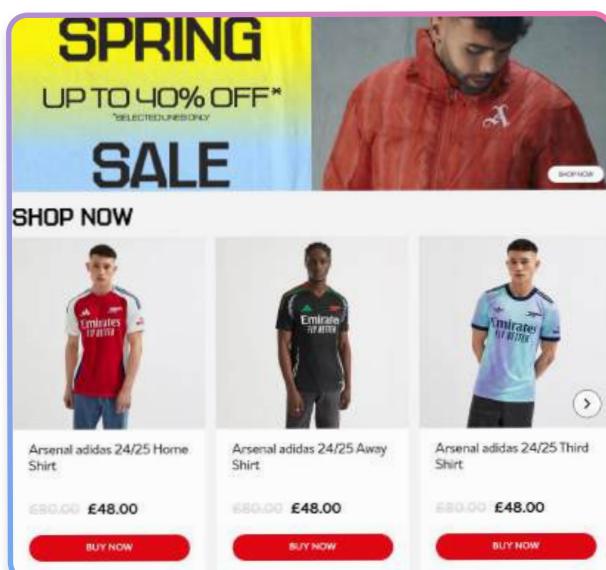
19 FAN ENGAGEMENT IDEAS

Website use cases for Sports Club

1. Team news & live updates

Add real-time updates about the team and players, such as pre-match lineups, live scoreboards, post-match reactions, and weather or venue alerts on your social wall.

This adds an emotional experience for fans and elevates the overall match-day engagement, making them feel closer to the action. It also positions your website as the go-to source for team news, eventually attracting more traffic and conversions. For example, [New Zealand Cricket](#) adds match-day Twitter posts to a separate webpage dedicated to social walls to boost engagement.



2. Conversion-oriented CTAs

You can add strategic CTAs within the social wall, such as "Buy Tickets," "Subscribe for Match Alerts," or "Join Our Fan Club," to UGC content. When you add CTAs next to authentic fan content, it increases the chances of clicks and conversions.

Also, you can add shoppable posts on your social walls (again with UGC content) to boost sales of team merchandise. For example, [Arsenal](#) keeps its merchandise integration on the homepage simple. However, adding a UGC wall with tagged products on the homepage or product pages for the same could help drive more conversions

19 FAN ENGAGEMENT IDEAS

Website use cases for Sports Club

3. Regional language-specific feeds

You can add all match and tournament-related content, but in the regional language and commentary.

For clubs with fans across different geographies, showcasing region-specific content in local languages builds stronger fan loyalty. This helps fans access more inclusive content and improves engagement among diverse audiences.

For example, [Wolfsburg](#) adds Instagram and Twitter social posts with regional language captions on its website's homepage for the same reason:

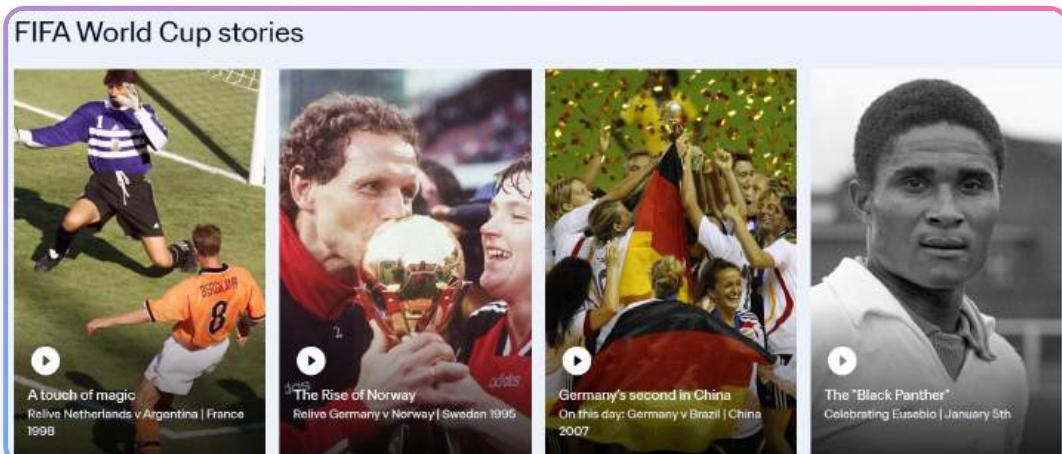


4. Archival & historic content

Showcase a social wall with legacy moments, championship wins, legendary player tributes, and major milestones to connect emotionally with fans.

Nostalgia [sports marketing](#) works. Reminding fans of glorious past moments strengthens emotional connections with long-time supporters and drives repeat website traffic, especially during off-seasons.

For example, [FIFA](#) embeds its historic winning moments videos on its homepage for emotional engagement. You can do same with social wall.



19 FAN ENGAGEMENT IDEAS

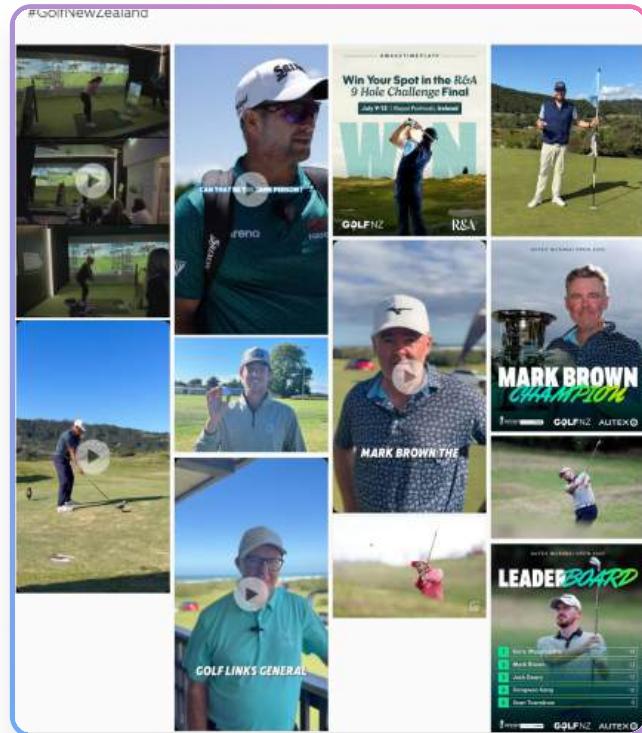
Website use cases for Sports Club

5. Game breakdowns

You can add expert analysis, fan breakdowns, and highlight reels to your social walls. It adds depth to match content for serious fans and analysts.

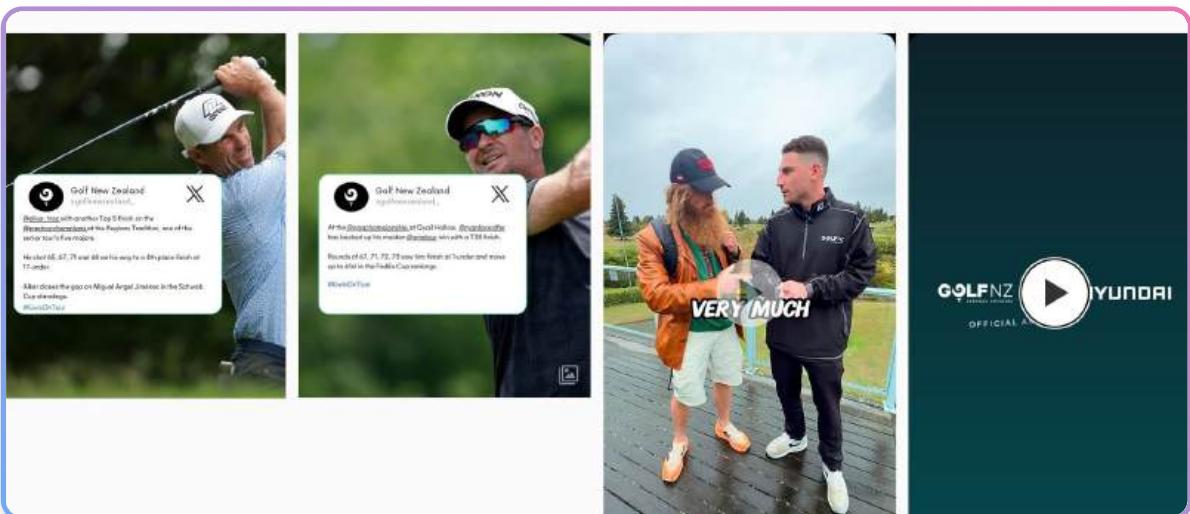
When you offer expert and community-driven insights on your website, it becomes a richer, more valuable resource for fans, providing them with information beyond scores and stats.

For example, [Golf New Zealand](#) embeds experts' videos from Instagram on its website homepage. ❤



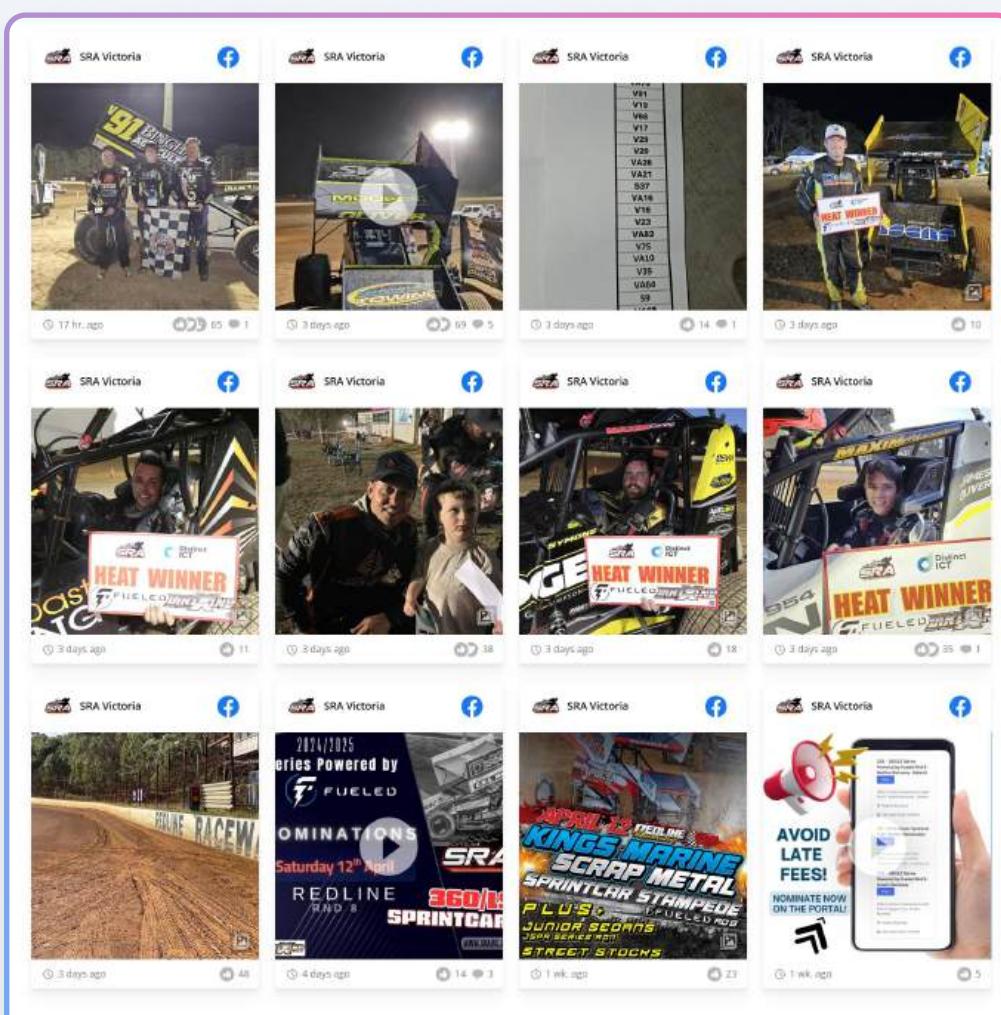
6. Brand sponsorships & activations

Showcase updates and promotional posts from your brand sponsors and partners on a dedicated social wall. This gives sponsors greater visibility and allows them to interact directly with the fans, enhancing the value of their partnership. Like Golf New Zealand ❤



19 FAN ENGAGEMENT IDEAS

Website use cases for Sports Club



7. Behind-the-scenes (BTS) content

Add behind-the-scenes training clips, team travel diaries, support staff key moments and candid photos of coaches to your social wall.

BTS content humanizes your team and builds relatability. A live social wall showcasing the human side of your clubs keeps the site authentic and fresh, turning casual browsers into emotionally invested superfans.

Like [SprintCarWorld](#) shares Facebook BTS posts on its homepage.

19 FAN ENGAGEMENT IDEAS

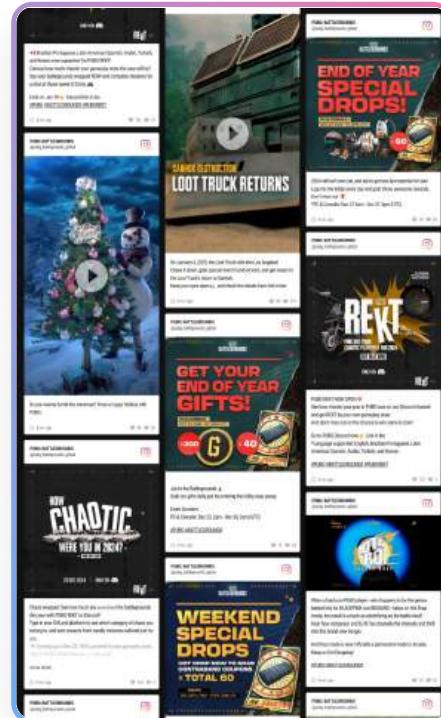
Website use cases for E-Sports

8. E-commerce & merchandise integration

You can add social posts featuring fan-favorite jerseys, limited-edition gamer gear, or influencer collaborations showcasing new merchandise drops to your social wall.

Such social acts serve as social proof. When fans see others excited about and buying your gear, it increases trust and urgency, helping you get more conversions.

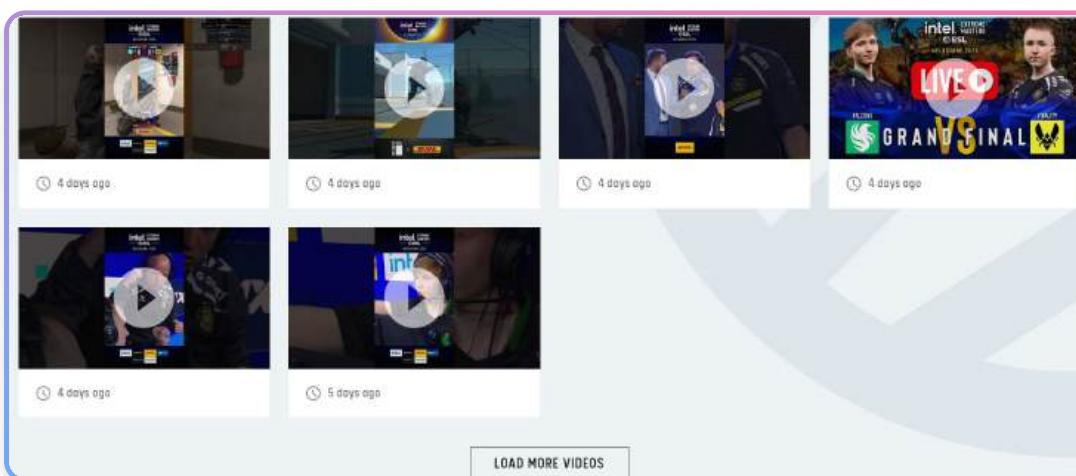
For example, the [PUBG community webpage](#) displays posts promoting limited-edition game gear.



9. Match highlights & thought leadership

When you incorporate match highlights, game analyses, expert opinions, and industry trends into your social walls, it keeps users engaged longer on the site and showcases your depth and expertise, satisfying your serious fans.

For example, [ESL](#) features a social wall of game snippets on a separate webpage dedicated to streaming.



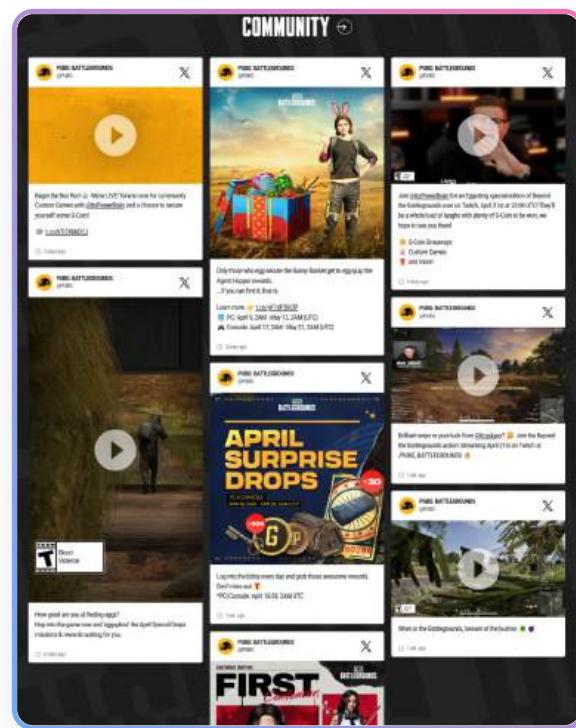
19 FAN ENGAGEMENT IDEAS

Website use cases for E-Sports

10. Community posts

Add fan reactions, user-generated content of fans at watch parties, or streamers sharing clips of their live reactions to tournaments on social walls.

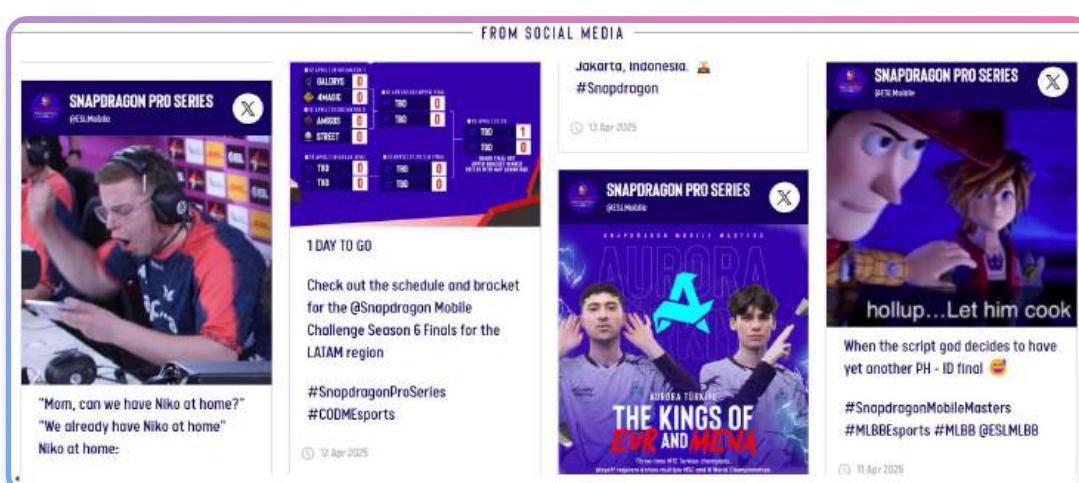
Such social walls showcase a vibrant online community and strengthen the bond between the esports organization and fans. Just like how [PUBG](#) shares community Twitter posts on its website homepage.



11. Tournament update

When you add match results, live highlights, live scores, match teasers, or match schedules on your social wall, it keeps fans informed and excited. Also, your website becomes the ultimate source of information, hence increasing traffic.

For example, [Snapdragon](#) adds Twitter posts as match updates on its homepage:



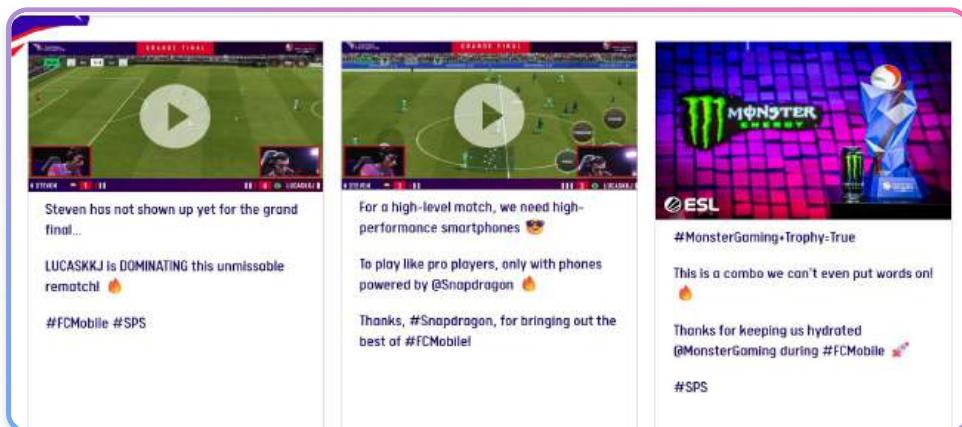
19 FAN ENGAGEMENT IDEAS

Website use cases for E-Sports



12. Humor and meme posts

Share funny clips, memes, and gamer jokes on your social wall to entertain the community. Displaying this content keeps the atmosphere light and engaging, helping build a strong, relatable connection with esports fans. Like Wolfsburg.



13. Short-form video content

When you add short videos of insane replays, funny glitches, or surprise victories from TikTok, YouTube Shorts, or [Instagram Reels](#), it sparks excitement. These [video walls](#) make your website more engaging and can boost your social media following.

For example, Snapdragon shown above.

19 FAN ENGAGEMENT IDEAS

Website use cases for E-Sports



14. Display social initiatives

Add your social initiatives, such as charity streams, mental health awareness campaigns, eco-friendly practices, or community outreach. These social walls show your values beyond gaming, encouraging positive engagement and broader audience appeal. Like Wolfsbrug here.

19 FAN ENGAGEMENT IDEAS

In-stadium/event use cases for Sports and Esports



15. Player spotlights & accomplishments

You can add player spotlight posts, personal achievements, award wins, and game milestones to in-stadium digital screens. It allows fans to celebrate key moments in real-time, deepening their connection with the players and enhancing the overall match-day experience.

Like the Purcell Pavilion displays players' highlights on digital screens.



16. Stadium content

Highlight behind-the-scenes snippets of the team and players, the venue, and special guests. When you showcase such diverse content, it creates a more cohesive experience for fans and boosts anticipation and engagement.

For example, Etihad Arena uses social walls to display content from fans and teams.

19 FAN ENGAGEMENT IDEAS

In-stadium/event use cases for Sports and Esports

17. Local fan posts

Add fan photos, videos, and stories from the local community attending the game or showing support on social media. When you highlight local fan engagement, you strengthen the connection between the team and its regional base.

For example, the NFL displays fans' social wall at AT&T Stadium.



18. Real-time engagement posts

Add [live tweets](#), Instagram stories, fan selfies, cheer videos, and match reactions directly from the stadium or event venue to your social wall for enhanced [digital fan engagement](#).

Real-time content keeps the energy alive and flowing throughout the event. It also encourages more people to participate, tag the team, and join in the digital buzz.

For example, UFC embeds Twitter live posts from other UFC fighters and celebrities in between live fight events to increase engagement.



19 FAN ENGAGEMENT IDEAS

In-stadium/event use cases for Sports and Esports



19. Interactive content

You can display interactive content such as polls, quizzes, fan contests, or [hashtag campaigns](#) organized on social platforms to encourage fans to share their experiences and opinions. These interactive posts fuel audience participation and excitement.

For example, during the Copa del Rey tournament, #CopaACB social posts were displayed on a social wall in the stadium.

Here is a quick table for sports marketers to understand the current usage level of each social wall use-case—Most Used, Medium, or Underutilized—and spot new opportunities to boost their [sports marketing](#):

Use-Cases	Sports/Esports	Social Wall location	Usage-Level
1. Team News & Live Updates	Sports	Website – Homepage / News Section	 Most Used
2. Conversion-Oriented CTAs	Sports	Website – Homepage / Product Pages	 Medium
3. Regional Language-Specific Feeds	Sports	Website – Homepage / Regional Pages	 Underutilized
4. Archival & Historic Content	Sports	Website – Homepage / Legacy Section	 Medium
5. Game Breakdowns	Sports	Website – Homepage / Match Analysis	 Most Used
6. Brand sponsorships & activations	Sports	Website – Homepage	 Medium
7. Behind-the-Scenes (BTS) Content	Sports	Website – Homepage / Media Gallery	 Medium
8. E-commerce & Merchandise Integration	Esports	Website – Shop / Product Pages	 Underutilized
9. Match highlights & thought leadership	Esports	Website – News/Streams Section	 Underutilized
10. Community Posts	Esports	Website – Homepage / Community Section	 Medium
11. Tournament Updates	Esports	Website – Homepage / Match Schedule	 Most Used
12. Humor and meme posts	Esports	Website – Homepage	 Underutilized
13. Short-form video content	Esports	Website – Homepage	 Most Used

Here is a quick table for sports marketers to understand the current usage level of each social wall use-case—Most Used, Medium, or Underutilized—and spot new opportunities to boost their sports marketing:

Use-Cases	Sports/Esports	Social Wall location	Usage-Level
14. Display social initiatives	Sports	Website – Homepage	⚠️ Medium
15. Player spotlights & accomplishments	Sports/Esports	In-Stadium/Arenas – Big Screens / Live Feed Areas	✓ Most Used
16. Stadium content	Sports/Esports	In-Stadium/Arenas – Big Screens	✓ Most Used
17. Local Fan Engagement	Sports/Esports	In-Stadium/Arenas – Jumbotrons / Digital Walls	🔍 Underutilized
18. Real-Time Engagement Posts	Sports/Esports	In-Stadium/Arenas – Big Screens / Live Feed Areas	✓ Most Used
19. Interactive content	Sports/Esports	In-Stadium/Arenas – Poll Kiosks / LED Displays	✓ Most Used

Why use Flockler as your social media aggregator tool?

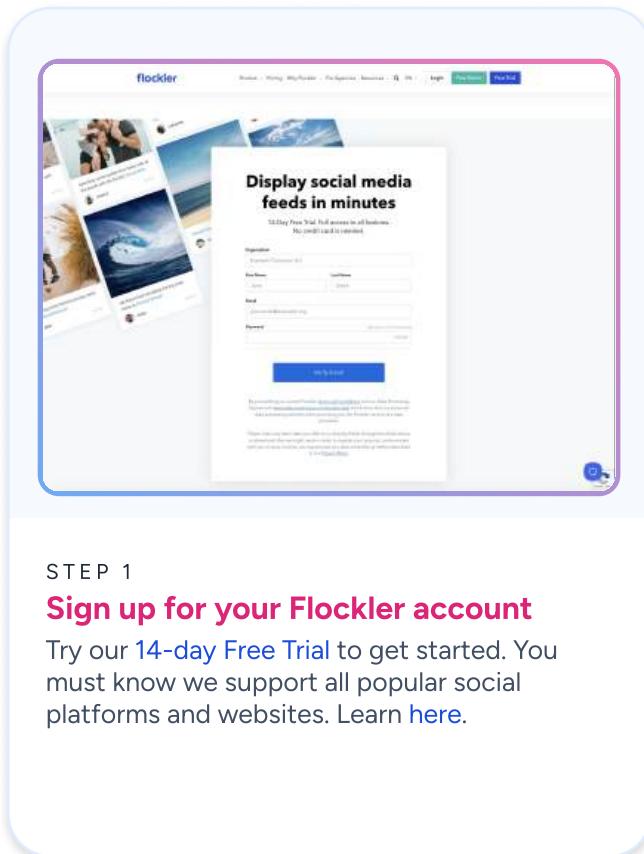
Manually embedding social posts on a sports website or events' digital screens offers limitations, including:

- You can only add one post at a time
- You get little to no customization options
- No built-in analytics
- No automatic updates
- And, compatibility issues across different website platforms

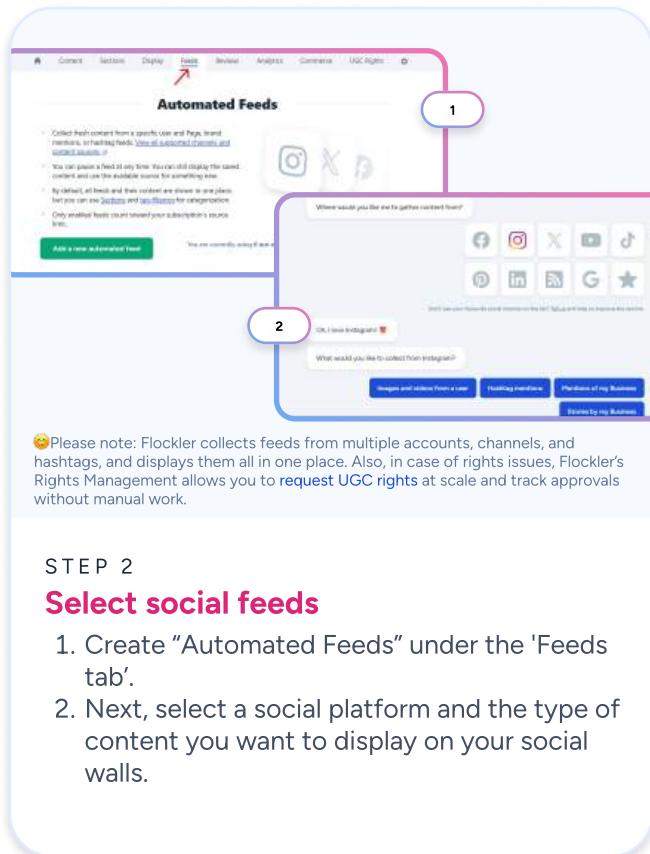
However, **with Flockler**, anyone can **easily add social walls to websites or digital screens with no technical skills**. It provides:

 Custom design features	 Four different layouts
 UGC rights management	 Social media analytics add-on
 AI content moderation tool	

Here is a step-by-step guide for adding a social wall to your website with Flockler



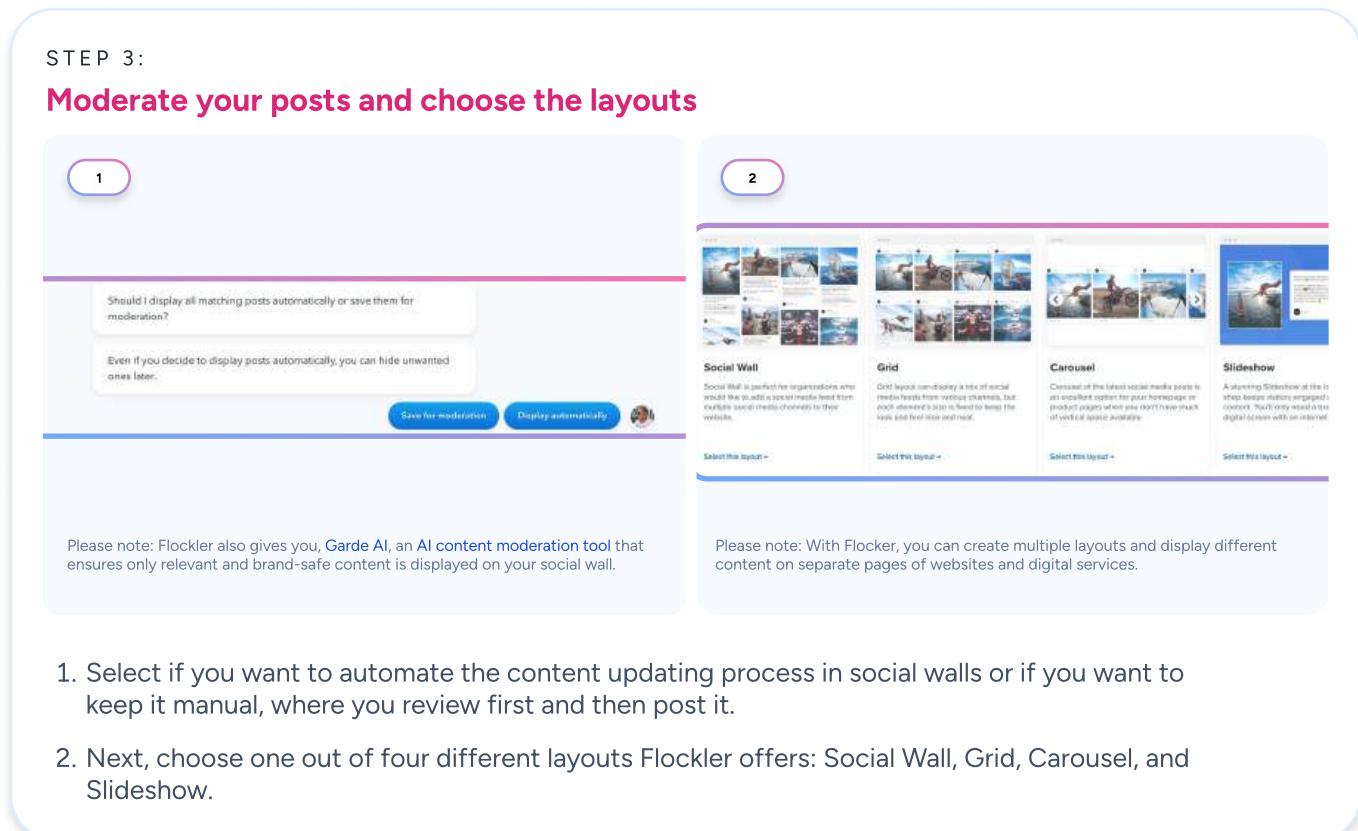
STEP 1
Sign up for your Flockler account
 Try our [14-day Free Trial](#) to get started. You must know we support all popular social platforms and websites. Learn [here](#).



STEP 2
Select social feeds

1. Create "Automated Feeds" under the 'Feeds' tab'.
2. Next, select a social platform and the type of content you want to display on your social walls.

Please note: Flockler collects feeds from multiple accounts, channels, and hashtags, and displays them all in one place. Also, in case of rights issues, Flockler's Rights Management allows you to [request UGC rights](#) at scale and track approvals without manual work.



STEP 3:
Moderate your posts and choose the layouts

1. Select if you want to automate the content updating process in social walls or if you want to keep it manual, where you review first and then post it.
2. Next, choose one out of four different layouts Flockler offers: Social Wall, Grid, Carousel, and Slideshow.

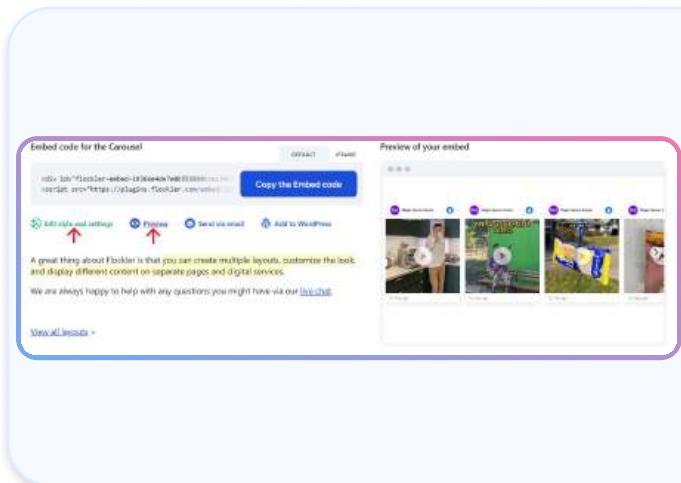
1. Should I display all matching posts automatically or save them for moderation?
 Even if you decide to display posts automatically, you can hide unwanted ones later.
[Save for moderation](#) [Display automatically](#)

2. Select this layout: [Social Wall](#) [Grid](#) [Carousel](#) [Slideshow](#)

Please note: Flockler also gives you, [Garde AI](#), an AI content moderation tool that ensures only relevant and brand-safe content is displayed on your social wall.

Please note: With Flockler, you can create multiple layouts and display different content on separate pages of websites and digital services.

Here is a step-by-step guide on adding a social wall to your website with Flockler



STEP 4:

Copy the code and embed it on any website or digital signage

- After you select a layout, your social wall is ready. You can check the preview or edit the look & feel of your layout.
- Now, copy and embed the code on your websites, on event screens, and on jumbotron.

Test drive a social wall with Flockler

Sign up for a free trial

and watch your fan engagement and conversions take off!

19 FAN ENGAGEMENT IDEAS

FAQs

Social media walls across industries provide more brand exposure and seamless social conversions.

1. How to choose which social media platforms to curate content from, for my sports or e-sports brand?

Choose platforms where your fans are most active—Twitter for live updates, Instagram for UGC campaigns, TikTok for engaging videos, and YouTube for highlights. With a tool like Flockler, you can easily pull content from multiple platforms into one dynamic social wall, keeping fans engaged across your website and live event screens at stadiums.

2. Can I customize the look and feel of my social wall to match my brand?

Yes, you can customize the live social wall's design to match your brand colors, font, and style, but only with a social media aggregator. Manually embedding social walls gives you limited customization options that can hurt your branding. With Flockler, marketers can customize live social walls easily without any tech skills.

3. What's the easiest way to start using a social media aggregator on my site or venue screen?

With Flockler, all you need to do is sign up and connect your socials. Once you have set this, you can easily select content and pull them into dynamic "feeds" to display on your websites or screens and can customize the look, feel, and layout without any technical skills. Now you have an auto-updating social wall that drives fan engagement and boosts interactions.