

Growing One of Brazil's Largest Sports Brands on Social Media

A content strategy focused on audience engagement, platform-native storytelling, and sustainable organic growth.



The Challenge

Building Sustainable Organic Growth

When I joined São Paulo FC's Communications Department in January 2023, the objective extended beyond increasing follower numbers.

The mission was to diversify the club's content strategy, modernize its tone of voice across social platforms, and drive sustainable organic growth in reach, engagement, and audience size.



The Opportunity

Understanding the Audience

Our assessment identified significant room for growth.

Supporters were looking for more authentic interactions with the club, greater content diversity, and communication that felt native to each platform. At the same time, content production lacked standardized guidelines and a unified strategic approach across channels.

This presented an opportunity to strengthen the relationship between the club and its global fanbase while expanding our digital presence organically.

Strategic Approach

Content Strategy at Scale

Instead of relying on isolated viral posts, we focused on building a repeatable content system.

Content Audit

Comprehensive audit of existing content formats and performance.

KPI-Driven Decisions

Systematic performance monitoring to guide strategy through data.

Content Playbook

Internal guidelines standardizing tone of voice, publishing practices, and platform-specific best practices.

Strategic Approach

Content Strategy at Scale

Instead of relying on isolated viral posts, we focused on building a repeatable content system

Fan-Centered Content

Matchday interviews, interactive formats, and direct-to-camera player videos.

Short-Form Storytelling

Original projects designed specifically for vertical short-form video.

Platform-Native Strategy

Tailored approaches for Instagram, TikTok, X, Facebook, Threads, and WhatsApp.

Results

Organic Growth by the Numbers

+47.9%

Instagram Growth

4.67M → **6.91M** followers — +2.24 million new followers

+62.2%

TikTok Growth

1.18M → **1.91M** followers — +734K new followers

Historic Performance

The strategy also delivered some of the strongest monthly performance in São Paulo FC's digital history:

39.4M

Accounts reached — August 2023

77.6M

Engagements — August 2023

839M

Views — September 2023

Beyond the Numbers

Long-Term Impact

- **Emotional Connection**
Stronger bond between the club and its fanbase.
- **Organic-First Growth**
Audience expansion without relying on paid promotion.
- **Unified Brand Voice**
A coherent identity across a multi-platform operation.
- **Scalable System**
A content strategy capable of supporting higher publishing volume while maintaining quality and consistency.

