HOW THE MIAMI DOLPHINS USE FAMA TECHNOLOGIES TO INVEST IN ATHLETE GROWTH

Fama helps you surface a range of harmful online behaviors at the point of hire to protect your business, reduce workplace toxicity, and reinvent your organization around a human focus — all with the use of software that automates your talent screening workflow in a compliant fashion.

CHALLENGE

- FCRA COMPLIANCE FOR EVERY SEARCH

- OPERATIONAL SCALING OF WORKFLOWS OF SOCIAL MEDIA SCREENING

- INCREASED VOLUME OF PUBLIC WEB & SOCIAL DATA FOR MODERN-DAY ATHLETES

" *We would screen manually, doing keyword searches and quickly realized how much we were missing because this is so complex when you're trying to do it manually. It takes a long time to go through it and you don't feel like you're thorough enough with what the player deserves.*

M. Taylor (Senior Director of Communications) "

TACKLING THE LARGE VOLUME ASSOCIATED WITH TODAY'S ATHLETES

One of the largest contributors to data in the current Information Age is the lexicon of Social Media that include objects like text, #hashtags, pictures, emojis - something that Millennials and GenZ embraced as early adopters. It is within these groups that the amount of tweets, updates and posts that a human can analyze becomes unscalable and an inefficient use of human capital.

There are only a few industries in which the employee population is largely represented by people whose entire adult life has been shared on the Internet. The Miami Dolphins, a storied franchise (along with their legendary home stadium Hard Rock Stadium) are one such brand. They were looking for tools that their athletes could use as an ongoing part of evolving and improving their individual brands - both on and off the field.

SOLUTION

- FAMA PLUS- 10,000 ONLINE SOURCES PLUS SOCIAL MEDIA
- ONBOARDING WITH A DEDICATED FAMA CUSTOMER SUCCESS MANAGER.

> *This is something I would work into a normal presentation in front of groups of players. Impressed with how thorough and how much information, and how easy it was to access that info, if we wanted to grab a post, or a player to log in. I thought that was most impressive - thoroughness and accessibility.*
>
> **M. Taylor** (Senior Director of Communications)

COMPREHENSIVE SEARCHES, FLEXIBLE REPORTING, & PROGRAM SUPPORT

Working closely with the Fama Customer Success team the Dolphins created unique behavior kits that they deemed relevant to their corporate values. It was at this point that Fama's AI software - coupled with Fama's human-verified identity resolution - went to work. The insights and reports that Fama generated were then made available to members of the Dolphins development team via their own unique web portal.

RESULT

- **INCREASED EDUCATION AND BRAND REPUTATION ON SOCIAL CHANNELS FOR MIAMI DOLPHINS ATHLETES.**

- **USE OF FAMA INSIGHTS TO AUGMENT DEVELOPMENT PROGRAMS.**

- **100% FCRA COMPLIANCE FOR ALL REPORTS.**

> *Social media accounts are such a big part of an individual's brand and reputation. What we wanted to do was educate and help our players be successful as they try to grow their brand so our fans can help see them for who they truly are.*
>
> **M. Taylor** (Senior Director of Communications)

SCALE TO MANAGE HIRING CYCLES & PROFESSIONAL GROWTH

Fama's scalability ensures that all users will have on-demand access to their insights regardless of the volume of report requests - a key feature for hiring cycles that are subject to seasonal fluctuations. "That's extremely important. We are a professional sports team and flexibility is key to letting us utilize this to best serve our players," explains Taylor. "The team at Fama has been extremely flexible in terms of our calendar of adding new players,

Coaches and executives to the team." Sometimes we need to [generate reports] more often and they've been extremely flexible with setting things up to meet our needs or demands as an organization." In addition to 99% cloud software uptime the Fama customer success team provides all clients an unmatched depth of human capital expertise to help ensure a successfull outcome for organizations like the Miami Dolphins.

MIAMI
Dolphins

The Miami Dolphins, owned by Chairman of the Board & Managing General Partner Stephen M. Ross, are the oldest major league professional sports franchise in the state of Florida, having joined the NFL as part of the AFL-NFL merger in 1970.

The organization has played in five Super Bowls, winning championships following the 1972 (VII) and 1973 (VIII) seasons. The franchise also has won five conference championships and 13 division championships.

The Dolphins play home games in Miami Gardens at Hard Rock Stadium and have worked tirelessly to inspire a healthier, more educated and united South Florida community. The organization hosts the largest fundraiser in the NFL with the Dolphins Cancer Challenge, giving more than $32 million to Sylvester Comprehensive Cancer Center, has impacted more than 60,000 youth high school players, coaches and teams through the Junior Dolphins program and has worked with more than 100 South Florida organizations through FOOTBALL UNITES™ programming. For more information, visit dolphins.com.