When you have **5 million** followers, how do you manage your social content?

Why Duke Basketball uses *Air* to control the craziness.

The problem

## Keeping 5 million followers engaged requires a lot of content.

Over 100,000 assets, used across Twitter and Instagram. Duke basketball uses creative content as a way to connect with fans, a medium to support players, and as a tool to recruit the next best athletes.

But without the right system, it became Cameron crazy.

Instagram post	Jan 6,2021	23KB
Dave Miler_photography	Jan 6,2021	23GB
Gardening session	Jan 6,2021	123MB
Branding	Jan 6,2021	12 GB
Need to review	Jan 6,2021	123MB

Error

The solution
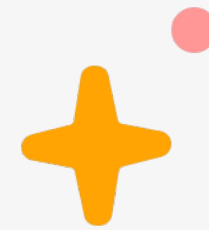
A single place for collaboration.

Duke turned to Air to organize the years of content backlog.

Even with years of content uploaded, AI-powered auto-tagging meant that each photo, video, and GIF was actually labeled.

Organizational bliss

Broken down by season or content type

Separate boards for GIFs, recruiting videos, or player highlights.

Easily searchable

Past seasons and player highlights

With automatic AI-enabled content tagging, get results for "UNC game" or "fans" immediately.

For everybody on the team

From social media managers to graphic designers

Provision access to folders for student photographers and freelance designers, all working in Air.
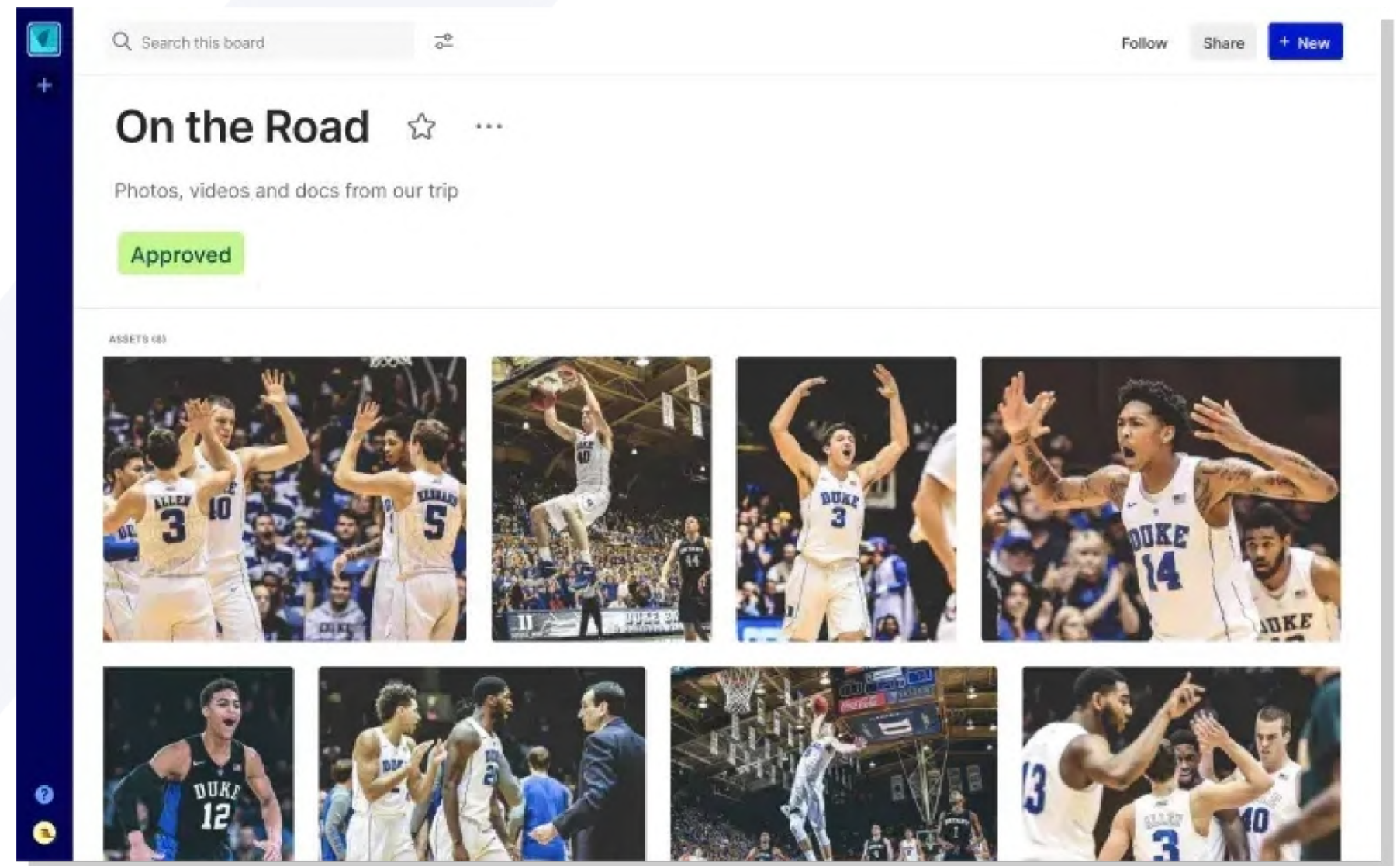
VISUAL ORGANIZATION

Madness, no more

Sort by player or content type

Air lets Duke have separate places for GIFs, recruiting videos, or player highlights, each sorted into their own boards in a super-visual layout.

COLLABORATIVE WORKSPACE

Full-time student, overtime creative

Every approval step in one place

To keep photographers, graphic designers, video editors, and social media managers in sync, they used granular access controls, in-app comments, approvals.

Collect
Content from partners and creative tools in a centralized workspace

Approve
Content to express ideas, provide feedback, or make decisions

Share
Content to external facing platforms for cross-functional use cases

Unified and organized library of all your assets

Air

ONE CAMPAIGN AWAY FROM CRAZINESS?

Import your social assets <u>with one click</u> from your cloud storage provider.

Or get a <u>personalized demo</u>!