



Building and Maintaining an Empire: the Golden State Warriors

By Tillie Moore

On May 21, 2021 Stephen Curry sat in a conference room, defeated. The Golden State Warriors lost to the Memphis Grizzlies in the play-in tournament. The team that won six championships, played six conference finals in eight years, and set the best regular-season record, could not make it to the playoffs. Curry looked into the audience and said, "You won't want to see us next year." He was right.

As Curry's promise comes to fruition and the GSW enter the series finals, it's easy to forget that supporting the GSW was not always cool. For years they were unwatchable. After a few drafts and smart trades, the Warriors gained momentum in 2013, skyrocketing since. The Warriors learned how to communicate with their audience to become the powerhouse of the NBA. Here are some ways Public Relations can make your brand gain and maintain traction.

1. Connect with fans

Any organization, especially one at this scale, must communicate with its audience. Public Relations establishes communication between brands, audiences, and stakeholders. Brett Curry explains this phenomenon in [his article](#), "Fans affect how athletic departments function, brand themselves, and build revenue streams." Fans are the heartbeat of an organization and their support must be acknowledged, whether this be through interacting with fans on social media, sharing insider scoop, or giving out free merch. Before amassing an enormous following, the Warriors hosted open practices where the players would sing, dance, and talk to the audience forming a deep connection.

2. Build Pride

Come up with a phrase, chant, or song your supporters know, connecting all members of the organization. A strong community is a loyal community. You want a support system - a team behind you. "Go Dubs" only means one thing everywhere. Cork Gaines and Diana Yukari explain the importance of gaining pride to build an empire in their [article](#), "The Facebook likes for the average NBA team has grown 156% since 2013 to 5.2 million. Meanwhile, the Warriors' popularity has soared 2,500% to 10.4 million." Social media following grows with success, but pride flourishes with unity. Find something for your supporters to be proud of.

3. Give Back

The Warriors represent their community because they are part of the community. People respect the team because they give back. The GSW started the [Warriors Community Foundation](#) and the Curry's created [Eat.Learn.Play](#). Supporting your community can be done at any scale, whether it be through philanthropy, donating money, or showing up to community activities.