Twitter Hits the Ice for the NHL Stanley Cup Final

The Dallas Stars and Tampa Bay Lighting begin their battle for one of sports' most iconic trophies when the puck drops for game one of the National Hockey League's Stanley Cup Final Saturday night, and Twitter shared some data, along with details on related initiatives during the games.

The social network said there were 22% more mentions of @TBLightning than of @DallasStars during the 2020 Stanley Cup Playoffs, but #GoStars was tweeted 64% more often than #GoBolts.

Both of those hashtags unlock team emojis when used in tweets, and they will do even more during the upcoming series.

The @NHL account and the two team accounts will encourage fans to use those hashtags during the first two periods of Stanley Cup Final games, and in-arena displays and screens at Rogers Place in Edmonton, Alberta, where the games are being held, will display team colors and top tweets from the most-mentioned club throughout the third period.

Twitter said the most mentioned Stars accounts during this year's playoffs were:

The most-mentioned Lightning accounts during the 2020 playoffs were:

- Nikita Kucherov
- Brayden Point
- Anthony Cirelli

The games during the 2020 Stanley Cup Playoffs that generated

the highest tweet volumes were:

- Game four, Toronto Maple Leafs at Columbus Blue Jackets, Aug. 7 (Leafs win in overtime)
- Game five, Stars at Vegas Golden Knights, Sept. 14 (Stars advance)
- Game seven, Vancouver Canucks at Golden Knights, Sept. 4 (Golden Knights advance)
- Game one, Blue Jackets at Lightning, Aug. 11 (five overtimes)
- Game five, Blue Jackets at Maple Leafs, Aug. 9 (Blue Jackets advance)

Finally, for U.S. audiences only, the first two minutes of each game's first and third periods will be livestreamed on @NHL.

https://www.adweek.com/digital/twitter-hits-the-ice-for-the-nhl-stanley-cup-final/