2018 SOCIAL MEDIA AND STUDENT ENGAGEMENT

HOW TO MAXIMIZE YOUR SOCIAL EFFORTS

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CONTENT

BRINGS COMMUNICATION

INCREASES PARTICIPATION

STRENGTHENS RELATIONSHIPS

BUILDS BRIDGES OVER BARRIERS

BUILDS IDENTITY

BOOSTS CONFIDENCE

9 Types of Updates

Code	Example(s)
Information Sharing (IS)	"15 Uses of WordPress <URL REMOVED>"
Self Promotion (SP)	"Check out my blog I updated 2day 2 learn abt tuna! <URL REMOVED>"
Opinions/Complaints (OC)	"Go Aussie $ go!" "Illmatic = greatest rap album ever"
Statements and Random Thoughts (RT)	"The sky is blue in the winter here" "I miss New York but I love LA..."
Me now (ME)	"tired and upset" "just enjoyed speeding around my lawn on my John Deere. Hehe :)"
Question to followers (QF)	"what should my video be about?"
Presence Maintenance (PM)	"i'm backkkk!" "gudmorning twits"
Anecdote (me) (AM)	"oh yes, I won an electric steamboat machine and a steam iron at the block party lucky draw this morning!"
Anecdote (others) (AO)	"Most surprised <user> dragging himself up pre 7am to ride his bike!"

WHO WILL MAINTAIN?

MAINTENANCE OF PAGES

WHOEVER MANAGES YOUR PAGES CURRENTLY

ASB DIRECTORS/STUDENTS

COACHES

BOOSTER CLUB PRESIDENTS

KEY PLATFORMS

TWITTER- TIME SENSITIVE UPDATES

INSTAGRAM- VISUAL CONTENT

FACEBOOK- PARENTS/UPDATES

YOUTUBE- LONG FORM VIDEO

SNAPCHAT- STUDENTS

PINTEREST- N/A

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TWITTER- TIME SENSITIVE UPDATES

STUDENTS

INSTAGRAM- VISUAL CONTENT

PARENTS

FACEBOOK- PARENTS/UPDATES

EVERYONE

YOUTUBE- LONG FORM VIDEO

SNAPCHAT- STUDENTS

PINTEREST- N/A

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ACTUAL POST

This is what people actually see on social media.

WHAT PEOPLE SEE

GRAPHICS & CONTENT CURATION

This the time is takes to create what it is your strategies requires be implemented.

STRATEGY

This is your plan of attack. How will you operate in this space? What platforms will you activate on? Who will you talk to? How will you talk to them? What will you talk to them about? When will you talk to them etc.
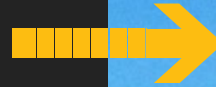
WHAT IT TAKES TO GET THERE

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APPROACH

START WITH WHY

Content should ladder up to overall business objectives. As such, resulting content, audience, insights & analytics should be optimized in support of the overarching strategy.

INFLUENCERS & ADVOCACY

Ambassadors- Configure a network of key role players in the athlete, media, partner spaces.

AUDIENCE FIRST PLANNING

Rolling out from the key goals & objectives, all content should be curated and created through the lens of our audience.

CREATIVE EXECUTION

Creating content with purpose- Report on analytics that matter most to our strategy on a monthly cadence.

SOCIAL LISTENING

What we can uncover through monitoring & engagement-

1. Where conversations are happening online (what platforms)
2. Other topics & Keywords mentioned in tandem
3. Online influencers impacting discussions (who)
4. Discussions driving a spike in online buzz
5. Share of voice in comparison to other competitors
6. Sentiment about key topics- positive negative, neutral

ANALYTICS + REPORTING

Inclusive of ROAS- Report on analytics that matter most to our strategy on a monthly cadence.

PAID MEDIA

Social amplification- strategically support initiative through paid media amplification in an effort to cut through the noise.

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2018 GOALS

DEFINE, HUMANIZE, IDENTIFY, INNOVATE & DEVELOP

EXAMPLE

ONE

Better **define** and modernize the CIF-SS in the digital space (what is the organization's purpose? How do we communicate? Who is our competition? etc.)

TWO

Humanize the CIF-SS & create a distinct voice within in the category though defining differentiating characteristics

THREE

Identify the CIF-SS audience and better understand what motivates their behaviors surrounding purchase intent and conversion

FOUR

Have the CIF-SS be recognized as an **innovator** in the social media space

FIVE

Develop strategic partnerships with platforms to drive awareness & engagements for campaigns

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CONTENT PILLARS

WHAT DO WE WANT TO SAY TO THEM? THESE THREE PILLARS ELUCIDATE ALL CONTENT STRATEGY AND GUIDE WHEN AND HOW WE CHOOSE TO ENGAGE ON SOCIAL

EMBODY HIGH SCHOOL ATHLETICS BEST PRACTICES

By staying connected to our key pillars, we recognize the need and the opportunity to utilize our platform to connect with field experts and inform the general public on issues in which they would have otherwise remained unaware of.

EXEMPLIFY THE HIGHEST QUALITY OF SPORTSMANSHIP

With the hopes of drive awareness and engagement around critical issues, we aim to ignite critical conversations that transform awareness into action. We provide the space in which athletes can exercise their rights as citizens and engage in conversation on the political matters that affect their day to day lives. Additionally, content should exist for people to talk to each other not just the Coalition.

UTILIZE ATHLETICS AS A MEANS FOR CELEBRATION

Not only do we initiate conversations, but in being welcoming to all races and celebrating togetherness, we aim to help drive inclusion of individuals regardless of their circumstances as well as allow people to embrace each other and celebrate diversity powerfully in the present.

EXAMPLE

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CONTENT PT. 2

CONTENT TYPES

GAMES	PRACTICES	ADMINISTRATIVE	STATISTICS	SPECIAL EVENTS	DAY OF THE WEEK	FUNDRAISERS	HOLIDAYS	MISC CONTENT
Graphics (should include time, date, location, ticket/parking info)

Week before- Graphic (in feed)

Day before- Graphic (in feed)

Day of - Arena + Competition (in stories)

Day of- Champions (in feed) | Special Drills

Athletes working hard

Showcasing good sportsmanship practices

Team rituals | Meetings

Fun boomerangs/ videos/ images from office staff

Interview office staff (can be less formal and more fun)

Office Traditions/ Celebrations

Special Visitors | Graphics or even jut posts about statistics on players, sports, games, etc.

From your school To The→ Olympics, NFL (+Super Bowl), NBA (+Finals), MLB (+WS), NHL (+Stanley Cup), MLS (+World Cup), Wimbledon, French Open, Masters, XGames, Kentucky Derby, Tour de France, etc.

Highlighting school alumni | Golf Tournaments

Awards Dinners

Banquets Lead Up (1)- announcing what awards are (1) week before

School Awards | Motivational Monday

Teammate Tuesday

We Are (Insert high school name here) Wednesdays

Throwback Thursday

Thursday- School/Program/ Athlete Highlight

Friday- Post Game Interviews

Saturday- Video Highlights

Sunday Specific Preparation for the Week | Car Washes

Bake Sales

Tournaments | New Years

Valentine's Day

St. Patrick's Day

Easter

Memorial Day

4th of July

Veteran's Day

Thanksgiving

Christmas

National Holidays- Best friends day, pizza day, etc.

Birthdays | Shoes of the Athletes

Meet the Freshman (So,Jr,Sr. etc)

Bus Ride Karaoke

Locker Room

Recap/TBT/ Remember When

Dynamics,

Team Meetings

100 Days countdown (? for non-championship events?)

TBT of coaches & athletes

Draft Days

Share colleges content

TV Games |

CONTENT COPY

COPY SHOULD:

- Be as short yet as informative as possible
- Provide the audience with a value (more information, where to purchase tickets, how to sign up for something, etc.)
- Always initiate a call to action when promoting a championship event (where to buy tickets, steam online, etc.)
- Include website link (for IG- "link in bio for more")

HASHTAGS:

- **BRANDED**- #CIFSS
- **CAMPAIGN/KEY INITIATIVE SPECIFIC**- #CIFSSBasketabll #CIFSSCheer #CIFSSCrossCountry #CIFSSFootball #CIFSSGolf #CIFSSSoccer #CIFSSSoftball #CIFSSSwimming #CIFSSTennis #CIFSSTrackAndField #CIFSSVolleyball #CIFSSWaterPolo #CIFSSWrestling #CIFSSChampionsForCharacter #CIFSSC4CGolfTournament #CIFSSADSummit #CIFSSChampions #CIFSSAthlete
- **NON-BRANDED**- N/A
- **OTHER**- #SchoolName #AthleteName(s)

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REVENUE

SPONSORSHIP OPPORTUNITIES

Y1 we will establish the framework for the below content types & build our audience in order to set the rate card for Y2 and onward. Potential ideas are as follows:

Photo of the game

Ford contest to win a car

By the #'s (Analytics)

Throwback Thursday (athlete or coach history/spotlight)

TV's @ Cerritos College (?)

Seat of the game

GPOY- Gatorade

All other MISC content

ALTERNATIVE REVENUE SOURCES

The most important thing in year one is building the channels' following & engagement (to be used later for conversion)

- In order to increase revenue, you will need to maintain evergreen sales where it makes sense to support with AD spend (digital)- **Y2**
    - **MERCHANDISE**- Central repository for:
        - School Gear
        - School Branded Champions Gear
        - Sports Specific Gear
        - Class Specific Gear
        - Finals (not school specific) Gear

- **PRE-SALE PRICING MODEL**; early bird/online vs. day of at the gate- **Y1**
- **SPONSORSHIPS** → social content + podcasts- **Y2- Y1 create strategy + market for it**
- **YOUTUBE** → build online content to increase subscribers → **increased ad revenue- Y2**
    - Filmed podcasts
    - Animation
    - Series shorts with the students
    - Set up/ break down of events
    - Mini-series by sport

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SOCIAL MEDIA TOGO

TABLE CONTENTS OF ENTS
EXAMPLE

SOCIAL MEDIA TOOLS

SOCIAL TOOLS SCORECARD	DASHLANE	HOOTSUITE	CYFE	MONDAY	CANVA	PHOTOMOSH	ICONOSQUARE
DESCRIPTION	Password manager app that syncs between an unlimited number of devices & platforms	Social media management platform inclusive of content scheduling, analytics, & listening **Quick Search**- A listening tool of Hootsuite's	All in one analytics dashboard	Project management tool with syncability amongst team members	Graphic-design tool website that uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. Designs can be used for both web and print media.	Browser-based app called Mosh that can apply a large number of "glitch" effects to your photographs making them into moving photos.	Exclusive insights and best-in-class management tools for your team.
SOCIAL LISTENING		SOCIAL LISTENING					
GRAPHIC DESIGN					GRAPHIC DESIGN	GRAPHIC DESIGN	
CAMPAIGN MANAGEMENT							
AUDIENCE INSIGHTS							AUDIENCE INSIGHTS
ANALYTICS		ANALYTICS	ANALYTICS				
DASHBOARD		DASHBOARD	DASHBOARD				
SCHEDULING TOOL		SCHEDULING TOOL					
CALAENDAR TOOL				CALAENDAR TOOL			
PASSWORD MANAGEMENT	PASSWORD MANAGEMENT						
PROJECT MANAGEMENT				PROJECT MANAGEMENT			
PRICE	**$40/year**	**$360/year** (scheduling) **$8,400/year** (listening)	**$19/mo** **$228/year**	**$39/mo** **$468/year**	**FREE**	**FREE**	**$29/mo $348/year**
ROI	time saved by eliminating time spent searching for passwords	time saved/effciency gained by scheduling posts in advance better understanding of our audience; monitor social conversations in real time or historically to better define how our audience interacts with us/our product online	ability to optimize ads to minize sped with detailed analytics dashboard	saved time/efficiency gained in having a workable calendar/organized/int eractive project list	Visually appealing graphics	Vsually apealing photos turned video	Vsually apealing photos turned video

PLATFORM DEEP DIVE- TWITTER

PAGE ADMIN & LAYOUT	• Change header quarterly • Have a strong bio (name, purpose, location, etc.) & establish authority (AD, coach, official page, etc.)
COMBATTING THE ALGORITHM	• Engage with other pages; like, comment, RT, follow • Utilize Twitter Polls to maximize engagement • Cross promote (have athletes/other programs share/retweet content) • Include links for more information (preferably back to the website in order to track) • Include videos • Curate moments at events and/or pin events that are upcoming • Use relevant hashtags
TEST & LEARN	• Create ADs • Twitter Conversations- around potential rule changes with media advisory members (publications team only) • Creation of Moments • Create separate lists for schools in league, pro athletes, key publications, & sponsors, etc. • Share content with people who might be interested (media members, clubs, etc.)
FREQUENCY	4-5 times/day (including RT's)- staying active is KEY
BUDGET	$150/month
TOOLS	• Monday (Content Calendar) Hootsuite (Scheduling Posts) + Twitter Analytics/Cyfe (Analytics) • Canva + Photomosh: Graphics

PLATFORM DEEP DIVE- INSTAGRAM

PAGE ADMIN & LAYOUT	• Posts should include an action item where applicable & copy should be descriptive- break up if possible • Enhance visual presence/ develop your own style: Include logo, iconic brand element/color in every graphics to make content distinct and recognizable in the community • Have a strong bio (name, purpose, location, etc.) & establish authority (AD, coach, official page, etc.)
COMBATTING THE ALGORITHM	• Create ADS: (Utilize stories as ADS and/or promote high performing posts (stats/championship events)) • Tag location in each of your posts (whether on the school, field, etc.) • Utilize branded hashtags & popular/relevant hashtags in feed & in story (be sure to cross-promote) • Respond to comments within ASAP to maximize engagement w/ at least 4 words for it to count - Engage with other pages, liking commenting & sharing (in stories or feed) • Follow relevant hashtags • Encourage students/parents/community to turn on "post notifications" for your posts
TEST & LEARN	• Stories, IGTV, & IG LIVE- rallies, team rituals, fun moments, etc. • Live videos & stories; Short-lived video content increases urgency & engagement due to its 24-hour life-span. Creating stories at events give users "behind the scenes" visuals
FREQUENCY	3-4x/week + events
BUDGET	$150/month
TOOLS	• Monday (Content Calendar) Hootsuite (Scheduling Posts) + Iconosquare/Cyfe (Analytics) • Canva + Photomosh: Graphics

PLATFORM DEEP DIVE- FACEBOOK f

PAGE ADMIN & LAYOUT	• Add events & newsletter sign-up tab • Activate optimized 20-90 second video as cover video in replace of the cover photo • Change header image/video quarterly • Link back to school website when possible

COMBATTING THE ALGORITHM	• Create ADS and/or get people to share your content:
	   - Promote high performing posts (animations/DYK graphics)
	   - Promote event
	   - Pin those that are upcoming
	   - Share the link to blog posts
	• Add slideshows (events) & quizzes (on educative matters) to help ignite engagement
	• Be a central source for news: Share the latest trends in education or sports in addition to your school
	• Use stories to post timely/lengthy content and/or use Facebook LIVE

TEST & LEARN	Monthly adjustment of ADs audience via demographics, location, retargeting, and split testing
FREQUENCY	2x/week + events
BUDGET	$150/month
TOOLS	Hootsuite + Cyfe

PLATFORM DEEP DIVE- YOUTUBE

PAGE ADMIN & LAYOUT	• Grow subscribers to 1,000 in order to take advantage of more marketing tools • Create playlists that tie videos to consumer search patterns (and activations) • Upload LIVE streams after events
COMBATTING THE ALGORITHM	• Create ADS (or regular posts) with custom thumbnails • Set up videos for monetization • Add end screen to increase comments & subscriptions (once we hit 4K watch hours) • Make a lot of content- consistently (e.g. every week for a year)- helps to retain and attract followers • Make sure titles are easily searchable & the first eight seconds of every video hook viewers • Utilize playlists (have playlists for new viewers, task-oriented viewers, & topic- focused viewers) • Share channel on other platforms & incentivize people to subscribe to your channel
TEST & LEARN	Monthly adjustment of ADs audience via demographics, location, retargeting, and split testing
FREQUENCY	1x/month
BUDGET	$150/month
TOOLS	Hootsuite + Cyfe

PLATFORM DEEP DIVE- SNAPCHAT 👻

PAGE ADMIN & LAYOUT	• Set an icon of your logo • Post behind the scenes access of events • Use Geofilter and take note of the metrics
COMBATTING THE ALGORITHM	• Share your QR code on social, print, email, etc. • Cross promote on other platforms • Have teams do "takeovers" • Have students share with their friends
TEST & LEARN	Geo-filters
FREQUENCY	1x/month
BUDGET	$50/month- filters
TOOLS	Hootsuite

SOCIAL MEDIA & THE CIF-SS

SOCIAL MEDIA AND THE CIFSS

HOW TO SEND:

- **Email Content To**: Chelsea at **chelseah@cifss.org**
- **Email Subject Line**: (Your High School) Social Media for CIFSS
- **Email Body**: In the description of the email please include what the activity in the photo or video depicts.

  - E.g. "Here is a photo of our girl volleyball team running a three man drill in our last practice before championships." Context is VERY important.

- **Additional:**

  - Please include any social handles, hashtags, or copy you want included with the post. E.g. "Please include the handle @TroyAthletics @TroyHSVolleyball and our hashtag #TheRoadToTroy"
  - When you post on your own pages, please always tag @CIFSS so we can see it and like it to help your school combat the social algorithms!
  - Additionally, hashtag #CIFSS(sport) for us to follow along i.e. #CIFSSFootball, #CIFSSBasketball etc.

CONTENT TYPES:	FORMAT:	PLATFORMS:
Content from ALL sports: • Photos • Videos & Video Variations (Boomerangs, slow-mo, etc.)	• High-Res- Professional footage is not required but clear, visible content is recommended • Videos-.mp4 (:15-1:30 preferred0 • Images- .jpeg, .png (Square, portrait, landscape etc.)	• Facebook (& FB Stories)* • Twitter • Instagram (& IG Stories)* • Snapchat

POSTING RESTRICTIONS:

If your content falls within any of the below frames, we unfortunately will not be able to post it.

• Recruiting
• Promoted/Sponsored content
• Promotions for any fundraisers

TIPS:

- Clean the lens of your phone before recording- you'd be surprised what a difference this makes!
- Utilize a gimble or some sort of stabilizing device- produces better quality videos that are less shaky
- Utilize angles that complement the action taking place- e.g. for a soccer drill it might be cool to have the view from the ground focusing on the student athlete's footwork

SENDING IN CONTENT DOES NOT GUARANTEE IT WILL BE POSTED CONTENT WILL BE POSTED PENDING CIFSS APPROVAL & AVAILABILITY

MAIN TAKEAWAYS

CREATE

Whatever it is, just do your thing! Just don't over-post or under post. Get creative & stay on brand.

SHARE

Then go and share it with the world. Share your channels on and off social. Put it in your email signature!

CONNECT

Maximize your posts to increase your followers! Use the students! They are the industry leaders!

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A LOT OF PEOPLE FAIL AT MAXIMIZING SOCIAL MEDIA

What are some of the reasons?

- **INCONSISTENCY**
- **MISUSING PLATFORMS**
- **GENERIC CONTENT**