

2019

SOCIAL MEDIA AS A BRANDING TOOL

BRAND:

managing your company image,
identity and market position, as
perceived by the market, across
digital networks



WHAT IS THE ROLE



SOCIAL MEDIA AS A TOWN HALL

**SPACE FOR COMMUNICATION
(DIRECT OR INDIRECT)**

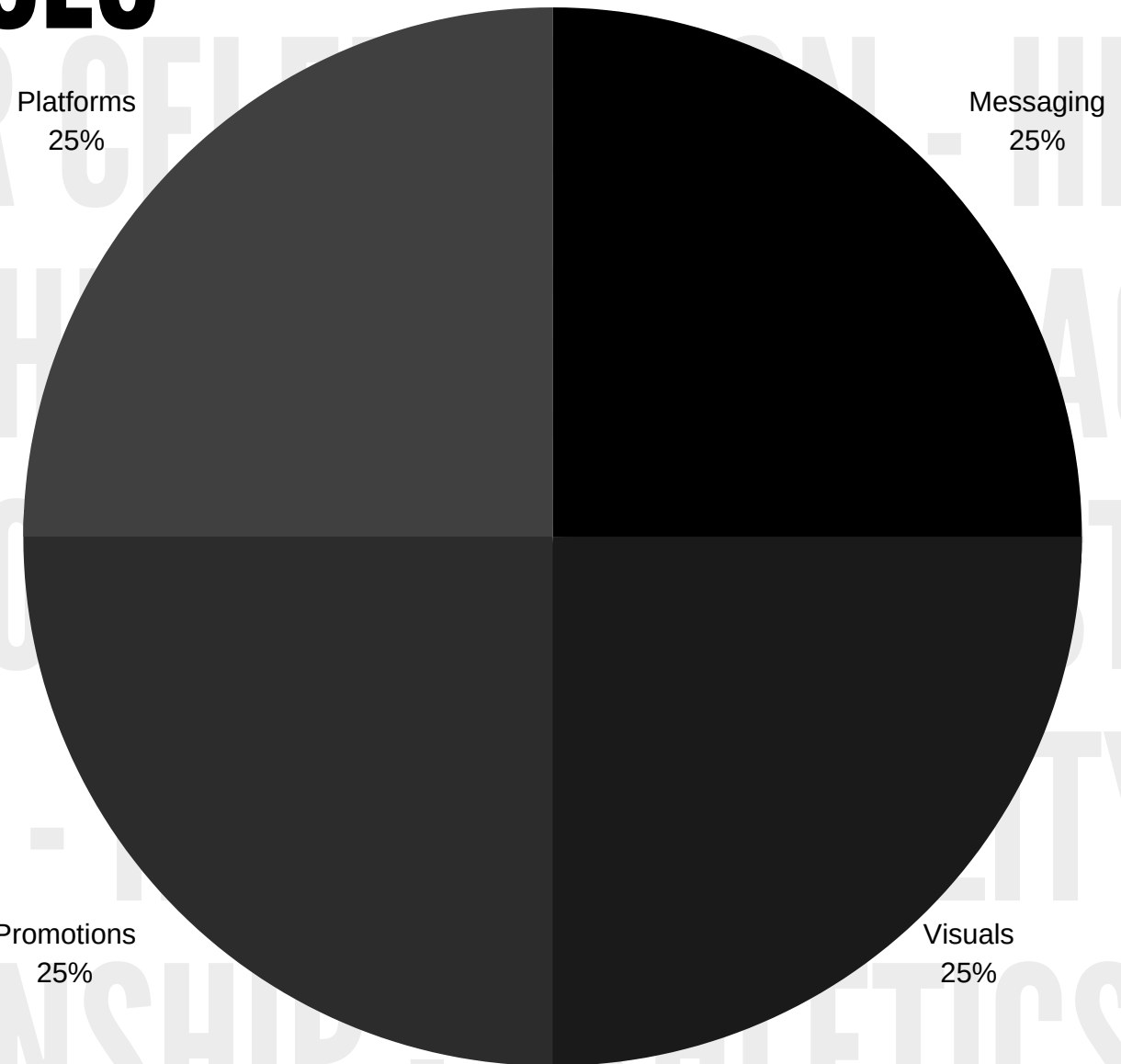
EXPOSURE

TRAFFIC & CONVERSION

BUILDING RELATIONSHIPS

HOW TO BE SUCCESSFUL

MAIN FOCUSES



PLATFORMS.





KEY PLATFORMS



TWITTER- TIME SENSITIVE UPDATES



INSTAGRAM- VISUAL CONTENT



TIKTOK- FUN VIDEOS



SNAPCHAT- STUDENTS



FACEBOOK- PARENTS/UPDATES



YOUTUBE- LONG FORM VIDEO

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MESSAGING.



VOICE/PERSONALITY/IDENTITY

ESTABLISHED ON YOUR AUDIENCE'S CULTURE

BE AUTHENTIC BUT CLEVER

COMMUNICATE (RESPOND & PERSONALIZE)

ACTUAL POST

This is what people actually see on social media.

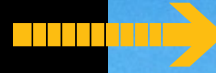
GRAPHICS & CONTENT CURATION

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 PEOPLE SEE



WHAT IT TAKES TO GET THERE

CONTENT PILLARS **EXAMPLE**

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

1

**EMBODY HIGH
SCHOOL
ATHLETICS BEST
PRACTICES**

2

**EXEMPLIFY THE
HIGHEST
QUALITY OF
SPORTSMANSHIP**

3

**UTILIZE ATHLETICS
AS A MEANS FOR
CELEBRATION**

CONTENT.

THREE C'S OF CONTENT

CONSISTENCY

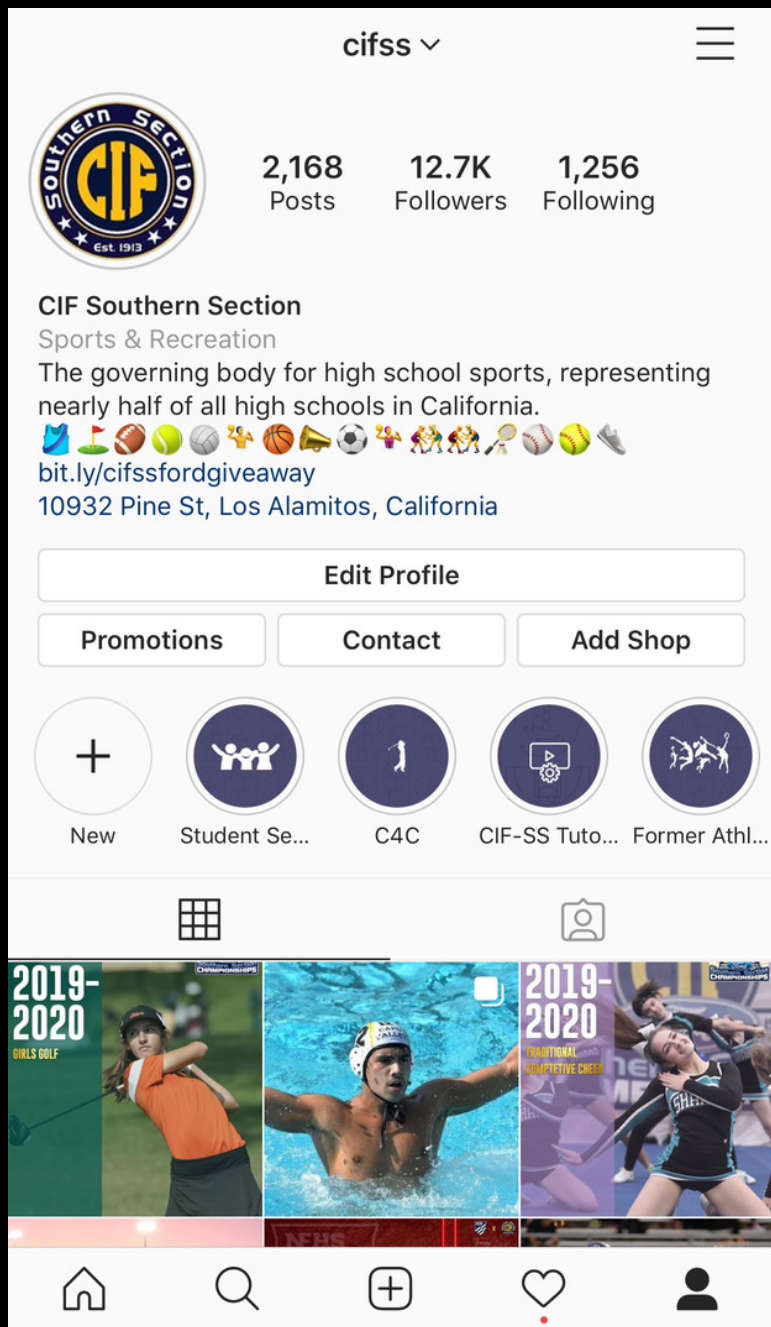
(TOPIC/IMAGES/TIMINIG)

COLOR PALETTE

(STYLE GUIDE/LOGOS/FILTERS)

CANVA

(DESIGN TOOL)



BIO

PROFILE LAYOUT

IMPORTANCE OF INSTAGRAM



WHAT TO POST: CONTENT TYPES

GAMES	PRACTICES	ADMINISTRATIVE	STATISTICS	SPECIAL EVENTS	DAY OF THE WEEK	FUNDRAISERS	HOLIDAYS	MISC CONTENT
<p>Graphics (should include time, date, location, ticket/parking info)</p> <p>Week before- Graphic (in feed)</p> <p>Day before- Graphic (in feed)</p> <p>Day of - Arena + Competition (in stories)</p> <p>Day of- Champions (in feed)</p> <p>Pre-game</p> <p>Post-game</p> <p>Play by Plays</p> <p>Scores</p> <p>Highlights</p> <p>News Articles</p> <p>Live Steaming</p> <p>Create a Community</p>	<p>Special Drills</p> <p>Athletes working hard</p> <p>Showcasing good sportsmanship practices</p> <p>Team rituals</p> <p>Recruiting Tool</p> <p>Inform Parents</p>	<p>Meetings</p> <p>Fun boomerangs/ videos/ images from office staff</p> <p>Interview office staff (can be less formal and more fun)</p> <p>Office Traditions/ Celebrations</p> <p>Special Visitors</p> <p>GO LIVE: welcoming a new staff member</p> <p>Congratulating an athlete</p>	<p>Graphics or even jut posts about statistics on players, sports, games, etc.</p> <p>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.</p> <p>Highlighting school alumni</p>	<p>Promote Your Event</p> <p>Golf Tournaments</p> <p>Awards Dinners</p> <p>Banquets Lead Up (1)- announcing what awards are (1) week before</p> <p>School Awards</p>	<p>Motivational Monday</p> <p>Teammate Tuesday</p> <p>We Are (Insert high school name here) Wednesdays</p> <p>Throwback Thursday</p> <p>Thursday- School/Program/ Athlete Highlight</p> <p>Friday- Post Game Interviews</p> <p>Saturday- Video Highlights</p> <p>Sunday Specific Preparation for the Week</p>	<p>Car Washes</p> <p>Bake Sales</p> <p>Tournaments</p>	<p>New Years</p> <p>Valentine's Day</p> <p>St. Patrick's Day</p> <p>Easter</p> <p>Memorial Day</p> <p>4th of July</p> <p>Veteran's Day</p> <p>Thanksgiving</p> <p>Christmas</p> <p>National Holidays- Best friends day, pizza day, etc.</p> <p>Birthdays</p>	<p>Positive Images</p> <p>Sportsmanship</p> <p>Team/Athlete/ Coaches Personality</p> <p>Individual Profile Stories</p> <p>Shoes of the Athletes</p> <p>Meet the Freshman (So,Jr,Sr. etc)</p> <p>Bus Ride Karaoke</p> <p>Locker Room</p> <p>Recap/TBT/ Remember When</p> <p>Dynamics,</p> <p>Team Meetings</p> <p>100 Days countdown (? for non-championship events?)</p> <p>TBT of coaches & athletes</p> <p>Draft Days</p> <p>Share colleges content</p> <p>TV Games</p>

STORYTELLING

STYLE GUIDE

PROMOTIONS.

**ONLINE
OFFLINE**

**INFLUENCERS
(EXPERTS & STUDENTS)**

MYTHS

1. SUCCESS HAPPENS OVERNIGHT

2. I NEED TO BE ON EVERY NETWORK

3. I CAN SET TO FORGET

TIPS

A LOT OF PEOPLE FAIL AT MAXIMIZING SOCIAL

**INCONSISTENCY
MISUSING PLATFORMS
GENERIC CONTENT**

APPROACH

HOW TO PLAY IN THIS SPACE

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 lense of our audience.

CREATIVE EXECUTION

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

ANALYTICS + REPORTING

Inclusive of ROAS- 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

PAID MEDIA

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

DO'S

1. ALWAYS POST IN A PROFESSIONAL MANNER (SPELLING, GRAMMAR, ETC.)
2. USE SOCIAL MEDIA TO BUILD UP YOUR BRAND AND PROMOTE YOURSELF (COMMUNITY SERVICE EVENTS, CHARITY WORK, ETC.)
3. KEEP THE NEGATIVITY OUT, ALWAYS TALK ABOUT THE POSITIVES IN YOUR LIFE (AWARDS, CHAMPIONSHIPS, ETC.)
4. BE INTERACTIVE WITH YOUR FRIENDS AND FOLLOWERS (WRITE POSITIVE COMMENTS & SUPPORT ONE ANOTHER)
5. ALWAYS BE GENUINE & AUTHENTIC. PEOPLE ENJOY READING THINGS THEY CAN RELATE TO.

DON'T'S

1. DON'T POST ANYTHING YOU WOULDN'T WANT YOUR GRANDMA TO SEE
2. DON'T "LIKE", COMMENT OR SHARE PICTURES THAT WOULD NEGATIVELY REFLECT YOU OR YOUR BRAND
3. DON'T ASSUME THAT YOUR SOCIAL MEDIA ACCOUNTS ARE PRIVATE
4. DON'T FORGET THAT YOUR ACTIONS REPRESENT YOUR SCHOOL, TEAM AND COWORKERS
5. DON'T GIVE OUT TOO MUCH PERSONAL INFORMATION OR LOCATIONS
6. DON'T SWEAR, MAKE DEROGATORY COMMENTS OR RACIAL STATEMENTS
7. DON'T POST WHEN YOU ARE NOT OF "SOUND MIND"
8. DON'T POST OFFENSIVE MOVIE OR SONG LYRICS
9. DON'T FORGET TO LIVE IN THE MOMENT. SOCIAL MEDIA SHOULD COME SECOND TO LIFE.

2018 GOALS

Whether it is increasing attendance, raising awareness for recruiting, marketing your brand, changing the perception regarding a team or something else, you need to set goals. Write them down.

EXAMPLE

DEFINE, HUMANIZE, IDENTIFY, INNOVATE & DEVELOP

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



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, stream online, etc.)
- Include website link (for IG- "link in bio for more")

HASHTAGS:

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

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/efficiency 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	Usually apealing photos turned video	Usually apealing photos turned video

PLATFORM DEEP DIVE- TWITTER



PAGE ADMIN & LAYOUT	<ul style="list-style-type: none">• Change header quarterly• Have a strong bio (name, purpose, location, etc.) & establish authority (AD, coach, official page, etc.)
COMBATTING THE ALGORITHM	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Monday (Content Calendar) Hootsuite (Scheduling Posts) + Twitter Analytics/Cyfe (Analytics)• Canva + Photomosh: Graphics

PLATFORM DEEP DIVE- INSTAGRAM



PAGE ADMIN & LAYOUT	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Monday (Content Calendar) Hootsuite (Scheduling Posts) + Iconosquare/Cyfe (Analytics)• Canva + Photomosh: Graphics

PLATFORM DEEP DIVE- FACEBOOK



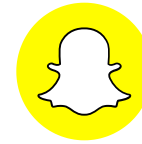
PAGE ADMIN & LAYOUT	<ul style="list-style-type: none">• Add events & newsletter sign-up tab• Activate optimized 20-90 second video as cover video in replace of the cover photo• Change header image/video quarterly• Link back to school website when possible
COMBATTING THE ALGORITHM	<ul style="list-style-type: none">• Create ADS and/or get people to share your content:<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Set an icon of your logo• Post behind the scenes access of events• Use Geofilter and take note of the metrics
COMBATTING THE ALGORITHM	<ul style="list-style-type: none">• 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

CLOSING

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!