

**LIMITED RESOURCES:  
A GUIDE OF BEST SOCIAL MEDIA PRACTICES  
FOR COLLEGE SPORTS TEAMS**

**BY: CHRIS POPOVICH**

# TWITTER BEST PRACTICES

## OVERVIEW

- TWITTER IS A PLATFORM THAT FACILITATES THE DISIMINATION OF INFORMATION IN A QUICK AND EFFICIENT MANNER.
- BEST SOCIAL MEDIA PLATFORM FOR UPDATING FANS ON TEAM NEWS, INFORMATION, TRANSACTIONS, ETC. (A1 - APPENDIX PERIOD 1 GRAPHIC 1)
- TWEETS SHOULD BE AS CONCISE & BRIEF AS POSSIBLE. PROVIDE A QUICK SUMMARY AND LINK TO A WRITTEN STORY OR VIDEO HIGHLIGHTS. (B6)

## GAMEDAY

- MORNING OF A GAMEDAY, TWEET OUT A GAMEDAY GRAPHIC THAT INCLUDES LINKS TO WHERE FANS CAN PURCHASE TICKETS, LISTEN/WATCH THE GAME. (B1)
- DURING THE GAME, PROVIDE UPDATES TO FANS. THIS DOES NOT MEAN PROVIDE PLAY-BY-PLAY. SIMPLY TWEET OUT IMPORTANT PLAYS INCLUDING GOALS, PENALTIES, CLOSE SCORING CHANCES, ETC. (B4)
- FOLLOWING THE GAME, TWEET/RE-TWEET RELEVANT ARTICLES OR HIGHLIGHTS THAT HELP TELL THE STORY OF THE GAME. IF ITS A WIN, CAPITALIZE ON THE FREE PUBLICITY. IF ITS A LOSS, BE BRIEF. (B6)

## QUOTES

"WE BREAK OUR NEWS ON TWITTER. WHEN WE MAKE A TRADE AND WHEN WE SIGN A PLAYER OR ANYTHING HAPPENS, IT GOES ON TWITTER FIRST. THAT'S WHERE WE'VE DETERMINED PEOPLE LOOK FOR NEWS IN REAL TIME."

- Director of Social Media, Professional Sports Team

"I HATE TO USE TWITTER AS PLAY-BY-PLAY. SO I TRY TO LIMIT MY POST TO MAJOR EVENTS, GOALS, MEDIA TIMEOUTS, OBVIOUSLY, WHICH ARE NICE BECAUSE YOU GET THREE OF THEM A PERIOD."

- Director of Communications, D1 Collegiate Sports Team

# INSTAGRAM BEST PRACTICES

## OVERVIEW

- INSTAGRAM IS A PLATFORM THAT AFFORDS PRACTITIONERS THE ABILITY TO POST PHOTOGRAPHY, VIDEO, MOTION GRAPHICS, ETC.
- INSTAGRAM IS THE BEST SOCIAL MEDIA CHANNEL FOR PRESENTING FANS WITH ACTION PHOTOS OR ANY MULT-MEDIA CREATIVE CONTENT.
- THE "STORIES" FUNCTION ALLOWS COMMUNICATORS TO TELL THE ENTIRE STORY OF A GAME IN CHRONOLOGICAL ORDER, WITHOUT FLOODING THEIR FANS NEWSFEEDS.
- A PROFESSIONAL PHOTO/ACTION SHOT OF THE GAME SHOULD BE USED AS MUCH AS POSSIBLE. A CLEVER CAPTION SHOULD BE ADDED AFTER A WIN. FOLLOWING A LOSS, A SUBTLE AND CLEAR CAPTION SUCH AS, "FINAL SCORE: 4-1." SHOULD BE USED. (A2).

## GAMEDAY

- BEGIN EVERY MORNING BY POSTING A GAMEDAY GRAPHIC THAT INCLUDES LINKS TO WHERE FANS CAN PURCHASE TICKETS, LISTEN/WATCH THE GAME. (C1)
- THE STORIES FUNCTION SHOULD BE USED THROUGHOUT THE GAME TO CAPTURE PLAYERS ENTERING THE ARENA, WARMUPS, VIDEO HIGHLIGHTS OF MAJOR PLAYS DURING THE GAME, SCORE UPDATE GRAPHICS, ETC.

## QUOTES

"AND I THINK WHEN INSTAGRAM GOT THE STORY FEATURE, THAT KIND OF OPENED UP A WHOLE NEW WORLD OF POSSIBILITIES AS WELL. IT WAS LIKE OKAY; THIS IS THE BEST OF SNAPCHAT AND FACEBOOK BECAUSE IT HAS THE PHOTOS AND IT HAS THE INSTANTANEOUSNESS OF SNAPCHAT."

- Director of Communications, D1 Collegiate Sports Team

"INSTAGRAM, WE STARTED TO DISCOVER MORE AND MORE PEOPLE REALLY DIDN'T NECESSARILY ENGAGE WITH THE FINAL SCORE GRAPHIC POSTED AS ACTUAL NEWSFEED. WE JUST STARTED PUTTING IT IN OUR STORY."

- Director of Communications, Major Junior Hockey Team

# FACEBOOK BEST PRACTICES

## OVERVIEW

- FACEBOOK IS A PLATFORM THAT CAN BE VIEWED AS A SORT OF HYBRID BETWEEN TWITTER AND INSTAGRAM. MOST OF THE CONTENT THAT IS POSTED TO THE OTHER PLATFORMS IS ALSO ACCEPTABLE TO POST ON FACEBOOK.
- USERS ON FACEBOOK TEND TO FALL INTO AN OLDER DEMOGRAPHIC. GIVEN THIS, CONTENT SHOULD BE MORE DIRECTED AT MARKETING TICKET SALES.
- IT IS CRUCIAL NOT TO PUSH TICKETS/SPONSORSHIP TOO STRONGLY AT FANS. INSTEAD, CREATE GOOD CONTENT AND INCLUDE THE TICKET LINK OR SPONSOR ON THE SIDE. FOR EXAMPLE, "THIS GAME RECAP IS PRESENTED BY \_\_\_\_\_ (INSERT SPONSOR). (A3)

## GAMEDAY

- IN THE MORNING, POST GAMEDAY GRAPHIC WITH AN EMPHASIS THAT TICKETS ARE STILL AVAILABLE FOR THE GAME THAT NIGHT. INSTEAD OF INCLUDING LINKS TO WHERE FANS CAN WATCH/LISTEN TO THE GAME, JUST INCLUDE THE TICKET LINK.
- SCORE UPDATE GRAPHICS SHOULD BE POSTED DURING THE GAME. FOLLOWING THE GAME, VIDEO HIGHLIGHTS AND LINK TO POST-GAME STORY SHOULD BE POSTED. MAKE SURE TO INCLUDE A LINK TO WHERE FANS CAN GET TICKETS FOR UPCOMING GAMES. (A4)

## QUOTES

"WE KNOW THAT OUR FACEBOOK AUDIENCE SKEWS OLDER. WE KNOW THAT WE SELL MORE TICKETS ON FACEBOOK THAN WE DO EVERY OTHER SOCIAL PLATFORM COMBINED."

- Director of Social Media, Professional Sports Team

"I WOULD SAY FACEBOOK, IT WAS PRETTY SIMPLE. WE BASICALLY POSTED THAT PRE-GAME INFORMATION. AT THE END OF THE GAME, WE WOULD POST THE FINAL SCORE GRAPHIC AND THEN A LINK TO THE STORY WE WOULD WRITE."

- Director of Communications, Major Junior Hockey Team

# GAMEDAY TWITTER TIMELINE

TIMELINE REPRESENTS THE BEST TWITTER PRACTICES FOR A HOCKEY GAMEDAY WITH A HOME GAME BEGINING AT 7:05 P.M. REFER TO THE APPENDIX TO VIEW MATCHING GRAPHICS.

**NOON**

TWEET A PICTURE OF THE LINECHARTS. (B2)

**6:25PM**

GAME STARTS, BEGIN TWEETING OUT UPDATES DURING THE GAME. TWEET MAJOR EVENTS SUCH AS GOALS, PENALTIES, OR AN UPDATE EVERY 5 MINUTES OF THE GAME. (B4)

**7:30PM**

START OF THE 2ND PERIOD, BEGIN TWEETING LIVE UPDATES.

**8:20PM**

START OF THE 3RD PERIOD, BEGIN TWEETING LIVE UPDATES.

**9:25PM**

TWEET OUT LINK TO WRITTEN GAME RECAP + RETWEET ANY RELEVANT INFORMATION FROM TRUSTED SOURCES. (B6)

POST GAMEDAY GRAPHIC. MAKE SURE TWEET INCLUDEES LINKS TO WHERE FANS CAN PURCHASE TICKETS, WHERE FANS CAN LISTEN/WATCH THE GAME, AND THE GAME-CAST. (B1)

**5:00PM**

TWEET OUT RADIO/TV LINKS. FANS WHO ARE DRIVING TO THE GAME CAN TUNE INTO THE PRE-GAME SHOW. (B3)

**7:05PM**

POST END OF THE 1ST PERIOD GRAPHIC. (B5)

**7:55PM**

POST END OF THE 2ND PERIOD GRAPHIC.

**8:55PM**

END OF THE GAME, POST FINAL SCORE GRAPHIC. (A3)

**10:25PM**

# GAMEDAY INSTAGRAM TIMELINE

TIMELINE REPRESENTS THE BEST INSTAGRAM PRACTICES FOR A HOCKEY GAMEDAY WITH A HOME GAME BEGINING AT 7:05 P.M. REFER TO THE APPENDIX TO VIEW MATCHING GRAPHICS.

**NOON**

POST INSTAGRAM STORIES OF PLAYERS WALKING INTO THE ARENA/WARMING UP.

**6:25PM**

GAME STARTS, POST GOAL GRAPHICS TO STORY. CLIP AND POST VIDEO OF THE GOAL IF POSSIBLE.

**7:30PM**

START OF THE 2ND PERIOD, POST GOAL GRAPHICS TO STORY. CLIP AND POST VIDEO OF THE GOAL IF POSSIBLE.

**8:20PM**

START OF THE 3RD PERIOD, POST GOAL GRAPHIC TO STORY. POST ANY COOL PICTURES OR VIDEO TO REGULAR NEWSFEED.

**9:25PM**

POST ANY RELEVANT PICTURES/VIDEOS/LINKS TO STORY FOLLOWING THE GAME.

POST MORNING GRAPHIC. MAKE SURE TO INCLUDE LINKS TO WHERE FANS CAN PURCHASE TICKETS, WHERE FANS CAN LISTEN/WATCH THE GAME, AND THE GAME-CAST. (C1)

**5:00PM**

INSTAGRAM STORY PICTURES/VIDEOS OF ON-ICE WARMUPS.

**7:05PM**

POST END OF THE 1ST PERIOD GRAPHIC TO STORY.

**7:55PM**

POST END OF THE 2ND PERIOD GRAPHIC TO STORY.

**8:55PM**

END OF THE GAME, POST FINAL SCORE GRAPHIC TO STORY. POST ACTION PICTURE TO REGULAR NEWSFEED WITH SCORE CAPTION. (C2)

**10:25PM**

# GAMEDAY FACEBOOK TIMELINE

TIMELINE REPRESENTS THE BEST FACEBOOK PRACTICES FOR A HOCKEY GAMEDAY WITH A HOME GAME BEGINING AT 7:05 P.M. REFER TO THE APPENDIX TO VIEW MATCHING GRAPHICS.

**NOON**

POST GAMEDAY GRAPHIC. MAKE SURE TO INCLUDE LINKS TO WHERE FANS CAN PURCHASE TICKETS, WHERE FANS CAN LISTEN/WATCH THE GAME, AND THE GAME-CAST. (D1)

GAME STARTS, THROUGHOUT THE GAME, CLIP AND POST VIDEO OF GOAL SCORING. POST ANY UNIQUE PICTURES OR VIDEO FROM AROUND THE ARENA.

**7:05PM - 9:20PM**

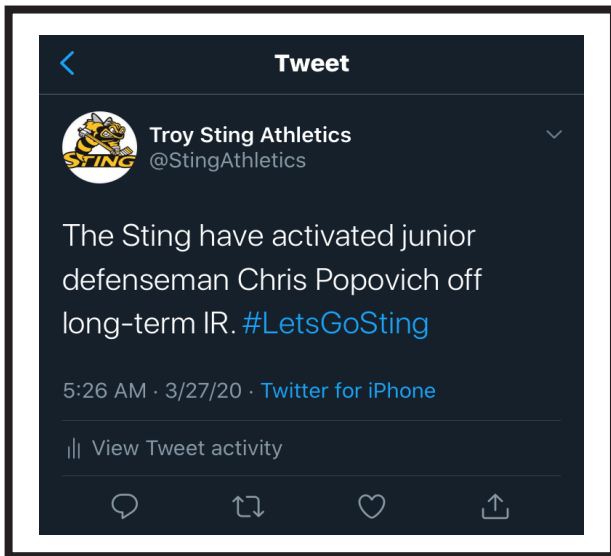
**9:25PM**

END OF THE GAME, POST FINAL SCORE GRAPHIC. (D2)

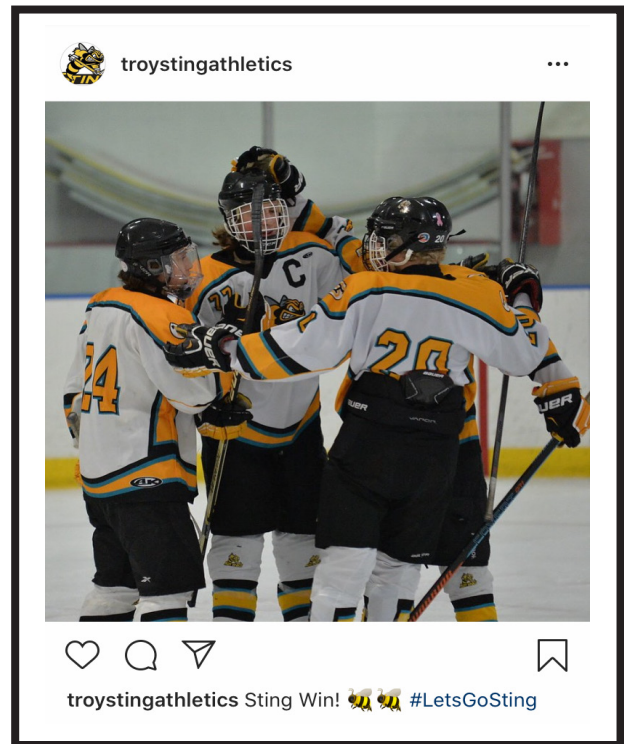
POST LINK TO WRITTEN POST-GAME RECAP. POST VIDEO HIGHLIGHTS FROM THE GAME. (D3)

**10:25PM**

# APPENDIX PERIOD 1



**A1**



**A2**



**A3**



**A4**



# APPENDIX PERIOD 2

Tickets 📄: [troysting.com/tickets](http://troysting.com/tickets)  
 Listen 📻: AM 700  
 Watch 📺: Fox Sports Go  
 Game-Cast 📖: [troysting.com/cast](http://troysting.com/cast)  
[#LetsGoSting](https://twitter.com/LetsGoSting)

**GAMEDAY**

7:05 PM  
SAT. MARCH 7  
TROY SPORTS CENTER

**B1**

Tonight's lines vs Oakland  
[#LetsGoSting](https://twitter.com/LetsGoSting)

**TROY** **Troy Sting Junior Hockey Club**  
 Troy Sting (1-2-1) vs Oakland Junior Grizzlies (6-3-2)  
 Jan 17, 2020  
 Troy, MI - Troy Sports Center

Left Wing	Center	Right Wing
<b>39</b> Tyler Johnson 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: MSU	<b>19</b> Jack Norris "A" 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: WMU	<b>10</b> John Hayes "A" 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: UAF
<b>88</b> Jessie Jones 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: BG	<b>27</b> Frank Moore 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: UNO	<b>17</b> Justin Cook 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: BG
<b>96</b> Payton Tuck 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	<b>74</b> Mike Lane 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	<b>23</b> Ethan Jackson 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted
<b>38</b> Kyle Clark 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	<b>46</b> Alex Clark 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	<b>7</b> Tyler Creagh 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted
Left Defense	Right Defense	Goalies
<b>20</b> Chris Popovich 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: WMU	<b>24</b> Jason Keczia 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: UNO	<b>30</b> Jimmy Tyler 5'8 - 175 - Left Detroit, MI 2019-20: 7Gp: 5-1-1 Career: 27Gp: 20-8-1 Commit: MSU
<b>4</b> Jeff Cole "C" 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	<b>21</b> Ben Brown 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Commit: UAF	<b>33</b> Chris Quick 5'8 - 175 - Left Detroit, MI 2019-20: 3Gp: 2-1-0 Career: 3Gp: 2-1-0 Uncommitted
<b>65</b> Eric Smiths 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	<b>3</b> Jack Reilly 5'8 - 175 - Left Detroit, MI 2019-20: 10Gp, 5-4-9 Career: 27Gp: 15-7-22 Uncommitted	

**B2**

**Tweet**

Troy Sting Athletics  
 @StingAthletics

Pre-Game show begins in 5 minutes.  
 Catch us on 📻 AM 7000 and 📺 Fox Sports Go. [#LetsGoSting](https://twitter.com/LetsGoSting)

7:05 AM · 3/27/20 · Twitter for iPhone

||| View Tweet activity

**B3**

**Tweet**

Troy Sting Athletics  
 @StingAthletics

Sting Goal!!! Popovich with a wrist shot from the point beats Jones to give the Sting a 1-0 lead. 14:21 left to play in the 1st period. [#LetsGoSting](https://twitter.com/LetsGoSting)

7:10 AM · 3/27/20 · Twitter for iPhone

||| View Tweet activity

**B4**

# APPENDIX PERIOD 3

End of the 1st in Troy. #LetsGoSting



0  1ST PERIOD  1

**B5**



Troy Sting Athletics  
@StingAthletics

Written Recap 📄: [troysting.com/recap](https://troysting.com/recap)

Video Highlights 📺: [troysting.com/highlights](https://troysting.com/highlights)

7:39 AM · 3/27/20 · Twitter for iPhone

||| View Tweet activity



**B6**



troystingathletics



## GAMEDAY



VS



7:05 PM  
SAT. MARCH 7  
TROY SPORTS CENTER



troystingathletics Tickets 📄: [troysting.com/tickets](https://troysting.com/tickets)


Listen 📻: AM 700


Watch 📺: Fox Sports Go

Game-Cast 📻: [troysting.com/cast](https://troysting.com/cast)

**C1**

# APPENDIX OVERTIME


 troystingathletics




**STING WIN** TROY: 3 (JONES, JOHNSON, POPOVICH)  
OAKLAND: 1 (TAYLOR)

troystingathletics Buzzzz 🐝🐝 Sting Win !!  
#LetsGoSting



C2

 Troy Sting Athletics

Tickets 🎫: [troysting.com/tickets](https://troysting.com/tickets)  
Listen 📻: AM 700  
Watch 📺: Fox Sports Go  
Game-Cast 🎧: [troysting.com/cast](https://troysting.com/cast)  
#LetsGoSting




**GAMEDAY**


 VS 

7:05 PM  
SAT. MARCH 7  
TROY SPORTS CENTER

D1

 Troy Sting Athletics

3 WINS IN A ROW AT HOME 🐝🐝🐝



**STING WIN** TROY: 3 (JONES, JOHNSON, POPOVICH)  
OAKLAND: 1 (TAYLOR)

Like Comment Share

D2

 Troy Sting Athletics

Two third period goals propel the Sting to a 3-1 win over Oakland.  
Written Story 📖: [troysting.com/recap](https://troysting.com/recap)  
Video highlights 📺: [troysting.com/highlights](https://troysting.com/highlights)

TROYSTING.COM  
[troysting.com](https://troysting.com)

Like Comment Share

D3