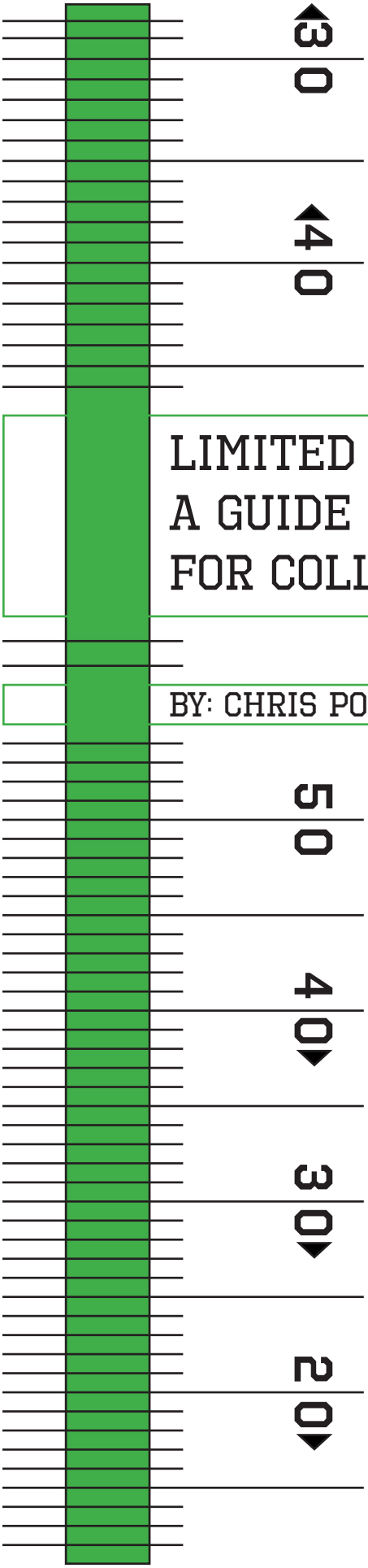


LIMITED RESOURCES:
A GUIDE OF BEST SOCIAL MEDIA PRACTICES FOR COLLEGE SPORTS TEAMS

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 PHOTS 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." SHOUDL 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

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**)

TWEET A PICTURE OF THE LINECHARTS. (**B2**)

5:00PM

6:25PM

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

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**)

7:05PM

7:30PM

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

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

7:55PM

8:20PM

POST END OF THE 2ND PERIOD GRAPHIC.

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

8:55PM

9:25PM

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

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

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 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

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

6:25PM

INSTAGRAM STORY PICTURES/VIDEOS OF ON-ICE WARMUPS.

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

7:05PM

7:30PM

POST END OF THE 1ST PERIOD GRAPHIC TO STORY.

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

7:55PM

8:20PM

POST END OF THE 2ND PERIOD GRAPHIC TO STORY.

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

8:55PM

9:25PM

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

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

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**)

7:05PM - 9:20PM

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

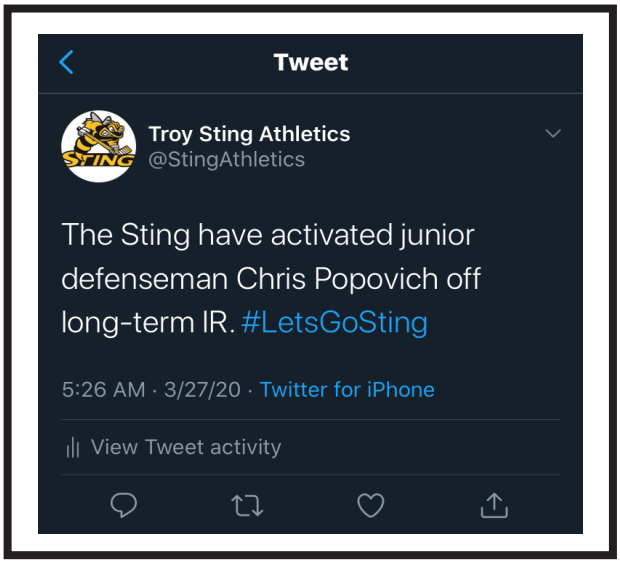
9:25PM

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

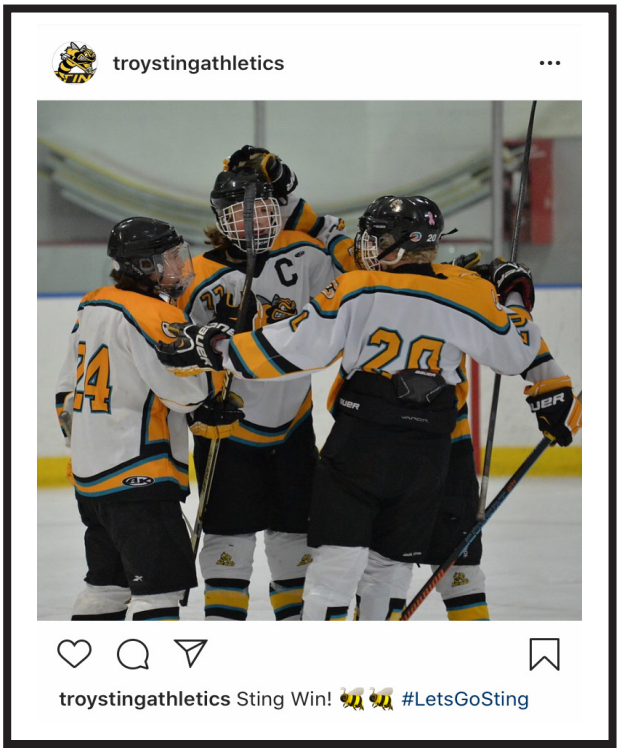
10:25PM

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

APPENDIX PERIOD 1



A1



A2

A3

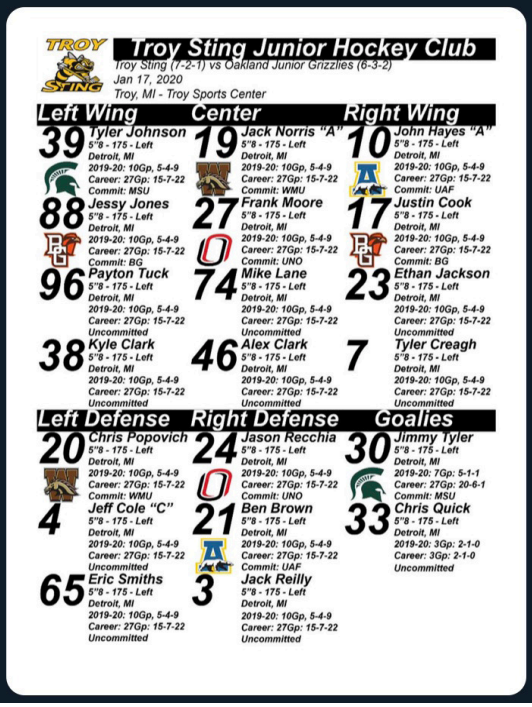
A4

APPENDIX PERIOD 2

Tickets 🎟️: troysting.com/tickets
Listen 📻: AM 700
Watch 📺: Fox Sports Go
Game-Cast 💻: troysting.com/cast
#LetsGoSting

B1

Tonight's lines vs Oakland
#LetsGoSting



B2

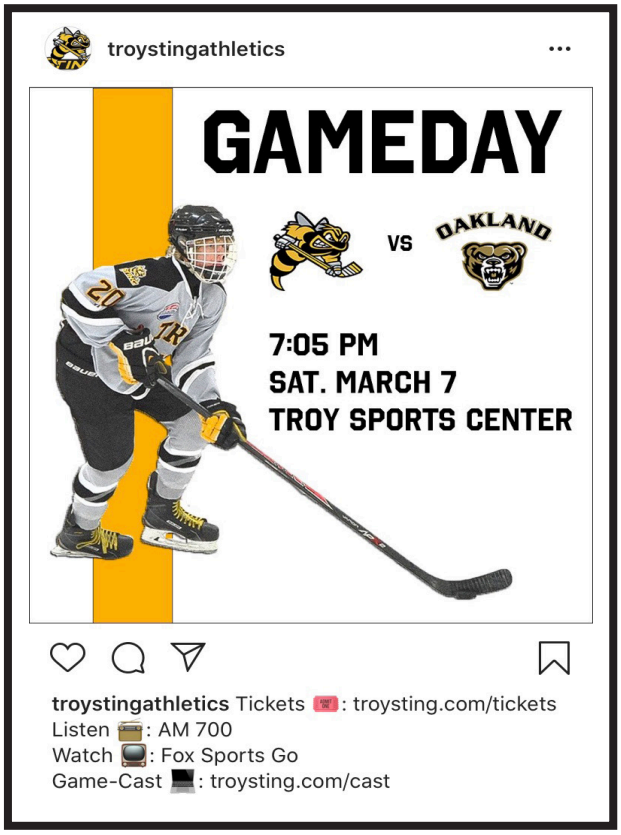
B3

B4

APPENDIX PERIOD 3

B5

B6



C1

APPENDIX OVERTIME

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#LetsGoSting

C2

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Listen 📻: AM 700
Watch 📺: Fox Sports Go
Game-Cast 💻: troysting.com/cast
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D1

Troy Sting Athletics
Just now ·

3 WINS IN A ROW AT HOME 🐝🐝🐝

Like Comment Share

D2

Troy Sting Athletics
Just now ·

Two third period goals propel the Sting to a 3-1 win over Oakland.
Written Story 📰: troysting.com/recap
Video highlights 📺: troysting.com/highlights

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Like Comment Share

D3