



## Proposal for Social Media

### *Volleyball Club Season*

#### **Path to Success**

- Success in social media today requires a brand to follow these five rules:
  - Persistently create engaging content -- be eye-catching!
  - Make sure that content has a consistent look-and-feel ( the brand identity must be clear)
  - Post frequently
  - Interact with followers online through comments and responses
  - Promote engagement with creative contests, sweeps and giveaways
  - Share your communities content

***The following will be discussed and adjusted to reach the goals of the club***

#### **Demographics:**

- Athletes
- Parents
- Alumni
- Future/Potential athletes
- (to determined by club)

## **Goals**

- Spread Awareness
- Get people sharing content
- Get people tagging you
- Reach all the athletes
- Get user generated content
- Cover The Provincial Championships

## **Measurement of Performance**

- Engagement
  - People sharing & engaging with content
- Followers
  - Club Kids
  - Friends
  - Alumni
  - Parents

## **Social Media Activation Strategies**



### **Platforms:**

- Facebook, Instagram



### **Post Frequency:**

- 1 per day x 4 times a week (when content allows) (January-April 30th)

### **Instagram Tactics:**

- Optimize Instagram Bio (use hashtags)
- Post high-quality images and video snips
- Share user content
- Join the conversation

### **Instagram Stories + Facebook Stories**

- Organize coaches/athletes to take over the stories at their practices / tournaments
- If coaches do MVP of the tournament we will collect pictures + videos

### **Story Highlights:**

- Club Coaches
- Teams
- Tournament highlights
- Beach (If applicable)

### **Contests:**

**( not mandatory)**

Run 1 contest / month

Prizes determined by club

### **Promos:**

Have something to promote?

- 4 special promotions: posts + stories for camps, clinics, beach programs

### **In person:**

Have each coach promoting the social community. Make sure to follow us on instagram for contests and announcements. Tag us in your photos!!



## Part 2:

### **Photography Pitch and Budget**

#### **Content Pitch:**

You need to make sure you collect a lot of content that can move you through the year, into next fall and leading up to club promotion next winter.

The photographer I work with is amazing. She is a professional sports photographer!

Link to volleyball work: <https://violetcoastmedia.com/portfolio/portfoliosports/>

#### **Professional Photography:**

2 tournaments

3 nights capture as many teams in the gym / area

Provincial coverage

#### **Crowdsourcing Photos:**

##### **Parents:**

Organize a google drive link that parents can share photos from their respective teams

##### **Google Drive**

- Folder for each team
- Opportunity share drive with all professional photos



**Collect Video or highlights from coaches (those who film)**

**Costs:**

**January - April 30th** (Social Media Coverage)

Content by professional photographers

Select Practices, Select tournaments, Provincial weekends

Social Media Coverage at Provincials

**Season Cost: \$4,500**