



**Use a Content Calendar
for Social Media to
Leverage your Club's Brand**



1. Pick 3 topics or themes your audience cares about.
We've gone with basics to get you started.

2. Brainstorm some content to educate,
inspire, + of course entertain

CONTENT BRAINSTORM	<u>Pillar #1</u> Club Culture	<u>Pillar #2</u> Community/Commercial Partners	<u>Pillar #3</u> Competition, fixtures, results
Education What value are you going to bring to your audience? This will make people stay.	· Player profiles · Drills and skills · Your club values and history · Your club culture · BTS at training, game day and team events · Best 10 photos from the week · Player milestones · Team lists	· Commercial partner intro video · Players describing in their own words what a commercial partner's business is about.	· Countdown to pre-season · Countdown to season kick off · Key dates · Club events · Game results · Game day announcements · Ladder standings
Inspiration Inspiration – How are you going to use empathy and tap into emotion? Share your story. Get vulnerable.	· Quote: why community sport matters · Success stories/ impact stories from players and staff · What sport has done for your community? · Who are you as a club? · Why your club matters · Post-match game reviews	· Why the commercial partner chose your club · Why the commercial partner invests in sport · Your commercial partners own journey with sport	· Themes for game day (e.g. Ladies Day) · Backing charities or causes relevant to your club's values/mission
Entertainment Jump on trends. This will make your brand feel relatable.	· Weekend warriors · Car-pool karaoke · BTS training · Game day reels · Highlight vids · Who did it better skills comparison · Special skills · 'Would you rather' clips · 'Ask us' Q&A · IGTV live with players	· BTS with a club partner · 'Around the grounds' reel with partners · 'Why we sponsor' reels · 'Logo game' commercial partner logo quiz · BTS at your commercial partners HQ	· Match up graphics · BTS phone calls and interviews with mates from other teams · Individual player stats

3. Block these ideas into a calendar and get creating!

CONTENT CALENDAR: Pre-Season

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Inspiring quote	Pre-season countdown (graphic or video)	Best 10 from 2021 matches (images)	'Why your club' - Targeted toward players (graphic, image and quote or video)	'A day in the life' - Morning routines with a player (reels)	New signings / re-signing's	Pre-Season update - Led by players/ coaches/performance staff (longform video or reel)
Behind the scenes	Pre-season countdown (graphic or video)	Top tip for skills and drills (player led, reel)	'Why your club' - Targeted toward commercial partners (graphic, image and quote or video)	Lessons you've learned from sport (graphic or image and quote)	New signings / re-signing's	Pre-Season update - Led by players/ coaches/performance staff (longform video or reel)
Share your Sunday routine	Pre-season countdown (graphic or video)	Best 10 from 2021 matches (Images)	'Why your club' - Targeted toward players (graphic, image and quote or video)	'A day in the life' - Morning routines with a player (reels)	New signings / re-signing's	Pre-Season update - Led by players/ coaches/performance staff (longform video or reel)
Express gratitude for someone who's helped you	Pre-season countdown (graphic or video)	Top tip for skills and drills(player led, reel)	'Why your club' - Targeted toward commercial partners (graphic, image and quote or video)	Quick 5 Qs with the coach (longform video or reel)	New signings / re-signing's	Pre-Season update - Led by players/ coaches/performance staff (longform video or reel)

CONTENT CALENDAR

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≡ big love, TSC ≡