EAGLES SOCIAL MEDIA PLAN

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Spring 2020

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Home Game Plan

- Day before post reminder (24 hours before game)
- Post time of game(s), location, and opponent on all social media (3 hours before first pitch of game 1) (Include live links & Digital Program)
- Lineup/First Pitch/Live Video/Story posts (Twitter/IG)
- Post pregame posts (5-15 minutes before game)
- Live in-game updates
  - Typically every half/quarter/every 3 innings (Twitter)
  - Highlight plays throughout game(s) (IG Story)
- Mention if there is a special game that day (If there is a group/company/sponsorship logo- use in pregame graphic)
- Goal is to promote fan attendance and involvement

Away Game Plan

- Post time of game(s), location, & opponent on all social media (3 hours before first pitch of game 1 (Include live links)
- Post game posts (5-15 minutes before game)
- Live in-game updates (Twitter)
  - Typically every half/quarter/every 3 innings
- Goal is to encourage our fanbase to follow when not at home

BSB: Road doubleheader today for @ecEagleBaseball as they face their first NACC opponents of the season

🦅 vs Rockford University
🦅 First pitch 12pm | 3pm
🦅 Rivets Stadium | Loves Park, Ill

Live Links -
https://edgewoodcollegeeagles.com/coverage

Live Events
edgewoodcollegeeagles.com

Pregame Plan (Instagram)

- Post to IG Story with countdown (Vertical graphic or photo, countdown with info)
- Mention Date, Time, Location, Opponent
- Tag team handle (Twitter/IG)
- Post pregame story posts (starting 30 minutes before game)
- Goal is to give a friendly reminder to fans to attend/follow our games.

Pregame Plan (Twitter/Facebook)

- Post time of game(s), location, & opponent on all social media (3 hours before first pitch of game 1 for baseball/softball, 6-8 hours before for Basketball)
  - Include live links & Digital Program
- Post pregame posts (5-15 minutes before game)
  - Include lineups
  - Tag team account
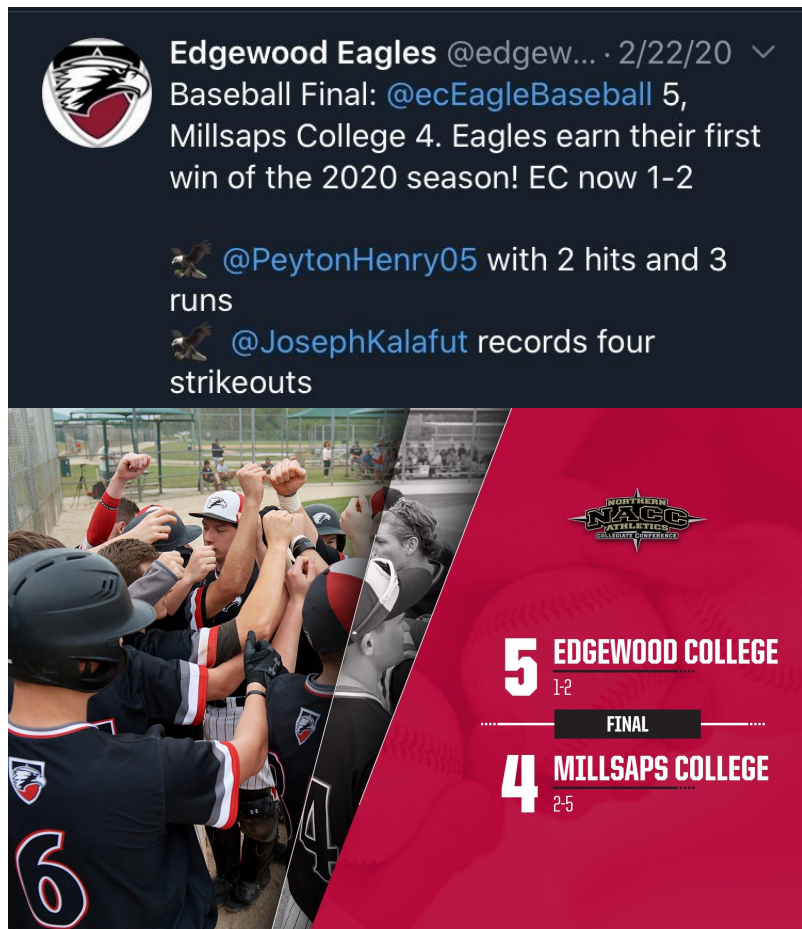
In-Game Posting

- Tweet score updates every quarter/half for basketball; Big scoring plays for baseball/softball (ex: home runs, big defensive stops, pitcher striking out the side)
    - If game is slow- post every 3 innings
- Post big events (scoring plays, milestones (ex: took a video of a triple double)) during games on Twitter and IG Story
- Take videos of big plays and post to IG Story for highlights.
    - Tag featured players in each story post.
- Goal is to keep fans informed and involved with live updates

Home/Road
End Results

- If win
  - Create and post graphic with final score (Twitter/IG Post)
    - Mention player of the game with stats in caption, share team handle in post
  - Postgame stories (Twitter/Facebook)
  - Goal is to share a summary of game with fans
    - Feature players who played a big impact in each game

Home/Road
End Results

- If Lose
  - Post score to twitter, feature the next game
  - Postgame stories (Twitter/Facebook)
  - Goal is to update fans with final result of game with fans
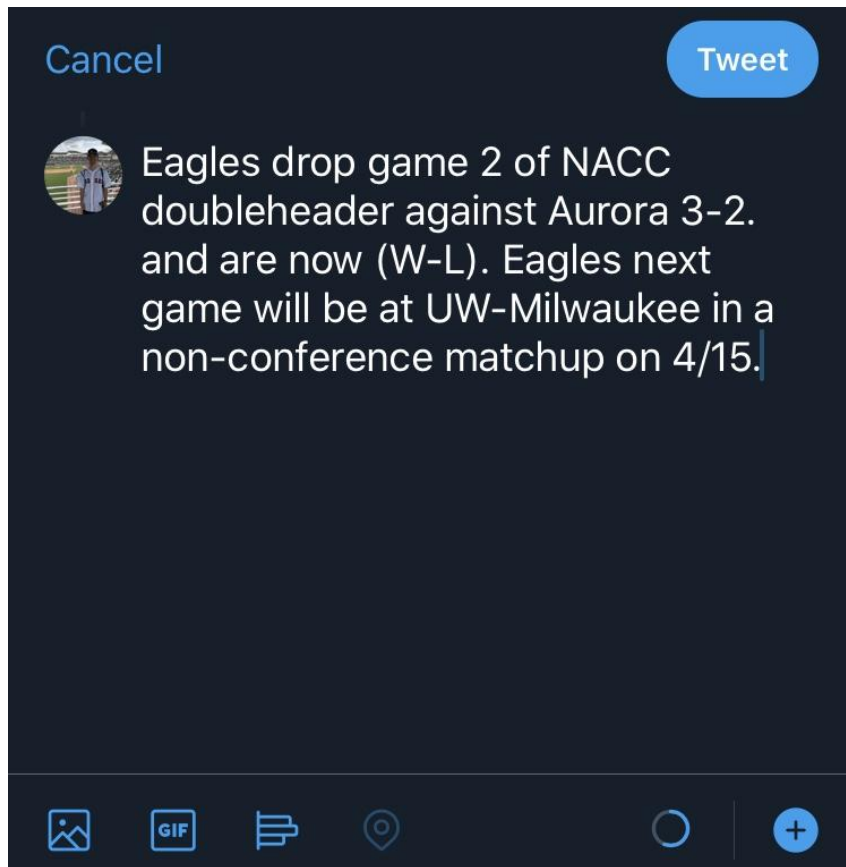
Special Games

- Cutting Edge Program Day
- Faculty Appreciation Day
- 5th Quarter Military Appreciation Day
- LSM Chiropractic Senior Day
- Post on Twitter/IG Story if there is a special ceremony/presentation
- Goal is to highlight special presentations that our teams put on. Some have company sponsors that can be featured

Cutting Edge Program Day

- Mention in Pregame Tweet
- Tag featured account (if they have one)
- Post on Twitter/IG Story if there is a special ceremony/presentation

Faculty Appreciation Day

- Mention in Pregame Tweet
- Tag featured account (if they have one)
- Post on Twitter/IG Story if there is a special ceremony/presentation

5th Quarter/Military Appreciation Day

- Use logo in a graphic for pregame tweet/IG Post
- In graphic, make sure to add the sponsor of the game
- Tag featured account in tweet (if they have one)
- Post on Twitter/IG Story if there is a special ceremony/presentation

LSM Chiropractic Senior Day

- Use logo in a graphic for pregame tweet/IG Post
- In graphic, make sure to add the sponsor of the game
- Tag featured account (if they have one)
- Post on Twitter/IG Story if there is a special ceremony/presentation

Conference Tournament

- Use videos and graphics throughout the week leading up tournament gameday.
  - This will hype up upcoming tournament games across all social media platforms
- If there is a special promotion, share a graphic of that promotion to increase fan engagement.

Other Special Events Throughout Season Plans

- Players of the Week:
  - Create Graphic with stats of featured players (Twitter/IG Post)
  - Interact with NACC posts (Twitter/Facebook)
  - Post write-ups to share on website as well as social media (Twitter/Facebook)
- Conference Players of the Week:
  - Share stats of featured players
  - Share from NACC post (Twitter/IG Post- if necessary)
- Goal is to share big highlights from student-athletes throughout the week

NCAA D3 Week

- This is a week designated week for D3 programs showing what a typical day/week looks like for the average student-athlete
- Content will be filled with IG takeovers, interview graphics from student-athletes, as well as videos posted across all of our social media platforms
- Video example featuring the Cutting Edge program at Edgewood College
  - A program for individuals with disabilities where many student-athletes have been involved with the program as well as team managers who are in the program.

NCAA D3 Week (Continued)

- Intention of these posts were to engage incoming and current students, as well as the greater Madison community encouraging them to seek out a unique program that Edgewood has to offer
- Examples of interview graphics posted during D3 week
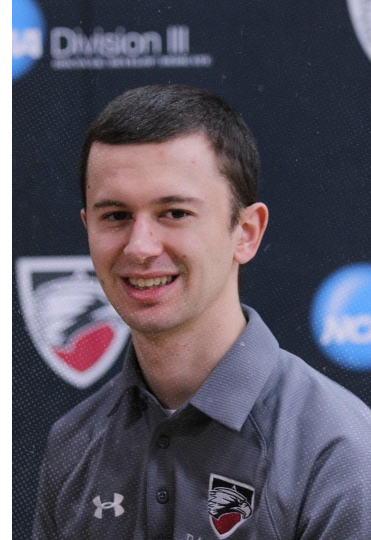
"MY TEAMMATES HAVE BEEN SUPPORTIVE OF ME SINCE DAY ONE AT EDGEWOOD COLLEGE. I HAVE ALWAYS APPRECIATED HOW THEY HAVE INCLUDED ME IN ALL OF THE TEAM EVENTS. I AM GRATEFUL THAT THEY HAVE ALWAYS BEEN APPROACHABLE AND LIKE TO CRACK JOKES WITH ME, AS WELL AS KEEPING ME ACCOUNTABLE WHEN NEEDED. I REALLY ENJOY BEING IN THE MIDDLE OF THE ACTION DURING PRACTICES AND GAMES, AND HOPE TO SEE ALL OF MY TEAMMATES AS SOON AS WE'RE ABLE VISIT WITH EVERYONE AGAIN."

- NATE BARGE, MANAGER, BASEBALL

#D3WEEK
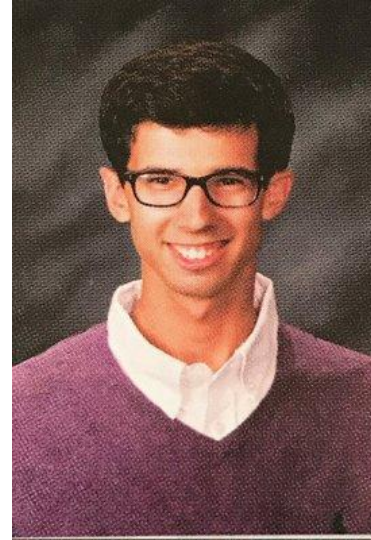
"MY TEAMMATES ALWAYS TALK TO ME WHICH WAS FUN GETTING TO KNOW THE GUYS AND THE COACHES. I LOVE HANGING OUT WITH THEM AT BASKETBALL PRACTICE. THE GUYS ARE VERY NICE AND THEY ARE LIKE FAMILY TO ME AND IT IS GREAT TO HELP THEM AND BE PART OF THE BASKETBALL TEAM."

- RAME DIAMOND, MANAGER, MEN'S BASKETBALL

Instagram Takeover Plan

- Reach out to the coach/player or two on the team to organize a takeover for a day or two. (Often times on big trips)
- Organize dates, and put in the weekly social media schedule
- If there is a player not playing that day, mention that you would like them to feature in game updates as well as show team events away from the field.
- Intention of IG takeovers are to engage potential recruits into joining our athletic programs
  - Recruits visualize what a day in the life of an Edgewood athlete looks like.
  - This will likely increase our followers as student- athletes display their favorite parts of the day/week.

- IG takeovers are separate from all other posts because we like to have our student-athletes show off their personality and display a different side rather than the one most people typically see on the court/field.
- Check out highlighted stories from @edgewoodeagles on Instagram
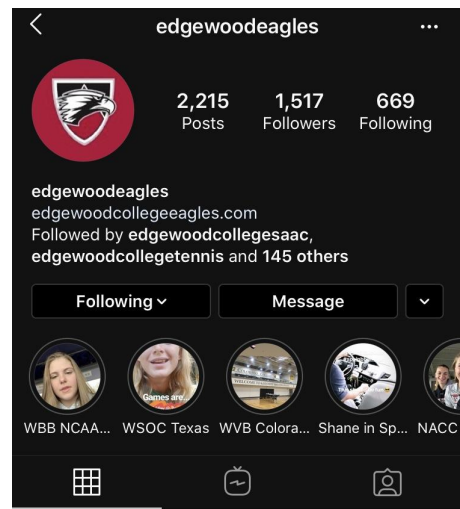
Instagram Story Gameday Example

- Example of a typical game days of various sports on an IG story (Men's Volleyball, Men's Basketball, Baseball)

Baseball Season Preview

Link: 2020 Eagle Baseball Season Preview

Created a season preview for the baseball team that featured:

- Eagle Eye video
- Top Returners
- Team Roster
- Link to Eagle Baseball Twitter
- Profile on Coach Brisack
- Highlighted upcoming games throughout the season

Goal is to engage fan interaction with team, gain followers and excite fans that baseball season is just around the corner.

Edgewood College Baseball

2020 Season Preview

Social Media Calendar

- Put together a weekly schedule on an excel spreadsheet consisting of when to feature games, Eagle Eye videos, players of the week, promotions, etc.
- Example of calendar on next page
- Goal is to give each team enough exposure instead of posting multiple content of one team and not giving other teams enough attention
- Example of Weekly Social Media Calendar with link attached here: [Social Media Calendar](#)

Baseball Social Media Calendar

2020

	START TIME			TIME INTERVAL			
	9:00 AM			60 (In Minutes)			

TIME	MON	TUE	WED	THU	FRI	SAT	SUN
9:00 AM						Gameday reminder (Twitter, IG, FB) Live Links & Digital Program on Twitter, FB	
10:00 AM							Gameday reminder with graphic promoting 5th Quarter/Veteran's Appreciation Day (Twitter, IG, FB) Live Links & Digital Program on Twitter, FB
11:00 AM							
12:00 PM				Weekend games tweet reminder, IG Story 24 hour countdown for DH on 4/25	First Pitch tweet/IG Story reminder		5th Quarter/Veteran's Appreciation Day pregame ceremony pictures and videos (Twitter/IG story)
1:00 PM			Gameday reminder with graphic promoting Faculty Day (Twitter, IG, FB) Live Links & Digital Program on Twitter, FB				First Pitch tweet/IG Story reminder
2:00 PM							
3:00 PM			Faculty Day pregame ceremony pictures and videos (Twitter/IG story)			Post game tweet/Pregame tweet for game 2	
4:00 PM		24 hour countdown (IG Story)	First Pitch tweet/IG Story reminder				Post game tweet/Pregame tweet for game 2
5:00 PM							
6:00 PM						Post game post with graphic (If win) (Twitter/IG Story)	
7:00 PM			Post game tweet/Pregame tweet for game 2				Post game post with graphic (If win) (Twitter/IG Story)
8:00 PM							
9:00 PM							

Key Headliners

- Athletes will typically be highlighted based on performance on court/field, as well as classroom achievements every once in a while.
- Player-specific graphics are used best if they have a good game and have the best individual performance out of the entire team.

Player of the game graphic example

Key Headliners (Part 2)

- Main points of each post are intended to feature each team and athlete as they compete through their seasons while using multiple social media platforms to display to a larger audience.
- Look for maximum engagement from multiple forms of content such as photos, videos, graphics, and live links by sharing posts across all social media platforms

- Other factors that I look to include:
  - Timing of each post- when there is more than one team competing on the same day, I have to consider how and when to share content on each team to ensure that they get enough attention for their upcoming competition.
  - Tagging athletes & teams- each player and team enjoys the exposure and will often share posts that they are tagged in. Often times after each account shares your posts, this will increase your audience with more followers.

Key Headliners (Part 3- Facebook/Twitter/Instagram)

- With each social media platform, I try to reach as large of an audience as possible.
- The Eagles audience consists of many different groups such as current athletes, friends of athletes, other current students, recruits, alumni, family members, staff/faculty members, booster club members, as well as other D3 schools, and some local media.
- Facebook
  - Gameday- post pre/post-game graphic, live links, digital program
  - Post postgame video highlights, photos
  - Share article links from third-party sources
  - Audience is typically students, staff/faculty, parents, alumni, Madison media

- Twitter
  - Gameday- Tweet pre/post-game graphic, live links, digital program, in-game updates
  - Post postgame video highlights, photos
  - Tag any featured players/teams
  - Retweet any features from third-party accounts
  - Audience is typically students, staff/faculty, parents, alumni, Madison media, other D3 programs
- Instagram
  - Gameday- post pre/post-game graphic, in-game updates via IG Story
  - Tag any featured players/teams
  - Post postgame video highlights, photos
  - Share any features from third-party accounts via IG Story
  - Audience is typically students

Key Headliners (Tiktok)

- Post video highlights while following current trends with multiple video edits included on platform.
- Tag featured players
- Post Tiktok videos to other platforms (mainly Twitter/IG) to promote page for followers to engage with.
- Audience typically students
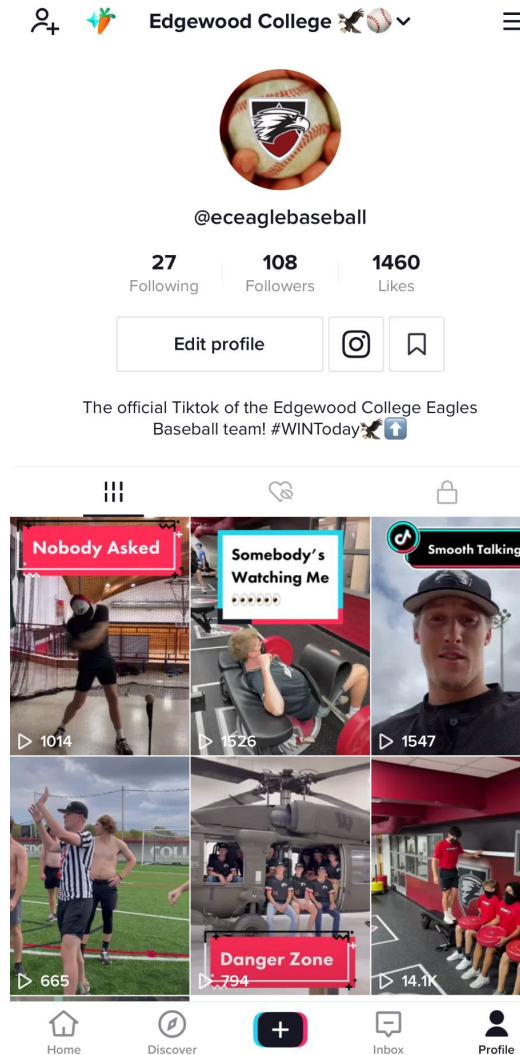
Accounts Operated

- Facebook:
  - Edgewood College Eagles
  - Edgewood College Eagles Baseball
- Twitter:
  - @edgewoodeagles
  - @ecEagleBaseball
- Instagram
  - @edgewoodeagles
  - @eceaglebaseball
  - @eceagles_bball
- Tiktok:
  - @eceaglebaseball

While running five existing pages, I created three new pages from scratch to help the Baseball and Men's Basketball teams increase their fan communities.

Pages I created:

- Instagram:
  - @eceaglebaseball
  - @eceagles_bball
- Tiktok:
  - @eceaglebaseball