

## Welcome to Content Sports!

The Content Sports team is dedicated to helping you achieve your social media goals by providing you with a tool to create professional graphics and with resources that guide you in creating an engaging social media feed.

Setting goals and a schedule will go a long way in making sure you stick to your strategy. To get you started, we've put together some tips to help you start strong and stay in the game.

### What you'll need:

- Roster
- Schedule
- Individual and team photos
- Birthdays and Important Dates
- Highlight videos from the past season
- Preseason practice and workout videos (non-templated video posts)
- Get to Know Videos (**Get to Know** templates)
- List of new players and coaches (**Welcome** templates)

### Tips to build an engaging social media presence.

#### Post a mix of quality photo and video templates to your feed.

- Schedule a preseason photo shoot through Content Sports or a local photographer.
- Capture in-the-moment shots with your phone. Take clear still or action shots of your subject with as few obstructions as possible (other players, netting, fences, etc.). Avoid zoom and lighting issues that can decrease the quality of your photos.
- Use the cutout feature on your smartphone to create custom cutouts on the go.
- Like photos, the best videos are clear and free of obstructions. We suggest using videos that range from 5 – 25 seconds in length for optimal uploading and posting quality.

**Post a mix of templated and organic content to create a balanced feed.**

- Post photos and videos without a template to create a balanced feed.
- We suggest posting one organic (or non-templated post) for every three templated posts.

**Showcase your team on and off the field.**

- Content Sports is full of templates to celebrate team and individual accomplishments on the field (stats, final scores, rankings, MVP).
- Complement your on-field accomplishments with posts that help your fans “get to know” your players. Player personification posts help engage your audience and create a positive spirit among your fans.
- Celebrate players’ and coaches’ birthdays and other memorable dates.

**Preseason Content and Template Tips****Get your fans excited about the season.**

- Use **Countdown** templates to start a daily or weekly countdown to your season opener.
- CS Tip: Use photos of players whose number corresponds with the countdown.
- Use the caption section to enter your season schedule so fans can save the dates.
- Create videos of players and cheerleaders pumping up your fans for the season.

**Get your fans acquainted with your team off the field.**

- Create video interviews of your players and coaches to use in our **Get to Know** templates, featuring their favorite memories, heroes, music, and more.
- Remember, you’re not limited to posting with templates. Use your imagination to create engaging player personification videos and posts.
- Use **Spotlight** templates to feature coaches and notable alumni.
- Don’t forget “the team behind the team,” like your facility crew, team managers, and volunteers.
- Give your fans a glimpse of “a day in the life” of your team getting ready for the season by posting untemplated workout and practice videos or by sharing your team’s workout routines or favorite Spotify playlists.
- Introduce new players and coaches with **Welcome** templates.

**Remind your fans of last season's highlights to get them excited about the upcoming season.**

- Use the **Big Play** templates to highlight a special moment from last season to get your fans excited about what's to come.
- Remind your fans of your accomplishments like team school and individual records, team GPAs, and volunteer work.
- Let your fans know about preseason rankings and other predictions.

**Give your audience the information they need to support your team.**

- Share important dates for pep rallies, tailgating, and games with our **This Week** templates.
- Remind them how to buy tickets and where to park.
- Don't forget to let them know what color to wear to the game and how to buy team swag.

**Hype Game Day.**

- Use **Season Opener**, **Game Day**, and **Game Threads** templates to get your fans excited about the big game.
- Get creative. Incorporate quotes from coaches and players or show off your freshly painted football field.
- Announce your team captains.

**Celebrate your team's accomplishments – win or lose!**

- CS templates help you quickly update stats and scores, and our video templates help share your big plays.
- Announce the final score and play of the game.
- Celebrate individual accomplishments with individual stats and **Player of the Game** templates.
- Let them know when you play next with **Next Game** templates.