

Competition Social Media Guide

PLATFORM



- Live tweets
- Updates throughout competition
- Final results



- End of competition comprehensive post



- Live stories throughout the competition
- End of competition comprehensive post

REQUIRED POSTS

TEAM COMPETITIONS

- Score after each half, quarter, set, inning, match, etc.
- Final score

INDIVIDUAL COMPETITIONS

- Individual heat, match, race, round, event, etc.
- Final individual results
- Final team results

OTHER POST IDEAS

DURING COMPETITION

- Big plays
- Momentum shifts
- Pivotal moments
- Broken records
- Fan reactions

THROUGHOUT SEASON

- Player/coach/manager/volunteer spotlight
- College signing
- Team building moments
- Engagement opportunities (Q&A, Contests)
- Community events or news



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