

# DIGITAL ACCELERATOR PROGRAM

---

SOCIAL MEDIA WORKSHOP





# INTRODUCTION

# The team from Redtorch



**Chris Argyle-Robinson**

Strategy Director



**Matt Weiner**

Creator Director



**Emma Shadbolt**

Senior Social Media Manager



**Ollie Davis**

Head of Research and Insights



# **THE IMPORTANCE OF HAVING A SOCIAL MEDIA STRATEGY**

# What is a social media strategy?



A **social media strategy** is a type of **content strategy** that focuses solely on your NOCs social media platforms.

A **content strategy** is the continuous process of turning your NOCs objectives and goals into a plan that uses different types of content as the primary tactic to achieve those goals.

# Why do you need a social media strategy?



Ensures your NOC is:

- Telling the right stories
- Connecting with the right audience
- Supporting your athletes
- Creating meaningful content
- Growing awareness



# The purpose of a social media strategy



To focus the following in a clear direction:

- Content
- Ideas
- Messaging
- Resources
- Goals
- Objectives

# What is a successful social media strategy?



Considers the objectives of your NOC and how best to achieve them through specific content.

- Provides the foundation for effective communication
- Guides the creation and sharing of your content
- Attracts new athletes and generates athlete overall satisfaction



# Content strategy



Clear objectives



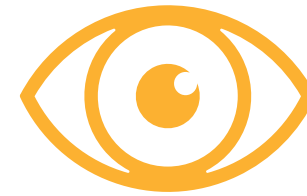
Target audience



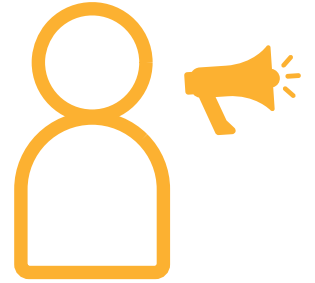
Channel strategy



Content themes



Point of view



Tone of voice

**Remember these at all times when planning, reviewing and creating content.**

# Strategy framework



Themes What do you talk about?	Purpose What is the purpose of the content?	Point of view The lens through which you create content	Tone of voice How you communicate?
<p>These are themes that support your NOC goals and connect with what your audience wants to consume.</p> <p>Example</p> <p><b>Athletes:</b> the best of your athletes and teams</p> <p><b>Previous performances:</b> reliving past performances</p> <p><b>Events:</b> updates from relevant events</p> <p><b>Sport development:</b> showcasing sport development initiatives</p>	<p>This ensures that content always has a purpose.</p> <p>Example</p> <p><b>Inform:</b> keeping people updated and educated</p> <p><b>Inspire:</b> stories of people that over challenges that inspire audiences</p> <p><b>Entertain and Connect</b></p>	<p>The view you take when creating or posting on social media.</p> <p>Example</p> <p><b>Trusted authority</b></p> <p><b>Sports enthusiast</b></p>	<p>The tone of voice you use on social media.</p> <p>Example</p> <p><b>Social:</b> bringing people together as a community</p> <p><b>Accessible:</b> simple copy to ensure all audiences can understand you</p>

# How you communicate your content



INFORMATION	CONTEXT	MEDIUM	TYPE
<ul style="list-style-type: none"><li>• What is the message you are saying?</li><li>• Is the contents of your message:<ul style="list-style-type: none"><li>✓ Factual</li><li>✓ Informative</li><li>✓ Practical</li><li>✓ Entertaining</li><li>✓ A combination</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Why is this content being published?</li><li>• What does this content achieve?</li><li>• Who is the target audience for this content?</li></ul>	<ul style="list-style-type: none"><li>• What platforms is this content for?</li><li>• Does this influence the message?</li><li>• Does this change the tone of voice?</li><li>• Does this change the delivery of the content?</li></ul>	<ul style="list-style-type: none"><li>• Is the content type:<ul style="list-style-type: none"><li>✓ Video</li><li>✓ Image</li><li>✓ Graphic</li><li>✓ Text</li><li>✓ Article</li><li>✓ Audio</li><li>✓ Interactive</li></ul></li></ul>



**Guides the creation  
and sharing of your content**



**Attracts new fans, athletes,  
sponsors and generates  
audience satisfaction**

# Key takeaways

THE IMPORTANCE OF HAVING A SOCIAL MEDIA STRATEGY



- **If your Content Strategy isn't built from objectives then it's not a strategy, it's just content.**
- **Create a checklist personalised to your NOC**
- **Only create, plan and publish content if you can answer 'Why?'**
- **Review, Learn, Update**



# **HOW TO DEVELOP A CONTENT MARKETING PLAN**

# Define your goals



**Grow audiences** during Tokyo 2020



**Increasing the visibility** of your Olympians



**Boost community engagement**



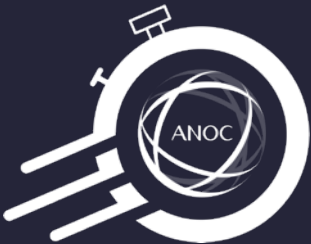
**NOC partners / sponsors exposure**



**Generate traffic to your website**



# Make them SMART

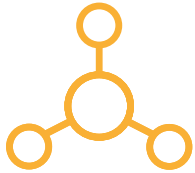


SPECIFIC	Why is this goal important?
MEASURABLE	What metrics are you going to use to determine if you meet your goals?
ACHIEVEABLE	Do you have the skills and resources to accomplish your goals?
RELEVANT	Does it align with your NOCs organisational goals?
TIME-BASED	When will you achieve this goal?

# Conduct audience research



What do you know about their demographics?



What channels do they engage with the most?



What type of content do they prefer?

# Undertake channel analysis



Which channels have the biggest following?



Which channels are right for your level of resources?

# Run a content audit



Create a spreadsheet of social media posts

Add your own columns

TYPE	PURPOSE	GENDER	SPORT
Photo	Entertain	Male	Athletics
Video	Inspire	Female	Aquatics
Link	Educate	Both	Cycling

# Gather performance metrics



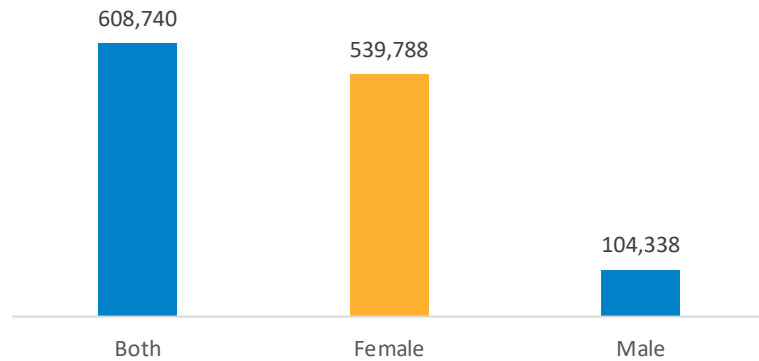
Example data from a spreadsheet

PLATFORM	LINK	MONTH	TYPE	PURPOSE	GENDER	SPORT	IMPRESSIONS	ENGAGEMENTS	VIEWS
Facebook	Link 1	May	Photo	Entertain	Male	Athletics	252,356	5,368	-
Facebook	Link 2	May	Video	Inspire	Female	Aquatics	282,363	6,896	
Instagram	Link 3	May	Album	Educate	Both	Cycling	199,307	3,546	-
Facebook	Link 4	April	Video	Educate	Female	Hockey	241,161	7,893	156,353
Instagram	Link 5	April	Video	Inspire	Female	Hockey	177,008	4,236	67,156
Twitter	Link 6	April	Link	Entertain	Male	Basketball	49,320	1,308	-
Twitter	Link 7	March	Photo	Entertain	Both	Badminton	40,879	961	-
YouTube	Link 8	March	Video	Entertain	Female	Athletics	359,993	1,039	150,265

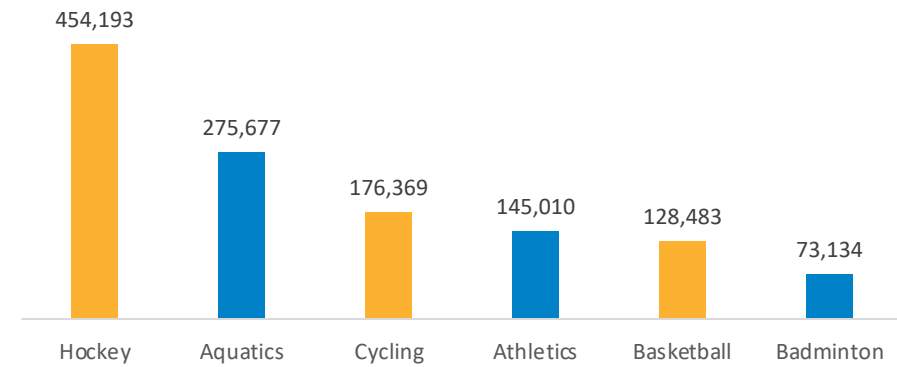
# Analyse post performance



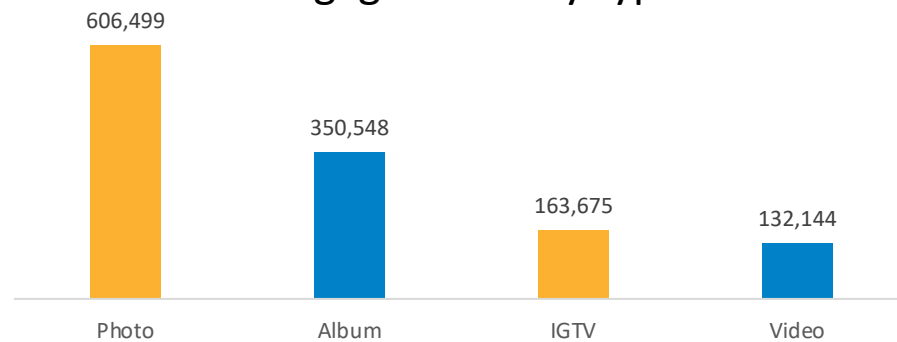
## Engagements by gender



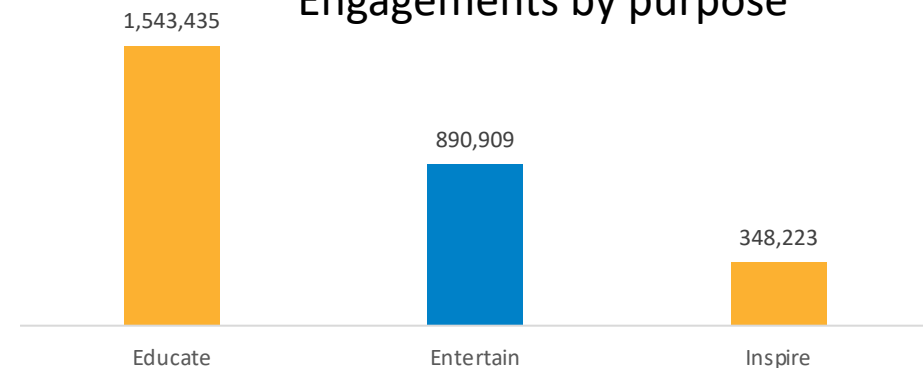
## Engagements by sport



## Engagements by type



## Engagements by purpose



# Develop content themes



Athlete



Events



Archive



Development

# Key takeaways

HOW TO DEVELOP A CONTENT MARKETING PLAN



- **Set SMART goals**
- **Understand your audience**
- **Analyse current content**





# **HOW TO CREATE A CONTENT PLAN**

# Select a process



- There are several systems available that help manage content.
- They allow access to different users, so you can work collaboratively on producing your content and see its progress timeline.
- If your NOC is unable to invest in a content management system, it is still important to track your actions.
- Consider using Excel to create a content calendar and workflows to manage your output effectively.

# Example



ITEMS				
DATE	CONTENT	PLATFORM	FORMAT	OWNER
01 Dec				
02 Dec				
03 Dec				
04 Dec				
05 Dec				
06 Dec				
07 Dec				
08 Dec				
09 Dec				
10 Dec				
11 Dec				
12 Dec				
13 Dec				
14 Dec				

# Example



Date	Platform							Content	Theme	Comments
	YouTube	Facebook	Twitter	Instagram	Insta Stories	IGTV	Linked In			
Sun, 1. March 2020										
Mon, 2. March 2020		X		X	X			Images	Event	6 months to go - Pan Am Games, Rio
Tue, 3. March 2020		X		X	X		X	Article	Community	#TipsTuesday - Tips for my younger s article
Wed, 4. March 2020										
Thu, 5. March 2020				X	X			Video	Community	#ThrowbackThursday
Fri, 6. March 2020				X	X			Article	Event	Innsbruck medallists
Sat, 7. March 2020										
Sun, 8. March 2020				X	X	X	X	Video	Community	International Woman's Day vid
Mon, 9. March 2020				X	X			Image	Community	Women's History Month - Insp
Tue, 10. March 2020				X	X			Article	Event	Innsbruck feature
Wed, 11. March 2020		X	X	X	X		X	Images	Event	Road to Rio - registration/info
Thu, 12. March 2020		X	X	X	X			Images	Community	#ThursdayThoughts
Fri, 13. March 2020		X	X	X	X				Community	Chris Holloman feature
Sat, 14. March 2020										
Sun, 15. March 2020										
Mon, 16 March 2020		X	X	X	X				Community	Women's History Month - Inspirational Women of the Masters Games
Tue, 17. March 2020		X	X	X	X				Community	Innsbruck feature article - Dave Sargent & Kelly Clements
Wed, 18. March 2020		X	X	X	X		X	Images	Event	Kansai registration
Thu, 19. March 2020		X	X	X	X			Images	Community	#ThrowbackThursday
Fri, 20. March 2020		X	X	X	X			Images/Video	Community	International Day of Happiness

# Example content management tools



# Choose your content types



- Your content should reflect your NOC's message and resonate closely with your audiences.
- Align your content message to the corresponding channel.

# Communication



INFORMATION	CONTEXT	MEDIUM	TYPE
<ul style="list-style-type: none"><li>• What is the message you are saying?</li><li>• Is the contents of your message:<ul style="list-style-type: none"><li>✓ Factual</li><li>✓ Informative</li><li>✓ Practical</li><li>✓ Entertaining</li><li>✓ A combination</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Why is this content being published?</li><li>• What does this content achieve?</li><li>• Who is the target audience for this content?</li></ul>	<ul style="list-style-type: none"><li>• What platforms is this content for?</li><li>• Does this influence the message?</li><li>• Does this change the tone of voice?</li><li>• Does this change the delivery of the content?</li></ul>	<ul style="list-style-type: none"><li>• Is the content type:<ul style="list-style-type: none"><li>✓ Video</li><li>✓ Image</li><li>✓ Graphic</li><li>✓ Text</li><li>✓ Article</li><li>✓ Audio</li><li>✓ Interactive</li></ul></li></ul>

# Plan your content



## ENTERTAIN

BEHIND-THE-SCENES (SPORTING EVENTS)

TRAINING VIDEOS

FANTASY GAMES

TRIVIA

SOCIAL MEDIA TAKEOVERS

FITNESS TIPS

BIRTHDAY MESSAGES

'GUESS THE ATHLETE'

MEMES

'SPOT THE DIFFERENCE'

## INSPIRE

EVENT HIGHLIGHTS

ATHLETE COMPILATION VIDEOS

VIDEO COUNTDOWN (TOP 10S)

ATHLETE BLOGS

RECORD-BREAKING MOMENTS

ARCHIVE CONTENT (THROWBACKS)

EVENT COUNTDOWNS

'ON THIS DAY'

HISTORY OF A COMPETITION

ATHLETE HOME VIDEOS

## INFORM

STADIUM/ CITY GUIDES

ATHLETE NEWS

ATHLETE FACT FILES

BEHIND-THE-SCENES (NOC EVENTS)

LATEST NEWS

LISTICLES (TOP 10S)

EVENT FIXTURES/ SCHEDULES

LINKS TO WEBSITE CONTENT

EVENT RESULTS

WORLD RANKINGS

NOC ANNOUNCEMENTS

## CONNECT

LIVE STREAMS (NOC EVENTS)

LIVE STREAMS (SPORTING EVENTS)

PRESS CONFERENCES

EVENT HIGHLIGHTS

AWARENESS DAYS

INFOGRAPHICS

HISTORY OF A SPORT

HISTORY OF THE NOC

'COMMENT BELOW'

USER-GENERATED CONTENT



# Plan your content



Your content plan should include:

- **Varied content types** (video, images, graphics, interviews, sports action, editorial etc)
- **A mix of people** (be mindful of inclusivity, equality and representation)
- **A clear message** (only plan content if you can answer WHY do we need this content? WHAT is its purpose? HOW will we measure success?)
- **Focused timings** (your content should be planned around best practice times, days and dates specific to each platform you are using. YouTube has a different posting best practice to Facebook etc)

# Key takeaways

## HOW TO CREATE A CONTENT PLAN



- **Select and stick to a clearly defined planning process**
- **Plan content realistic to your NOCs goals, resources and messages**
- **Create a checklist to answer your specific WHY, WHAT, HOW questions**

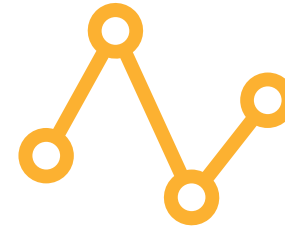


# **HOW TO TRACK AND MEASURE YOUR SOCIAL MEDIA PROGRESS**

# Objectives vs metrics



Objectives



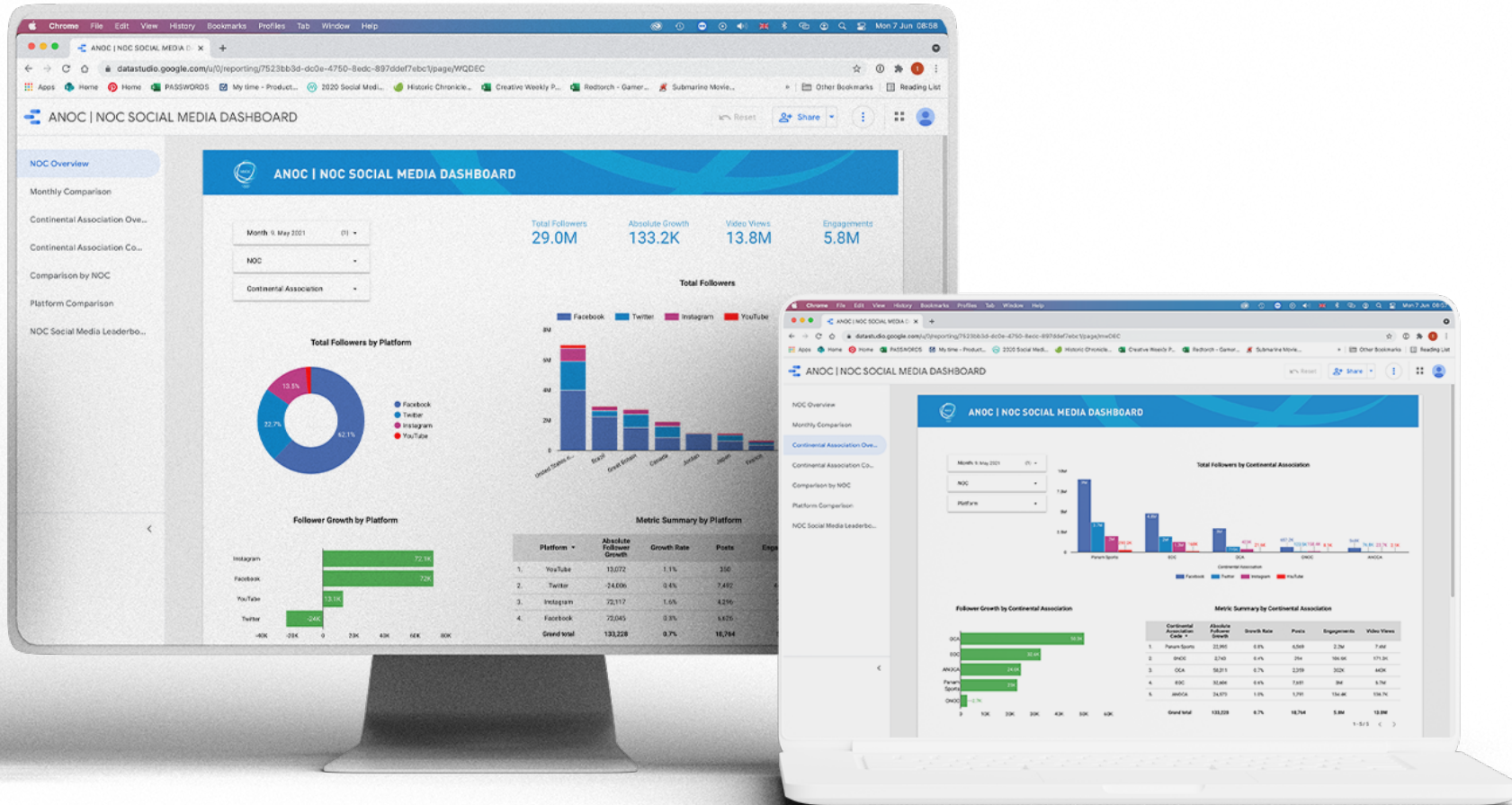
Metrics

# Insight tools



Each platform has its own analytics platform to learn more about your audience and content

# ANOC | NOC social media dashboard





# Questions



# CONTENT CREATION



# NOC experience - Jordan



“Alongside our written **social media strategy**, our primary source of creativity for content creation is the national strategy for sport.

Ideas are discussed and generated through regular **brainstorming sessions**, insight reports, sports events and trends.

It is crucial to have **clear-set goals** before launching any project or creating any content.

The different preferences of **audiences** across multiple platforms need to be considered to ensure comprehensiveness and variety.

Content is also tailored to **different platforms** depending on content type, presentation and target audiences.

Enhancing national pride (through sporting achievements) is the main **emotion** we want to achieve through our social media content.”

# Content strategy



“Alongside our written **social media strategy**, our primary source of creativity for content creation is the national strategy for sport.”

# Content strategy



Clear objectives



Target audience



Channel strategy



Content themes



Point of view



Tone of voice

# Platforms



“Content is also tailored to **different platforms** depending on content type, presentation and target audiences.”

# Platforms



## FACEBOOK

Delivers Reach. Pay to play. Highly targeted.



## INSTAGRAM

Short form visual storytelling. Behind the scenes. Athlete takeovers



## TWITTER

Delivering new news with links to drive traffic to your platforms



## YOUTUBE

Video content delivering rich and deep experiences. Live/How To/Long form storytelling



## TIKTOK

Athlete and fan challenges, how-tos and behind-the-scenes

# Audience



“The different **preferences of audiences** across multiple platforms need to be considered to ensure comprehensiveness and variety”

# Audience



- Who are our audiences?
- What are our audiences looking for from content – both ours and others?
- We are competing against the whole internet for audience attention!



# Audience



- When are our audiences looking for content?
- What emotions/responses are we looking to provoke?
- Where are our audiences online? What potential partnerships could we develop with magazines, brands, organisations, athletes, and influencers?





# Formats poll



## Poll question:

Which of these formats will you be most likely to use during the Olympics?

Throwbacks

Podcast

Instagram Takeovers

User-generated content

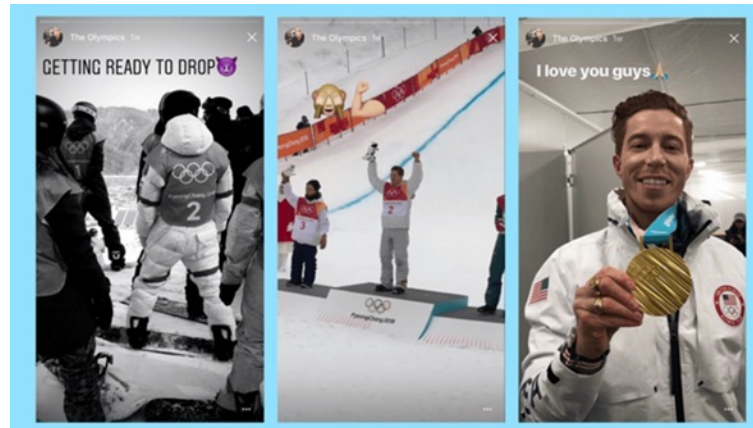
*Check out Handbook page 14 for content ideas*



Throwbacks



Podcasts



Instagram takeovers



User-generated content

# Emotion

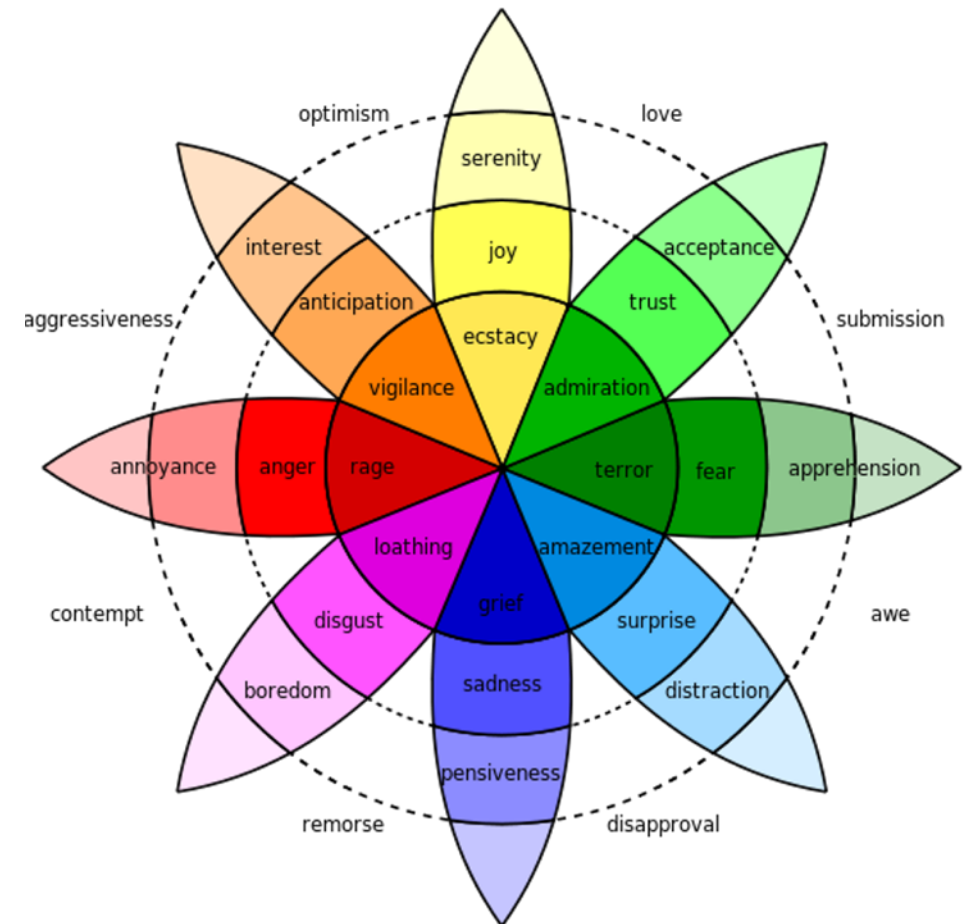


“Enhancing national pride (through sporting achievements) is **the main emotion** we want to achieve through our social media content.”

# Audience



- The biggest challenge for fans at the Olympics is understanding sports they don't watch all year round.
- But we all understand emotion. Tell us a story about emotions and we get it. Instantly.
- Get athletes to talk about their emotions and we can fast track into fans' hearts.
- The most in-depth studies of social media reveal that the more emotional the content, the more shareable it becomes.



# Emotion



- People respond to people
- To inspire national support, help fans get to know your athletes
- What makes them special?
- What challenges have they overcome?
- What are they like when they are not performing?
- How are they like the rest of us?



# Emotion



- Athletes are your influencers
- Create a campaign that activates them as one
- Build your followers by activating their network
- Ask them to share your content
- Ask them to create content around your campaign theme using the same hashtag



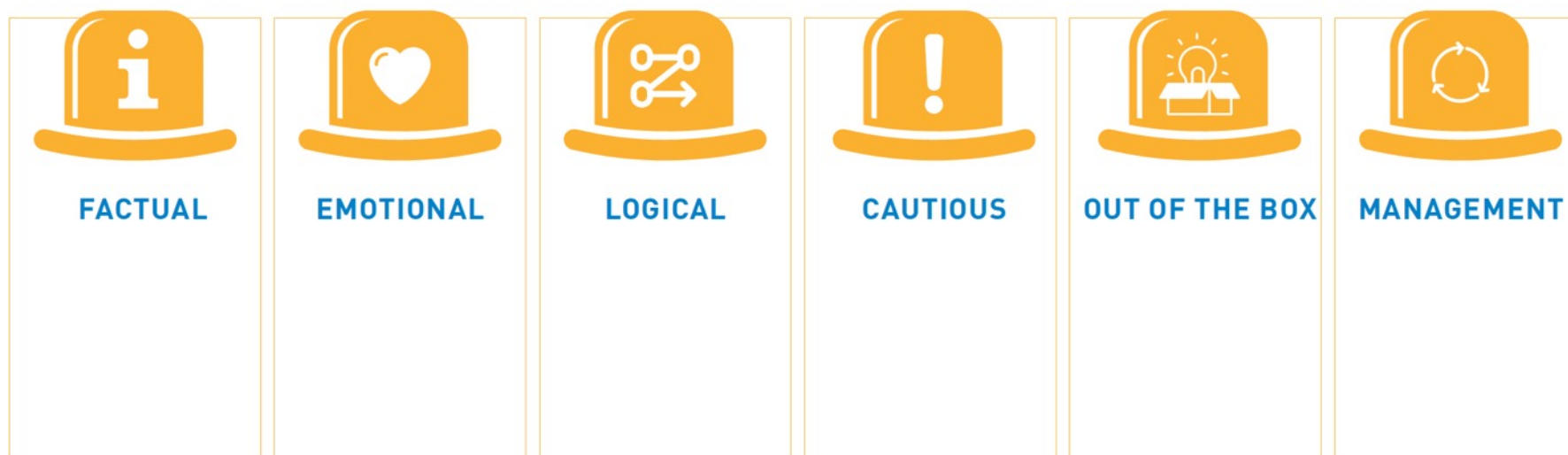
# Brainstorm



“Ideas are discussed and generated through  
**regular brainstorming sessions**, insight reports, sports events and trends.”



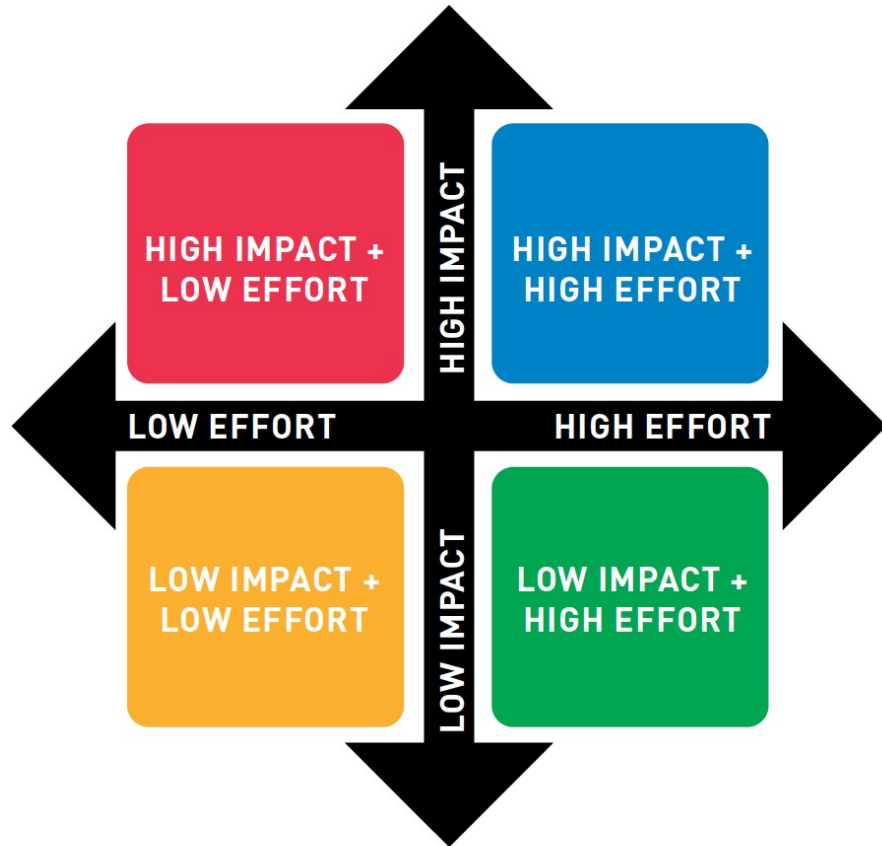
# Brainstorm



**Thinking Hats** allow a range of different viewpoints and perspectives to be brought into a discussion, while still keeping the focus on the issue at hand.

[Learn how to use the Thinking Hats here.](#)

# Brainstorm



- A matrix to help you decide which of these content ideas is worthwhile for you to invest time and resources in.
- Ideally, you want to pursue low-effort, high-impact ideas.



# Why curate vs create



- Curated is content gathered from trusted sources relevant to your NOC.
- Created is content produced by you.
- Curation is a low effort method to generate content.
- Curated content provides your audience with a diversity of content and helps balance out the self-promotional content you're sharing.
- Recommended output 40% created vs 60% curated.

# How to curate



- Curate relevant content from trusted sources such as athletes, IFs, the IOC and trusted organisations.
- Ensure that curated content aligns with your content strategy and point of view.
- Use a shared hashtag to find relevant content on social.

# Why user-generated content?



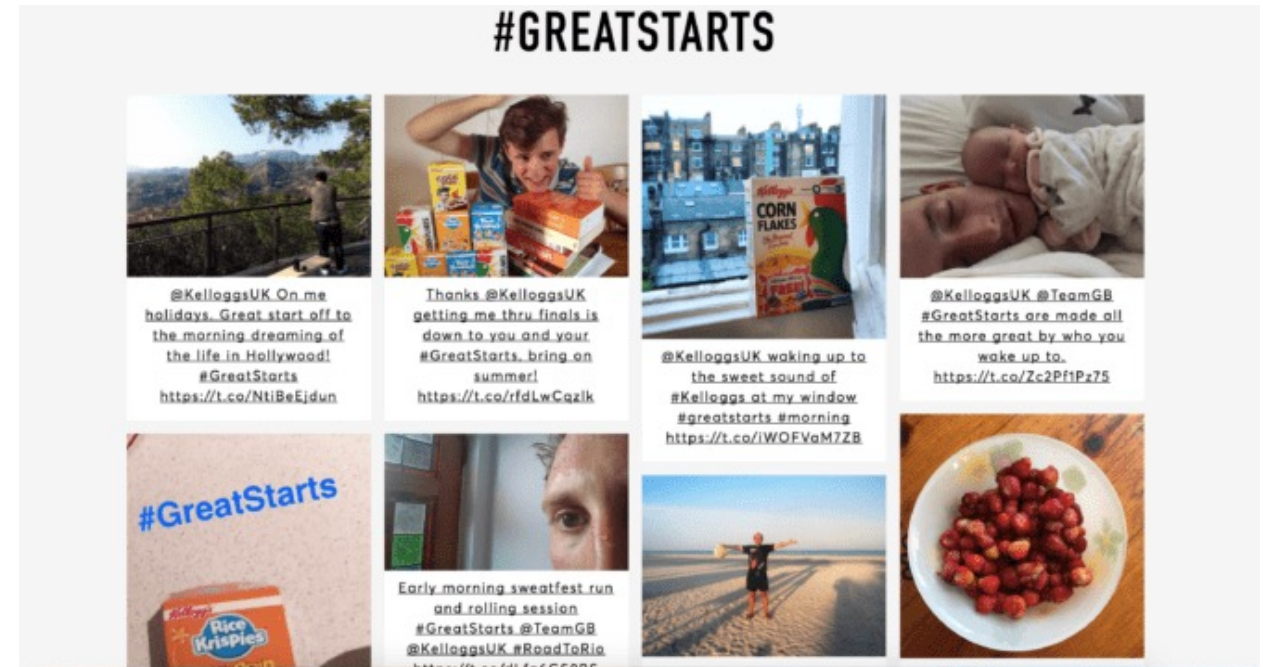
- Fans can be your influencers
- Low effort and high impact
- Connects you with your fans
- Boosts channel reach and growth
- SEO benefits if pulled into a microsite
- Valuable fan data



# How to use UGC



- Create a unique hashtag and distribute across all channels
- Invite athletes to participate to drive engagement
- Guide the conversation and advise on the type of content you wish to earn
- Motivate fans with prizes



# How to use UGC



You can invite fans to:

- Show their support
- Demonstrate their talents
- Take part in a challenge
- Share their experiences



# What to avoid with UGC



- Keep the barrier to entry as low as possible for mass participation
- Ensure you respond to their efforts to thank and congratulate
- If you are curating on to a microsite build in censorship to avoid embarrassing trolling
- Publish terms and conditions to protect you from privacy and copyright infringement



# KEY TAKEAWAYS

## CONTENT CREATION



Start with  
content strategy



Understand  
your audience



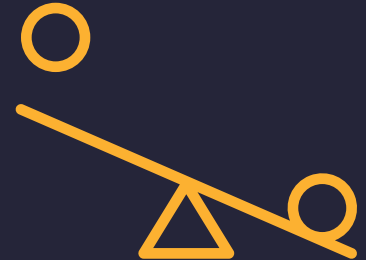
Tailor content  
to platforms



Brainstorm  
content ideas



Create & curate



Evaluate ideas  
impact vs effort



# **CONTENT CREATION BEST PRACTICE**



# Branding



Always stick to your NOC's specific brand guidelines to keep your content easily recognisable, on-brand, and true to messaging.

Always include the following in any NOC branding:

- your logo
- your chosen colours
- your chosen font
- your tone of voice/messaging/language

# Branding

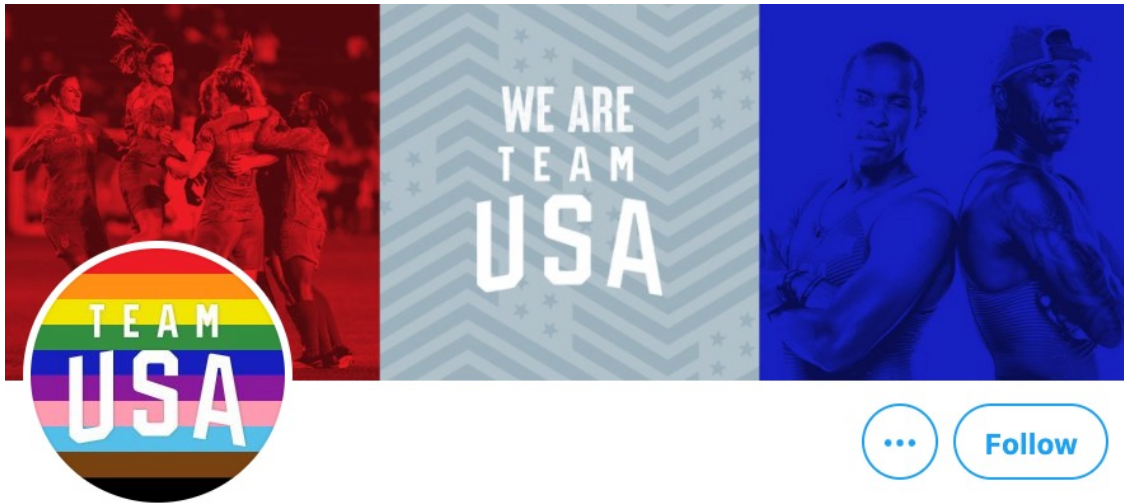


Make sure your platform page includes:

- profile picture
- a header
- a biography

**A recommendation:** make use of NOC-branded thumbnails/cover images

# Branding example



**Team USA** ✓

@TeamUSA

Celebrating America's Olympic and Paralympic athletes. #TeamUSA

[TeamUSA.org](https://teamusa.org) Joined February 2009

2,489 Following 1.9M Followers



**Time Brasil** ✓

@timebrasil

O Time Brasil é a marca dos atletas brasileiros. É a equipe que representa uma nação formada por mais de 200 milhões de torcedores.

[Translate bio](#)

📍 Brasil 🌐 [timebrasil.com.br](https://timebrasil.com.br) 📅 Joined March 2009

856 Following 365.1K Followers

Not followed by anyone you're following

# Logos/ watermarks



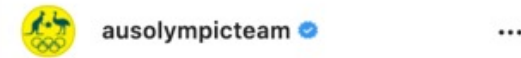
- Your NOC brand logo/watermark is a must-have so your audiences can easily recognise your content and your NOC
- Your logo should be subtle (but obvious enough!) when used in creative content such as video or images

# Call to actions (CTA's)



- A CTA is a prompt that encourages a response from audiences and asks them to take a specific action.
- CTAs go at the end of your post copy, at the end of a video, at the bottom of a graphic, or post creative
- Be clear to understand, short to read and easy for your audience to achieve

# Call to actions (CTA's)



ausolympicteam



ausolympicteam Spotted!  
Our #Tokyo2020 @asicsaustralia  
uniform on the field of play!

What do you think of the Beach  
Volleyball, Athletics and Men's  
Hockey uniforms?! 🍏🍏

#TokyoTogether

8w



kaiaparnaby 🍏🍏🍏



8w 1 like Reply



samm\_harris @kieralouise1  
nice kini's



8w 2 likes Reply



2,129 likes

APRIL 8



Add a comment...

Post

# Images



- High quality
- Correct dimensions
- True to your NOC-brand guidelines
- Relatable to your audiences

# Images



You can improve how your images perform by:

- making them bright/eye-catching/positive
- making them simple and easy to understand
- ensuring they are of the highest possible definition
- using a wide range of images
- using a CTA on suitable graphics/images

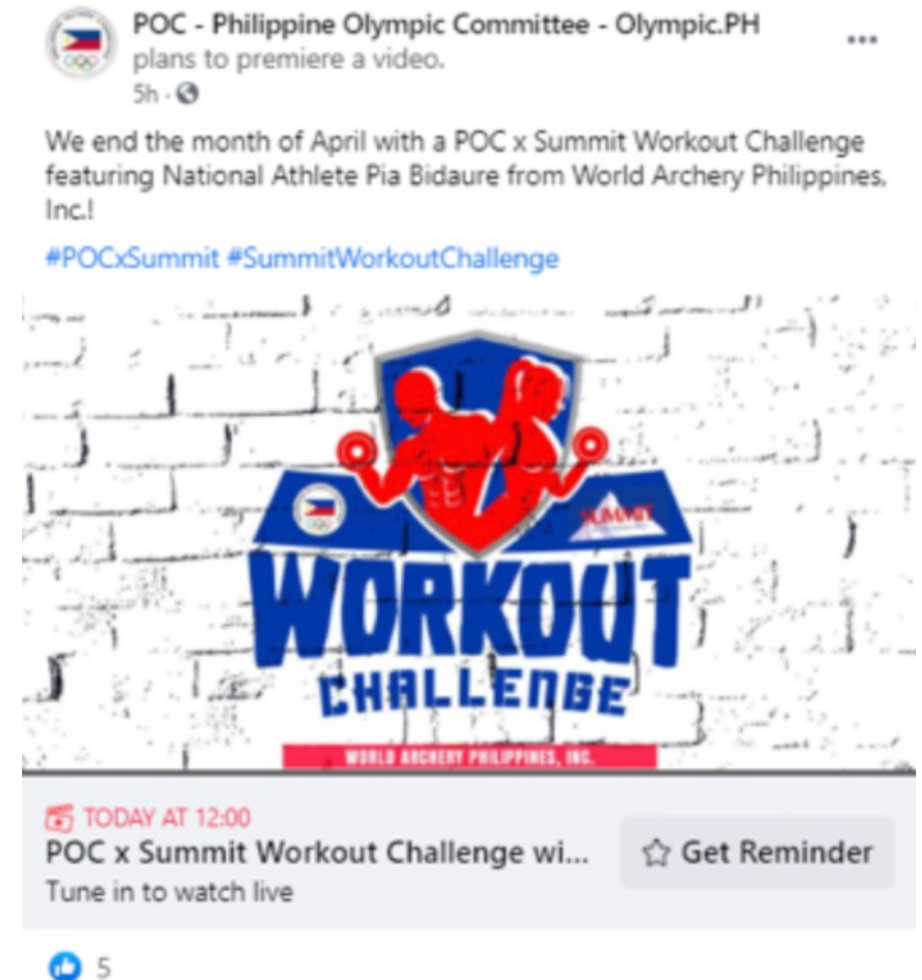


# Graphics



Use graphics to give information on,  
for example:

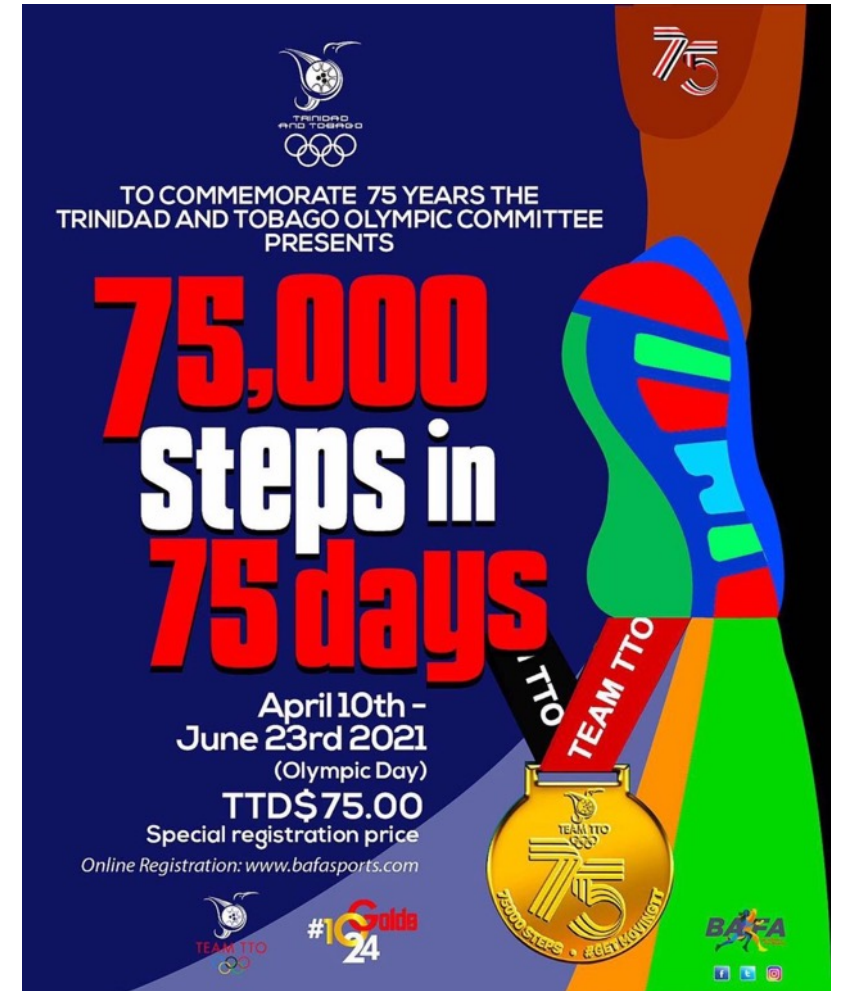
- ticket sales
- competitions
- live platform takeovers
- 'How-to' guides
- times of events



# Graphics



- They must be easy to understand
- The message must be clear
- Include NOC-brand colours/fonts
- Include an image
- Have a clear CTA
- Have a clear purpose



# Videos



- High definition
- Correct dimensions
- A logo included
- The right length for the purpose of the message
- Edited to a high quality
- NOC branding included
- Tell an engaging story



# Videos



Improve the performance of your video content by:

- Grabbing the attention of your audience within the first 7 seconds
- Using subtitles for script/voiceover
- Telling a story that your audience can connect with
- Adding a CTA at the end
- Making sure your subtitles/on-screen graphics are easy to read and error-free





## OPTIMAL DURATION FOR VIDEOS

- General marketing/NOC brand videos - 2 minutes
- Facebook - 2–5 minutes
- Instagram -1 minute
- YouTube -7–15 minutes
- Twitter -15 seconds

# Free creative tools



# KEY TAKEAWAYS

## CONTENT CREATION BEST PRACTICE



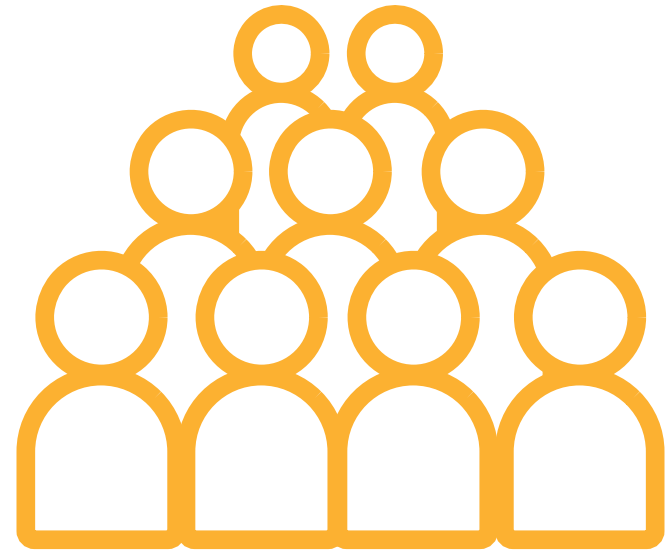
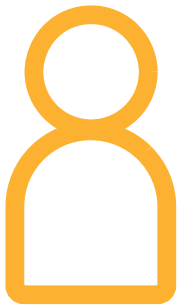
- Always stick to the best practice for the platform
- Combine this platform best practice with what works best for your NOC
- Always check you're creating content in the best formats



# RESOURCING YOUR TEAM



# Size of your team



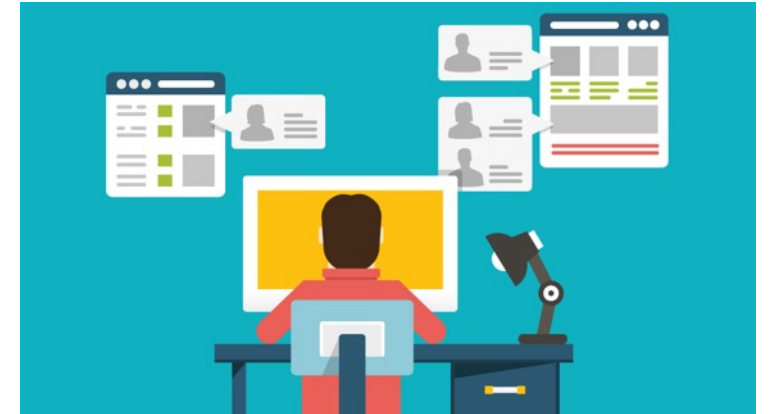
# Who's in the team?



**Social media manager**



**Content producer**



**Community manager**

# NOC example



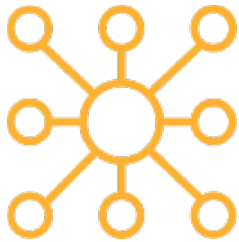
Jordan Olympic Committee

We have 9 resources, including but not limited to:

- digital media specialist
- social media admin
- **content creator**
- **graphic designer**
- **videographer**

They are all responsible for providing sports content and managing our social media pages and accounts.

# How much time do you need?



**No. of social  
media channels**



**The amount of  
content you produce**



**The frequency you post  
and the time you spend in  
community management**

# What are the four areas you need to consider?



**Finding and  
creating  
content**

**Planning  
and posting  
content**

**Community  
management**

**Analysing your  
work**

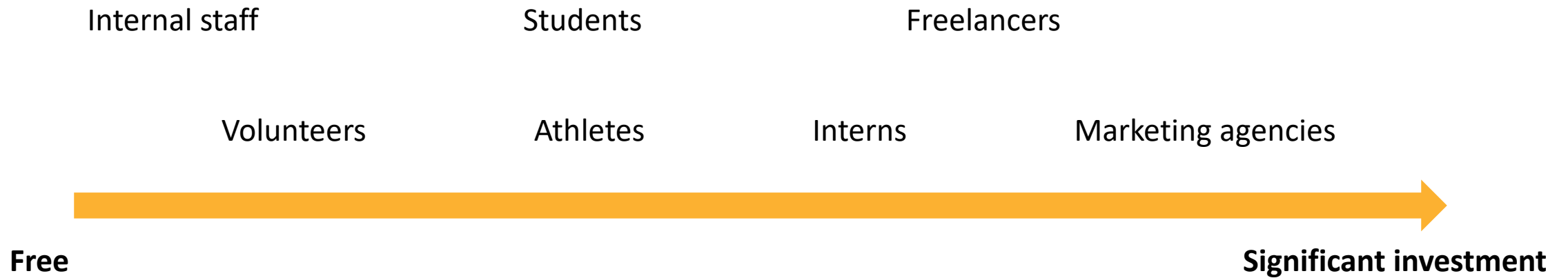
# How to plan resources?



AREA
Finding and creating content
Planning and posting content
Community management
Analysing your work

HOURS (PER WEEK)	HOURS (PER MONTH)
5.25	14
4.5	21
3	14
2.25	2.25

# Who else can support your social media?



# IOC resources for athletes





# Social media publications



**SOCIAL**

**MEDIA**

**WEEK**

# Key takeaways

## RESOURCING YOUR TEAM



- Your **resources and capabilities** to need to be reflected in your **social media strategy**
- Only recruit people if there is a need to address
- You can bring people on a short-or long-term basis



# Questions



**Thank you**