



ANOC SOCIAL MEDIA
HANDBOOK



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01 INTRODUCTION

MESSAGE FROM THE ANOC ACTING PRESIDENT AND SECRETARY GENERAL,

Dear NOC Friends,

We are pleased to present you with the first version of the ANOC Social Media Handbook. The document contains key insights and best practices to support your NOC to develop its capacities and performance on social media. The present is digital, and the NOCs must keep up with the requirements from today's society to better fulfil its role of developing, promoting, and protecting the Olympic Movement in its territory.

The new IOC strategic roadmap Agenda 2020+5, approved in the 137th IOC Session in March 2021, states on its recommendation number 8, the need to Grow digital engagement with people. Social media is the pathway to achieve effective results on this recommendation, and this handbook will equip all NOCs to fulfil their part of this commitment, improving your NOC's relationships with audiences through digital and affordable means.

Key NOC stakeholders such as new potential sponsors will evaluate an NOC performance on social media in order to decide on the feasibility of a potential partnership and the expected return of investment. It is important for the NOCs to understand the strategic need of its social media channels, which will help build the image and reputation of the organization. As clearly discussed in ANOC's Marketing Commission, a successful NOC marketing program is directly connected with the NOC's performance on social media.

As representatives of the Olympic Movement in every country, the NOCs already carry within its core the great values of sport. When aligned with an image of competence, professionalism and effective reach on its channels (followers, engagements, etc.), NOCs become valuable potential future partners which cannot be easily found in the market.

But besides the importance of a successful marketing strategy, social media is an effective way to connect and share the positive messages that only sports provide. Inspire, leading by example, teaching respect, the never-ending search for excellence are the golden tools that the NOCs have in their hands to promote a better world through sport. Those messages have the potential to positively change people's lives, and social media is the instrument to allow those messages to be heard even louder.

We hope that the ANOC Social Media Handbook positively impacts your NOC social media performance, allowing the NOC family to fulfil our duties in the Olympic Movement.

With our best regards,

ROBIN MITCHELL

ANOC Acting President

GUNILLA LINDBERG

ANOC Secretary General

THE IMPORTANCE OF THIS HANDBOOK

ANOC recognises the power of social media in helping NOCs achieve their goals.

This Social Media Handbook has been created to support all NOCs by providing you with key information and data to better understand your social media channels and how to best use them before, during and after key events within your NOCs calendars.

It includes everything your NOC needs to know about setting up, managing and implementing your social media channels. It provides insights into strategy and planning, content creation, athletes, influencers, and paid media – as well as an appendix of key social media terms.

The greatest value of social media is to foster a community and engage with its members. Without social media, you limit your content to people who already know you and are familiar with your content and services. Through social listening efforts, you may be able to determine what people are looking for and create content, products and services that fulfil their needs.

MAKING BEST USE OF SOCIAL MEDIA WILL:



increase your NOC's visibility and raise your brand's image



improve your NOC's relationships with audiences and athletes



increase your NOC's funding potential



promote your NOC's knowledge to audiences



promote the Olympic values in your country

THE HANDBOOK WILL:

- explain the basics of Facebook, Instagram, Twitter and YouTube
- ensure greater and more efficient use of social media channels
- improve social media strategy
- drive content creation
- explain how to make the best use of live events such as the Olympics

WE NEED YOU TO DO SOMETHING!

Share the Handbook with your internal team so you are all working from the same resource.

Use the Handbook as a guide on how to use your NOC's social media channels and how to employ best practice and plan your strategy/content creation.

Please do get in touch with ANOC if you have any questions – info@anocolympic.org



NOC EXPERIENCE - BOTSWANA

Social media is an integral part of the operational strategy of Botswana's NOC.

It's a tool by which we communicate with stakeholders and carry out virtual activities, particularly since the 'new normal' of COVID-19 era (e.g. our Olympic Day Celebration Challenge).

It has proven the most efficient means of two-way communication, enabling wide reach and engagement from a range of stakeholders.

By gaining insight into audience interests, a more effective NOC communication strategy can be created.

We believe that collaboration between NOCs would improve overall social media performance: opening avenues for shared experiences, data and skills.



NOC EXPERIENCE - JORDAN

We have been developing and improving its social media platforms (reach, content, engagement) over the past 4 years to increase awareness of sport in Jordanian society, to inspire and engage the community, and to promote the Olympic brand.

As the main source of online content and sports news, our social media strategy helps deliver national strategy and objectives. It communicates organisational and strategic interventions and messaging to sport stakeholders and audiences.

We have enriched our content and kept up to date with professional coverage of national and international sports news, turning our platforms into trusted sources for fans, athletes, and sport organisations.



NOC EXPERIENCE - ROMANIA

Social media is one of the key pillars of Romania's NOC strategy – playing a significant part in marketing activations and communication initiatives.

It targets a wide range of stakeholders, focusing in particular on the younger generations as this is their preferred way of communicating, socialising and consuming information.

We aim to showcase the news, messages, and values of the Olympic movement to the general public, aligning them with our strategic partners and sponsors.

We use social media to build a sense of belonging and national pride by promoting our athletes and their intense journeys toward sporting glory.

By doing so, we can spread and increase awareness of our NOC and the Team Romania brand.



NOC EXPERIENCE - FIJI

Social media is an essential part of Fiji's NOC.

It enables faster and more vibrant communication with Team Fiji fans, both locally and around the world.

It increases reach and brand visibility – most easily during Games time, but also outside of competition.

It allows our athletes and initiatives to be showcased, our journey and stories to be shared. Fiji's storytelling culture and heritage is built around Pacific voyages which are kept alive through social media and our NOC logo: featuring the traditional double-hull sailing boat (Drua) used by our ancestors.

It can be used to inspire the nation to social action. Our channels support national campaigns by getting Athlete Champions to advocate on key messages such as [making healthier choices](#), [going green](#), and [playing true](#) and safe.

We appreciate that there is a lot more work still to be done, but FASANOC is motivated by the success stories of other NOCs outlined in this Social Media Report.

ONOC have initiated social media training sessions and we hope to formulate a comprehensive and increasingly successful social media strategy.



NOC EXPERIENCE - BRAZIL

Brazil's NOC has always used online content very strategically and this has become increasingly relevant after the 2016 home Games.

Our social media profiles – despite ever-changing algorithms – have shown a constant growth in both audience numbers and in engagement.

Digital platforms are the fastest and most direct ways to reach an audience: kind of modern-day 'eye-to-eye' conversations. One result of the Pandemic is a huge increase in online usage. As athletes are now our main brand influencers and ambassadors, new trends and initiatives must be noted.

It is essential to listen and respond to your audiences and to prioritise engagement. Thanks to easily obtainable metrics, you always know who you are talking to and how they feel. That's gold.

Attention needs to be paid to the requirements of each specific platform/audience when producing appropriate digital content. We continue to coordinate online strategy with traditional tools to increase our relevance and diversify our audience.

To connect our NOC with the digital world, we make best use of extensive visibility and engagement provided by @timebrasil fans, interaction with our athletes, coordination with our stakeholders, and conversations with our sponsors.

There is no looking back. The sky's the limit!

THE FOLLOWING TABLE PROVIDES YOU WITH A ROADMAP TO...

| | STEP 1 | STEP 2 | STEP 3 |
|--|--|---|--|
|  CONTENT | <ul style="list-style-type: none"> Content strategy Shared video Links to articles Reposts Status Retweets | <ul style="list-style-type: none"> Facebook Premier Facebook Stories Instagram Stories IGTV | <ul style="list-style-type: none"> Content plan Facebook Live Instagram Live Instagram Reels |
|  AUDIENCE | <ul style="list-style-type: none"> Identify most popular countries/ cities Identify when fans are online (best time to post) | <ul style="list-style-type: none"> Identify age/ gender split Identify their interests | <ul style="list-style-type: none"> Identify what fans talk about (social listening) Understand fan habits and attitudes (survey) |
|  REPORTING | <ul style="list-style-type: none"> Identify key metrics for performance (growth, engagements, views, etc.) | <ul style="list-style-type: none"> Create an audit to identify 'over' and under-performing content | <ul style="list-style-type: none"> Set and regularly monitor KPIs Conduct competitor analysis |
|  ADVERTISING | <ul style="list-style-type: none"> Boost posts on Facebook and Instagram | <ul style="list-style-type: none"> Create Lookalike and Custom Audiences | <ul style="list-style-type: none"> Conversion and website tracking |
|  GROWTH | <ul style="list-style-type: none"> Follow back relevant accounts Social links in bio | <ul style="list-style-type: none"> Build relationships with athletes, IFs and NOCs Get accounts verified | <ul style="list-style-type: none"> Follower acquisition campaigns Influencer marketing |
|  REACH | <ul style="list-style-type: none"> Add (photo, video) media to posts Use hashtags Tag athletes, IFs and NOCs Cross-promote content | <ul style="list-style-type: none"> Boosting posts Save Instagram Stories and highlights | <ul style="list-style-type: none"> Influencer marketing Advertising campaigns |
|  COMMUNITY MANAGMENT | <ul style="list-style-type: none"> Keep up-to-date with Industry trends and updates Engage with fans and answer all questions | <ul style="list-style-type: none"> Create and maintain a brand voice Host giveaways and competitions | <ul style="list-style-type: none"> Schedule content Monitor social media mentions Integrate chatbots |

02 CONTENT STRATEGY

A GOOD CONTENT STRATEGY

- Considers the objectives of your NOC and how best to achieve them through content
- Provides the foundation of effective communication
- Guides the creation and sharing of your content
- Attracts new athletes and generates overall athlete satisfaction

CREATING YOUR CONTENT STRATEGY

01 DEFINE YOUR OBJECTIVES

do this before planning to achieve success. Your objectives should relate to your NOCs organisational goals. The following steps assist you in creating your content strategy.

Here are some examples of objectives your NOC might want to achieve:

- Increase brand awareness
- Grow your brand's audience
- Boost community engagement
- Generate merchandise sales
- Drive traffic to your website

“ NOC EXPERIENCE - ROMANIA

“The social media objectives of our NOC are:

- increasing the visibility of our athletes and teams in all aspects
- showcasing and communicating our activities
- publicising our partners/sponsors and their activities
- promoting the Olympic Games/Olympic Values (Olympic Education)
- promoting Team Romania's brand
- encouraging a sense of belonging and national pride.”

02 CONDUCT AUDIENCE RESEARCH

who are you talking to? Do this to help you define the target audiences for your content. How old are they? Where do they live? What platforms do they use? What do they like/not like doing? What topics are most important to them? Which social media accounts do they follow? And most importantly, what are their needs? (Social listening)

Your audiences might include: athletes/elite athletes/coaches/sports fans/other stakeholders

To discover who your current audience is and their key demographics, please refer to Section 12 - Insights.

Remember: different social media platforms attract different audiences, so you will need to look at platform-specific insights.

“ NOC EXPERIENCE - BRAZIL

“Our main social media objective is audience growth (increase in follower numbers and boost in community engagements). In fact, we don't just want an average follower, but rather true fans and brand ambassadors so we always take into consideration how they react to our content.”

S SPECIFIC
Make your goals specific and narrow for more effective planning

M MEASURABLE
Define what evidence will prove you're making progress and reevaluate when necessary.

A ATTAINABLE
Make sure you can reasonably accomplish your goals within a certain timeframe.

R RELEVANT
your goals should align with your values and long-term objectives

T TIME-BASED
Set a realistic, ambitious end-date for task prioritisation and motivation

03 UNDERTAKE CHANNEL ANALYSIS

Find out which channels your audiences currently use the most. Are they the right ones for you and the best for reach and engagement?

Bear in mind the content types you are or will produce, as these differ across channels. Your audiences and their actions vary by channel.

To help you decide which platforms your NOC should be on, refer to Section 3 - Social Channels.

04 RUN A CONTENT AUDIT

An important step in creating your strategy is auditing how your current social media posts are performing. By having a clear picture of where you are, knowing what content is working or not, you'll have a better idea of what gaps you need to fill, or where you want to go.

A good question to ask is 'how has previous content performed'?

To discover how your current posts are performing, please refer to Section 12 - Insights.



NOC EXPERIENCE - BRAZIL

"Every year, our NOC plans the concept and strategy for all its social media platforms, starting with a deep analysis of the previous year – its strengths and weaknesses, what worked and what did not. With these learnings in mind, and an overview of the external scenario, we build the new plan. This is reviewed and adjusted as necessary every three or four months. In terms of content format, images can often say a lot more than words."

05 DEVELOP CONTENT THEMES AND POINT OF VIEW

| 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>Athletes: the best of your athletes and teams</p> <p>Previous performances: reliving past performances</p> <p>Events: updates from relevant events</p> <p>Sport development: showcasing sport development initiatives</p> | <p>This ensures that content always has a purpose.</p> <p>Example</p> <p>Inform: keeping people updated and educated</p> <p>Inspire: stories of people that over challenges that inspire audiences</p> <p>Entertain and connect</p> | <p>The view you take when creating or posting on social media.</p> <p>Example</p> <p>Trusted authority</p> <p>Sports enthusiast</p> | <p>The tone of voice you use on social media.</p> <p>Example</p> <p>Social: bringing people together as a community</p> <p>Accessible: simple copy to ensure all audiences can understand you</p> |

06 SELECT A CONTENT MANAGEMENT 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 content calendar and workflows to manage your output effectively.



HERE IS AN EXAMPLE OF WHAT A CONTENT CALENDAR MIGHT LOOK LIKE:

| DECEMBER | | | | | | | |
|--------------|--------|---------|-----------|----------|--------|----------|--------|
| CONTENT TYPE | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| Posts | | | | | | | |
| Events | | | | | | | |



| ITEMS | | | | |
|--------|---------|----------|--------|-------|
| DATE | CONTENT | PLATFORM | FORMAT | OWNER |
| 01 Dec | | | | |
| 02 Dec | | | | |
| 03 Dec | | | | |
| 04 Dec | | | | |
| 05 Dec | | | | |
| 06 Dec | | | | |
| 07 Dec | | | | |
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| 28 Dec | | | | |
| 29 Dec | | | | |
| 30 Dec | | | | |
| 31 Dec | | | | |

SOME KEY CONTENT MANAGEMENT TOOLS INCLUDE:

- [Monday.com](#)
- [Asana](#)
- [Workzone](#)
- [Trello](#)

A shared content schedule is a useful document which enables everyone in your NOC to understand what is going on. Ensure you have the right people in place to help deliver the strategy.

07 CHOOSE WHICH TYPES OF CONTENT YOU WANT TO CREATE

to determine what resonates best with your NOC’s message and your audiences. What types of content do you need to produce to complement your current content and support your social media strategy?

If possible, align your content message to the corresponding channel. Content types differs across channels: what might work well for Instagram may not work on Twitter.

For a discussion on a variety of options, including some tools and templates to get you started, please refer to Section 6 - Content Creation.

08 PLAN YOUR CONTENT

to be prepared for the tactical execution of your strategy. Brainstorm your content ideas, using your audience research and the conclusions you have reached.

- What content are you going to create?
- Who is going to create it? What resources do you have or do you need to engage?
- When does it need to be created by?
- When, how and where will you publish it? What is the workflow from content creation to publication?
- How often do you want to post new content?

Many of the content ideas you think of will be evergreen — meaning they will stay relevant to your audience and can be re-used over and over again. A recommendation: provide milestones (such as public holidays and UN international days) in the calendar and produce content around them.

We have created a UN International Days calendar to help you get started, please refer to Section 16 - Appendix.

09 KEEP TRACK OF YOUR PROGRESS

to help measure the success of your social media strategy and content. It is a good idea to define a key metric(s).

This will help you understand and identify whether your current content is working well with your audiences or if you need to rethink your tactics and strategy.

The table below shows what key metrics can directly relate to your set objectives.

| OBJECTIVE | METRIC |
|-------------------------------|---------------------|
| Increase brand awareness | Impressions/Reach |
| Grow your brand’s audience | Follower growth |
| Boost community engagement | Video views, shares |
| Drive traffic to your website | Link clicks |



NOC EXPERIENCE - BRAZIL

“We keep an eye on the metrics, as numbers rarely lie. But more valuable than cold figures is to feel the temperature of the platforms (follower engagement and reaction). Bear in mind that platform algorithms sometimes change which can make it harder to increase numbers.”



CONTENT STRATEGY TEMPLATE

This is a framework you can use to help build out and visualise your content strategy.

| CONTENT STRATEGY | | AUDIENCE | |
|------------------|--|----------------|------|
| STRATEGY | | CONTENT THEMES | |
| | | | |
| | | | |
| OBJECTIVES | | TACTICS | KPIS |
| | | | |



DIFFERENT TYPES OF CONTENT MARKETING

Below are some examples of the most popular content formats.
Consider whether they align with your objectives and your available resources.

CONTENT IDEAS BY PURPOSE

LOW EFFORT MEDIUM EFFORT HIGH EFFORT

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

03 SOCIAL CHANNELS

The next step in your social media journey: decide which platforms your NOC should have and feed regularly.

We will explore:

- Facebook
- Instagram
- Twitter
- YouTube

CHOOSING THE BEST PLATFORM FOR YOUR NOC

Before you decide on which specific social channels to have and feed regularly, you need to define some key areas.

01 DEFINE YOUR GOALS

- What do you want your social channels to achieve?
- Brand exposure
- Increased fan base
- Sponsorship opportunities
- Video views
- Engagement from your audiences
- Conversions to your website

02 IDENTIFY YOUR AUDIENCES

- Who are your target audiences?
- Who make up your current audiences?
- What is their gender?
- How old are they?
- What content are they interested in?

03 FIND YOUR AUDIENCES

- Discover what platforms your audiences use
- Look at the demographics of each platform
- Look at how people are using each platform (to help define what content to create)

KEY FEATURES FOR EACH PLATFORM

FACEBOOK

- **Number of monthly active users:** 2.7 billion
- **Largest age group:** 25-34 (26.3%)
- **Gender:** 44% female, 56% male
- **User average time spent per day:** 38 minutes
- **When to post:** refer to Section 12 – Insights for personalised data
- **How often to post**
 - Minimum: once a week
 - Better: 3 x a week
 - Optimal: once a day
- **Type of content**
 - Photos
 - Videos
 - Blog posts
- **Best for**
 - Building relationships
 - Building brand relationship
- **Limitation**
 - Limited to reach new audiences
 - Limited reach and engagement of posts
- **Top Tips**
 - Use hashtags for searchability
 - Provide links to drive people to your website

INSTAGRAM

- **Number of monthly active users:** 1 billion
- **Largest age group:** 25-34 (33.1%)
- **Gender:** 57% female, 43% male
- **User average time spent per day:** 29 minutes
- **When to post:** refer to Section 12 – Insights for personalised data
- **How often to post**
 - **Minimum:** once a week
 - **Better:** 3 x a week
 - **Optimal:** once or twice a day

Types of content

- Photos
- Main feed videos (videos under 1 minute)
- IGTV (videos over 1 minute)
- Quotes
- Stories
- Reels
- **Best for**
 - Visual content
 - Lead generation
 - Wider reach and engagement of audiences

• Limitation

- Images and video only

• Top Tip

- Carousels as a great way to tell a story in one simple post
- Location tags allow your posts to be featured on the map
- Tag (@) other users in the post to allow re-sharing

TWITTER

- **Number of monthly active users:** 187 million
- **Largest age group:** 30-49 (44%)
- **Gender:** 32% female, 68% male
- **User average time spent per day:** 3.53 minutes per session
- **When to post:** refer to Section 12 – Insights for personalised data
- **How often to post**
 - **Minimum:** once a day
 - **Better:** 3–6 times a day
 - **Optimal:** 15–23 times a day
- **Type of content**
 - Photos
 - Videos
 - News
 - Blog Posts
 - GIFS

• Best for

- Generate conversations and find out what people talk about
- Build brand awareness
- Real-time updates, breaking news, call outs

• Limitation

- 280 characters or less

• Top Tips

- Ideal for quick and short messages
- Tag (@) other users in the post to allow re-tweets
- Provide links to drive people to your website

YOUTUBE

- **Number of monthly active users:** 2 billion
- **Largest age group:** 15-25
- **User average time spent per day:** 41.9 minutes
- **When to post:** refer to Section 12 – Insights for personalised data
- **How often to post**
 - **Minimum:** once a week
 - **Optimal:** once a day
- **Type of content**
 - Videos
- **Best for**
 - Provide education and entertainment
 - Build brand awareness
 - Lead generation
- **Limitation**
 - Video only
 - Resource intensive
- **Top Tips**
 - Ideal for tutorials
 - Don't forget using SEO in your titles and descriptions

SOCIAL CHANNELS LIFESPAN

The lifespan of content on different channels varies. There are key tactics you can apply to make sure the content works at its best for as long as possible.

“ NOC EXPERIENCE - BOTSWANA

“Our NOC analysed social media use across Botswana and found that Facebook is the most widely used platform. Therefore, we use it to disseminate information in various forms (e.g. posters, live streams, videos) as well to run campaigns such as [SMS donation](#). We are proud to have our account verified (blue tick).

We have recently begun engaging on Instagram to reach younger stakeholders and audiences by sharing images of events and challenges. Although not currently on YouTube, we are still exploring its feasibility in regard to our communication objectives.”

WAYS TO EXTEND LIFE SPAN OF CONTENT - HOW LONG DOES CONTENT LAST?



FACEBOOK

Pin important posts to your timeline that will extend their lifespan. The post can also be boosted with an ad.



INSTAGRAM

Opt for colourful images that are appealing to the viewers. Add relevant hashtags for your posts.



TWITTER

Pin tweets towards the top of the page that will guarantee a greater lifespan. Develop a Twitter System that will make it easy to repurpose the tweets.



YOUTUBE

Upload videos on the topics that are appealing to the viewers. Include keywords in your video title, description and tags.

HOW TO DRIVE AUDIENCES FROM SOCIAL CHANNELS TO DIGITAL CHANNELS

- Editorial refers to written content, e.g. news articles/press releases/announcements
- Editorial is posted on your website so it is best to use social channels to push your audiences to your website to read these articles
- Sharing of editorial content is not suited to all platforms – i.e. YouTube is for videos
- The best platforms to share editorial are:
 - Twitter
 - Facebook
 - Facebook/Instagram Stories – with a ‘swipe up’ feature
- Adding Call to Action (CTAs) and links to articles are key ways of driving audiences to your website

A RECOMMENDATION:

Include links to other website content within your website articles – this helps keep your audiences on your website for as long as possible.

ACCOUNT CREATION

Some social platforms let you choose between a personal or a business account. Look at both to see which features best suit your NOC and its needs.

Facebook, Instagram and YouTube all offer both types of account. A recommendation: we would suggest a business account for your NOC.

FACEBOOK

A recommendation: create a business page and not a Facebook account.

BENEFITS OF A FACEBOOK BUSINESS ACCOUNT

- Sharing basic information about your NOC
- Sharing pictures and videos from your NOC
- Talking to existing and potential customers
- Providing customer support
- Raising brand awareness and promoting positive word-of-mouth
- Facebook can steer traffic to your website
- Targeted advertising
- Offering deals through Facebook Places

CREATING A FACEBOOK BUSINESS PAGE

Refer to [‘Create a Page’](#) on Facebook.

INSTAGRAM

BENEFITS OF A YOUTUBE BUSINESS ACCOUNT

- Accessing Instagram Insights
- Ability to add a ‘contact’ button
- Ability to add links to Instagram Stories

CREATING AN INSTAGRAM BUSINESS ACCOUNT

Refer to [‘Create a page’](#) on Instagram.

To switch your Instagram account from Personal to Business, refer to [‘Set up a Business account on Instagram’](#) page.

TWITTER

Twitter does not offer a business account option, but any information you input will need to be specific to your business – e.g. Business name, contact phone number, email, bio.

Refer to [‘Signing up for Twitter’](#) page.

YOUTUBE

BENEFITS OF A YOUTUBE BUSINESS ACCOUNT

- Posting on YouTube will help people find you on Google
- Exposure to a huge audience
- Utilising YouTube ads to reach an even bigger audience

CREATING A YOUTUBE BUSINESS ACCOUNT

Refer to [‘Create a YouTube channel’](#) page.

PLATFORM CREATION CHECKLIST

Each platform has specific features and must-haves. These ensure your platform performs as well as possible and gives your audiences the information they need.

WHAT TO INCLUDE WHEN CREATING YOUR SOCIAL MEDIA CHANNELS

1. Create your Facebook page
2. Add information to your page
 - Contact details
 - Address
 - Website
 - Biography
 - Hours of operation (if applicable)
3. Add a profile and cover photo

INSTAGRAM

1. Instagram name
2. Biography
3. Add a profile picture
4. Make sure your account is a business one

TWITTER

1. Add a profile and cover picture
2. Biography
3. Link to your website
4. Add your location

YOUTUBE

1. Choose the topic of your channel/create a Viewer Persona
2. Brand your channel
 - Add a profile picture
 - YouTube banner
 - Add links to banner
3. Add a description to your 'About' page
4. Add a location

KEY THINGS TO INCLUDE WHEN WRITING A BIOGRAPHY

1. Talk about your NOC and what you do
2. Target your audiences with specific keywords that they are likely to search
3. Link to your NOC's website
4. Provide additional ways for your followers to get in touch
5. Show your NOC's personality

ACCOUNT VERIFICATION

ANOC and IOC are working towards getting channel verification for all NOCs.

WHAT IT MEANS TO BE 'VERIFIED'

- The blue tick is one of the most sought-after features on social media
- The blue tick represents being 'verified'
- A verified social media account gives credibility to your page and content
- This helps with networking and ensuring that your NOC is an industry leader/offers a trusted opinion

04 CONTENT PLANNING

Content planning ensures that content is prepared in advance. This means you will employ all the best tactics for optimal performance, and keep your social content consistent in messaging and branding.

THE BEST WAY TO PLAN YOUR CONTENT

- Create a content plan that outlines what content you are going to post and what information is needed for those who are posting
- Create your content plan in Excel and consider the following fields:
 - Date of posting
 - Channel (where it will be posted)
 - Time of posting (spread postings evenly during the day)

- Topic/Content
- Content Type (image, video, text, tweet, etc.)
- Post Copy (the detail wording of your post)
- Hashtags
- Any additional field: Paid post, Author of post, Responsibility of posting, etc.

Use the template below to help plan your content. From the 3rd row onwards write the answers for each field (column). This will help you to plan your content and employ the best tactics.

| DATE | CHANNELS | TIME | CONTENT | CONTENT TYPE | POST COPY | PAID? |
|--|---|--|---------------------------------|-----------------------------|---|--|
| What date will your content be posted? | What channels will your content be posted on? | What time will your content be posted? | What is it that you're posting? | What type of content is it? | What copy will be posted with your content? | Will there be any paid media on this post? How much? |
| | | | | | | |
| | | | | | | |
| | | | | | | |

KEY PIECES OF CONTENT TO THINK ABOUT WHEN YOU START POSTING

01 COPY

Writing social copy is a special skill. Here are some tips to help make your copy as social-friendly as possible:

- Create brand guidelines for social media copywriting
- Establish a goal for each social post
- Write for the specific audience of each social platform
- Encourage engagement
- Complement the visual with relevant copy
- Use hashtags and emojis wisely
- Stay on top of social media trends
- Create a list of words and phrases relevant to you, your content and your audiences to help deliver a consistent message

02 HASHTAGS

- Social channels use hashtags as a way to connect social media content to a specific topic, event, theme or conversation – and make it easier for your posts to be discovered

HASHTAG BASICS

- They always start with # but will not work if you use spaces, punctuation or symbols
- Make sure your accounts are public
- Do not string too many words together
- Use specific hashtags relevant to the posted topic
- Use CamelCase Hashtags (a capital letter for each new word) to make your hashtags easier to read and understand – e.g. #OlympicDay versus #olympicday



- See what relevant hashtags are trending and use these
- Limit the number of hashtags you use – between 4 and 10
- Check the post count for each hashtag (to see how many posts were made using every single hashtag) and use a mix of frequently used (over 500k) and niche (between 25k and 500k) hashtags

HASHTAG BENEFITS

- Increasing engagement with your audiences
- Building your NOC's brand
- Showing support for social issues
- Adding context to social media posts
- Helping your target audiences find you
- Enabling you to follow the reach of your campaign

03 HOW TO SCHEDULE YOUR CONTENT AHEAD OF TIME

If you are in a meeting or do not work at weekends when content needs to be posted, you can schedule it ahead of time.

N.B.: it is not possible to schedule content to Facebook Stories/Instagram Stories/Twitter Fleets.

FACEBOOK

Go to [Creator Studio](#).

INSTAGRAM

Go to [Creator Studio](#).

TWITTER

Go to [Twitter Media Studio](#).

YOUTUBE

Go to [YouTube](#).

EDITING OR DELETING YOUR POSTS ONCE THEY HAVE BEEN SCHEDULED

Each platform allows you to edit or delete content once it is scheduled. There is no need to re-upload if the copy, posting date or time needs to change.

Refer to the scheduling tools linked above to do this.

Note: Scheduled posts will need to be deleted and re-uploaded if the photo, video or graphic needs to change or be modified.

CROSSPOSTING

Crossposting allows other NOCs or organisations to share and post content you have posted.

The main advantage of this is the ability to share a video from multiple Pages through a single upload rather than sharing individually from another Page.

GIVING OTHER NOCS/ORGANISATIONS PERMISSION TO CROSSPOST

- Before you crosspost a video, you will need to establish a crossposting relationship with another Facebook Page
- In order to create a crossposting relationship, you must be an 'Admin' of your Page (these steps are not available to other Page Roles)
- To set up and see details, go to [Facebook crossposting page](#).

UPLOADING VIDEOS THAT CAN BE CROSSPOSTED

Once a crossposting relationship is established, you can allow the Page to crosspost non-live videos that you add to your Page.

05 COMMUNITY MANAGEMENT

COMMUNITY MANAGEMENT

You can build a loyal NOC community by creating an atmosphere that encourages engagement from your audiences. There are tactics you can implement to ensure you stay connected and engaged with your audiences. Community management is a long-term project.

WHY IMPLEMENT COMMUNITY MANAGEMENT?

Your audiences expect you to engage with them, particularly when it comes to providing support. Community management is an easy way to do this and allows you to:

- connect and build personal relationships with your audiences
- gather feedback and ideas from your audiences
- provide support for your audiences when needed

SOME COMMUNITY MANAGEMENT TACTICS

Below is a list of commonly used interactive tactics that are easy to implement.

- 1. Regularly check on your community** – ensure they are receiving the support they need, that their questions are being answered, and that they feel a sense of community.
- 2. Enable and encourage conversation** – create conversation and engage your audiences with relevant content and regular updates.
- 3. Be authentic and approachable** – being genuine, human and authentic is crucial: your audiences will be more willing to engage with you if you adopt this approach.
- 4. Listen and respond to your audience** – review feedback, gather social listening, monitor conversations, and reply to messages/comments.
- 5. Show appreciation** – this will help build relationships and loyalty with your audiences.
- 6. Explore new ways to engage your community** – ask your audiences what made them join your community and what they want from you. This will help you learn more about your audiences, as well as new ways to interact with them.
- 7. Regularly engage with other influential channels** – especially those with a following similar to your target audiences.

EXAMPLES OF ENCOURAGING CONVERSATION:



ausolympicteam

ausolympicteam • Follow

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

3w

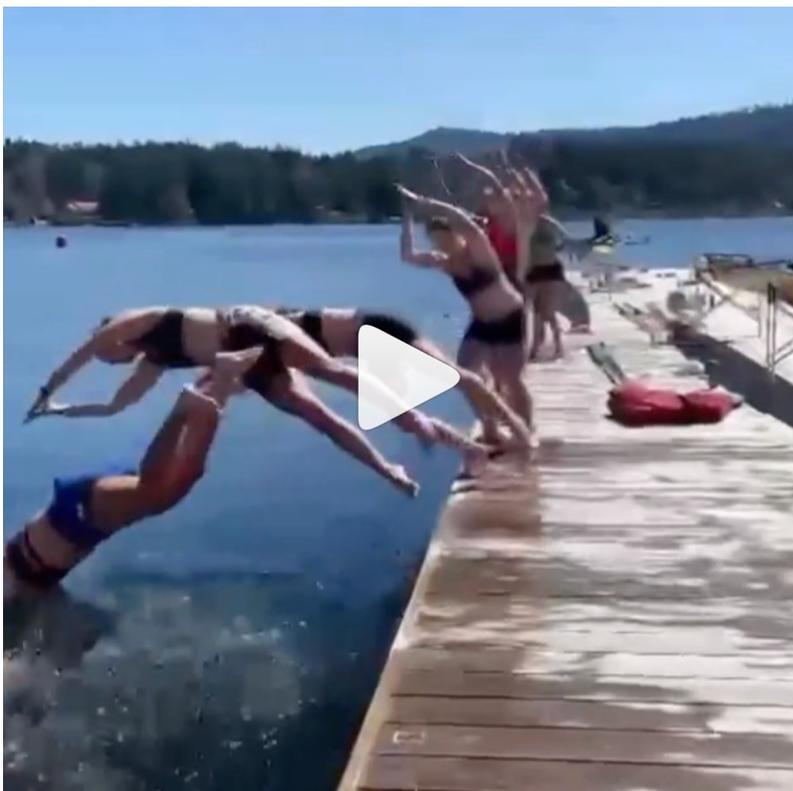
kaiaparnaby 3w 1 like Reply

sandyj2120 3w 1 like Reply

2,116 likes

APRIL 8

Add a comment... Post



teamcanada

teamcanada • Follow
British Columbia

teamcanada They call themselves the @rowingcanada team but maybe it's really @divingcanada or @artswimcanada 🤔🤔

Tag your squad for a video like this ↴↴↴

—

Est-ce que c'est l'équipe de @rowingcanada 🤔? On soupçonne que c'est peut-être l'équipe de @divingcanada ou de @artswimcanada 🤔🤔.

Tagguez les personnes qui embarqueraient avec vous pour faire une vidéo comme celle-là ↴↴↴

48,365 views

APRIL 15

Add a comment... Post

HOW TO DEAL WITH NEGATIVE FEEDBACK

Not every person in your audiences will be nice. Some may be abusive, violent or use obscene language in comments.

For guidance on how to deal with negative feedback and on banning people on social media, please refer to Section 14 - Reputation Management.

HOW TO INTERACT WITH YOUR AUDIENCE ON SOCIAL

There are various ways to interact with your audiences on each social platform. Many are relevant to all platforms, and some are channel-specific.

Below are some of the best ways to interact with your audiences on Facebook/Instagram/Twitter/ YouTube.

- Respond to posts/comments
- Use direct messaging
- Interact with content from others
- Monitor relevant keywords/hashtags
- Utilise the features of Instagram Stories
- Tag and mention accounts/handles
- Write strong, engaging captions
- Call your audience to action (include CTAs)
- Engage with visitor posts
- Actively look for new followers
- Ask your followers for engagement
- Ask users for ideas (for post topics, campaigns, showcasing athletes, events, etc.)



NOC EXPERIENCE - BOTSWANA

“We usually engage with our audiences through the comments section on our posts and direct inbox messaging. Our engagement rates and interactions increase as our audiences respond to queries and comments, especially when running [virtual challenges](#) and competitions. Negative feedback is usually looked at as constructive criticism, although we don't enter into back-and-forth discourse so as to protect our brand.”

FACEBOOK GROUPS

- This is a powerful tool that brings your community together online: a space for conversation that focuses on a loyal online community.
- Groups can engage current audiences and help attract new ones with exclusive content and community support.
- There are 3 types of Facebook Group:
- Public – anyone can see what members post/share
- Private and visible – your group will show in searches, but potential members must be accepted by an administrator
- Private and hidden – your group does not appear in searches, and potential members must be accepted by an administrator

A RECOMMENDATION:

we suggest that NOCs use private and visible groups. They are searchable but controlled – you can control who enters the group, but your group is easy for audiences to find.

Follow these guidelines to create a Facebook Group.

BENEFITS OF A FACEBOOK GROUP

- Direct connection to your audience
- A space to build long-lasting relationships
- It can help increase your organic reach

06 CONTENT CREATION

CONTENT CREATION

Each social media platform has preferred types of content. Content should therefore be tailored in different ways to suit each platform.

By using creative best practice, your content will work best with each platform’s algorithms. This means that your content will be seen by a larger audience and will perform better.

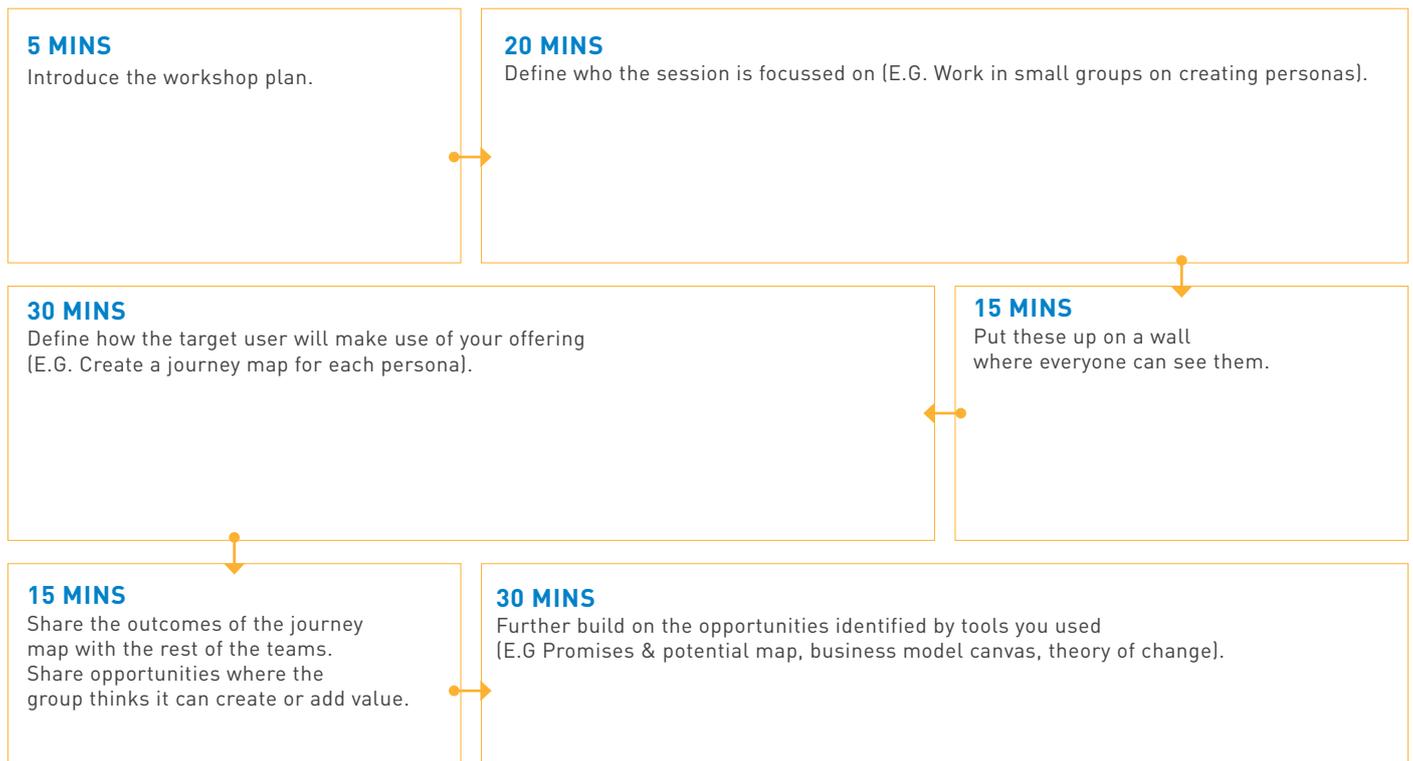
CONTENT IDEA GENERATION

The first step: refer to your content strategy as the framework to generate ideas.

The second step: use the check list below to answer some key questions that will help generate content ideas.

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

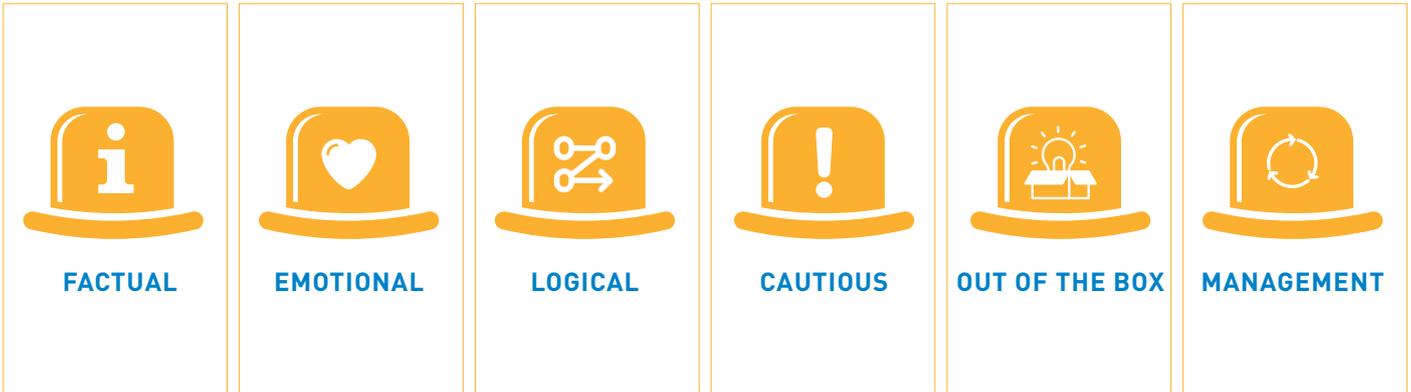
The third step: put pen to paper and start thinking of some content ideas, using the resources below to help.



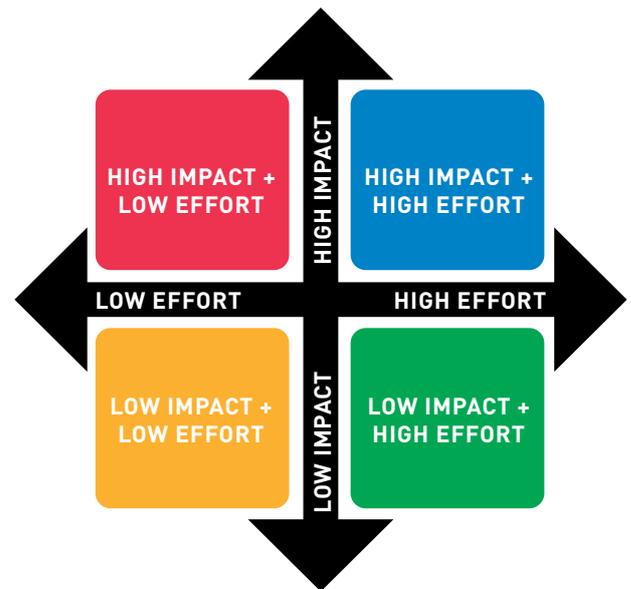
To learn how to use the Creative Workshop tool please refer to the [DIY Tool Kit website](#).

THINKING HATS

To learn how to use the Thinking Hats Framework please refer to the [DIY Tool Kit website](#).



Opposite is 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.



“ 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. Implementation plans should include scripts, storyboards, and logistics of all content to be published. 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.”

BRANDING BEST PRACTICE

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

Make sure your platform page includes

- profile picture
- a header
- a biography

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



| | MINIMUM | OPTIMAL | RATIO & COMMENTS |
|--------------------------|-------------|--------------|----------------------|
| PAGE COVER PHOTO | 820x 312px | 1200x 456px | - |
| EVENT COVER PHOTO | 1200x 675px | 1920x 1080px | 16:9 ratio |
| GROUP COVER | - | 1640x 859px | - |
| PROFILE PICTURE | 170x170px | 340x 340px | Square & Round Crops |
| LINK IMAGE | 600x 314px | 1200x 628px | 1.91:1 Ratio |
| SQUARE PHOTO | 612x 612px | 1080x 1080px | 1:1 Ratio |
| HORIZONTAL PHOTO | - | 1200x 630px | - |
| VIDEO | - | 1920x 1080px | 16:9 or 9:16 ratio |
| FACEBOOK STORIES | 600x 1067px | 1080x 1920px | 9:16 ratio |



| | MINIMUM | OPTIMAL | RATIO & COMMENTS |
|-------------------------------------|-------------|--------------|----------------------|
| PROFILE PHOTO | 110x110px | 180x180px | Square & Round Crops |
| POST PHOTO | 612x612px | 1080x1080px | 1:1 Ratio |
| VERTICAL PHOTO & VIDEO | - | 1080x1350px | 4:5 Ratio |
| HORIZONTAL PHOTO & VIDEO | - | 1080x 566px | 1.91:1 ratio |
| STORY PHOTO & VIDEO | 600x 1067px | 1080x 1920px | 9:16 ratio |
| IG TV VIDEOS | - | 1920x 1080px | 16:9 or 9:16 ratio |
| IGTV THUMBNAIL/ COVER | - | 420x 654px | 1:1.55 ratio |

BEST PRACTICE FOR LOGOS AND 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

RECOMMENDATIONS:

- Use the top right-hand corner to apply a small logo for on-going content that relates directly to your NOC
- For content that has its own logo, such as a specific campaign, keep your NOC logo in the top right-hand corner and put the campaign logo as a central feature to introduce a video or image
- For photographic images, add copyright/NOC branding within the post copy rather than applying a watermark/logo to the high-quality image

BEST PRACTICE FOR A CALL TO ACTION (CTA)

- 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

Examples:

- Click the link to read more!
- Let us know what you think in the comments 🙋
- Follow us for more stories!
- Tap the link in bio to enter.

CTAs can be used in different ways in any type of content and on any platform.

Ghana Olympic Committee

BEST PRACTICE FOR 'IMAGES' CONTENT

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

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, e.g.:
 - Free trials!
 - Sign-up now!
 - Tickets on sale now!

Comité Olímpico Español

Team Qatar

BEST PRACTICE FOR 'GRAPHICS' CONTENT

- Make sure they have a purpose
- A recommendation: use graphics to give information on, for example:
 - ticket sales
 - competitions
 - live platform takeovers
 - 'How-to' guides
 - times of events
- They must be easy to understand
- The message must be clear
- Include NOC-brand colours/fonts
- Include an image
- Have a clear CTA

BEST PRACTICE FOR 'VIDEO' CONTENT

- 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

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



POC - Philippine Olympic Committee



EXAMPLES OF HIGH PERFORMING CONTENT

teamgb



Comitetul Olimpic si Sportiv Roman



olympickz



“ NOC EXPERIENCE - ROMANIA

“We want to cover all important NOC activities and sporting events on social media. Every sporting success, however small, is important in spreading the universal message of hope.

Every sporting loss is an opportunity to engage with lessons to be learned and ways to improve. We aim to keep our copy, quotes and videos short, clear and catchy so they are more likely to be noticed. Each post’s copy is adapted according to each channel’s target. All communication on whatever channel must share the same logos, slogans and other specific identification elements.”

07 CAMPAIGNS

WHAT IS A CAMPAIGN?

A campaign is a fundamental part of your social media success. It is a fun and exciting way to try out new ideas, create new content, and engage your current and potential new audiences.

Campaigns use various different resources, such as influencers, athletes, events and UGC content. They are organised, strategic efforts to promote specific goals and generate a particular outcome or action from audiences. They give an NOC identity, personality and emotion and can run across multiple platforms.

WHEN TO USE A CAMPAIGN

A campaign should be used and designed to help achieve specific goals.

Examples of campaign goals include:

- building brand awareness
- promoting/launching a new initiative
- announcing a new partnership
- growing a social following
- getting feedback from social following
- increasing website traffic
- activating sponsors

Defining your campaign goals will dictate what type of campaign and which channels to use, and how much marketing is necessary.

PLANNING A CAMPAIGN

The most successful campaigns are carefully planned, well-researched, and specific in detail and implementation.

A strong campaign plan includes:

- realistic, achievable goals (SMART goals)
- a method of measuring success
- a strategy by which to achieve your goals
- the tactics needed to translate a strategy into action
- a campaign hashtag for audiences to see your content and get involved easily

“ NOC EXPERIENCE - JORDAN

“The main goals of our social media campaigns are to increase sport and brand awareness, and to promote administrative and sporting achievement.

Depending on the size of campaign, the planning phase varies from a week to a month. It usually entails setting campaign goals, messages, and a timeline. Scripts, storyboards, interviewees' communications and logistic arrangements must be prepared.

Athletes are central to our sports content and news so the media team works closely with them to ensure the proper delivery and reach of campaigns. We also work with sponsors and partners to increase campaign reach and exposure. Measuring a campaign's success is dependent on achieving the targets set during the planning phase.

In our 'Meet our Athletes' campaign, for example, one of the messages we wanted to convey was about the empowerment of women and increasing their sport participation. Multiple social media influencers engaged with and supported this message – by sharing our videos on their accounts. By increased views and engagement with fans, the desired goals of the campaign were achieved.”

“ NOC EXPERIENCE - BOTSWANA

“When executing campaigns, our primary objective is to reach as many people as possible so as to increase community engagement. These campaigns are managed by our Business Development and Strategy Department. Athletes, coaches, sporting organisations and sponsors are contacted and engaged when the campaign content is relevant to them. We measure campaign effectiveness by how many people engage with comments and how many respond to Calls to Action. At present, we create our campaigns on an ad-hoc basis as projects come along throughout the year.”

SOCIAL MEDIA CAMPAIGN TEMPLATE

The table below talks you through the various phases you need to follow to effectively plan a social media campaign.

| CAMPAIGN PHASE | CAMPAIGN STAGE | CAMPAIGN STAGE | EXAMPLES/ CONSIDERATIONS | CASE STUDY EXAMPLE |
|---|-------------------|--|---|--|
| PHASE 1 Set goals and outline measures to determine success | Campaign goals | Goals It is important to define campaign goals: think about why you are running a campaign and what you are trying to achieve Your goals should be SMART (refer to Section 2 – Content Strategy) KPIs Metrics that indicate how close you are to reaching your goals They are a means of tracking your performance and must therefore align with your goals | Goals <ul style="list-style-type: none"> Building brand awareness Promoting/launching a product or service Generating registrations for your brand, product or service Capturing audience feedback Distributing new content Announcing a new partnership Growing your social following Reducing negative news Increasing engagement KPIs <ul style="list-style-type: none"> Registrations Sign-ups Follows Social mentions Engagements Impressions | Goals Generate sign-ups to your learning platform (Specific) from 100 people (Measurable) via a lead form on our website (Attainable) post Tokyo 2020 (Relevant) by 13 June 2021 (Timely) KPIs <ul style="list-style-type: none"> No. of new sign-ups No. of athletes reached No. of social media engagements No. of website visits |
| | Target audiences | Defining your target audiences is one of the most important things when it comes to campaign planning Campaign messaging and tactics used will depend heavily on who your audiences are You need identify their interests and issues | Consider <ul style="list-style-type: none"> Age Interests Cultural references Stage of career Gender Issues & concerns Nationality/ location Platform usage – which are used? Follower status – do they currently follow you? | <ul style="list-style-type: none"> Tokyo 2020 hopefuls Located worldwide Aged 16–35 Interested in dual careers/ career transition to help with funding and support for their Olympic journey |
| PHASE 2 Create a strategy by which to achieve your goals | Campaign overview | Consider What your campaign will look like Informed by your audience insights, you must now create a top-line plan of action on how to reach and engage audiences to achieve your goals | Consider <ul style="list-style-type: none"> What do you need your marketing to accomplish to achieve your goals? What type of campaign will you deliver? How will you engage your audiences? What channels should you use? What type of content will you deliver? | <ul style="list-style-type: none"> Use engaging social media posts across Instagram, Facebook and Twitter to target audiences with information about the learning platform and how to sign up to it Work with athletes who have benefitted from a dual career/ the learning platform – create testimonials that share stories and influence others |

| | | | | |
|--|-----------------------------------|--|---|--|
| | Campaign message | <p>Define key benefits of the campaign, describe its value, and desired target audience take-aways</p> | <p>Consider</p> <ul style="list-style-type: none"> • What message are you trying to convey? • What are the benefits for your audiences? • What is the value of this campaign? • What is the desired takeaway? • What is your unique selling point? | <ul style="list-style-type: none"> • Educate athletes on life after sport, dual careers and career transition • Provide athletes with support to help fund their Olympic journeys (before, during and after) • Increase sign-ups and use of the learning platform |
| | CTA | <p>Detail the desired behaviour of target audiences</p> | <ul style="list-style-type: none"> • Register for a specific service • Sign up to your platform • Like/share a post • Post/send UGC content | <ul style="list-style-type: none"> • Sign up for the learning platform |
| | Look and Feel | <p>Describe the desired style of the campaign</p> | <p>Consider</p> <ul style="list-style-type: none"> • The type of assets • What will the assets look like? • The style of graphics • The type of font • The colours | <ul style="list-style-type: none"> • Engaging, fun and informative launch video • Graphics and imagery – using games-time images • Informative quote cards • Assets that align with your NOC's brand guidelines |
| <p>PHASE 3</p> <p>Define tactics needed to translate strategy into action</p> | Tactics – content | <p>Tactics are what you create and use to execute and support your strategy</p> <p>They are the public-facing part of your campaign – what your audiences will see</p> <p>You must comply with Olympic guidelines when considering social media tactics</p> | <ul style="list-style-type: none"> • Outreach to other organisations/ athletes • Video content • Graphics • Specific social media posts • Paid media adverts • Work with influencers • Work with athletes • Testimonials • Editorial/blogs • Live streaming • Live event coverage • Personalisation of social headers • CTAs and strong copy | <ul style="list-style-type: none"> • Launch video • Graphics • Work with athletes • Testimonials • Quote cards • CTA and strong copy |
| | Tactics – timing content planning | <p>Tactics must also take into consideration</p> <p>when audiences will see your campaign content</p> <p>Establish a timeline and create a content calendar to guide campaign delivery</p> <p>Your campaign content calendar should align with your ongoing content plan for maximum exposure, reach and impact</p> | <p>(To learn more about effective planning, plus useful tools and templates, refer to Section 4 - Content Planning)</p> | N/A |

| | | | | |
|--|--------------------|---|---|---|
| PHASE 4 Post Campaign – report, review and reflect | Reporting | A clear, concise post-campaign report allows you to analyse your campaign performance and pinpoint areas that need improvement | As a minimum, your report should include: <ul style="list-style-type: none"> • a brief campaign overview (goals, KPIs, strategy, tactics) • results • key insights • key visuals • considerations and recommendations (For more information on collecting campaign data, refer to Section 12 – Insights) | N/A |
| | Review and reflect | Once a campaign has been delivered, it is important to review and reflect on the process Your learnings, both positive and negative, will help inform future campaigns | Consider <ol style="list-style-type: none"> 1. Did you achieve your goals? Why do you think you did/did not? 2. What are your learnings? 3. What could you have done differently? 4. If anything went wrong, why do you think that was? 5. What did you learn about your audiences? 6. What feedback did you gather from your audiences? | <ul style="list-style-type: none"> • Sign up for the learning platform |

CAMPAIGN EXAMPLES

Jordan Olympic Committee

Jordan Olympic Committee. Jordan Olympic Committee
 14 April at 15:01 · 🌐

The Jordanian Olympic Committee, with the start of the countdown to the start of the Tokyo Olympics, keeps pace with this largest sporting event in the world and launches the campaign [#100_Olympic_information](#) through its various platforms on social media, through which we will review the history of the Olympic Games since its inception in Athens in 1896 and the most prominent numbers and events that accompanied the Olympiad throughout its history. As well as for the Arab achievements and participations in the Olympiad, as well as the focus on the Jordanian participation

With the Olympic Games in Tokyo edging ever closer, the ... [See more](#)

See translation

323 1 comments 5 shares

NOC Jordan: 100 Olympic Facts over the next 100 days #100_Olympic_Facts
 This campaign was launched on the 100 days to go to Tokyo 2020. Every day, it provides interesting Olympic facts and information building up to the Games.

coe_es

coe_es [#UnCaféConAlejandro](#) [@gabiescobar96](#)

👉 Su boxeo y su forma de ser, van de la mano.

👉 Inquieto, rápido, alegre y resiliente. Así es [@gabiescobar96](#).

👉 "Soy muy nervioso y eso acaba saliendo en el ring. Es un instinto de supervivencia".

Presente y futuro, Gabriel Escobar. [@feboxeo](#)

[#UnCaféConAlejandro](#)

13w

2,945 views
 FEBRUARY 18

Add a comment... Post

NOC Spain: #Uncafeconalejandro
 This campaign focuses on successful Olympians talking about their careers and being interviewed by the Spanish NOC President.

kels7stew

WE ARE TEAM USA

[#WeAreTeamUSA](#)

5w

kels7stew You know us athletes. We're so much more. We are artist, activists, dreamers, and doers. And we are unstoppable. [#WeAreTeamUSA](#)

5w

evoshield Let's go 🇺🇸

5w Reply

joltinjoey Lfg

5w 1 like Reply

moneymcqueen 🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸

5w Reply

406 likes
 APRIL 15

Add a comment... Post

NOC USA: #WeAreTeamUSA
 This campaign showcases the unique experiences of athletes and highlights their competitive success stories as they come together in Tokyo this summer.

08 WORKING WITH ATHLETES

WORKING WITH ATHLETES

When your NOC works with athletes, it is a two-way relationship. While your main aim is to support, advise and guide athletes, they can also support you in your efforts to do so.

Athletes can:

- increase your reach
- help share your message
- provide valuable insights
- increase your network of connections
- resonate with and engage your audiences in a unique way

Most athletes will be willing to work with you if:

- they can align with your goals
- they are approached in the correct way
- they benefit from helping you

View your athlete audience as a type of influencer. Many of the principles that apply to working with influencers also apply to working with athletes. Much of the information here, therefore, will overlap with that in Section 9 – Working with Influencers.

BENEFITS TO YOUR NOC OF WORKING WITH ATHLETES

- Exposure and reach to their audiences
- They can create content for you
- You will be seen by your audiences as more relatable
- Their influence and impact on your audiences

BENEFITS TO AN ATHLETE OF WORKING WITH YOUR NOC

- Gaining exposure to your audiences
- Growing their personal brand
- Receiving incentives
- Improving their experience and knowledge
- Gaining guidance and support



NOC EXPERIENCE - ROMANIA

“We realised that athletes are usually happy to share their stories and see them shared with the public via organised institutional communication platforms. Just listening to these athletes can generate a significant amount of content: information, facts, stories and emotions.

The best time to collaborate with athletes is between competition and training sessions or directly after a competition, no matter the result. This is when they ‘process’, often verbally, what has gone on during the competition and when their emotions are expressed more evidently. Genuine emotions can catch the attention of and reach the heart of an audience. This in turn can convert people into followers who want to come back to the platform for more content about the athlete, the sport, or Olympic values in general.

We contact our athletes and coaches directly and usually develop very good person-to-person relations with them. They get to know and understand that we are their friends and helping partners. The postings of and about athletes have the best audience and engagement ratings.”

CONTENT THAT CAN BE USED WHEN WORKING WITH ATHLETES

- Campaigns (Play True Day, Olympic Day, brand-awareness campaigns)
- Ongoing communications/social media (account takeover, behind-the-scenes, Question and Answer (Q&A) sessions, Instagram and Facebook Lives)
- Editorial content (health and fitness tips, testimonials, inspiring athlete stories, sharing advice, blogs, news, updates)
- Video content (reviewing best moments and talking about how athletes got where they are, testimonials and experiences, sharing life stories, CTAs, e.g. sign up for X, promote your services, account takeovers)
- Outreach and influence (promote your NOC, share announcements and news, promote services)
- Insight and content recommendations (insight into an athlete's needs, useful content for your audiences, information on how athletes consume content)

KEY CONSIDERATIONS WHEN WORKING WITH ATHLETES

There are many benefits to working with athletes, although this does not mean you always should.

There are a number of important things to consider before any decision is made.

1. **Time** – consider how much time is required to make the partnership work.
2. **Costs** – some athletes may ask for payment for their services. Do you have budget for this?
3. **Strategy** – make sure that the decision to work with an athlete aligns with your long-term strategy. **(For more information, refer to Section 2 – Content Strategy).**
4. **Values** – do the values of the athlete align with those of your NOC?
5. **Management** – athletes may require management to ensure that everything runs to plan. **(For more information on what to do if things go wrong, refer to Section 14 – Reputation Management).**

6. **Limitations** – an athlete may have sponsors, so there may be limits on who they can work with. **(For more information on marketing strategies which would apply to working with athletes, including guidance on how to find, contact and manage them, refer to Section 9 – Working with Influencers).**



NOC EXPERIENCE - BOTSWANA

“Botswana’s NOC collaborates with athletes – an integral cornerstone of content creation on various platforms – to produce social media content and other promotional materials.

We contact athletes through their respective National Federations and give them background information about the content we wish to produce. Our athletes are usually happy to collaborate in any way they can ([video 1](#), [video 2](#)). Symbiotically, we share videos and pictures with them for use on their personal social media platforms. Our athletes generate great interest; engagement rates increase when they are featured.”

HOW TO APPROACH AN ATHLETE?

Once you have found an athlete you would like to work with, confirm they are the right fit for your NOC, your goals, and the message you want to promote.

We recommend reaching out to athletes by:

- starting to follow their social media accounts
- private messaging on their most common social media platform (check their contact information and email them directly)
- outlining in the message why you are contacting them
- describing your goals should you work together
- highlighting the benefits for them of working with you
- defining how long the partnership might last (e.g. a one-off, a few months, a year)

EXAMPLES

NOC Morocco: #ParoledeChampions

[cnomarocain](#)

PAROLE DE CHAMPIONS

Oumaima El BOUCHTI

Oumaima EL BOUCHTI - Taekwondo

Comité Na

cnomarocain ...

cnomarocain Découvrez comment notre championne @oumaima_elbouchti a rencontré le taekwondo et comment elle se prépare aux Jeux Olympiques de Tokyo, ce soir à 21h sur Parole de Champions 🇲🇦 🇲🇦 🇲🇦

@frm.tkd
#ParoledeChampions #RoadtoTokyo #TeamMorocco

2,752 views
APRIL 17

Add a comment... Post

NOC Brazil: Heróis Olímpicos

[Time Brasil](#)



HERÓIS OLÍMPICOS: Hortência Marcari

6,559 views · Jun 27, 2016

👍 219 🗨️ 3 ➦ SHARE ➦ SAVE ...

Time Brasil ✓
10.5K subscribers

SUBSCRIBE

A série Heróis Olímpicos é dividida em oito temas: carreira, vila olímpica, família, lidando com dificuldades, cerimônia de abertura, ídolos, qualidades de um campeão e legado. Neste

09 WORKING WITH INFLUENCERS

Working with influencers, or influencer marketing, is a type of social media strategy that uses specific individuals to maximise NOC goals.

Influencer marketing works because social influencers have built up a high degree of trust with their audiences. They are often seen as go-to, reputable sources of information.

There are various types of influencer.

INFLUENCERS (IN GENERAL)

- Trusted and dedicated individuals, seen as experts within their niche market(s)
- They can influence on any product or topic, and these often cross over between different audiences
- They have the power to impact on the choices, views and purchasing decisions of their audiences
- They regularly post on a selection of chosen social media platforms

MEGA-INFLUENCERS

Often celebrities outside of social media, in areas such as music/television/film

- Very costly to work with and will be represented by an agent
- Tend to have over 1 million followers on at least one social platform

MACRO-INFLUENCERS

- Maybe celebrities, but tend to be a mix of online experts, sports stars and up-and-coming talent
- More likely to work with an NOC, and often have experience in paid collaborations
- Tend to have between 40,000 and 1 million followers on at least one platform

MICRO-INFLUENCERS

- Micro-influencers are people that have between 1,000 and 40,000 followers
- Audience relationships and engagement are key

- NOCs must align their goals and targets carefully to generate maximum success here
- Tend to have between 1,000 and 40,000 followers on at least one social platform

NANO-INFLUENCERS

- Often experts in a highly specialised area
- They have a highly engaged audience that often wants direct engagement
- Tend to have a small number of followers, typically under 1,000 on one platform

LEVELS OF INFLUENCE CELEBRITIES

- The original influencers, i.e. influencer marketing is based on celebrity promotion and support
- Often associated with very large brands and products that can be purchased
- May reach a large audience but often have limited impact on audience behaviour (unless highly relevant)
- Often seen as unrelatable to their audience and less personable than influencers with smaller audiences

LEADERS

- Leaders can be:
 - industry experts
 - presenters
 - journalists
 - academics
 - professional advisors/mentors
 - people in the public eye who are not celebrities
- Many leaders have transitioned from offline or digital marketing into social media

INFLUENTIAL PEOPLE

- Online influencers who have above-average influence on their audiences
- Similar to Leaders, but have usually developed their reputation only online
- Carefully tailored own brand and online community
- Strong communication skills and a specific, easily recognised style of work
- Gained their audiences from high-quality online work, e.g.:
 - social media posts
 - videos
 - interviews
 - blogs
 - podcasts
 - photography
 - any niche topic!



NOC EXPERIENCE - BRAZIL

“Influencers can make your communications more personal as people like to interact with others. It appears that ‘influencer marketing’ is here to stay, so sports organisations need to access the most legitimate and engaging influencers possible: the athletes.

Athletes have a genuine connection with Olympic values. They bring passion to what they say and promote. We combine these micro-influencers, relevant in their communities, with macro-influencers who have different profiles (e.g. sustainability ambassadors, youth influencers, lifestyle icons and pop stars). With this combination, we connect with people who are not necessarily sports fans.

However – in order to make this work, the influencers must all have something in common: love for sports.”

WHAT INFLUENCERS CAN OFFER YOUR NOC

- Authentic content creation specific to your target audiences
- Growth in positive brand awareness and trust

- Building of connections between audiences and adding a human face to your NOC
- Increased sales within your target audiences
- Genuine conversations with your audiences and followers

WHAT YOUR NOC CAN OFFER INFLUENCERS

- Financial reward
- Exposure on your social media platforms/website
- Brand association
- Exclusive content
- Free products
- Tickets
- VIP experiences
- Membership

WORKING WITH INFLUENCERS

This requires careful planning to build a strategy specific to the goals you want to achieve.

Below is a step-by-step guide to ensure a successful influencer marketing strategy.

1. What do you want to achieve?

- Decide on the goals you want to achieve when working with an influencer
- We recommend 3 overall goals that can be turned into KPIs (Key Performance Indicators) to measure success

2. How do you find an influencer?

- Choose one platform to focus on (you can use the content created by the influencer across all your platforms, but it is best to focus on a single platform at first)
 - You can decide the platform by focusing on where:
 - you have the biggest reach
 - you have the highest engagement
 - you are looking to attract new audiences
 - your content has a large, existing audience



3. How do you contact an influencer?

- Once you have found an influencer, work together to find out if they are the right fit for your NOC, your goals, and the message you want to promote.

Depending on the type of the influencer, we recommend reaching out to them by:

- Private messaging on their most used platform
- Checking their contact information and emailing them directly
- Checking their website for contact details

Once you've decided on the best method to contact an influencer, have a clear and easy-to-understand introductory message, e.g.:

TEMPLATE MESSAGE:

Hi INFLUENCER,

We are [name of your NOC] and we would love to collaborate with you on sponsored content for our upcoming campaign. The campaign would feature NAME OF CONTENT/IDEA/EVENT and run from DATE to DATE.

If you would like to be involved, please let us know your availability and pricing – and if you have any further questions.

Our WEBSITE LINK is:

*We look forward to hearing from you
NOC*

10 LIVE EVENT COVERAGE

It is more important than ever to integrate live event coverage into your communications and social media content strategy.

The world of sport presents NOCs with numerous opportunities.

EXAMPLES OF LIVE EVENTS YOUR NOC CAN COVER

Here are some examples of the type of live events NOCs can cover:

- Sporting competitions/tournaments
- Athlete forums
- Workshops/courses

ONSITE COVERAGE OF LIVE EVENTS

- The best place to provide live event coverage is across your social media channels. Facebook, Instagram, Twitter, YouTube all support live streaming and facilitate audience engagement
- Other features such as Stories and Fleets help support your content
- Your coverage should not focus only on the live event but also on promoting the event before and after
- Below are a number of ways to promote a live event on various social platforms before, during and after it takes place. It is important to take a cross-platform approach here.

| BEFORE THE EVENT | DURING THE EVENT | AFTER THE EVENT |
|--|--|---|
| <ul style="list-style-type: none"> • Use images, graphics and video content to create a buzz about the event • Share past iconic moments, e.g.: <ul style="list-style-type: none"> • winning moments • record-breaking moments • retirements • inspiring stories • Provide countdown to the event • Drive conversation and ask/answer questions • Utilise interactive features within the platforms via: <ul style="list-style-type: none"> • polls • countdowns • quizzes | <ul style="list-style-type: none"> • Use native platform tools, such as Stories and Fleets • Use images to: <ul style="list-style-type: none"> • show event results • build audience conversation around events • share fun, emotional, shocking moments • give your audiences daily information • Use Video to: <ul style="list-style-type: none"> • share winning moments • live stream events • live stream interviews • share prize awards • provide daily highlights • Show upcoming events • Give audience reactions • Share behind-the-scene footage | <ul style="list-style-type: none"> • Use images, video and graphics to share: <ul style="list-style-type: none"> • iconic moments • broken records • winning moments • wrap-up video edits/ images • audience posts • athlete posts • interviews |

“ NOC EXPERIENCE - FIJI

“Team Fiji mostly goes live using Facebook during Games time. Great live coverage opportunities include opening ceremonies, team activities, jersey presentations, and [flagraising ceremonies](#).”

At remote events, we rely on onsite athletes and team officials to get updates, photos and information. Sometimes we cross-post from other social media accounts (with their permission). Time difference can be a significant challenge for us so our result posting times vary from either immediately after a session or at the earliest opportunity. It is also helpful to follow and gather event information from other NOC social media accounts covering the same event.”

“ NOC EXPERIENCE - ROMANIA

“Covering live competitions is an essential pillar of our social media content strategy.

There are 3 stages we look at when covering live events:

1. before (catching audience attention by ‘teaser’ postings)
2. during (video live streaming or successive update postings on what’s happening in the arena)
3. after (feelings and comments from athletes, coaches, sports administrators, partners, fans, etc.).”

“ NOC EXPERIENCE - JORDAN

“An important part of JOC’s content strategy is to cover live competitions on its social media platforms as part of JOC’s strategic objectives to promote sports across the kingdom.

The JOC made a minor investment in acquiring the needed essential equipment to do live broadcasting in-house and had started with competitions and online interviews during the Covid-19 pandemic in 2020.

The JOC uses social media to market upcoming events utilizing the strong follower reach on its platforms, which assists in having an increased live view of the events.

The JOC has covered four live local championships on social media platforms with great reach, views and engagements from followers. During the early stages of the pandemic JOC produced and broadcasted ten live interviews with coaches and athletes as part of a campaign to stay active during the lockdown, those having significant reach and views.

The pandemic has sadly created a lack of sports events locally and internationally. This has created a void in live streaming local sports events and slowed down JOC’s original expansion plans in the live broadcast market, however with the Olympic Games approaching, the global and local return of regular sport activity will allow the JOC to resume live-coverage and streaming projects, an important evolution in our social media strategy.”

TOP 5 TIPS FOR PRODUCING LIVE EVENT COVERAGE

01 PLAN

Know your plan inside out and ensure that all other parties involved understand it. During the event, review the plan daily to structure each day and prepare any necessary content.

For more information on how to plan effectively for a live event refer to Section 4 - Content Planning.

02 SET KPIS AND DON'T FORGET ABOUT THEM

When creating your content plan, have goals in mind. What do you want to achieve at the event?

To learn more about setting goals, strategy and tactics refer to Section 7 - Campaigns.

03 BE A STORYTELLER

Think about what audiences are experiencing when they see your content. Try to capture not only the best moments, but also the people, preparation, history, and atmosphere of your event.

04 UTILISE SOCIAL MEDIA INFLUENCERS/ATHLETES

Influencers/athletes can generate incredible reach and engagement on your platforms just by making an appearance.

For more information refer to Section 8 - Working with Athletes and Section 9 - Working with Influencers.

05 COLLECT EVERGREEN CONTENT

Video/photos/interviews can be released or repurposed at any time.

REMOTE COVERAGE OF LIVE EVENTS

As well as covering an event onsite, it can also be covered remotely. This allows you to cover an event in real-time as if you were there, but from a remote location.

Remote coverage should include promotion before, during and after the event. Social media provides the ideal platforms for this: Twitter, Instagram, Facebook, YouTube.

COMMUNICATION DURING REMOTE COVERAGE OF LIVE EVENTS

When covering an event remotely, communication is more important than ever. A recommendation: before the event, find out who will be involved from various stakeholders and set up a communications process to help access content during the event – e.g. a WhatsApp/Teams/Slack group.

People who are onsite can then help provide you with key details of the event such as schedule, results, photos, video footage, etc.



REMOTE EVENT COVERAGE BEST PRACTISE

- Know event schedule
- Know key event details
- Follow an approved content plan
- Prepare all assets in advance
- Keep open platforms and editing software
- Keep open team lines-of-communication (if applicable)
- Watch the event live or follow live results
- Post in time with the event on a suitable social platform (e.g. live tweeting)
- Tag athletes/Organising Committees/venues
- Engage with audience feedback
- Follow a pre-approved paid media plan (if applicable)

11 RESOURCES

We understand that your NOC has a large number of commitments. Applying the right amount of time to social media can be challenging. Here are some pointers on how to manage your resources effectively.

1. WHAT SIZE OF TEAM DO YOU NEED TO RUN YOUR SOCIAL MEDIA?

Your social media channels can be run successfully by one person but you might need a whole team. Tailor your social media strategy to the resources you have available.

2. HOW MUCH TIME DO YOU NEED TO RUN YOUR SOCIAL MEDIA?

There is no correct answer. It depends on several factors:

- the number of channels you want to manage
- the amount of content you produce
- the frequency you post

3. START WITH EVALUATING YOUR RESOURCES

Calculate how many hours you have per week across your department and reflect this in your social media strategy.

4. SET A SOCIAL MEDIA SCHEDULE

Divide the schedule into the 4 sections below (then allocate hours for each):

- 1. finding and creating content:** curate content, create original videos, share photos, contact athletes
- 2. planning and posting content:** plan campaigns, write copy, schedule and post across all channels
- 3. community management:** answer questions, ask questions, talk with people
- 4. analysing your work:** report and identify what content has/has not been effective

EXAMPLE RESOURCE PLAN

The table below is an example of how you can plan your internal resourcing by key categories.

Total monthly hours: 60

| AREA | HOURS (PER WEEK) | HOURS (PER MONTH) |
|------------------------------|------------------|-------------------|
| Finding and creating content | 5.25 | 14 |
| Planning and posting content | 4.5 | 21 |
| Community management | 3 | 14 |
| Analysing your work | 2.25 | 11 |

ROLES WITHIN YOUR NOC SOCIAL MEDIA TEAM

If/when you expand your NOC's team, here are 3 useful roles to consider.

1. Social media manager

Oversees the whole process and sets the social media strategy:

- which platforms to use (Facebook, Instagram, Twitter, YouTube, etc.)
- what kind of content to create and promote
- how frequently to post and share on each platform
- analysis and strategy adjustment as needed
- defining social media campaigns as they align to your NOC's overall strategy
- posting of content and day-to-day admin of the channels
- measuring analytics insights data and comparing data with KPIs that have been set

2. Content creator

Has specific skills such as video editing/writing/graphics/motion design for:

- graphics
- memes, GIFs, quote cards
- infographics
- video content

3. Community/athlete/influencer manager

In charge of building relationships on social media and engaging directly with your audiences.

They are key to outreach by:

- running influencer campaigns
- getting content from athletes/other stakeholders
- sharing content with influencers/athletes for them to post

For more information, refer to Section 8 – Working with Athletes and Section 9 – Working with Influencers.

EXAMPLE JOB SPECIFICATION FOR A COMMUNICATIONS VOLUNTEER

[NAME OF NOC] uses visual media for most of its community engagement activities. Although we make every effort to produce professional documents and media, and to provide a consistent style, we are always looking to improve our social media performance.

With the upcoming increase in activities, we are looking for specialised volunteer support.

ROLE REQUIREMENTS

- *Develop branding and associated document templates*
- *Prepare social media materials based on technical content provided by specialists*
- *Outsource work as necessary*
- *Ensure NOC communications are completed in a consistent manner*

EXPERIENCE AND SKILLS REQUIREMENTS

- *Ability to write clearly and succinctly*
- *Previous work in a similar role or parts of the role*
- *Image and video editing skill (optional)*
- *Qualification in graphic design (highly desirable)*

TIME REQUIRED

Estimated volunteering time is 2–4 hours per week. Some weeks might need no hours, but others especially during set-up – might need more.

“ NOC EXPERIENCE - JORDAN

“Our NOC has restructured its media department to meet the objectives of the national strategy for sport and now had 9 resources, including but not limited to: content creator, digital media specialist, social media admin, graphic designer, and videographer. They are all responsible for providing sports content and managing our social media pages and accounts.

Non-media staff support our overall social media expansion and strategy, working hard on cross capacity and capability building. To ensure professionalism in running the necessary platforms, we allocate capable and accountable resources to produce full content in-house.”

“ NOC EXPERIENCE - FIJI

“As we don't have a dedicated social media team, 4 NOC members - led by our Communications Officer - have taken responsibility for regularly sharing news and stories across social media platforms (3 of the 4 are also engaged in other tasks and projects). The process works well.

The social media roles and responsibilities of each team member are discussed before every event. Coordination is vital especially if we are all posting simultaneously from different event locations. We have a Viber group for holding conversations and sharing information and images.”

12 INSIGHTS

Social media insights help your NOC understand how your content performs, e.g. how many people have seen it, how popular it is. This information can be used to provide more effective social media content for your audiences.

Reminder: you can only access these insights if you have a Facebook/Instagram Business account.

IMPORTANT METRICS TO LOOK OUT FOR

| STAGE | METRIC | DEFINITION | HOW CAN THIS HELP YOU? |
|---|--------------------------|--|---|
| Awareness/discovery | Absolute follower growth | How many followers have been gained or lost | You can see if your account is growing (or not). You can see what content is popular/not popular. An engaging post can lead to an increase in followers. |
| | Total impressions | How many times content has been viewed | You can see how many times a piece of content has been seen – one account can be responsible for more than one impression |
| | People reached | How many accounts have seen your content | You can see how many people have seen a piece of content |
| | Video views | How many people have watched your video content (a video view is a 3-second play) | You can see how many people have seen your video and therefore how popular it is |
| | Profile visits | How many people have viewed your profile | You can see if your content is driving people to your social media page |
| Engagement/ retention | Like (reaction) | How many people have liked your content | You can see how popular your content is with your audiences and base future content strategies on this |
| | Shares/retweets | How many people have shared your content | You can see the number of shares/retweets made and know that more people will therefore have seen your content |
| | Comments/replies | When people make a comment on/reply to your content | You can monitor comments and see what questions your audiences are asking – comments/replies also give you an idea what content is relevant/generating interaction and engagement |
| | Completion rate | How much of your video people have watched (on average) | You can see whether people have watched the full video or only part of it – a low completion rate might indicate that the video is too long, for example |
| Action (any action outside social media channels) | Website conversions | An action has been taken by a user when they get to your website (e.g. signing up to a mailing list) | You can see how effective certain platforms and content are at generating desired actions – you need to implement website tracking for this |
| | Landing page views | How many times a webpage attached to a link has been viewed | You can see how many people made it to the web page from a link – you need to implement website tracking for this |



NOC EXPERIENCE - JORDAN

“The NOC media team produces a weekly report of social media content performance (according to engagement, views, and reach). This is then compared with other local sports accounts and similar-sized NOCs covering the same events.

We mostly consider Facebook metrics to measure the influence of our content because of the data it provides regarding reach and audience

engagement. Such monitoring keeps us up to date with current trends/what users engage with/best times to publish, etc. Reports are prepared on a monthly basis for monthly goals and on a quarterly basis for annual plans and objectives.

We have recently decided to use the [ANOC Social Media Dashboard and Report](#) as one of the accredited measurement tools of our performance.”

AUDIENCE DATA AVAILABLE ON EACH CHANNEL

| CHANNEL | FACEBOOK | INSTAGRAM | TWITTER | YOUTUBE |
|---|----------|-----------|---------|---------|
| Top location shows you the main cities/countries your audiences are from | Yes | Yes | No | Yes |
| Age range shows you the different ages of your audiences | Yes | Yes | No | Yes |
| Gender shows you the gender balance of your audiences | Yes | Yes | No | Yes |
| Most active times show you the days/hours your audiences are normally online | Yes | Yes | No | No |

USE AUDIENCE INSIGHTS TO SHAPE YOUR SOCIAL MEDIA STRATEGY

- Audience location insights enable you to create content in the appropriate language(s)
- Audience age range insights help you create age-appropriate content
- Audience gender insights help you provide gender-appropriate content
- Insights into all of the above help you choose the right influencers
- Insights into when your audiences are most active online enable you to post content on the most appropriate days/times

Top Tip: To make sure your content performs as well as possible, post your content when your audiences are most active – remember that your social posts can be scheduled in advance.

To help with this, refer to Section 4 – Content Planning.

Top Tip: You can use the insights above to find out what type of content works best for your audience (e.g. photos, video, carousel) and what content themes they like (e.g. throwbacks, live event footage, athletes).

FACEBOOK INSIGHTS

Facebook Page Insights give you detailed analytics for your Facebook Page. You can then track what works, learn how people interact with your content, and improve your results over time.

Facebook Audience Insights help you understand your Facebook audience so you can better target

adverts and create more relevant content.

[View Facebook Insights here.](#)

INSTAGRAM INSIGHTS

Instagram Insights enable you to learn more about your account’s followers/performance (including insights on audience engagement with specific posts, stories and IGTV videos). If applicable, insights and metrics about your account can include paid activity as well.

To view Instagram Analytics, you must log into the app on a mobile device as there is no option to view Insights on the web version of the app. You need to have a business or creator account.

[View Instagram Insights here.](#)

TWITTER ANALYTICS

Twitter Analytics show you how audiences are responding to your content – what is working/not working. Use this data to optimise your future Twitter campaigns and get better results.

[View Twitter Analytics here.](#)

YOUTUBE ANALYTICS

YouTube Analytics allow you to monitor the performance of your channel and videos with up-to-date metrics and reports. You can also see the demographics of those watching your videos and find out how your viewers arrived at your video.

[View YouTube Analytics here.](#)

13 PAID MEDIA (SOCIAL MEDIA ADVERTISING)

WHY USE PAID MEDIA?

- To reach more people with your content
- To reach audiences on those social media platforms which offer their own advertising tools
- To improve the effectiveness of your communications and content strategy

HOW TO CREATE AN ACCOUNT WITH FACEBOOK ADS MANAGER

Facebook Ads Manager is a dashboard that provides users with an overview of all their campaigns, including those for Instagram.

- To use this dashboard, you'll need a Facebook Business Page (**To learn how to do this, refer to Section 3 – Social Channels**).
- A recommendation: although you can advertise on Instagram using your Facebook page in Ads Manager, it is better to set up a separate Instagram page and connect it to your Ads Manager
- Navigate to [Facebook Ads Manager page](#).

HOW TO CREATE AN ACCOUNT WITH GOOGLE ADS

YouTube advertising is managed through Google Ads.

- You need an email address and website for your NOC
- If you do not have a website, it is still possible to advertise on Google by using Smart campaigns (the default Google Ads experience for new advertisers)
- Navigate to [Google Ads page](#).

HOW TO CREATE AN ACCOUNT WITH TWITTER ADS MANAGER

This account is how you can set up, run, and analyse Promoted Tweet campaigns.

Navigate to [Twitter Ads Manager page](#).

3 TOP TIPS FOR PAID MEDIA SUCCESS

The platforms discussed above all use the same process for advertising. Having a thorough understanding of this process allows you to create and manage effective advertising campaigns for your NOC.

1: choose the right objective – before deciding who to target, how much to spend, or what your adverts look like, you must first decide on your objective

Example objectives

- Creating brand awareness
- Reach (getting as many people as possible to see your ads)
- Traffic (driving your audiences from your social media platform to your NOC website)
- Post engagement (getting more people engaging and reacting to your content)
- Video views (getting as many people as possible to watch your videos)
- Conversions (driving your audiences from your social media platform to your NOC website to perform an action)

2: choose who, where, when and how much – the biggest benefits of social media advertising are being able to control who you show your adverts to, for how long, how often and how much.

- **Who?** Take into consideration audience age/gender/location/interests (you can amend any of these when building audiences on various platforms)
- **Where?** Adverts can be shown on different platforms in different places: there is no standard size/placement for these
- **When?** Consider 2 things here: how long are your adverts? (duration) and how often are they shown (frequency)

- **How much?** Your budget is a critical factor in determining Paid media success. Various factors can affect the size of your budget, e.g. campaign duration/size of audience (a long duration = bigger budget; a small target audience = smaller budget)

You do not always need a big budget to make paid media work for you – small amounts every now and then can still make a difference and be effective.

3: choosing the right creative – if you do not invest in the right creative for your adverts, you risk undoing all your careful planning.

Effective creative must have the following:

- recognition – will people know it is your NOC?
- excellent messaging – will people understand what you are saying?
- relevance – are you showing it to the right people?
- visual appeal – will people like it?

It is crucial that your adverts meet the above standards; ultimately, they determine whether your audiences take the desired action upon seeing them.

KEY THINGS TO REMEMBER

- Social media advertising is a tool to reach more people
- Carefully consider who you want to target with your advertising and build these audiences on your selected platforms
- Measure campaign success and improve with each new one, using the insights/information available
- The quality of your adverts is paramount – invest in getting it right and you will achieve the results you want



NOC EXPERIENCE - FIJI

“We have occasionally used paid media posts, particularly when wanting to reach the wider Fijian diáspora overseas. We are considering using paid social media advertising in the future, mainly targetting audiences living in the Pacific area with a wide age bracket as Team Fiji has a broad following.”



NOC EXPERIENCE - BOTSWANA

“We enjoy using paid media as it helps us accomplish our objectives more effectively. Our primary chosen objectives for our paid media campaigns are Reach, Post Engagement and Video Views. We then usually select our audience, targeting people of both genders, living in Botswana having an interest in sports and setting the age range between 18 and 50 years. For example, for [the following post](#), we spend a small budget for paid media to promote the post to reach out to a wider range of users outside of our facebook community in a short period of time.”

14 REPUTATION MANAGEMENT

A PROBLEM OR A CRISIS?

- **A problem** = an issue that is not necessarily harmful to your NOC's reputation, but needs to be addressed and stopped from escalating into a potential crisis
- **A crisis** = an issue that can have long-term repercussions on your NOC's reputation if you do not act quickly and appropriately

A few questions you could use to frame a crisis assessment.

- What is being said? What is someone doing? How serious is the issue?
- Who is saying it? What is the influence or authority of the person saying it?
- How often is it being said? Is the issue becoming increasingly visible or is it fading away?
- When is it being said?
- Where is it being said?

Once identified, issues need to be accessed and prioritised.

BECOMING AN EXPERT PROBLEM SOLVER

When it comes to solving everyday problems on social media, answering complaints/problems increases advocacy.

- It is best if you answer every complaint/problem, on every channel, all of the time
- If experiencing a crisis, it is important to assess it calmly and involve the relevant parties within your organization. Either the communications department or higher levels of management, and have a clear understanding of the potential risks and solutions.

- If you solve complaints/problems, your NOC brand reputation will increase
- Keep a handy 'frequently asked' checklist – it can be helpful to have an up-to-date list of frequently answered questions (FAQs) and how to answer them

CATCH ISSUES EARLY BY LISTENING

It is essential – and best practice – to monitor your social channels on a regular basis.

Monitoring can be done in various ways:

- Once-a-day checking on your social media feed
- Setting up Google alerts for keywords around your NOC
- [Navigate to Google Help on how to set up alerts.](#)
- Purchasing a social media monitoring tool (this is not essential)

By listening, you can gauge how people feel about your NOC. Over time, you will gain an increasing awareness of the difference between what is just grumbling and what is a significant change in sentiment.



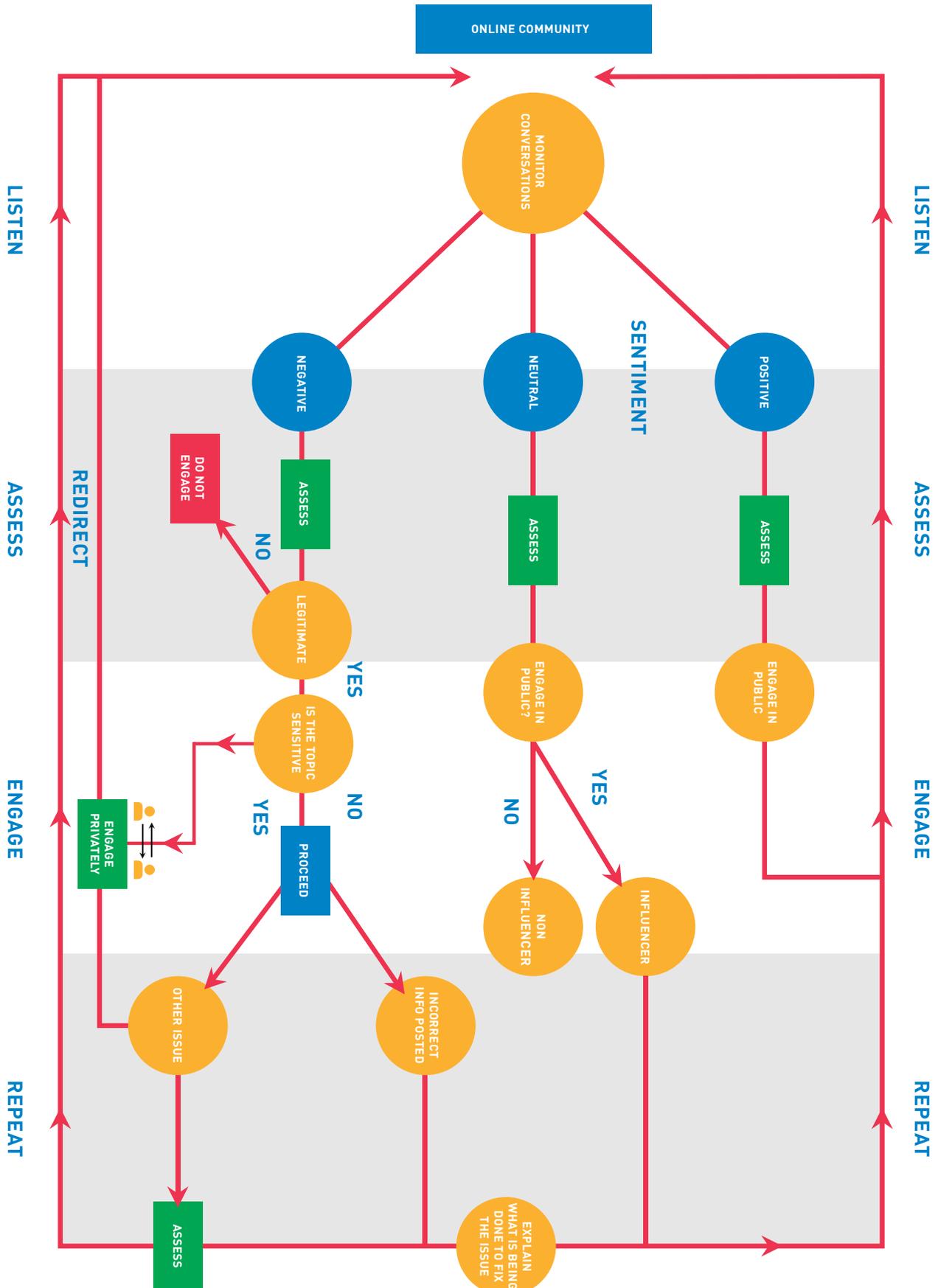
NOC EXPERIENCE - BRAZIL

"Reputation must be taken seriously. It proves your values and shows who you are. Action and words must walk side by side.

We have Transparency, Proximity and Visibility as guiding principles for our social media operations. We are always analysing our own ecosystem and seeking the opportunities to turn stakeholders into ambassadors, so they can help spread our strategic messages (often related to good governance and ethics), among their counterparts and help make BOC's positives more visible and tangible."

SOCIAL MEDIA TRIAGE DIAGRAM

This flowchart can be used to assist you managing social media conversation



15 GLOSSARY

ADS MANAGER

Facebook's tool for creating, running and analysing social adverts. It can manage your ad campaigns on Facebook/Instagram/Audience Network and offers a wide variety of features for targeting/budgeting/optimisation.

ALGORITHM

A set of rules used by a social network to decide automatically which posts come first in your feed.

ANALYTICS

The way you interpret and find patterns in data. In a social media context, it involves the process of following metrics on your social media performance and using that data to improve your strategy.

AUDIENCE

The group of people on social people that you can reach with your content. It includes all your followers plus anyone who sees/interacts with your posts in their feed.

BIO

A short description on your social media profile that tells people who you are. It is also a great place to share links to your website/other accounts.

CALL TO ACTION (CTA)

A piece of content intended to induce a viewer/reader/listener to undertake a specific act, typically in the form of an instruction/directive (e.g Click here!).

CAROUSEL

A feature that can be found on Instagram. It is a main feed post which includes multiple images/videos that can be viewed by swiping or clicking left. You can post between 1 and 10 images/videos which are then shared as a single post on the feed.

CONTENT MANAGEMENT SYSTEM

Software used to help manage the creation, planning and editing of you social and digital content.

COPY

Written material you use on social media - the text for your posts, biography, editorial and articles.

CRISIS MANAGEMENT

How you handle events or interactions that could potentially damage your NOC's reputation. Social media managers need to respond quickly to de-escalate any potential problems.

CROSSPOSTING

Posting the same message to multiple information channels, e.g. forums/ mailing lists/newsgroups.

DARK POST

A social media advert that does not appear on the advertiser's timeline. Unlike organic/boosted posts, dark posts only show up in the feeds of targeted users.

DIRECT MESSAGE (DM)

A private message sent directly to a user's inbox.

ENGAGEMENT

When someone reacts to your content on social media. An engagement varies from platform to platform, but examples on Facebook would be a like/reaction/comment/share.

EVERGREEN CONTENT

Content that stays relevant and maintains its value over time. It is ideal for recycling and repurposing on social media since it does not lose relevance from the date it was first posted.

FEED

A generic term for the stream of content you see from other users. On most social networks, the feed functions as a homepage and is the most common way to see posts and engage with them.

FLEETS

Twitter posts (similar to Instagram/Facebook Stories) that are temporary photos/videos that disappear after 24 hours. They are a great way to boost reach and engagement.

FOLLOWER

A user on social media who has subscribed to see your posts in their feed.

HASHTAG (#)

A way of connecting your social media posts to other posts on the same subject or trending topic. By searching for a specific hashtag, users can find all public posts using it.

HEADER IMAGE/COVER PHOTO

The visual you place at the top of your social media profile. Often in landscape format, they are much larger than a profile picture/avatar and can be used to introduce you/your brand to your profile visitors.

HERO CONTENT

An idea for an NOC that is created to appeal to a mass audience and designed to expose as many potential new audiences as possible. This content should be data-driven and researched thoroughly.

IMPRESSION

A social media metric that measures how many times your post has been shown in users' feeds. Unlike with reach, you can count multiple impressions for a single user if they have looked at your post more than once.

INSTAGRAM/FACEBOOK STORIES

Enables accounts to post photos/videos that disappear after 24 hours. They include interactive features such as Q&As, quizzes and countdowns which are a great way to boost reach/engagement.

KEY PERFORMANCE INDICATOR (KPI)

A measurable metric that indicates how effectively your NOC is achieving key business objectives. NOCs use KPIs at multiple levels to evaluate success in reaching their targets.

METRIC

A statistic that measures the performance of your posts/adverts/overall account. Social media managers use metrics (e.g. impressions/reach/followers/engagement rate/link clicks) to see which content or strategies are working/not working.

REACH

A social media metric that tells you how many people have seen your post. It differs from an impression in that even if a user sees your post multiple times, they still count as only one person reached.

SEARCH ENGINE OPTIMISATION (SEO)

A process that improves the quality and quantity of website traffic to your NOC's website (or a web page) from online search engines.

SWIPE UP

'Swipe up' on Instagram means you can add links to your Instagram Stories. If a user links a URL to an Instagram story, the viewer can then swipe up from the bottom and be directed to that user's designated link.

This feature is only available if you have over 10,000 Instagram followers.

USER GENERATED CONTENT (UGC)

Fan-created content promoting a brand. UGC can come in various forms, such as videos/images/posts/audio/reviews/articles.

16 APPENDIX

| INTERNATIONAL DAYS 2021 | | |
|-------------------------|--|--------------|
| MONTH/DATE | INTERNATIONAL DAY | ORGANISATION |
| May | | |
| 3 | World Press Freedom Day | UN |
| 16 | International Day of Living Together in Peace | UNESCO |
| 21 | World Day for Culture Diversity for Dialogue and Development | UN |
| June | | |
| 5 | World Environment Day | UN |
| 8 | World Oceans Day | UN |
| 20 | World Refugee Day | UN |
| 23 | International Olympic Day | IOC |
| August | | |
| 12 | International Youth Day | UN |
| September | | |
| 15 | International Day for Democracy | UN |
| 20 | International Day of University Sport | UNESCO |
| 21 | International Day of Peace | UN |
| October | | |
| 5 | World Teachers Day | UNESCO |
| 10 | World Mental Health Day | UN |
| 24 | United Nations Day | UN |
| November | | |
| 16 | International Day for Tolerance | UN |
| December | | |
| 10 | Human Rights Day | UN |
| 18 | Human Rights Day | UN |
| 20 | International Human Solidarity Day | UN |

| INTERNATIONAL DAYS 2022 | | |
|-------------------------|--|------------|
| January | | |
| 24 | International Day of Education | UN |
| February | | |
| 4 | International Day of Human Fraternity | UN |
| March | | |
| 20 | International Day of Happiness | UN |
| 22 | World Water Day | UN |
| April | | |
| 6 | International Day of Sport for Development and Peace | UN, UNESCO |
| 8 | Play True Day | WADA |
| 22 | World Earth Day | UN |
| May | | |
| 3 | World Press Freedom Day | UN |
| 16 | International Day of Living Together in Peace | UNESCO |
| 21 | World Day for Culture Diversity for Dialogue and Development | UN |
| June | | |
| 5 | World Environment Day | UN |
| 8 | World Oceans Day | UN |
| 20 | World Refugee Day | UN |
| 23 | International Olympic Day | IOC |
| August | | |
| 12 | International Youth Day | UN |
| September | | |
| 15 | International Day for Democracy | UN |
| 20 | International Day of University Sport | UNESCO |
| 21 | International Day of Peace | UN |
| October | | |
| 5 | World Teachers Day | UNESCO |
| 10 | World Mental Health Day | UN |
| 24 | United Nations Day | UN |
| November | | |
| 16 | International Day for Tolerance | UN |
| December | | |
| 10 | Human Rights Day | UN |
| 18 | International Migrants Day | UN |
| 20 | International Human Solidarity Day | UN |



| | MINIMUM | OPTIMAL | RATIO & COMMENTS |
|--------------------------|-------------|--------------|----------------------|
| PAGE COVER PHOTO | 820x 312px | 1200x 456px | - |
| EVENT COVER PHOTO | 1200x 675px | 1920x 1080px | 16:9 ratio |
| GROUP COVER | - | 1640x 859px | - |
| PROFILE PICTURE | 170x170px | 340x 340px | Square & Round Crops |
| LINK IMAGE | 600x 314px | 1200x 628px | 1.91:1 Ratio |
| SQUARE PHOTO | 612x 612px | 1080x 1080px | 1:1 Ratio |
| HORIZONTAL PHOTO | - | 1200x 630px | - |
| VIDEO | - | 1920x 1080px | 16:9 or 9:16 ratio |
| FACEBOOK STORIES | 600x 1067px | 1080x 1920px | 9:16 ratio |



| | MINIMUM | OPTIMAL | RATIO & COMMENTS |
|-------------------------------------|-------------|--------------|----------------------|
| PROFILE PHOTO | 110x110px | 180x180px | Square & Round Crops |
| POST PHOTO | 612x612px | 1080x1080px | 1:1 Ratio |
| VERTICAL PHOTO & VIDEO | - | 1080x1350px | 4:5 Ratio |
| HORIZONTAL PHOTO & VIDEO | - | 1080x 566px | 1.91:1 ratio |
| STORY PHOTO & VIDEO | 600x 1067px | 1080x 1920px | 9:16 ratio |
| IG TV VIDEOS | - | 1920x 1080px | 16:9 or 9:16 ratio |
| IGTV THUMBNAIL/ COVER | - | 420x 654px | 1:1.55 ratio |



| | MINIMUM | OPTIMAL | RATIO & COMMENTS |
|--------------------------|------------|-------------|----------------------------------|
| HEADER PHOTO | - | 1500x 500px | 3:1 ratio (2:1 ration on mobile) |
| PROFILE PHOTO | 200x 200px | 400x 400px | Square & Round Crops |
| SHARED IMAGES | 440x 220px | 1024x 512px | 2:1 ratio |
| TWITTER LINK CARD | 600x 314px | 1200x 628px | 1.91:1 ratio |
| VIDEO | 640x 640px | 1280x 720px | 1:1, 16:9 or 9:16 ratio |
| FLEETS | - | 1080x1920 | 9:16 ratio |



| | MINIMUM | OPTIMAL | RATIO & COMMENTS |
|------------------------|--------------|--------------|----------------------|
| BANNER | 2048x 1152px | 2560x 1440px | 16:9 ratio |
| PROFILE PHOTO | 98x 98px | 800x 800px | Square & Round Crops |
| VIDEO | 1280x 720px | 1920x 1080px | 16:9 ratio |
| VIDEO THUMBNAIL | 640x 360px | 1280x 720px | 16:9 ratio |

Disclaimer: This content was up to date on 4 May 2021 and is subject to change with social platform updates.



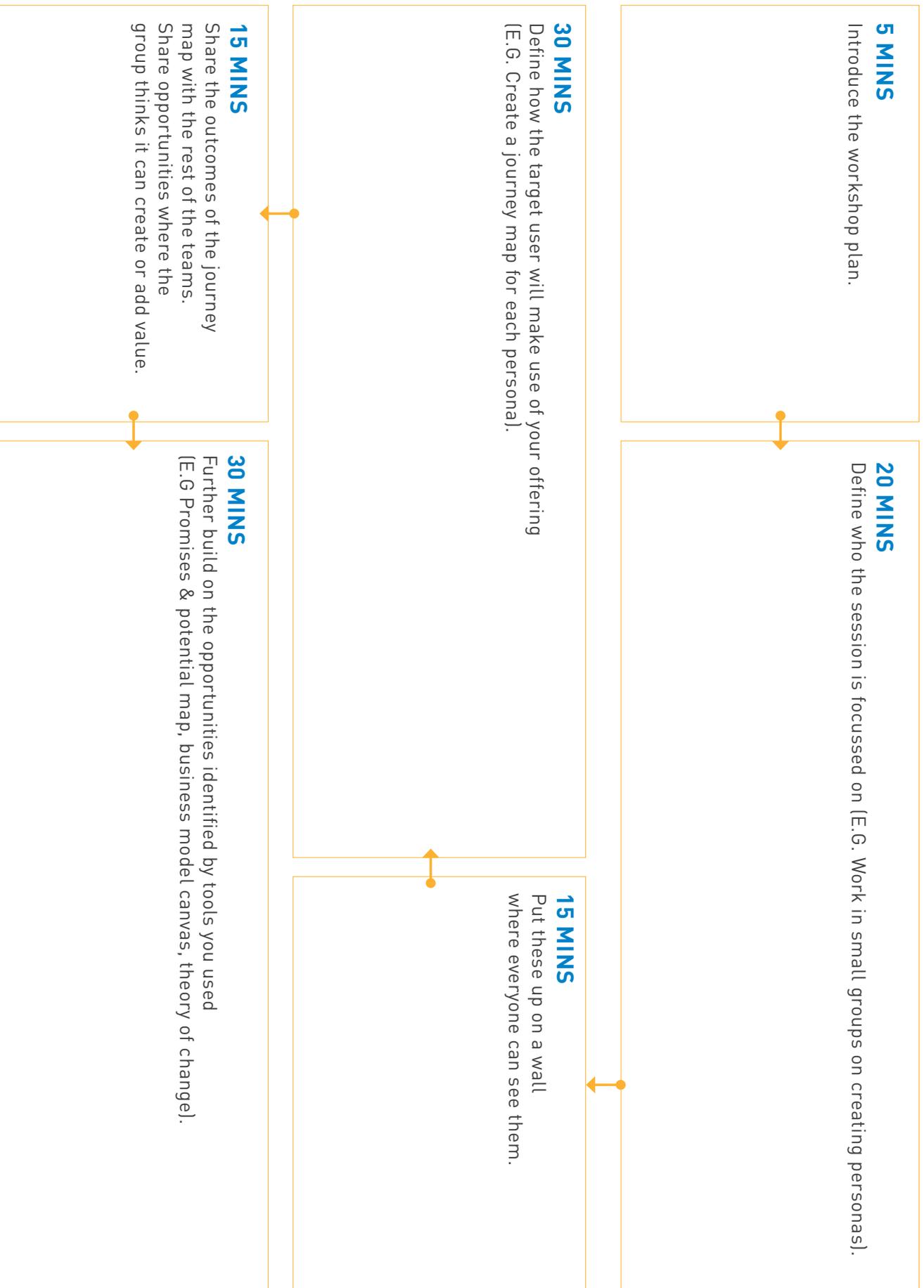
| MONTH | | | | | | | |
|--------------|--------|---------|-----------|----------|--------|----------|--------|
| CONTENT TYPE | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| Posts | | | | | | | |
| Events | | | | | | | |
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| Posts | | | | | | | |
| Events | | | | | | | |



| DATE | CONTENT | PLATFORM | FORMAT | OWNER |
|--------|---------|----------|--------|-------|
| 01 Dec | | | | |
| 02 Dec | | | | |
| 03 Dec | | | | |
| 04 Dec | | | | |
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| 28 Dec | | | | |
| 29 Dec | | | | |
| 30 Dec | | | | |
| 31 Dec | | | | |



| CONTENT STRATEGY | | AUDIENCE | |
|------------------|--|----------------|------|
| STRATEGY | | CONTENT THEMES | |
| | | | |
| | | | |
| OBJECTIVES | | TACTICS | KPIS |
| | | | |



To learn how to use the Creative Workshop tool please refer to the [DIY Tool Kit website](#).