



THE COMPLETE YOUTH SPORTS SOCIAL MEDIA PLAYBOOK

**5 Critical Mistakes Killing Your Engagement +
90-Day Action Plan to Fix Them**

2025 Edition



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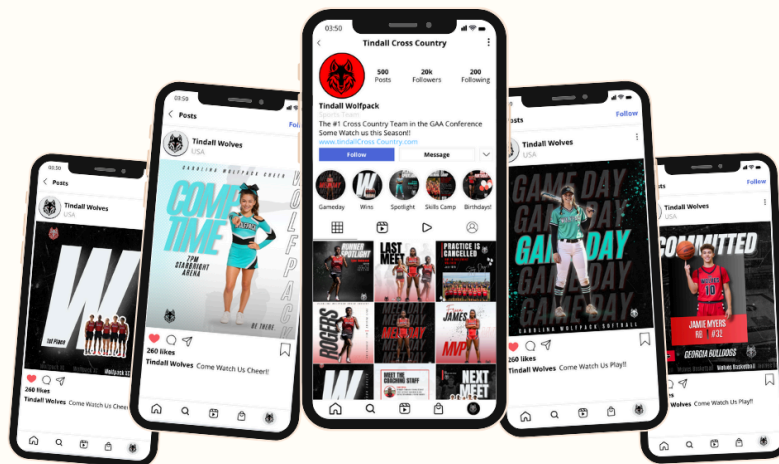
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Your team is working hard, your players are talented, but your Instagram has 47 followers and your last post got 3 likes (all from parents). Meanwhile, the team across town has 2,000 followers, sponsors lining up, and college coaches in their DMs. What are they doing that you're not? This playbook reveals the 5 mistakes most youth sports teams make (and exactly how to fix them in 90 days).



WHY THIS MATTERS: THE REAL OUTCOMES OF GETTING SOCIAL MEDIA RIGHT

This isn't about vanity metrics or getting "Instagram famous."

This is about building a sustainable youth sports organization that:

- **Attracts** the right players and families
- **Retains** them season after season
- **Funds** itself through sponsorships
- **Opens doors** for your athletes' futures

Let's talk about the **real outcomes** when you get social media right:

OUTCOME #1: BUILD YOUR BRAND (Stand Out in a Crowded Market)

The Reality:

There are likely 5-15 other teams in your sport within a 20-mile radius. Parents are choosing between you and them.

What Strong Social Media Does:

Makes you the obvious choice

- When parents Google your team, they find an active, professional presence
- Your Instagram shows what you stand for (values, coaching style, team culture)
- You look more organized and legitimate than competitors
- First impression = "This is a real program"

Creates perceived value

- Professional content signals professional coaching
- Parents think: "If they care this much about social media, imagine how they run practices"
- Designed graphics = organized, detail-oriented program

- Active posting = engaged, committed leadership

Differentiates you from competitors

- Most teams post sporadically with bad design and no strategy
- Your consistent, high-quality content makes you stand out immediately
- Parents notice the difference: "This team just seems more... legit"

Potential Scenario:

Two travel basketball teams in the same town, same age group, same fees.

Team A (Weak Social Media):

- Last post: 3 weeks ago
- Random phone photos
- 174 followers
- Bio: "Travel basketball team"

Team B (Strong Social Media):

- Posts 4x per week
- Mix of graphics, Reels, player spotlights
- 1,200 followers
- Bio: "Developing athletes on and off the court since 2018 | Character · Skill · Competition | Tryouts May 15th"

Which team gets 40 tryout registrations vs. 12? Team B. Every time.

Brand Outcome:

Strong social media = you become the "premier" team in your area, even if your budget and coaching are similar to competitors.

OUTCOME #2: GROW YOUR BUSINESS (Fill Rosters & Increase Revenue)

The Revenue Math:

If your team fee is \$1,200 per season and you have 15 players, that's \$18,000 in revenue.

If strong social media helps you:

- Attract 3 more players = **+\$3,600**
- Retain 2 families who were considering leaving = **+\$2,400**
- Add a second team (waitlist demand) = **+\$18,000**

Total impact: \$24,000+ in additional revenue

How Social Media Drives Growth:

Attracts new families organically

- Parents search "[Your Sport] [Your City]" on Instagram
- Your Reels show up in their feed (even if they don't follow you)
- They click your profile, see professional content, DM to ask about tryouts

Converts curious parents into paying customers

- Parent hears about your team from a friend
- They check your Instagram before committing
- They see: active team, happy kids, good coaching, strong culture
- Decision made: "This is where I want my kid"

Reduces friction in the signup process

- Tryout info is pinned in bio and regularly posted
- Parents can see what they're signing up for (culture, coaching style)
- Reduces "I need to think about it" hesitation
- Clear next steps = faster conversions

Creates word-of-mouth momentum

- Current families share your posts to their Stories
- Their friends see: "Oh, their kid's team looks awesome"
- One share reaches 200-300 people in your target demographic
- Organic referrals multiply

Growth Outcome:

Teams with strong social media have **waitlists**, not empty roster spots. They're turning families away, not begging people to join.

OUTCOME #3: RETENTION (Keep Families Coming Back)

The Hidden Cost of Turnover:

Losing 3 families per season and having to replace them costs you:

- Time recruiting replacements (10+ hours)
- Disrupted team chemistry
- Potential revenue gap if you can't fill spots
- Emotional toll on remaining families

What if you could keep 90% of families instead of 70%?

How Social Media Drives Retention:

Keeps families emotionally invested

- Seeing their kid featured regularly = proud parents
- Player Spotlights make kids feel valued
- Game highlights let them relive moments
- **They're not just customers - they're part of a story**

Builds community beyond practice

- Parents comment on posts, engage with each other
- Shared content creates connection
- Team culture becomes visible and tangible
- Families feel like they belong to something bigger

Provides value between games

- Motivational content during off-season
- Training tips and resources
- Team announcements and updates
- Keeps your team top-of-mind year-round

Creates FOMO (Fear of Missing Out)

- When posts show team bonding, fun moments, and wins
- Families think: "We don't want to leave this"
- Social proof: "Everyone else is staying, we should too"

Retention Outcome:

Teams that keep families engaged on social media see **15-25% higher retention rates**. That's 2-4 fewer families leaving each season.

The compounding effect:

- Year 1: Keep 2 extra families = \$2,400
- Year 2: Keep 3 extra families = \$3,600
- Year 3: Keep 4 extra families = \$4,800
- **Three-year impact: \$10,800+ retained revenue**

Plus: stable rosters = better team chemistry = better results = even more retention.

OUTCOME #4: ATTRACT SPONSORS (Turn Followers Into Funding)

The Sponsorship Reality:

Local businesses want to support youth sports, but they need to know:

1. **How many people will see their logo?** (Reach)
2. **Are those the right people?** (Demographics)
3. **Does this team look professional?** (Brand alignment)

Strong social media answers all three questions with data.

How Social Media Attracts Sponsors:

Provides measurable ROI

- "Our Instagram reaches 2,500 local families per month"
- "Your logo will appear in 16 posts seen by 10,000+ people"
- "Last month, our posts generated 45,000 impressions"
- **Sponsors can justify the investment with real numbers**

Reaches the right demographic

- Youth sports followers = parents with disposable income
- Local families who make purchasing decisions
- Community-minded people who support local businesses
- **Sponsors want access to this audience**

Makes you look sponsorship-ready

- Professional graphics show you'll represent them well
- Consistent posting proves reliability
- Engaged audience means their investment will be seen
- **You look like a real marketing partner, not just a team with jerseys**

Offers multiple sponsorship levels

Example Sponsorship Packages:

Bronze Sponsor (\$500):

- Logo on practice jerseys
- Mentioned in 4 Instagram posts
- Logo in Instagram bio for season

Silver Sponsor (\$1,200):

- Logo on game jerseys
- Dedicated "Thank You" post (designed graphic)
- Logo in all game day graphics (8-12 posts)
- Tagged in Stories throughout season

Gold Sponsor (\$2,500):

- Jersey naming rights
- Monthly feature post highlighting business
- Logo in ALL social media content
- Dedicated Reel featuring sponsor (local business tour, interview, etc.)
- First right of refusal for next season

The Pitch That Works:

"Mr. Johnson, our Instagram reaches 3,200 local families every month - the exact people who shop at your hardware store. For \$1,200, your logo will appear in 12+ posts over the next 3 months, reaching 15,000+ potential customers. That's less than \$0.08 per impression. Can I send you our media kit?"

Sponsorship Outcome:

Teams with 1,000+ engaged followers can realistically secure **\$3,000-\$8,000 in annual sponsorships** from 3-5 local businesses.

That money covers:

- Tournament fees
- New equipment
- Travel costs
- Coach stipends
- End-of-season banquet

Your social media pays for itself 10x over.

OUTCOME #5: COLLEGE RECRUITING (Open Doors for Your Athletes)

The Recruiting Landscape:

College coaches are overwhelmed:

- Division I coaches get 100+ recruiting emails per week
- They can't attend every game or showcase
- They rely heavily on video and social media to scout

Your team's Instagram can be a recruiting tool for every player.

How Social Media Helps College Recruiting:

Creates a highlight reel library

- Game Reels showcase player skills in real competition
- Easy for players to share with coaches
- Parents can repost to their own profiles
- **Every post is potential recruiting content**

Builds player visibility

- Tagged players appear in college coaches' searches
- Reels can go beyond your followers to coaches in the algorithm
- Professional content makes players look serious and coachable
- **Increases chances of being "discovered"**

Demonstrates team culture and coaching

- College coaches evaluate character, not just skills
- Your posts show: team chemistry, work ethic, attitude, leadership

- Players from your team have a reputation before they even reach out
- **"Oh yeah, I know that program - they develop good kids"**

Provides shareable content for players' own profiles

- Players can repost your graphics and Reels
- Saves families from creating content from scratch
- Consistent, professional content across all players' profiles
- **Makes your whole team look recruiting-ready**

Potential Scenario:

Player A's Family (No Team Social Media):

- Has to film games themselves on phone
- Struggles to edit highlights
- Inconsistent quality
- Recruiting profile looks amateur

Player B's Family (Strong Team Social Media):

- Team posts game Reels every week
- Can repost professional content immediately
- Player Spotlights already designed and shareable
- Recruiting profile looks polished and serious

Which player gets noticed first? Player B.

Recruiting Outcome:

Teams with strong social media give their players a **recruiting advantage:**

- More highlight content available
- Better quality footage
- Increased visibility to college coaches
- Professional presentation

The ripple effect:

- One player gets recruited = parents tell other families
 - Your team becomes known as "the program that gets kids to the next level"
 - More serious athletes want to join
 - **Your recruiting success becomes a growth engine**
-

THE COMPOUNDING EFFECT: ALL OUTCOMES WORK TOGETHER

Here's what happens when you nail social media:

Month 1-3:

- Better content = more followers
- More followers = more brand awareness
- More awareness = more tryout inquiries

Month 4-6:

- Full roster = waitlist starts
- Waitlist = leverage to add second team
- Professional presence = first sponsor reaches out

Month 7-12:

- Strong culture visible online = retention improves
- Player highlights = college coach notices athlete
- Sponsor sees ROI = renews and increases investment
- Word spreads = you become "the" program in your area

Year 2:

- Two teams running = doubled revenue
- 3-4 sponsors committed = \$5,000+ in funding
- Waitlist of 15+ families = pricing power
- Multiple players recruited = reputation solidifies
- **You're no longer competing for players - they're competing for spots on your team**

THE BOTTOM LINE

Getting social media right isn't just about likes and followers.

It's about:

Building a brand that stands out in a crowded market

Growing your business with full rosters and waitlists

Retaining families season after season

Attracting sponsors who fund your program
Opening doors for your athletes' futures

This playbook will show you exactly how to achieve all five outcomes - without needing a marketing degree or a big budget.

Let's get started.

Who This Is For

This playbook is designed for:

- Youth sports teams (soccer, basketball, baseball, volleyball, etc.)
- Team managers and parent volunteers
- Coaches looking to build their program's brand
- Athletic directors managing multiple teams
- Club organizations wanting to grow their presence

No marketing experience required. Just a commitment to consistency and a willingness to try something new.



Because they deserve the best season.....and so do you.

PART 1: THE 5 CRITICAL MISTAKES

MISTAKE #1: THE PARTICIPATION TROPHY PROBLEM

Featuring Only Your Star Players While Bench Players Become Invisible

What This Looks Like:

You scroll through a team's Instagram and see:

- Same 3-4 players in every post
- Star athlete gets 10 posts per season
- Bench players get zero recognition
- Parents of non-featured players stop following
- Engagement drops because only 4 families care

The Real Problem:

Instagram is a COMMUNITY tool, not a highlight reel. When you only feature star players, you're telling 70% of your families: "Your kid doesn't matter."

Parents are your primary audience. If their child never appears in your content, they have zero reason to follow, engage, or share your posts.

Why Teams Do This:

- Easier to photograph the player with the ball
- Star players create more "impressive" content
- Coaches unconsciously favor starters
- Action shots naturally feature top performers
- Nobody's tracking who gets featured

The Cost:

- Lower engagement (fewer families invested)
- Reduced reach (parents don't share)
- Team division (creates "haves" and "have-nots")
- Lost sponsorship potential (small audience)
- Missed recruiting opportunities (bench players matter too)

What Top Teams Do Instead:

They create systematic rotation schedules ensuring EVERY player gets featured equally:

- Player Spotlight Series: Feature one player per week, rotating through entire roster
- Position Groups: Monday = Goalies, Tuesday = Defenders, Wednesday = Midfielders, etc.
- Random Selection: Draw names from a hat to determine who gets featured
- Parent Submissions: Ask each family to submit content of their player
- Behind-the-Scenes: Show bench players supporting, warming up, practicing

Potential Scenario:

One team tracked their engagement over 8 weeks:

Weeks 1-4 (Only featuring star players):

- Average likes per post: 23
- Average shares: 2
- Follower growth: +12

Weeks 5-8 (Rotating through entire roster):

- Average likes per post: 67
- Average shares: 11
- Follower growth: +143

The Fix:

Create a simple spreadsheet tracking who's been featured:

Player Name	Week 1	Week 2	Week 3	Week 4	Total Features
Sarah M.	X	X		X	3
Emma K.		X	X		2
Alex T.			X	X	2

Rule: Nobody gets featured twice until everyone's been featured once.

Action Items:

1. Audit your last 30 posts. Who appeared? Who didn't?
2. Create a rotation schedule for the next month
3. Take headshots of EVERY player (same background, same format)
4. Pre-create player spotlight graphics for each team member
5. Share the rotation schedule with parents (transparency builds trust)

Remember: Engagement comes from the entire community, not just 4 families. Feature everyone or lose everyone.

MISTAKE #2: THE "POST AND GHOST" SYNDROME

Posting Content Then Disappearing (Treating Social Media Like a Broadcast Tool Instead of a Conversation)

What This Looks Like:

Teams that:

- Post a game photo with "Great win today!"
- Never respond to comments
- Ignore DMs for days or weeks
- Don't engage with other accounts
- Treat Instagram like a one-way announcement board

The Real Problem:

Social media is called "SOCIAL" for a reason. The algorithm rewards ENGAGEMENT (comments, shares, saves, time spent). When you post and ghost, you're telling Instagram: "This content isn't worth promoting."

Plus, you're ignoring your community. Parents comment with encouragement, and you leave them unread. That's how you lose followers.

Why Teams Do This:

- Whoever runs the account is already overwhelmed
- They think posting IS the job (it's only 30% of the job)
- No system for monitoring engagement
- Fear of saying the wrong thing in responses
- Nobody assigned to community management

The Cost:

- Algorithm buries your content (low engagement signals low quality)
- Parents feel ignored and stop engaging
- You miss recruiting opportunities (college coaches DM and get ghosted)
- Sponsors don't see value (no community interaction)
- Your reach tanks (Instagram prioritizes accounts that engage)

What Top Teams Do Instead:

They treat social media like a conversation, not a billboard:

Daily Engagement Actions (15 minutes):

- Respond to every comment within 24 hours
- Reply to all DMs within 12 hours
- Like and comment on parent posts about the team
- Engage with sponsor content
- Comment on other local teams' posts (builds community)
- Share user-generated content to Stories

The Engagement Formula:

For every 1 hour creating content, spend 30 minutes engaging with community.

Response Templates:

You don't need to write novels. Simple, genuine responses work:

Comment: "Great game today!"

Response: "Thank you! The team worked so hard for this one."

Comment: "So proud of Emma!"

Response: "She had an amazing game! That assist was incredible."

DM: "Can you send me the game schedule?"

Response: "Absolutely! Here's the link: [link]. Also posted in our highlights!"

DM from college coach: "I'd like to learn more about #7."

Response: "Thanks for reaching out! I'll connect you with our head coach and player's family. Can you send me your contact info?"

The 80/20 Rule:

80% of engagement comes from 20% of actions:

- Responding to comments (highest impact)
- Replying to DMs (builds relationships)
- Sharing user-generated content (makes parents feel seen)
- Tagging people in posts (increases reach)

Potential Scenario:

Team A posts 5 times per week, never engages:

- Average reach per post: 147
- Follower growth per month: +8

Team B posts 3 times per week, engages daily:

- Average reach per post: 623
- Follower growth per month: +94

Less content + more engagement = better results.

Action Items:

1. Set phone reminders: 9am and 7pm to check and respond to comments/DMs
2. Create a response template document for common questions
3. Assign someone to be the "community manager" (even if it's just 15 min/day)
4. Follow and engage with: sponsors, local businesses, other teams, players who have accounts
5. Turn on post notifications so you see comments immediately

Remember: People don't follow brands. They follow relationships. Build them.

MISTAKE #3: THE PHOTO ALBUM TRAP

Relying ONLY on Raw Photos (Missing the Power of Designed Graphics, Reels, and Stories)

What This Looks Like:

Scrolling through a team's feed and seeing:

- 47 raw, unedited photos from the same game
- Every post is just a phone snapshot
- No variety in content format
- Zero video content
- No Reels, minimal Stories
- No branded graphics or designed posts

The Real Problem:

Instagram's algorithm in 2025 prioritizes VARIETY and VIDEO CONTENT. Specifically:

- Reels get 3-5x more reach than static posts
- Stories keep you top-of-mind daily
- Well-designed graphics stop the scroll and look professional
- Video content gets saved and shared more

But here's the key: The best accounts use a MIX. Raw photos, designed graphics, AND video.

If you're ONLY posting raw phone photos, you're missing opportunities. If you're ONLY posting video, you're missing the power of shareable graphics.

Why Teams Do This:

- Raw photos are easiest (point, shoot, post)
- Parents share photos in team chat, so just post those
- "We've always done it this way"
- Don't know how to create graphics
- Video editing feels intimidating
- Nobody has design skills

The Cost:

- Your reach is capped at 10-15% of your followers

- New people never discover your content
- You look less professional than competing teams
- Parents don't save/share your posts
- Engagement stays flat
- You miss viral opportunities

What Top Teams Do Instead:

They use the Content Variety Formula:

Weekly Content Mix:

- 40% Video (Reels, Stories) - for reach and discovery
- 30% Designed Graphics - for professionalism and shareability
- 30% Raw Photos - for authenticity and real-time moments

The Strategic Content Types:

VIDEO (Reels/Stories - 40%):

Great for:

- Game highlights and big moments
- Behind-the-scenes energy
- Player personalities and celebrations
- Getting discovered by new followers
- Algorithm love (video = priority)

DESIGNED GRAPHICS (30%):

Great for:

- Player spotlights (clean, professional, shareable)
- Game day announcements (builds anticipation)
- Score updates (easy to digest info)
- Sponsor features (looks professional)
- Important announcements (stands out in feed)
- Stats and season highlights (clean presentation)

Why graphics matter:

- Parents SAVE them (their kid looks great in a designed post)
- Parents SHARE them to their Stories (template makes it easy)
- Looks professional to sponsors
- Creates visual consistency in your feed
- Makes information easy to read/digest

RAW PHOTOS (30%):

Great for:

- Authentic, in-the-moment captures
- Candid team bonding
- Practice energy
- Proof of hard work
- Real emotions and reactions

Example Weekly Schedule:

Monday: Player Spotlight (Designed Graphic)

- Clean template with headshot
- Player info, stats, quote
- Branded with team colors

Tuesday: Practice Reel (Video)

- 15-second training montage
- Trending audio
- Shows work ethic

Wednesday: Motivational Post (Designed Graphic)

- Quote graphic
- Team photo background
- Inspirational message

Thursday: Behind-the-Scenes (Raw Photo or Story)

- Locker room moment
- Team dinner
- Bus ride candid

Friday: Game Day Announcement (Designed Graphic)

- Clean design with game info
- Opponent, time, location
- "Let's go [Team Name]!"

Saturday: Live Game Updates (Stories - Raw Photos/Video)

- Real-time action shots
- Score updates

- Celebration moments

Sunday: Game Recap (Reel or Carousel)

- Highlight reel with music OR
- 5-7 slide carousel with best moments + designed score graphic

The Power of Designed Graphics:

Why Parents Love Them:

- Their kid looks professional
- Easy to share to their own Instagram
- They save them (boosts your engagement)
- Looks college-recruiting ready
- Makes them proud to post

Why Sponsors Love Them:

- Professional appearance
- Logo integration looks clean
- Easy to measure (trackable impressions)
- Shareable branded content

Why YOU Should Love Them:

- Can batch-create 10+ at once (saves time)
- Templates make it fast (5 minutes per graphic)
- Consistent branding builds recognition
- Algorithm favors variety (mix of formats)
- High save rate = better reach

Graphic Creation Formula:

Essential Graphic Templates to Create:

1. Player Spotlight
 - Headshot on one side
 - Player info on other (name, position, number, quote)
 - Team colors as background
 - Logo in corner
2. Game Day Announcement

- Bold text: "GAME DAY"
 - Opponent name, date, time, location
 - Action photo background (semi-transparent overlay)
 - Team branding
3. Score Update
- Final score prominent and clear
 - "W" or "Great fight, team"
 - Quick highlight stat
 - Team colors
4. Stats Graphic
- Player or team stats
 - Clean layout
 - Visual elements (icons, charts if simple)
5. Quote/Motivation
- Inspirational quote
 - Team photo background
 - Branded colors and fonts
6. Sponsor Thank You
- Sponsor logo featured
 - "Thank you [Sponsor]!"
 - Team logo
 - Clean, professional

Tools for Creating Graphics:

Canva (Free):

- Thousands of sports templates
- Easy drag-and-drop
- Save your brand colors/fonts
- Resize for different platforms
- Pre-create templates for recurring posts

Time-Saving Tip:

Spend 1 hour creating templates, then:

- Swap out photos in 2 minutes
- Change text in 30 seconds
- Post-ready graphic in under 5 minutes

The Video Content You Still Need:

Even with great graphics, you MUST include video:

Daily Stories (1-2 minutes total):

- Practice warm-ups (30 sec)
- Coach pep talk (15 sec)
- Player shout-out (10 sec)
- Game day reminder (5 sec)

Weekly Reels (2-3 per week, 15-30 seconds each):

- Game highlights
- Skills showcase
- Player walk-ups
- Team celebrations
- Behind-the-scenes moments

Reel Ideas That Work:

Easy (No Editing):

1. Player walk-up to field in slow motion
2. Goal celebration reactions
3. Pre-game huddle energy
4. Skills showcase (one player, one skill, 15 seconds)
5. Locker room hype session

Moderate (Simple Editing in CapCut):

6. "Day in the Life" fast cuts
7. "Meet the Team" quick introductions
8. Transformation content (beginning of season vs. now)
9. Drill progressions (show a skill being learned)
10. Season highlights montage

The Perfect Post Mix:

If you post 4 times per week, here's the ideal breakdown:

- Week 1:
 - Monday: Designed graphic (Player Spotlight)
 - Wednesday: Reel (Practice highlights)

- Friday: Designed graphic (Game Day)
- Sunday: Reel (Game recap)
- Week 2:
 - Monday: Raw photo carousel (Weekend moments)
 - Wednesday: Designed graphic (Motivation/Quote)
 - Friday: Designed graphic (Game Day)
 - Sunday: Reel (Game highlights)

Variety = Algorithm Love = Growth

Potential Scenario:

Team tracked content performance over 8 weeks:

Weeks 1-4 (Only raw photos):

- Average reach per post: 134
- Average saves: 3
- Follower growth: +11

Weeks 5-8 (Mix: 40% video, 30% graphics, 30% photos):

- Average reach per post: 412
- Average saves: 18 (graphics get saved!)
- Follower growth: +87

Why the mix worked:

- Reels brought discovery (new followers)
- Graphics got saved/shared (parents loved them)
- Raw photos kept it authentic (real moments)

Action Items:

1. Download Canva today (free version is fine)
2. Create 3 essential templates this week:
 - Player Spotlight
 - Game Day Announcement
 - Score Update
3. Batch-create 5 graphics using templates (1 hour)
4. Film 30 seconds of next practice for a Reel
5. This week, post: 1 graphic, 1 Reel, 1 raw photo
6. Track which performs best (saves, shares, comments)

The Right Balance:

- Graphics = Professional, shareable, clean information
- Video = Viral potential, discovery, engagement
- Raw Photos = Authentic, real-time, emotional

Don't pick one. Use all three.

Remember: The teams with the best engagement aren't using just photos OR just video OR just graphics. They're strategically mixing all three. Variety wins.

MISTAKE #4: THE INVISIBILITY COMPLEX

Not Leveraging Players' Personal Accounts (Missing the Multiplier Effect of Having Athletes Share Team Content)

What This Looks Like:

- Team posts content but players never share it
- Players have Instagram but don't follow the team account
- No cross-promotion between team and individual athletes
- Zero player engagement with team posts
- Missing out on reaching players' friend networks

The Real Problem:

Your team account might have 300 followers. But your 15 players each have 200-800 followers (many of whom DON'T follow the team).

If players share team content to their Stories, you instantly reach thousands of new people. But most teams never ask or incentivize this.

Why Teams Do This:

- Assume players will share automatically (they won't)
- Don't want to "force" players to post
- Haven't explained WHY it matters
- No system for making it easy
- Players don't see value in team's content

The Cost:

- Limited reach (only your followers see content)
- No viral potential (no network effects)
- Players miss recruiting opportunities (their profile should link to team)
- Lower engagement (players' friends would engage if they saw it)
- Wasted content (you create it, but only 300 people see it)

What Top Teams Do Instead:

They turn every player into a content amplifier:

The Share Strategy:

1. Create shareable content (designed for players to repost)

2. Make it EASY (send directly to players, one tap to share)
3. Incentivize sharing (recognition, rewards, team culture)
4. Train players on personal branding (why it matters for recruiting)

How to Make Content Shareable:

Player-Specific Posts:

- Tag them in the post
- Send them a DM: "Hey Emma, can you share this to your Story?"
- Create vertical graphics (optimized for Stories)
- Make them look good (highlight their achievements)

Team Content That Players WANT to Share:

- Hype videos (they look cool sharing it)
- Big wins (they're proud to post)
- Behind-the-scenes (shows their personality)
- Funny moments (entertaining for their friends)
- College recruiting content (helps their visibility)

The Player Amplification System:

Step 1: Create content featuring a player

Step 2: Post to team account

Step 3: DM player: "Just posted this! Mind sharing to your Story? Tag us!"

Step 4: Player shares (adds their own caption)

Step 5: Their 500 followers see it

Step 6: Some of those people follow the team

Multiply by 15 players = massive reach.

Player Personal Branding Workshop:

Host a 30-minute team meeting teaching players:

Why Social Media Matters:

- College coaches check Instagram before recruiting
- Your profile is your first impression
- Teammates and friends are watching
- You're building a personal brand (even at 14)

What to Post:

- Training/workout videos (shows dedication)
- Academic achievements (college coaches care)
- Game highlights (shows skills)
- Team content (shows you're a team player)
- Gratitude posts (shows character)

What NOT to Post:

- Party photos (red flag for coaches)
- Trash talk (shows poor sportsmanship)
- Controversial opinions (can hurt recruiting)
- Location in real-time (safety issue)

Caption Templates for Players:

Training Post:

"Week 3 of offseason training. Getting better every day. [weights emoji] [sport emoji]

Tag: @TeamAccount @TrainingFacility

Hashtags: #PlayerName #Position #ClassOf202X"

Game Post:

"Great team win today! Proud of this group. [fire emoji]

Tag: @TeamAccount

Hashtags: #PlayerName #TeamName"

Player Spotlight (when team features them):

"Honored to be featured by @TeamAccount [share team's post]

Let's keep working. [muscle emoji]"

The Incentive System:

Create friendly competition:

- "Player of the Week gets featured"
- "Most shares wins team gear"
- "Engagement leader gets special recognition"
- "Everyone who shares gets entered in raffle"

Or build it into team culture:

- "We support each other on and off the field"
- "Sharing team content is part of being on this team"
- Make it expected, not optional

Case Study:

Team with 400 followers, 15 players:

- Before player sharing: Average post reach = 312
- After implementing share system: Average post reach = 2,847

Why? Each player shared to their Story (avg 400 followers), multiplied by 15 = 6,000 impressions.

Action Items:

1. Host player social media workshop (30 minutes)
2. Create "share templates" players can use
3. Send players their featured content directly (make it easy)
4. Follow all players who have Instagram
5. Create a team expectation: "We share each other's wins"
6. Track who shares and recognize them

Remember: Your reach isn't your follower count. It's your follower count multiplied by your players' networks. Use it.

MISTAKE #5: THE AMATEUR HOUR AESTHETIC

Inconsistent Branding, Poor Quality Content, and Zero Visual Identity (Making Your Team Look Unprofessional to Sponsors and Recruits)

What This Looks Like:

Scrolling through a team feed and seeing:

- Blurry, poorly lit photos
- Inconsistent fonts and colors
- Random design styles (no cohesion)
- Typos in captions
- Low-effort graphics (clearly made in 2 minutes)
- No recognizable brand identity

The Real Problem:

First impressions matter. When sponsors, college coaches, or prospective families check your Instagram:

- Messy feed = unprofessional organization
- Poor quality = lack of investment
- No branding = not serious about growth

You don't need a professional designer. But you DO need consistency.

Why Teams Do This:

- Different people posting (no style guide)
- Using whatever tool is fastest
- No templates created
- Rushed content creation
- "Good enough" mentality
- Don't realize it matters

The Cost:

- Sponsors pass (they want professional partners)
- College coaches question legitimacy
- Prospective players choose other teams
- Lower perceived value

- Content gets scrolled past (looks amateurish)

What Top Teams Do Instead:

They create a simple BRAND SYSTEM and stick to it:

The Brand Kit Includes:

1. Color palette (2-3 colors, always the same)
2. Fonts (2 fonts max - one header, one body)
3. Logo usage rules (where it goes, how big)
4. Photo style guide (filters, lighting, composition)
5. Templates for recurring content

Creating Your Brand Identity (30 Minutes):

Step 1: Choose Colors

- Primary: Team color (example: Navy Blue #1A365D)
- Secondary: Accent color (example: Gold #F6AD55)
- Background: Usually white or light gray

Step 2: Choose Fonts

- Headers: Bold, readable (Montserrat, Bebas Neue, Oswald)
- Body: Clean, simple (Open Sans, Roboto, Lato)

Step 3: Create Templates in Canva

All templates should have:

- Same color scheme
- Same fonts
- Logo in same spot
- Similar layout structure

Essential Templates:

1. Player Spotlight
 - Headshot on left
 - Player info on right
 - Team colors as background
 - Logo in corner
2. Game Day Announcement
 - Opponent name
 - Date, time, location

- "Let's go [Team Name]!"
- Action photo background
- 3. Score Update
 - Final score prominent
 - Quick highlight
 - "Great game!" message
 - Team branding
- 4. Practice Highlight
 - Photo or video
 - What was worked on
 - Motivational caption
 - Consistent style
- 5. Sponsor Thank You
 - Sponsor logo
 - "Thank you [Sponsor]!"
 - Brief message
 - Team logo

Photo Quality Standards:

Good Photos Have:

- Good lighting (natural light or well-lit field)
- Sharp focus (not blurry)
- Action or emotion (not just standing)
- Proper framing (subject centered or using rule of thirds)
- Clean background (no distractions)

Avoid:

- Dark, underexposed shots
- Blurry action (use burst mode)
- Cluttered backgrounds
- Awkward cropping (cut-off heads or at joints)
- Over-filtered (keep it natural)

Free Tools for Professional-Looking Content:

Canva (Free):

- Pre-made templates
- Drag-and-drop design
- Brand kit feature (save colors/fonts)

- Resize for different platforms

CapCut (Free):

- Professional video editing
- Trending templates
- Text overlays and effects
- Auto-captions

Remove.bg (Free):

- Remove photo backgrounds
- Create clean player cutouts
- Professional-looking graphics

The Consistency Checklist:

Before Posting, Ask:

- Does this match our brand colors? YES/NO
- Are we using our standard fonts? YES/NO
- Is the photo high quality? YES/NO
- Is the caption error-free? YES/NO
- Does this look professional? YES/NO

If any answer is NO, fix it before posting.

Potential Scenario:

Team revamped their visual brand:

Before (Inconsistent):

- 5 different fonts across posts
- Random colors
- Mix of photo qualities
- No templates
- Sponsor interest: 0 inquiries

After (Consistent Brand):

- 2 fonts (always)
- Team colors (navy/gold only)
- Quality standards enforced
- 7 templates created

- Sponsor interest: 4 inquiries in 2 months

Action Items:

1. Create Canva account (free)
2. Define your brand: Pick 2 colors, 2 fonts
3. Create 5 essential templates this week
4. Delete or archive old posts that don't match new brand (optional)
5. Create a "Brand Guide" one-pager for everyone who posts
6. Enforce quality standards (no blurry photos, check spelling)

Remember: You're competing for attention with professional brands. Look the part, even if you're run by volunteers.

PART 2: THE 90-DAY ACTION PLAN

Now that you know what NOT to do, here's your step-by-step roadmap to transform your team's social media in the next 90 days.



PHASE 1: FOUNDATION (DAYS 1-14)

Set Up for Success

WEEK 1: AUDIT AND STRATEGY

Day 1-2: Current State Assessment

AUDIT YOUR CURRENT PRESENCE:

Instagram Audit:

- Current followers: ____
- Average engagement rate: ____ (Calculate: likes + comments divided by followers times 100)
- Best performing posts from last 30 days: ____
- Current posting frequency: ____
- Using Stories? YES/NO How often? ____
- Using Reels? YES/NO How often? ____

Content Audit:

Count posts from last month by category:

- Game highlights: ____
- Player features: ____
- Practice content: ____
- Community posts: ____
- Behind-the-scenes: ____

Player Equity Check:

- Which players appeared most? ____
- Which players never appeared? ____
- Percentage of roster featured: ____

Competitor Research:

Find 3-5 similar teams in your area/division:

- Team 1: @____ (Followers: ____, What they do well: ____)
- Team 2: @____ (Followers: ____, What they do well: ____)
- Team 3: @____ (Followers: ____, What they do well: ____)

What are they doing that you're not? ____

Parent Survey (Optional but Recommended):

Create simple Google Form:

1. Do you follow our team account? (Yes/No)
2. What content do you want to see more of?
 - Game highlights
 - Player spotlights
 - Practice updates
 - Team events
 - Behind-the-scenes
3. How often should we post? (Daily/Few times a week/Weekly)
4. What time do you usually check social media? ____

DELIVERABLE: Create spreadsheet documenting your findings

Day 3-4: Define Your Brand Identity

ANSWER THESE QUESTIONS:

What makes your team different?

- Community-focused?
- Development-oriented?
- Championship culture?
- Inclusive/participatory?
- Elite/competitive?
- Your answer: ____

Who is your audience?

- Primary: Parents of current players
- Secondary: Prospective players/families
- Tertiary: Local community, sponsors, college scouts

What's your voice/tone?

Pick 3 adjectives that describe your brand:

1. _____
2. _____
3. _____

What are your goals?

Rank these by priority (1-6):

- ___ Increase engagement with current families
- ___ Attract new players/tryouts
- ___ Secure sponsors
- ___ Build community presence
- ___ Support player recruiting
- ___ Sell merchandise/fundraise

DELIVERABLE: One-Page Brand Guide

TEMPLATE:

[TEAM NAME] SOCIAL MEDIA BRAND GUIDE

Our Mission: ___

Our Voice: ___

Our Audience: ___

Our Goals: ___

Our Differentiator: ___

Visual Style:

- Primary colors: ___
- Secondary colors: ___
- Fonts: ___
- Filter/editing style: ___

Day 5-7: Set Up Systems and Tools

ORGANIZE YOUR WORKFLOW:

Designate Roles:

- Social Media Lead: ___ (Usually team mom/parent volunteer)
- Content Creators: ___ (2-3 parents rotating who films games/practices)
- Photo Contributors: ___ (Ask 5 parents to help)
- Approval Person: ___ (Coach? Athletic director? Who approves before posting?)

Create a Content Hub:

Set up Google Drive folder with subfolders:

- Game Photos
- Practice Photos

- Player Headshots
- Graphics/Templates
- Video Clips
- Sponsor Logos
- Parent Submissions

Share folder with all contributors

Create naming convention: "YYYY-MM-DD_GameVs[Opponent]_Photo1"

Set Up Scheduling Tool (Pick One):

- Later.com (Free plan: 10 posts/month)
- Meta Business Suite (Free, native to Instagram/Facebook)
- Planoly (Free plan: 30 posts/month)
- Buffer (Free plan: 3 channels)

Install Apps:

- Canva (Free version for graphics)
- CapCut or InShot (Free video editing)
- Instagram (obviously)
- TikTok (optional, if you want to expand)

Create Template Library:

Download or create 5-7 Canva templates:

- Player spotlight
- Game day announcement
- Score update
- Practice highlight
- Birthday shout-out
- Sponsor thank you
- Event announcement

DELIVERABLE: Organized system everyone can access

WEEK 2: CONTENT PLANNING

Day 8-10: Build Your Content Calendar

DETERMINE POSTING FREQUENCY:

Recommended Minimum:

- Instagram Feed: 3-4 posts per week
- Instagram Stories: Daily (even if just 1-2 slides)
- Instagram Reels: 2-3 per week

Realistic Starter Plan:

MONDAY: Player Spotlight (rotating through roster)

WEDNESDAY: Practice/Training content or Midweek Motivation

FRIDAY: Game Day Announcement (pre-game hype)

SATURDAY/SUNDAY: Game Recap/Highlights

DAILY: Stories (behind-the-scenes, day-of updates)

CREATE CONTENT THEMES:

Monthly Themes:

- Week 1: Player Spotlights
- Week 2: Community and Sponsors
- Week 3: Behind-the-Scenes
- Week 4: Skills and Training

Recurring Series Ideas:

- Motivation Monday: Inspirational quote + team photo
- Transformation Tuesday: Before/after player development
- Workout Wednesday: Training tips, drills
- Throwback Thursday: Team history, alumni features
- Feature Friday: Player Q&A
- Spirit Saturday: Game day energy
- Sunday Spotlight: Post-game recap, MVP recognition

BUILD A CONTENT BANK:

Evergreen Content to Pre-Create:

- All player spotlight graphics (can schedule throughout season)
- Birthday graphics for every player (load birthdays into calendar)
- "Meet the Coach" posts
- Team values/culture posts
- Sponsor appreciation posts
- Uniform/gear reveals
- Season schedule graphics

DELIVERABLE: Google Sheet content calendar for next 30 days

Date	Post Type	Caption Idea	Visual	Status	Assigned To
11/4	Player Spotlight	Meet Sarah!	Headshot + template	Scheduled	Team Mom
11/6	Game Day	Let's go! Vs. Eagles 7pm	Action shot	Draft	Coach

Day 11-14: Create Your First Content Batch

BATCH CREATE CONTENT:

Player Content Day (2 hours):

- Take headshot photos of every player (consistent background)
- Record 10-second video clips: "Hi, I'm [Name], I play [Position]"
- Fill out player info sheet for each:
 - Name
 - Position
 - Grade
 - Jersey Number
 - Favorite motivational quote
 - Fun fact
 - Why I love this sport

Graphics Day:

- Create 10 player spotlight graphics (using template)
- Create 5 game day announcement graphics
- Create 3 sponsor thank-you graphics
- Create season schedule graphic

Video Day:

- Film 5-minute practice montage
- Get 3-5 different drill clips
- Film coach giving quick tip (15 seconds)
- Record team huddle/cheer

DELIVERABLE: 20+ pieces of content ready to schedule

PHASE 2: EXECUTION (DAYS 15-60)

Consistent Posting and Community Building

WEEK 3-4: LAUNCH YOUR POSTING RHYTHM

Day 15-21: Establish Consistency

DAILY ACTIONS:

Morning (5 minutes):

- Check scheduled posts went live
- Respond to comments from previous day
- Post 1-2 Instagram Stories (game reminder, practice update, player shout-out)

Afternoon (10 minutes):

- Gather content from the day (practice photos, candid moments)
- Upload to shared Drive folder

Evening (15 minutes):

- Schedule next day's posts
- Engage with community (like/comment on sponsor posts, local businesses, other teams)
- Check DMs and respond

WEEKLY ACTIONS:

Sunday Planning (30 minutes):

- Review content calendar for upcoming week
- Assign content needs (who's filming Tuesday's game?)
- Schedule all feed posts for the week
- Prep Story content ideas

Mid-Week Check-In (15 minutes):

- Review engagement metrics
- Adjust posting times if needed
- Ensure all players are being featured equitably

TRACK THESE METRICS WEEKLY:

Week of [Date]:

- Followers: Start ___ / End ___
- Average Likes per Post: ___
- Average Comments per Post: ___
- Story Views Average: ___
- Best Performing Post: ___
- Worst Performing Post: ___
- Insights/Changes for Next Week: ___

Day 22-28: Engage Your Community

COMMUNITY BUILDING TACTICS:

Tag Everyone:

- Tag players (if they have accounts)
- Tag opponents (in a respectful way)
- Tag venue locations
- Tag local photographers who cover games
- Tag sponsors
- Tag local news outlets

Use Local Hashtags:

Create your hashtag strategy:

BRANDED (create your own):

- #[TeamName]Soccer (use on EVERY post)
- #[TeamName]Family
- #[TeamName]Nation

LOCAL:

- #[YourTown]Sports
- #[YourTown]Soccer
- #[County]Athletics

GENERAL:

- #YouthSoccer
- #ClubSoccer

- #GirlsSoccer / #BoysSoccer
- #SoccerLife
- #SoccerFamily

Use 15-20 hashtags per post (in first comment to keep caption clean)

Interactive Content:

Post These Engagement Drivers:

Polls in Stories:

- "Which goal was better? (fire emoji) vs (fire emoji)"
- "Predict the score: ___"
- "Who had the play of the game?"

Question Stickers:

- "Ask our captain anything!"
- "What should we work on this week?"
- "Drop your game day predictions"

Caption Engagement:

- "Tag a teammate who hustles every practice"
- "Parents: drop your player's jersey number in the comments!"
- "What's your favorite game day snack?"

Cross-Promote:

- Share to Facebook (if you have one)
- Share to team website (if applicable)
- Include in weekly team email newsletter
- Post in team GroupMe/parent text chain

DELIVERABLE: 100+ new engaged followers in 2 weeks

WEEK 5-8: OPTIMIZE AND SCALE

Day 29-45: Go All-In on Video

IMPLEMENT SHORT-FORM VIDEO STRATEGY:

Weekly Reel Goals:

- Week 5: Post 3 Reels
- Week 6: Post 4 Reels
- Week 7: Post 5 Reels
- Week 8: Post 5+ Reels (new baseline)

REEL IDEAS:

Easy Wins (No Editing Required):

1. Player Walk-Up
 - Film players walking onto field in slow-mo
 - Add trending audio
 - Caption: "Game day ready"
2. Warm-Up Montage
 - 3-4 clips of different warm-up drills
 - Fast transitions
 - Caption: "How we prep"
3. Goal Celebrations
 - Film every goal celebration
 - Post best ones with hype music
 - Caption: "That's how we do it!"
4. Locker Room Speech
 - Film coach's pre-game speech (with permission)
 - Raw, unedited
 - Caption: "This is [Team Name]"
5. Bus Ride Vibes
 - Film team singing, dancing on bus
 - Popular songs work best
 - Caption: "Road trip energy"

Moderate Effort (Simple Editing):

6. Skills Showcase
 - Film one skill (juggling, free kicks, etc.)
 - Show 3-4 players doing it

- Add "Skill level: ____" text overlay
- 7. Before/After
 - First practice of season vs. current
 - "Growth" caption
- 8. Day in the Life
 - School to Practice to Home
 - Quick clips, fast transitions
 - Caption: "POV: You're a [Team Name] player"
- 9. Position Spotlight
 - Film all goalies/defenders/forwards
 - Show what they do
 - Caption: "What goalies really do"
- 10. Season Hype
 - Best moments from season so far
 - Emotional music
 - Caption: "This is our season"

TOOLS TO USE:

- CapCut: Easy templates, trending effects
- InShot: Simple cuts and music
- Instagram's built-in editor: Quick and easy
- Trending Audio Finder: Use Instagram's audio library, sort by "trending"

VIDEO BENCHMARKS TO HIT:

- Reel views: 2-3x your follower count (minimum)
- Watch time: Over 50% completion rate
- Shares: 5+ per Reel (people send to friends)

Day 46-60: Build Player Personal Brands

HELP ATHLETES BUILD INDIVIDUAL PRESENCE:

Create "Player Brand" Workshop (30 minutes):

Teach players:

- Why social media matters for recruiting
- What to post/what NOT to post

- How to interact with coaches online
- Privacy settings and safety

Provide Templates for Players:

WEEKLY ROTATION:

Monday: Training/workout video

Tuesday: Academic achievement (honor roll, good grades)

Wednesday: Highlight from recent game

Thursday: Throwback (youth soccer pic)

Friday: Game day hype

Weekend: Post-game recap, gratitude post

CAPTION TEMPLATES:

Training Post:

"Getting better every day. Week [X] of offseason training complete.

[tag training facility/coach]

#[YourName] #[Position] #ClassOf202X"

Game Post:

"Great team win today! Proud of this group.

[tag team account]

#[YourName] #[TeamName]"

Commitment Post (when it happens):

"Beyond blessed to announce my commitment to continue my academic and athletic career at [University]! Thank you to everyone who supported me on this journey.

[tag university, coaches]

#Committed #ClassOf202X"

Create Player Media Kits:

Help Players Build Recruiting Profiles:

- Action photo (high quality)
- Headshot
- Stats graphic
- Highlight video (2-3 minutes max)
- Contact info graphic

Use Canva template with:

[PLAYER NAME]

Class of 202X | [Position] | [Jersey Number]

STATS:

- Goals: ____
- Assists: ____
- Games Played: ____
- [Other relevant stats]

ACADEMICS:

- GPA: ____
- Test Scores: ____ (if applicable)

CONTACT:

- Email: ____
- Phone: ____
- Team: [Your team]

Coach Players on Safety:

Share "Social Media Rules":

1. DO: Highlight achievements, show personality, engage positively
2. DO: Tag coaches respectfully when visiting campuses
3. DON'T: Post anything you wouldn't want a coach to see
4. DON'T: Trash talk opponents, refs, or own teammates
5. DON'T: Post location in real-time (safety issue)
6. DON'T: Overshare personal info (phone number, address)
7. CAREFUL: Political posts, controversial topics (can hurt recruiting)

SUCCESS METRIC:

- 80% of team has active, recruiting-ready social media presence
 - Each player gets featured on team account at least 2x per month
-

PHASE 3: MONETIZATION (DAYS 61-90)

Sponsorships, Partnerships, and Growth

WEEK 9-10: ACTIVATE SPONSORSHIPS

Day 61-70: Build Sponsor Value Proposition

CREATE SPONSORSHIP PACKAGE:

Document Your Reach:

[TEAM NAME] SOCIAL MEDIA SPONSORSHIP PACKAGE

Our Audience:

- Instagram Followers: ____
- Average Post Reach: ____
- Average Story Views: ____
- Engaged Parents/Families: ____
- Geographic Coverage: [Your town/region]

Demographics:

- Families with household income: \$__k+
- Age range: 10-50 (players + parents)
- Local community members: ____

Create Sponsorship Tiers:

BRONZE TIER (\$250-500/season):

- Logo on team social media bio
- 2 Instagram posts featuring sponsor per season
- 4 Instagram story mentions
- Inclusion in "Thank you sponsors" season post

SILVER TIER (\$500-1,000/season):

- Everything in Bronze, plus:
- 4 Instagram posts featuring sponsor
- Logo on digital game day graphics
- Feature in player spotlight backgrounds

- Dedicated Reel featuring business

GOLD TIER (\$1,000-2,500/season):

- Everything in Silver, plus:
- Logo on ALL social media graphics
- Monthly spotlight post
- Behind-the-scenes content at sponsor location
- Player appearances at business (if applicable)
- "Official [Category] of [Team Name]" designation

CREATE ONE-PAGE SPONSOR PROPOSAL:

TEMPLATE:

[TEAM NAME] SOCIAL MEDIA PARTNERSHIP

We're [Team Name], a [competitive level] [sport] team in [location].

Our social media reaches [X] families in the [region] community every week.

PARTNERSHIP BENEFITS:

- Brand exposure to [X] engaged local families
- Association with youth sports and community values
- Authentic content featuring your business
- Measurable reach and engagement

INVESTMENT: Starting at \$250/season

Ready to support local youth sports while growing your business?

Contact: [Your email/phone]

Identify Potential Sponsors:

Local Businesses to Approach:

- Sporting goods stores
- Pizza places / restaurants
- Gyms / training facilities
- Chiropractors / physical therapists
- Dentists / orthodontists
- Real estate agents (often sponsor teams)
- Insurance agents

- Auto dealerships
- Banks / credit unions
- Grocery stores

GOAL: Secure 3-5 sponsors by Day 70

Day 71-75: Execute Sponsor Content

CREATE SPONSOR CONTENT SERIES:

"Sponsor Spotlight Saturday":

Weekly post featuring one sponsor:

INSTAGRAM POST:

Photo: Team at sponsor location OR sponsor logo + team action shot

Caption:

"Shoutout to [Sponsor Name] for fueling our team this season!

[Sponsor] has been supporting [Team Name] for [X years/this season], and we couldn't do it without them.

Next time you need [product/service], support the businesses that support us!
[Location/website]

#[TeamName] #SupportLocal #[TownName]Strong"

"Thank You Thursday":

Instagram Story series (4-5 slides):

- Slide 1: Team photo, text "Our sponsors make this possible"
- Slide 2-4: Each sponsor logo with "Thank you [Name]!"
- Slide 5: "Want to sponsor us? DM for info"

Integration into Regular Content:

Add sponsor logos to:

- Player spotlight graphics (small logo in corner)
- Game day announcements
- Score updates
- Season recap posts

SPONSOR RETENTION METRIC:

Send monthly report to each sponsor:

[SPONSOR NAME] - Monthly Impact Report

This month, your sponsorship reached:

- ___ Instagram followers
- ___ post impressions
- ___ story views
- ___ website clicks (if trackable)

Featured in:

- [List posts/stories they were in]

Thank you for supporting [Team Name]!

WEEK 11-12: SCALE AND SYSTEMATIZE

Day 76-85: Train Your Replacement

DOCUMENT EVERYTHING:

Create Social Media Playbook:

Write a simple guide for next year's social media person:

[TEAM NAME] SOCIAL MEDIA PLAYBOOK

LOGIN INFO:

- Instagram: @___ (password in team files)
- Canva: ___ (shared team account)
- Google Drive: ___ (content hub)

WEEKLY POSTING SCHEDULE:

Monday: ___

Wednesday: ___

Friday: ___

Weekend: ___

TEMPLATES LOCATION:

[Link to Canva folder]

CONTENT IDEAS:

[Link to ideas spreadsheet]

SPONSOR COMMITMENTS:

[List what each sponsor gets]

MONTHLY TASKS:

- Week 1: ____
- Week 2: ____
- Week 3: ____
- Week 4: ____

TROUBLESHOOTING:

- If post gets negative comments: ____
- If we get DM from college coach: ____
- If parent complains their kid isn't featured: ____

Record Video Tutorials:

Use phone to record 5-minute videos showing:

- How to create player spotlight graphic
- How to edit Reels in CapCut
- How to schedule posts
- How to respond to DMs professionally

Train Backup Person:

- Find 2-3 parents willing to learn
- Walk them through process
- Have them create and post content with your supervision
- Goal: They can run account without you for 2 weeks

SUSTAINABILITY METRIC:

- Social media account can run smoothly with OR without original admin

Day 86-90: Analyze and Plan Next Season

REVIEW PERFORMANCE:

90-Day Report Card:

Track These Numbers:

GROWTH:

- Followers: Start ___ to End ___ (___% growth)
- Average Engagement Rate: ___% (target: 3-5%)
- Total Reach: ___

TOP PERFORMING CONTENT:

1. [Post type]: ___ likes, ___ comments
2. [Post type]: ___ likes, ___ comments
3. [Post type]: ___ likes, ___ comments

WHAT WORKED:

- _____
- _____
- _____

WHAT DIDN'T:

- _____
- _____
- _____

PLAYER EQUITY:

- Did every player get featured? Yes/No
- If no, who got left out? ___
- Plan to fix: ___

SPONSOR ROI:

- Sponsors secured: ___
- Total sponsorship revenue: \$___
- Sponsor retention rate: ___% (goal: 80%+)

Survey Your Audience:

Send to Parents:

[TEAM NAME] Social Media Feedback

Thanks for following along this season! Help us improve:

1. What content did you enjoy most?
 - Player spotlights
 - Game highlights
 - Practice behind-the-scenes
 - Team bonding moments
 - Other: ____
2. How often should we post?
 - More than we currently do
 - Current amount is good
 - Less than we currently do
3. Would you be willing to help create content next season?
 - Yes, I can take photos
 - Yes, I can film video
 - Yes, I can help edit/post
 - No, but I support what you're doing
4. Any suggestions for next season?
[Open text]

Plan Next Season:

Based on what worked, create Next Season Goals:

NEXT SEASON GOALS:

Growth:

- Reach ____ followers (current + 30%)
- Achieve ____% average engagement
- Post ____ Reels per week

Content:

- Launch [new series idea]
- Feature every player ____ times
- Create ____ behind-the-scenes videos

Monetization:

- Secure ____ sponsors

- Generate \$___ in sponsorship revenue
- Explore merchandise sales / team store

Team Impact:

- Help ___ players build recruiting profiles
- Support ___ players with college commitments
- Create [X] viral moments

FINAL DELIVERABLE: Comprehensive plan for sustained success

ONGOING: DAILY/WEEKLY/MONTHLY ROUTINES

DAILY (15-20 minutes):

Morning (5 min):

- Post 1-2 Instagram Stories
- Check that scheduled posts went live
- Respond to overnight comments/DMs

Evening (10-15 min):

- Schedule next day's content
 - Engage with community (like sponsor posts, comment on other teams)
 - Capture any content from day (practice photos, candid moments)
-

WEEKLY (1-2 hours total):

Sunday (30 min): Planning

- Review content calendar
- Schedule all feed posts for the week
- Assign content capture duties (who's filming Tuesday's game?)
- Prep Story content ideas

Wednesday (15 min): Mid-Week Check

- Review engagement on posts so far
- Adjust posting times if needed
- Ensure all content is captured for rest of week

Friday (15 min): Prep Game Day Content

- Create game day announcement graphic
- Prep story templates for live game updates
- Ensure photographer/videographer is assigned

Weekend (30 min): Post-Game Recap

- Edit and post game highlights
 - Share score update
 - Feature standout players
 - Thank fans/supporters
-

MONTHLY (2-3 hours):

First Week:

- Review analytics (what worked, what didn't)
- Update content calendar for next month
- Batch create player spotlights for month
- Plan any special events/themes

Mid-Month:

- Send sponsor impact reports
- Check in with content contributors
- Audit player equity (is everyone getting featured?)
- Engage with new local followers

End of Month:

- Archive best content for end-of-season recap
 - Update templates if needed
 - Thank contributors publicly
 - Plan next month's strategy
-

TOOLS AND RESOURCES CHECKLIST

Free Tools You Need:

- Instagram Business Account (free analytics)
- Canva Free (graphic design)
- CapCut or InShot (video editing)
- Meta Business Suite (scheduling, free)
- Google Drive (content storage)
- Google Sheets (content calendar, analytics tracking)

Optional Paid Tools (If Budget Allows):

- Canva Pro (\$13/month - worth it for unlimited features)
- Later Premium (\$25/month - advanced scheduling)
- Linktree (\$5/month - link in bio tool)

Templates You Should Create/Buy:

- Player spotlight graphics
 - Game day announcements
 - Score updates
 - Birthday graphics
 - Sponsor features
 - Practice highlights
 - Event announcements
 - Season schedule graphics
 - Sponsorship templates
-

EMERGENCY TROUBLESHOOTING GUIDE

Common Problems and Solutions:

PROBLEM: "We're posting but nobody's engaging"

SOLUTION:

- Are you posting at the right times? (Try 7-9am, 12-1pm, 7-9pm)
- Are you using Stories? (Stories get more engagement than feed posts)
- Are you asking questions in captions?
- Are you tagging people/places?
- Is your content authentic or too polished?

PROBLEM: "Parents complain their kid isn't being featured"

SOLUTION:

- Create rotation schedule and share it with parents
- Use "Player Spotlight" series (everyone gets one)
- Track who's been featured in spreadsheet
- Be transparent: "Every player gets featured X times per season"

PROBLEM: "We don't have time to post consistently"

SOLUTION:

- Batch create content (make 10 graphics in one sitting)
- Use scheduling tools (set it and forget it)
- Recruit parent volunteers (distribute the workload)
- Lower frequency but stay consistent (2-3x/week is fine)

PROBLEM: "We got a negative comment"

SOLUTION:

- Don't delete unless it's offensive/inappropriate
- Respond professionally: "Thanks for your feedback. DM us to discuss."
- Never argue publicly
- If it's valid criticism, acknowledge and improve

PROBLEM: "Our Reels aren't getting views"

SOLUTION:

- Use trending audio (Instagram prioritizes it)
- Hook in first 3 seconds
- Keep under 30 seconds
- Post at peak times (7-9pm works best for Reels)
- Add captions/text (80% watch without sound)

PROBLEM: "College coach DMed a player - now what?"

SOLUTION:

- Player should respond within 24 hours
 - Professional tone: "Thank you for reaching out! I'm very interested in [University]."
 - Loop in parents and club coach
 - Don't overshare publicly (keep recruiting private)
-

CELEBRATION MILESTONES

Celebrate These Wins:

- 100 followers: Story shout-out, thank followers
 - 500 followers: Giveaway (team gear, sponsor prize)
 - 1,000 followers: Behind-the-scenes video, team Q&A
 - First viral Reel (10k+ views): Screenshot and share to Stories
 - First sponsor secured: Public thank you post
 - Every player featured: Team celebration post
 - End of season: Recap video with best moments
-

FINAL 90-DAY BENCHMARK GOALS

By the end of 90 days, you should have:

- 200-500+ new followers (depending on starting point)
 - 3-5% average engagement rate
 - Consistent posting schedule (3-4x/week minimum)
 - Every player featured at least 2-3 times
 - 3-5 active sponsors generating revenue
 - 20+ Reels posted with growing views
 - Strong community presence (tagged in local posts, parents sharing)
 - Documented system that can run without you
 - Clear plan for next season
-

QUICK START CHECKLIST

Start TODAY:

- Switch to Instagram Business Account (if not already)
- Create Google Drive folder for content
- Download Canva and create first template
- Take a team photo and post with "Follow us this season!"
- Set up scheduling tool
- Ask 3 parents to help capture content

This Week:

- Complete brand identity worksheet
- Create content calendar for next 2 weeks
- Schedule 5 posts in advance
- Film first Reel (even if it's simple)
- Post daily Stories (even just practice updates)

This Month:

- Feature every player at least once
 - Post 8-10 Reels
 - Reach out to 5 potential sponsors
 - Hit 100 new followers
 - Establish consistent posting rhythm
-

FINAL THOUGHTS

This playbook gives you everything you need to transform your team's social media in 90 days.

But information without action is just entertainment.

Pick ONE thing from this guide and implement it this week. Then add another next week. Build momentum.

Your team deserves to be seen. Your players deserve recognition. Your community deserves connection.

Make it happen.

Questions? Need help? Want to share your success?

Email: becki@teammomboutique.com

Instagram and Tik Tok: [@teammomboutique](https://www.instagram.com/teammomboutique)

www.teammomboutique.com

Let's build something together.

