

Weekly Sports Team Social Media Posting Schedule

Pre-Game / Pre-Event (Build Anticipation)

Purpose:

Create awareness, build excitement, and make sure families and fans know what's coming.

What to post:

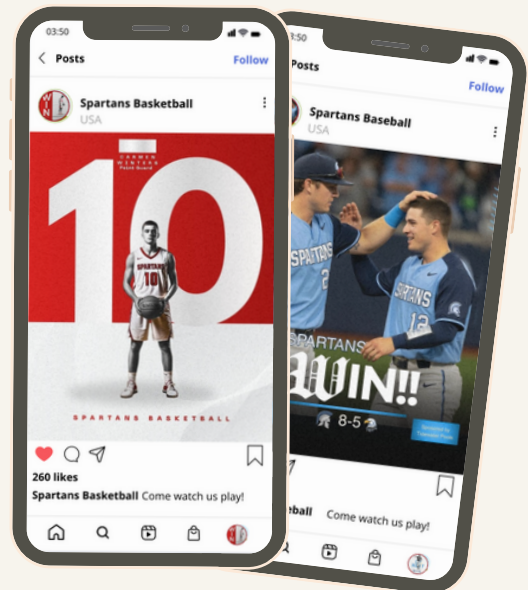
- Game day / event graphic
- Matchup or opponent post
- Simple reminder post (date, time, location)

Best visual style:

- Cutout + graphic post or full-image post

Caption ideas:

- "It's game day. Let's go."
- "Next up: [Opponent / Event Name]."
- "Who's ready for tonight?"
- "See you at [location] 🕒"



Game Day / In-Event (Optional, Keep It Simple)

Purpose:

Show energy and behind-the-scenes moments without overposting.

What to post:

- Arrival photo
- Warm-up moment
- Short video clip or story
- Best visual style:
- Photo or short vertical video

Caption ideas:

- "Locked in."
- "Almost time."
- "Getting ready."
- "Let's do this."

(This does not need to be polished – authenticity works here.)

Post-Game / Post-Event (Must-Have)

Purpose:

Close the loop, celebrate effort, and recognize the team.

What to post:

- Final score or result
- Win graphic or effort-focused post
- Thank-you message to supporters

Best visual style:

- Full-image editorial post or bold score graphic

Caption ideas:

- "Final: [Score / Result]."
- "Proud of this group."
- "Great effort from start to finish."
- "Thanks to everyone who came out to support."

Player or Team Highlight (1-2× per Week)

Purpose:

Recognize athletes, build confidence, and show appreciation.

What to post:

- Player of the game
- Stat highlight or achievement
- Team or unit spotlight

Best visual style:

- Cutout + graphic post

Caption ideas:

- "Player spotlight"
- "Recognizing the work."
- "Strong performance today."
- "Hard work paying off."



Brand, Culture, or Community Post (Weekly)

Purpose:

Show what your program stands for beyond competition.

What to post:

- Team values
- Coach or team quote
- Community or culture moment
- Sponsor thank-you

Best visual style:

- Graphic post or full-image post

Caption ideas:

- "More than a team."
- "Proud of our culture."
- "Thank you to those who support our program."
- "Built on teamwork and effort."

Optional Video Moment (1* per Week or Less)

Purpose:

Add movement, personality, and emotion to your feed.

What to post:

Celebration clip

Short highlight

Behind-the-scenes moment

Best visual style:

Short vertical video (Reels / Shorts)

Caption ideas:

"Energy check."

"Moments like this."

"This team."

"Worth the work."

Off-Season Posting (Important Reminder)

Purpose:

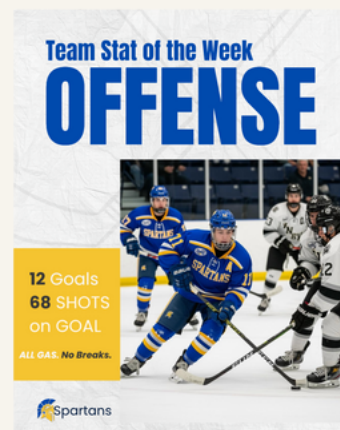
Maintain visibility, build anticipation, and support registration or tryouts.

What to post:

- Countdown to the season
- Registration or tryout reminders
- Throwback moments
- Culture or values posts

Caption ideas:

- "Season loading..."
- "Getting ready for what's next."
- "Registration now open."
- "Building toward the season ahead."



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