



SOCIAL MEDIA SCHEDULE

OVERVIEW

Social Media is a key driver in our marketing activity, there has never been an easier way to get eyes on your business through the use of platforms such as Facebook, Instagram, Twitter, Linked In and so forth.

Therefore ensuring you have a strong social media presence is fundamental marketing to your business, it is your shop window to show people in your local region what you are offering and how they can get involved.

However having a Facebook page or an Instagram account isn't enough, there has to be a strategy behind the content that you are putting out in to the market place.

This pack will guide you through the Rugrats Rugby social strategy and how you can easily implement this into your business, to create a flow of engaging content that is focussed around growing your audience and interaction.

THE 5 C'S SOCIAL STRATEGY



CONVERSATION

Creates conversation, bring attention to your work.



COMMUNITY

Engages social media users and encourages shares (memes, quotes, viral posts and photos etc)



CONNECTION

Creates affinity and reliability instantly, values, philosophy etc



CREDIBILITY

Creates authority through testimonials, methodology etc



CONNECTION

Creates leads, tasters, bookings etc

CONVERSION THEME



We didn't include a Conversion theme in the albums as we felt it was easier for you to have these in the relevant albums, for example the majority of your conversion from social media will be getting people to book a Taster to come and try your serve. So, when you see Conversion on the content schedule, you can use the Taster album for your content.

SCHEDULING



Managing your social media presence doesn't need to take all day, every day. In fact we recommend working in 7 day sprints, where you time box an hour one day a week and schedule the majority of your content in particular for your Facebook and Instagram posts. You have the ability to link these accounts together and can schedule posts to be delivered on particular days and times.

On the next slide we include a 5 week content schedule, so you have a rhythm that you can follow and simply schedule content from the albums for that particular day in the week that you are following. Once you have followed the cycle for 5 weeks, simply start back at Week 1 and repeat with new fresh content.

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
WK1	COMMUNITY	CONVERSATION	CONNECTION	CONVERSION	CREDIBILITY	Game Day post if you have classes / Actions shots from the classes	Game Day post if you have classes / Actions shots from the classes
WK2	CREDIBILITY	COMMUNITY	CONVERSATION	CONNECTION	CONVERSION	Game Day post if you have classes / Actions shots from the classes	Game Day post if you have classes / Actions shots from the classes
WK3	CONVERSION	CREDIBILITY	COMMUNITY	CONVERSATION	CONNECTION	Game Day post if you have classes / Actions shots from the classes	Game Day post if you have classes / Actions shots from the classes
WK4	CONNECTION	CONVERSION	CREDIBILITY	COMMUNITY	CONVERSATION	Game Day post if you have classes / Actions shots from the classes	Game Day post if you have classes / Actions shots from the classes
WK5	CONVERSATION	CONNECTION	CONVERSION	CREDIBILITY	COMMUNITY	Game Day post if you have classes / Actions shots from the classes	Game Day post if you have classes / Actions shots from the classes

PROHIBITED



UN-AUTHORISED RUGRATS RUGBY CONTENT

You are strictly prohibited from using non authorised Rugrats Rugby content. This does not include photos you have taken from your classes, this is classed as pre-approved as long as you have the consent in place from the parents to the use of photograph's of their child or children on social media.

You are not permitted to use generic images from search engines or create your own branded content.

