



2019 SOCIAL PLAYBOOK

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# THE ROLE OF SOCIAL

To showcase the breadth and depth of the **real-world experience** the Missouri School of Journalism

has to offer. The Missouri School of Journalism continually attracts people who want to be part of shaping **the future of journalism**, and when they get here, they're blown away by their experience.

We'll bring those **innovative, creative** and **real stories** to life in social to show **why we're #1**.

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# TARGET AUDIENCE

**When crafting our stories and content in social, we'll keep a few key groups in mind:**

- 1) Young adults who aspire to play professional basketball and look up to TBL players as mentors
  - 2) Families who enjoy coming to the games
  - 3) Potential partners and community organizations that can support TBL's goals and elevate its brand awareness
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# CRAFTING SOCIAL VOICE

**A social best practice is clearly defining a voice.**

- It keeps content consistent, even with multiple people writing copy
- It humanizes the league

**Our voice should be akin to a sports announcer:**

- Enthusiastic
  - Knowledgeable
  - The personification of the league and its values
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# RULES OF THE GAME

- This is social- We're here to make and be friends
  - Have something to contribute. Be clever, sometimes even funny- Not mean or snarky, but self-aware and timely
  - The channel is more social than media- It's a two-way conversation
  - Speak conversationally- Write like someone to whom you'd want to listen
  - Be fast, fun and friendly
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## OUR VOICE

He is a mature voice, like an old sports announcer. He is knowledgeable about the game, but not cocky or self-promoting. He has a warm tone that is inviting and enjoys telling the stories of the league and its players. He is enthusiastic, witty and fun, but he has considerable credibility in the industry. He is savvy and always up-to-date on trends in the sports and professional basketball industry; he isn't afraid to chime into popular conversations surrounding those topics. He is proud of the work the league has done in the community and wants to showcase that.

### VOICE CHARACTERISTICS:

Enthusiastic, witty, smart, forward-thinking, optimistic, confident, warm

### NOT:

Cocky, dismissive, exclusive, negative, uninviting

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# IMAGE GUIDELINES

Through imagery, we want to capture the real moments that tell a complete story. Our imagery is authentic and in-the moment, never posed. It is fair, balanced and unbiased. It's not overly produced, but it is professional.





# CONTENT PILLARS

1

Community Outreach

2

Hype and Highlights

3

Testimonies and Player Profiles

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# COMMUNITY OUTREACH

The Basketball League is built upon its strong connection to the communities in which its teams reside. This is an opportunity to show all of the good the players are doing for at-risk youth and community members. These are more than just basketball players. TBL is grooming these men for the professional world through service and personal development.

# HYPE AND HIGHLIGHTS

In order for the content to appeal to a younger demographic, TBL needs to play to its strengths as a professional basketball league. This is an opportunity to use player highlights, sick instant replays and exciting game-related imagery to interest the consumer and entice them to attend a game. This content is the most shareable and will allow the brand to reach a wider audience through engagement.

# TESTIMONIES AND PLAYER PROFILES

The Basketball League would be nothing without its hard-working players who have come from all over the world to play the game they love. Humanizing the league with individual player stories of triumph and overcoming adversity will build a stronger connection with the audience and give users a reason to interact with the content: they feel a personal connection to the people who make up the league.

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# PLATFORMS



Twitter



Facebook



Instagram



LinkedIn



YouTube



Website

# TWITTER



- Engage in real-time conversation
- Provide always-on content
- Lead with video and photo content, not copy-only
- Use Pillar information to determine who to engage with and RT
- Develop brand advocates through 1:1 engagement
- Diffuse negative conversation with personal engagement

**Posting Cadence:** 5-7 pieces of content per week, community management as much as possible

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# FACEBOOK



- Tell stories that link to a blog post or website story
- Use photos and videos to engage fans post-game
- Use it as a place for FAQs
- Create photo albums for events and teams
- Respond to direct messages as soon as possible

**Posting Cadence:** 2 times per day

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# INSTAGRAM



- Post short-form videos and photos highlighting the games and community outreach programs
- Action-oriented and candid photos work best here
- Use highlights to save stories from championship games or community events
- Repost IG stories that mention the brand

**Posting Cadence:** Once per day

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# LINKEDIN



- Post content about the industry
- This is where thought leadership content from executive members and owners lives
- Post logistical information about game schedules and events  
Keep tabs on professional opportunities for players

**Posting Cadence:** Once per day

# YOUTUBE



- Longer-form video content
- Tell extended stories that start on Twitter
- Create playlist related to social content buckets
- Create playlists for influencer content
- Create playlists curated by players or specifically for game days  
Tag videos with all appropriate words and phrases
- Drive views with Twitter and Facebook

**Posting Cadence:** 3-4 times per month

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# WEBSITE



- Update information for each team each season
- Update logos and game schedules as changes occur
- Update player profiles
- Post blog content on thought leadership about the industry  
Increase user-friendliness and maintain a clean, simple design

# COMMUNITY MANAGEMENT AND ENGAGEMENT

## Engagement and Its Goals

Our mission is to increase relevant conversation and engagement across the league's social channels through

- Driving Relevant Volume: Increasing 1:1 interactions with the right target and the right content
- Quality Engagement: The effectiveness of our ability to relate to consumers and create relationships leading into loyal and passionate league/team enthusiasts

# COMMUNITY MANAGEMENT AND ENGAGEMENT

## Engagement reflects our target audience

- Quality > Quantity
- Engagement is a conversation. Each message is personalized to the context of what the fan is saying, who it is coming from and when.
- Engagement should ALWAYS be in the league's voice, never straying.
- Stick up for the league, but know when to take a backseat.
- Remember, at the end of the day, your specialty is the basketball industry and community involvement/service.
- Don't engage earlier than 8 a.m. or past 10 p.m. unless it is a game night (this permits later engagement post-game).

# AUDIENCE ENGAGEMENT

Various online personalities are possible prospects for the league. By engaging with each of these people on social media, we're able to identify and create brand/team fans and eventually brand advocates, leading to greater awareness of and positive perception of the league.

While you may have a specific target audience, it is crucial to not ignore any users that reach out to the league through direct mentions. Any ignored conversations can lead to frustrated people that feel disrespected or unheard.

# INFLUENCER ENGAGEMENT

Use influencers to build a following or promote a specific program or initiative when it's appropriate. Consider basketball fans, sports commentators, highlight reel reactors and any young sports fan who has a considerable following on social media.

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# ENGAGEMENT WITH FANS & FOLLOWERS

## General responding

- All channels should be reviewed daily.
- Most engagement should happen between 8 a.m. and 10 p.m.
- Responses should always be phrased in the league's voice and identify with a chosen content pillar.
- After posting, monitor closely for at least 15 minutes to determine overall responsiveness to the post.
- Monitor for a full hour to see how fans are responding and to moderate the post.
- Engage with those who are talking positively about the league.
- Engage with users with huge followings to develop relationships with influencers.
- If your brand isn't receiving a large number of @mentions, try searching #brand on Twitter or through Hootsuite to aim for additional engagement. If you're still not seeing opportunities to engage, search your brand's name or related content to get in on the conversations.
- For additional opportunities to engage, search terms that are closely related to the league. Try injecting the brand into the conversation to have some fun interaction with people that are tweeting about your industry, product category or simply just talking.

# ENGAGEMENT WITH FANS & FOLLOWERS

## Never Engage With

- Fans under 13 (should not have internet profiles)
- Content that involves illegal activity or thoughts
- Flagged content from PR (negative news reports/articles, etc.)
- Content trashing another brand or person
- Handles that appear to be robots, spam, or only put out content (no engagement with others from the handle in question)
- Avoid searching out and engaging with “non-human” profiles (organizations, government bodies, other companies) to focus on a human connection and conversation



## DIRECT MENTIONS

- If a fan is posting content to the page's wall, posts or tweeting directly to us, they want to be heard. These posts should be the highest priority to respond to
- Respond to the fan in a timely manner, using their name (if shown) to further develop a personal relationship

## RESPONDING/REPLYING

- Replying is the heart of engagement.
- Personalize conversations to answer questions, share sentiment or just talk to the fans.
- Fans see a reply as a brand actually taking the time out to acknowledge their existence.
- Brands can get retweets, replies, favorites or follows from replying to fans – even their friends might engage, causing the audience to grow.
- The return on a reply is PRICELESS, no matter how small.

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# LIKING/COMMENTING



- Picture it as a pat on the back or “I agree”
- Like a post when a reply is not relevant or the fan’s tweet is not overly engaging — it’s the smallest/minimal step for engaging.
- Only the person whose comment you’re liking will receive an alert and there is no direct “return” from a favorite for a brand (i.e. you can’t retweet/repost a favorite)
- Favoriting is becoming more popular on Twitter and is more valuable than a Facebook like, though not more valuable than a reply.
- Liking on Instagram is very common and very valued by fans. With thousands of images posted related to most brands, a simple like can help your brand own this space.
- Warning: Some think favoriting is a spam practice to gain followers. Don’t over-favorite, especially when not mentioned in the content.

# SHARING OTHERS' CONTENT

## FACEBOOK SHARING

- Sharing occurs when you click the “share” button and post previously posted content to your own page
- Facebook sharing is common among users but not brands. When brands share content, there is usually a drop in engagement and impressions. We do not recommend sharing on Facebook as the league.

## RETWEETING

- Brands often retweet fans on Twitter to show acknowledgment. Fans will often ask to be RT'd, so it's best to come up with an RT policy in advance so you can handle each request the same.
- Be careful when retweeting – too many retweets can seem like spam and cause users to unfollow you.

# MODERATING THE CHANNELS

As a representative of the league, you may at some point post content that fans find controversial. All planned content will go through internal and advisor review, but if fans are offended by a post, removing it can fuel the fire. It is best to let the commentary die down and continue posting content as if nothing was wrong. If fans react negatively, you can hide the post from the Facebook timeline and remove any paid support on Facebook and Twitter. There are no ways to “hide” a post on any channel other than Facebook. If a post on the league’s page made by a fan is considered in poor taste, we have several options depending on the social channel. If a fan is harassing the page on Twitter, we can block them and prevent them from tagging the brand. You cannot delete tweets from others. On Facebook, fan posts can be removed or hidden. If a fan post is hidden, only the fan and their friends can see it. We recommend only hiding posts as to avoid fans accusing the brand of regulating all content. On Instagram, you can delete comments, but cannot hide them. On YouTube and Google+, you can remove comments.

# HIDING AND DELETING COMMENTS

- Hiding is a safe option compared to deleting, but only available on Facebook. Hiding comments means the user who posted the comment and their friends can still see the hidden comments while the general Facebook user cannot. The comment will still appear to whoever posted it.
- Deleting comments prevents the entire community from seeing the comment. It cannot be undone. If a user revisits the page, they may notice that their comment has been removed.

## **When to hide/delete**

- Comment uses inappropriate language/subject/image
- Fan has repeatedly posted the same message/post multiple times on channel (spam)
- Fan violates the house rules
- Comment promotes a third party event, company or site
- Comment is completely unrelated to post

# BLOCKING FANS & FOLLOWERS

- Blocking/banning a user restricts their access to the page
- Facebook: Banning users prevent them from commenting on posts, though they can still engage (view/share/hide/like)

## **Twitter**

Blocked users cannot follow or direct mention

## **Instagram**

Blocked users cannot post on a page

## **When to block/ban**

Fans who repeatedly spam the page, violate the house rules or harass/bully other fans

# SHARING OTHERS' CONTENT

Hashtags are frequently used across social channels to make content more searchable. Tags are used to mention friends of the School and encourage sharing.

## When to hashtag

- Use hashtags anytime a brand partner, product, team, celebrity, event, etc. is mentioned in a social post to speak like your consumers do.
- If a campaign, event or partner has a specific hashtag related to the content, use the hashtag in the post.
- When an event has multiple hashtags, choose the tag most closely related to the copy or the most popular.

## When to mention/tag

- Always @mention or tag the person that you are engaging with.
- @Mention or tag any brand partners when referencing them in a post if you are expecting a RT or share from the partner.
- When starting off a tweet with @mention, remember to put a period in front of the @mention so that the tweet will appear in all users' feeds.
- When tagging on Facebook from mobile devices, tagging my not work. Tagging also does not work on many promoted posts.



# TAGS, MENTIONS & HASHTAGS

## Best practices

- On Twitter, limit hashtags/mentions to 3 or less per post. The more hashtags/mentions, the less likely users will retweet.
- On Instagram, tag a user in the image so the picture is posted to the user's profile. You can also tag the user in the comment. Instagram is hashtag-friendly, but we recommend limiting usage to 3 or less to keep your post clean and professional.
- For Tumblr, Twitter, Google+, YouTube and Instagram, use hashtags to help users find relevant content and find your content.
- Hashtags are not recommended on Facebook. Use them sparingly and to make a specific point.

# ESCALATION & CRISIS HANDLING

In the event of a possible crisis, if you have to ask yourself, “Should we post today?” then it is best to skip a day of posting and go quiet on the social channels. It is better to have a day of silence then possibly come across as offensive to your fans and greater community.

Possible crisis that may require a day of silence (or other unique approach) include, but are not limited to:

- Natural disasters
- Acts of war or terrorism, mass harm or death
- Deaths of world leaders
- September 11

# INSIGHTS, ANALYTICS & REPORTING

Uncover insights to drive engaging content creation. Define how the brand measures success and reports on effectiveness.

# ANALYTICS

## **Purpose**

### Actionable Audience Insight

- Monitor audience interaction and conversation to provide a continuous stream of actionable insights that enhance audience relationships with the league and inform marketing or recruitment decisions.

## **Approach**

### Real-time monitoring and optimization

- Maintain an active monitoring system to track your own content as well as audience and competitor conversation to understand what is breaking through in news feeds.

# ANALYTICS

Analytics will work to answer the following key questions

- What content is our audience engaging with?
- Is our content driving relevant conversation about the league?
- How can we better leverage relevant conversations to grow our social footprint?
- How does different content ladder up to different goals (i.e. awareness, conversions, engagement, etc.) and is content performing well based on the specific KPIs laddering up to those goals (views, link clicks, likes/shares, etc.)?

# INSIGHTS DISCOVERY

Monitor conversation to discover relevant conversation happening among our target audience of which the league can become a part to generate relevance and engagement.

## **Key questions include**

- What is our audience talking about right now?
  - Where are relevant league conversations happening?
  - Who is talking about the league and what are they saying?
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# REPORTING

## Always-on Reporting

- Social Content Performance report (monthly)
- Analysis of top posts from all owned social channels to help inform league content performance
- Social competitive report (bi-yearly)

## Standard Report Components

- Conversation volume
- Share of voice
- Top conversation topics or themes
- Notable tweets/posts
- Conversation sentiment
- Geographic breakdown
- Influential users/media talking about the league



2019 SOCIAL PLANBOOK

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