

# Disc Golf Club at ASU — Social Media Marketing

**Role:** Social Media Manager

**Timeline:** October 18, 2025 - Present

**Tools:** Instagram Insights, Adobe Photoshop, Canva

## 1. Overview

I manage the Instagram account for the Disc Golf Club at ASU, focusing on increasing engagement and visibility for the disc golf team. The goal is to create consistent, on-brand content that appeals to current and prospective members and competes with other collegiate disc golf programs in brand awareness.

## 2. Goal

Increase awareness and engagement by improving post consistency and visual branding.

## 3. Strategy & Execution

- Plan and schedule weekly Instagram posts
- Design graphics and templates using Photoshop and Canva to create a consistent brand identity
- Post immediately following important events to boost engagement and increase awareness by posting before other collegiate teams
- Develop and schedule post ideas in the Notes app to keep everything organized

TO DO
<input checked="" type="checkbox"/> Disc designs
<input type="checkbox"/> Southwest shootout announcement in December (gucci flip flops)
<input type="checkbox"/> Southwest shootout registration open!! January 1st
<input type="checkbox"/> Fundraiser
<input checked="" type="checkbox"/> December ratings update
<input type="checkbox"/> Poly pop up early January
<input type="checkbox"/> January ratings update
<input type="checkbox"/> Southwest shootout stuff in Feb (14th and 15th) <ul style="list-style-type: none"><li><input type="checkbox"/> Roster</li><li><input type="checkbox"/> Reels of good shots</li><li><input type="checkbox"/> Results</li><li><input type="checkbox"/> Champion</li></ul>
<input type="checkbox"/> February ratings update
<input type="checkbox"/> Poly pop up in Feb (21st) <ul style="list-style-type: none"><li><input type="checkbox"/> Fundraiser post</li><li><input type="checkbox"/> Photos of winners + thank you for showing up</li></ul>
<input type="checkbox"/> West coast qualifier Feb (28th and March)
<input type="checkbox"/> Jersey reveal in March-ish
<input type="checkbox"/> March ratings update
<input type="checkbox"/> Nationals roster

disc golf insta
<ul style="list-style-type: none"><li>– Ratings updates</li><li>– Ace alert</li><li>– Reels</li><li>– Announce game days and tournament roster</li><li>– Senior send off</li></ul>
Font and hex codes:
Berthold Akzidenz Grotesk–Medium
Abrial <u>Fatface</u>
FFC627 (gold)
8C1D40 (maroon)

## 4. Results

- Increased post consistency from 3 posts/month to 6 posts/month
- Increased accounts reached by 314%
- Increased profile activity by 50% (compared to August - October)
- Increased brand recognition through use of visual branding elements such as team jerseys and Sparky
- Increased views by 253% in the first month
- Reached a total of 22,850 views from October 18 - December 18

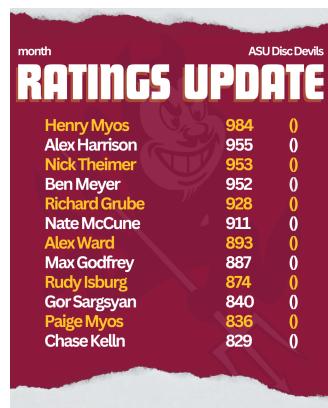
## 5. Visuals

Monthly ratings update template designed to boost brand awareness and visual identity.

Before:



After:



Tournament champion post designed to increase engagement.



## 6. Key Takeaways

- I learned how consistent branding improves recognition
- I learned how creating templates helps maintain visual consistency
- I improved the ability to balance creativity with organizational goals