

Social Media Management



Sean Rose, Marketing Director

Today's Agenda:

- Choosing Your Platform(s)
- Creating *Original* Content
- Promoting Content
- Scheduling & Organizing Posts



Demosphere Knows Youth Sports

- 2,500+ Customers
- 25 years of experience
- 9+ years of experience personally



Choosing Your Platforms

Step 1: Identify Your Audience

- Who is your typical customer? *Parents of players, Players, Coaches*
- What is your age range? *Age 35 - 55*
- What are they interested in outside of your product/service? *Soccer, ESPN, Football, Hiking*

Step 2: Define Your Goals

- Increase website visitors
- Grow participation rates for your club
- Drive local brand recognition
- Platform to provide customer support

Choosing Your Platforms

Step 3: Locate Where Your Audience Is Active

- Facebook
 - Billions of users - and still growing!
 - Long-term relationship building
 - Opportunity to share different varieties of content
 - Gives your organization a persona
- Facebook Promotions
 - Boost posts to appear high in the News Feed to increase engagement
 - Create targeted Facebook Ads to appear in the Timeline, Sidebar or Mobile Feeds



Choosing Your Platforms

- Twitter

- Trending industry topics
- Reach your audience “in the moment”
- Hashtags



- Promoting Tweets

- Start by drafting a compelling tweet
- Include image/video to drive higher engagement
- Use Twitter’s targeting options to select the audience
- Launch the Tweet Engagements campaign
- Promoted Tweets appear in the timeline of targeted users

Choosing Your Platforms

- YouTube
 - Worldwide audience with over 1 billion users
 - One of the biggest search engine platforms
 - Can boost ranking in SERPs
- Instagram
 - Fast growing platform
 - Relies on photos for conversations



Choosing Your Platforms

- Pinterest
 - Predominantly female audience
 - Need strong graphics to engage users
 - Similar to scrapbooking
- LinkedIn
 - Audience age ranges 30-49
 - Networking, recruiting employees/ job searches



Promoting Original Content

“Platform First” Approach

- Choose the platform to focus on
- Create content for that specific platform
- Cross promote on your other platforms by linking
 - Do not re-upload

*Syndication can take away from your view and share count.

Creating Original Content

Industry Expertise

- Focus on what your organization knows best!

Brand Focus

- Represent your brand in each piece of content.

Audience Goals

- What type of articles will your audience find interesting?

Types To Consider:

- Articles/blog posts
- Videos
- Tutorials / Answering Questions
- Webinars
- Presentations

All activities



LIRoughRiders uploaded and posted 1 month ago

What are your predictions for the 2015 Women's World Cup?



The Long Island Rough Riders talk about the 2015 Women's World Cup

by LIRoughRiders

1 month ago • 159 views

Junior Rough Riders U13 Captains Gracie Gallagher Heil and Allison Kiernan interviewed our Women's Team Players Shan Jones, Taylor Groth and Sue Alber Weber about the upcoming...



LIRoughRiders uploaded a video 11 months ago



World Cup Fever!

by LIRoughRiders

11 months ago • 93 views

News 12 visited a Rough Riders camp to see what the FIFA World Cup Soccer craze was all about!



LIRoughRiders uploaded a video 11 months ago



Rough Riders Soccer Camps

by LIRoughRiders

11 months ago • 463 views

Join the Rough Riders at summer camp where you will learn from the best trainers all over the world including Germany, the Netherlands, and Argentina!

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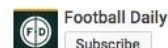
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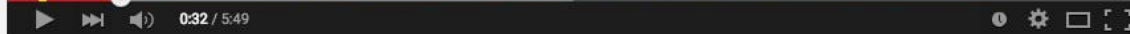
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Toe Taps Forward



Washington Rush Technical Training Video



Washington Rush



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Uploaded on May 15, 2011

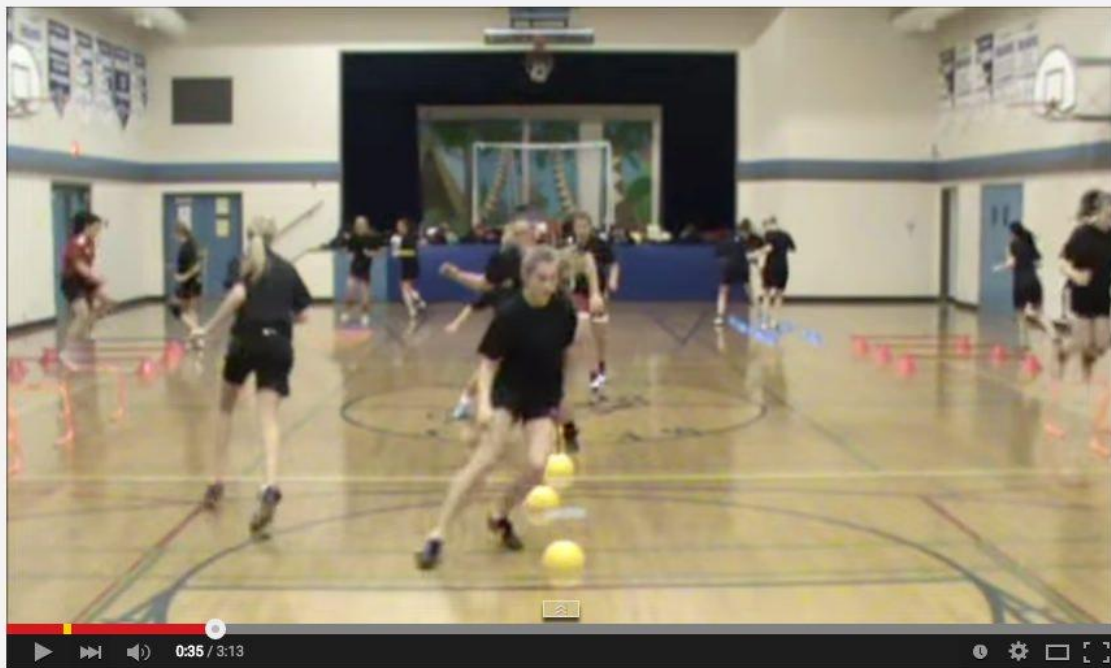
Assistant Coaching Director of Washington Rush Soccer Club demonstrates skills being taught in the Washington Rush Technical Training Program.

<http://www.washingtonrush.com>

Music

"Hanuman" by Rodrigo Y Gabriela (Google Play • iTunes • AmazonMP3)

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Southwest United Soccer Club - SAQ training



Southwestclub1



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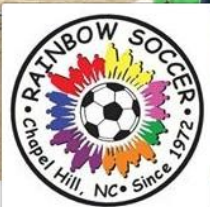
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Strength, agility and quickness training

Music

"Boom (Remix featuring Juvenile)" by Mario (Google Play • AmazonMP3 • iTunes)

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Rainbow Soccer

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ABOUT



Recreational soccer for youth and adults of all skill levels.

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Rainbow Soccer

July 5 at 11:37pm · 🌐

Congratulations, Team USA!! Winners of the 2015 Women's World Cup over Japan, 5 - 2.



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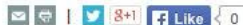
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Advice to Coaches on Younger Referees

Be Kind to our Refs

Please be kind to our young referees tomorrow and every week. Support them. Do not question their calls. Talk to them like adults. Show them respect. Think of your own son or daughter out there and how you would like them to be treated.

Our young refs are well trained, but like all officials, they can make mistakes. Be generous. If you can teach them, fine. Otherwise, be quiet.

Remember, never question a judgment call (i.e., "Was it a hand ball or not?"). If you have a question about interpretation that depends on the laws, be nice in talking and seeking clarification from the referee about the law. You both might learn something if the inquiry is handled in a proper, respectful manner.

ASA Rules

We have the FIFA Laws of the Game that govern soccer around the world.

We also have the ASA Rules that affect the U12s and below. (See Rules & Regulations. Use it as your guide for coaches and referees.)

If in doubt:

1. Make sure the two coaches and referee agree before the game on the rule in question (i.e., placement of ball for goal kicks, offside, etc.).
2. Remember: More important than the rules are the game and the kids. Most of what you want to argue about will be inconsequential to the game. Let it flow.



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What are 10 steps to become an elite soccer player in Myrtle Beach?

Some thoughts from our DOC, Thuba

Soccer players in the Myrtle Beach area begin their soccer education with a recreation department mostly likely at the YMCA, from there they move to a Soccer Academy with a particular Soccer Club such as Beach United and then make the next move to travel ball which will lead you into becoming an elite player. The earlier you start participating at all 3 levels, the faster you will become an advanced soccer player.

Becoming an Elite player requires commitment to soccer as you would to your schoolwork, it is constant. Elite players are almost always on the field. An elite player must practice and play all year round. They are 3 levels of soccer for teens: YMCA, club and academy.

10 Steps to becoming an Elite Soccer Player in the Myrtle Beach area:

- 1) Tryout for Beach United Football Club, become an Academy player.
- 2) Commit to the mastery of working the ball, this may require individual training as well as team training.
- 3) Be aggressive and go for the ball (don't be afraid to kick the ball. Get in there, don't just stand there, since that is no help to your team.)
- 4) Fitness is of utter importance, your player must work on endurance, speed, strength & agility.
- 5) Have a good training schedule. Remember Elite players are on the field all the time.
- 6) Know your position(s) and educate yourself, recognize that you may be good at more than one position.
- 7) Soccer players will learn by imitating. The easiest thing to do is to watch professional or college soccer games or even watch the older players play.
- 8) In free time, have your player get a group of friends to go out and play mini scrimmages; this will enhance ball skills and allow for feedback from friends.
- 9) Educate yourself about soccer, players, techniques, its history; go to a local library and find books about soccer and stay current about what is happening in the world of soccer.
- 10) Be willing to receive constructive criticism and look for it. Ask your coach to give you specific details of your weaknesses and how to improve them. Also, recognize your strengths but don't dwell on them.

However, the most important thing in becoming an Elite Soccer Player or even a better Soccer player is to have fun and learn during the process.

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What Can You Do Today?

- 1 - Figure Out Where Your Audience Is
- 2 - Define Goals
- 3 - Plan Responsibilities

Demosphere Can Help!

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- Demosphere Blog
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