Lamphills

Social Media Content Calendar for Sports Brands

1. Month

- Example: **September 2024**
- **Choose the month and add any notable events, holidays, or sports seasons that may impact your content, such as tournament start dates, championship games, or relevant sports holidays (like National Sports Day).**

2. Date

- **List out each day of the month, leaving space for every day to allow for planned and reactive content.**

3. Platform

- **Indicate the platform(s) for each post, such as Instagram, Twitter, Facebook, YouTube, or**

TikTok. Each platform often requires a different approach (shorter text on Twitter, video content on TikTok, etc.), so specifying platforms helps keep content targeted.

4. Content Type

- **Define the type of content being posted. Here are some ideas specifically for sports brands:**
  - **Game Day Posts: Updates before, during, and after the game.**
  - **Player Profiles: Highlights of star players, new talent, or interviews.**
  - **Behind-the-Scenes: Sneak peeks of team practice, travel, or locker room moments.**
  - **Fan Contests: Engagement opportunities, like ticket giveaways or fan shout-outs.**
  - **Sponsor Spotlights: Posts dedicated to brand partners or sponsors.**
  - **Season Highlights & Recaps: Key moments or best plays from past games.**

5. Post Caption

- **Draft unique and engaging captions for each post. Try to:**
  - **Use a catchy opening line to grab attention.**
  - **Add hashtags relevant to the sport, team, or game.**
  - **Include calls to action (like "Comment your favorite play!" or "Share this to show your support!").**

- ○ **Consider emojis to add a fun or relatable feel.**

6. Visuals/Media

- **Decide on visuals for each post:**
  - ○ **Photos: High-quality action shots, team poses, or fan shots.**
  - ○ **Videos: Clips of game highlights, interviews, or player introductions.**
  - ○ **Graphics: Stats breakdowns, score updates, or promotional images for upcoming games.**

7. Hashtags

- **List hashtags that boost visibility. Examples:**
  - ○ **Game-Specific Hashtags: #MatchDay, #GameTime, or #TeamRivalry**
  - ○ **Branded Hashtags: Unique to your team or brand (#GoTeamName, #TeamNameNation).**
  - ○ **Popular Sports Hashtags: Broad sports tags that help reach a larger audience (#Basketball, #SoccerFans, #BaseballLife).**

8. Engagement Tactic

- **Outline how you want fans to interact with each post, such as:**
  - ○ **Polls: Use Instagram Stories or Twitter for interactive questions (e.g., "Who's your MVP of the game?").**

- ○ **Q&A: Create a session for fans to ask questions about a player or upcoming game.**
- ○ **Comment Encouragement: Prompt fans to share their thoughts or predictions.**
- ○ **Contests: Drive excitement with giveaway posts (tickets, merch, etc.).**

9. Timing

- **Specify the ideal time to post. Use insights from past posts to determine when your audience is most active, such as:**
  - ○ **Pre-Game: A few hours before the game starts to drive excitement.**
  - ○ **Post-Game: Right after a win or big event.**
  - ○ **Midday or Evening: For general posts or highlights to reach more fans.**

10. Goal

- **Define what you hope to achieve with each post:**
  - ○ **Fan Engagement: To increase likes, comments, and shares.**
  - ○ **Ticket Sales: Encourage fans to attend the next game.**
  - ○ **Brand Awareness: Highlight a sponsor or branded content.**
  - ○ **Follower Growth: Expand your audience with posts that encourage sharing or tagging friends.**

11. Notes

- Add any additional notes, such as:
    - Game outcomes that could impact the tone of your post.
    - Player availability (especially if someone is injured or a fan favorite is starting).
    - Brand partner mentions or other brand obligations.