



• SOCIAL MEDIA •



THINGS TO KEEP IN MIND



DIGITAL FOOT PRINT

Your online interactions leave a permanent trail. Be sure to follow relevant child protection laws and regulations and BNSW By-Laws



RELEVANT CONTENT

Be AUTHENTIC. Post unique & interesting content relevant to your audience to add value to your social media presence



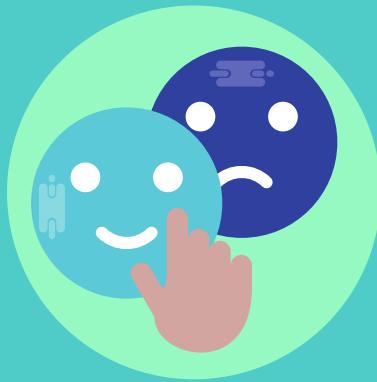
ENGAGE

Enhance your credibility by replying back to comments to spark conversation. If an issue or concern demands attention, it is okay to speak up in a socially responsible manner



APPROPRIATE CONTENT

Use common sense. Different social platforms are utilised in different ways. Change up imagery and messaging to suit each platform



POSITIVE NETWORKING

Think before you post. Your social media activity should mirror your personality. Do not post anything that can reflect negatively on your reputation



ENTERTAINMENT

Keep it fresh, interesting, fun and informative. Stick to a theme or content schedule to bolster up that newsfeed

SOCIAL MEDIA PLATFORMS



INSTAGRAM

High-res photos, quotes, Stories.
Regularly post fantastic imagery
this may be images pre and post
game, throwbacks and or hitting
the key younger market



FACEBOOK

Videos and curated content.
Great for up to date news, photo
galleries and resharing of content
especially from .association
website



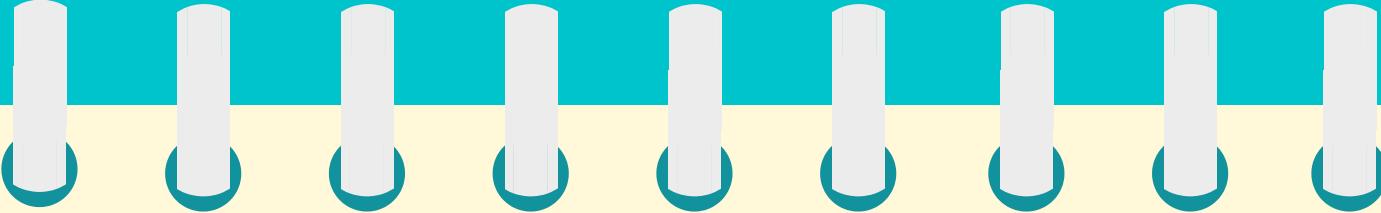
TWITTER

Most Twitter users are under the age of 50, and the type of content that works best on this platform is easily digestible textual content, such as how to articles, listicles, and quotations.



WEBSITE

All up to date news needs to be posted on website along with longer news stories for community to read.
Always have up to date contact information and remove old forms.



SOCIAL MEDIA

basics

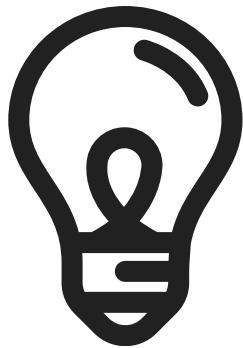
1. Complete Your Profile
2. Ensure Consistent Branding
3. Share Content Regularly
4. Respond Quickly To Comments & Questions
5. Share Content/ News Your Followers Value
6. Link To Your Website
7. Use Images & Videos
8. Persevere – Don't Quit

CREATING A SOCIAL MEDIA STRATEGY

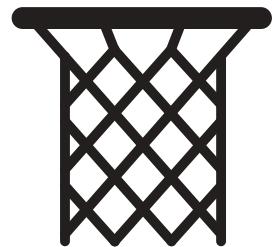
In order to make social media work for your association, you need a marketing strategy in place. This will go into detail about which platforms to use based on your goals and your target audience.

This will include analysing your followers to learn everything possible about them.

For example, their demographics, pet peeves, problems, favorite platforms, age range and so on. It's also critical to look at your competitors. Analysing their social media presence will give you an idea of what you have to do to compete.



WHAT TO POST DURING AN EVENT



1

PRE EVENT

Share the event: using your own social media accounts, help raise visibility.

2

GAME DAY

When you get to the city or the venue, post about it using the event with an image of team arriving/warming up/empty court.

3

DURING PLAY

Remind followers of game times/draws. Share live images of games eg tip-off, huddles and or team photo with updates of scores.

4

POST EVENT

Post the photos from the event: You can share on Facebook and Instagram, tagging the names of the teams/BNSW.

SOCIAL PLATFORMS

Use different social pipes for different things - no one wants to see the same image and text on three platforms at the same time.

Keep it fun, and LIVE - for people that can't be there but want to get involved. Who knows maybe even start your own hashtag or provide quarter time score updates?

1 PRE EVENT

Share the event: using your own social media accounts, help raise visibility.



Basketball NSW

Published by Jaylee Ismay [?] · March 22, 2019 · 0

BNSW would like to welcome everyone to our U18 Metro v Country Clash at Minto Indoor Sports Centre tomorrow!

This event will see our Under-18 State Team representatives be presented with their NSW jerseys and to play a game against their state counterparts. #NSWProud

📅 Saturday 23rd March

📍 Minto Indoor Sports Centre

🎫 Free Entry

🕒 11:15pm - Singlet Presentation

🕒 12:00pm - U18 Girls Metro V Country

🕒 1:45pm - U18 Boys Metro V Country

BASKETBALL NSW

CITY V COUNTRY CLASH

SAT, MAR 23, 2019

U18 Metro v Country Singlet Presentation & game

You like Basketball NSW

2 GAME DAY

When you get to the city or the venue, post about it using the event with an image of team arriving/warming up/empty court.



sydneykings • Quodos Bank Arena



Liked by paul_karen_lyth and others

sydneykings Hey Sydney, we're ready for you.

View all 15 comments

hkbaspiders We can't wait! 🌟

noahbd_ 🤘

29 February

3 DURING PLAY

Remind followers of game times/draws. Share live images of games eg tip-off, huddles and or team photo with updates of scores.



📍 WODONGA SPORTS & LEISURE CENTRE

4 POST EVENT

Post the photos from the event: You can share on Facebook and Instagram, tagging the names of the teams/BNSW.



View Insights Promote

Heart Comment Share

Liked by erichackett1916 and others

basketballnsw What a great weekend of hoops at our U16 Country HPP Trials! Over 250 Athletes and from all over Country NSW! A huge... more



HELPFUL REMINDERS

Tag **@BasketballNSW** so we can possibly reshare your content

Use hashtags **#WEARENsw** or **#WEARENswCOUNTRY** and or develop your own so your followers can promote your association

Be **careful** when you tag or name athletes
(rule of thumb if under age, think twice)

Credit others when you share their work

Be **respectful** at all times

Remember that in the main social media is a dialogue not a monologue – **follow up** responses to your updates when connections ask questions, give feedback and comments

80/20 Rule: entertain & inform first- sell second

It's okay to update several times a day,
just **space out** your posts every few hours

Whatever you decide to do, **plan** and keep it
consistent

HOW TO WRITE A MATCH REPORT

THE BASICS

Step 1. Preparation

If you know you will be writing a match report, remember to take a pen and paper to the game, or use your smartphone to make notes.

Finally, always take a camera. Publishing photos with your match report will instantly increase the number of views.

Step 2. Headline

Your headline must attract the reader's attention in 2 seconds, so make sure you use a short, sharp sentence, no longer than six words.'NSW win epic battle'.

Step 3. Content

The first sentence should then be used to provide key details, including the most significant thing that happened, date and the final result in one or two sentences.

Example: *In their thirteenth straight win, the Newcastle Hunters were once again victors over second-placed Canberra Nationals on Saturday evening, 78-67.*

When writing the body of the text start by listing key events in the order they happened.

You can also include background information such as:

- What have been the past results between the two teams?
 - Where are they in the league table?
 - Which team has the better form going into the game?

Now link the events together making sure you follow these simple rules:

- Be specific, do not ramble
- Use short paragraphs no longer than two sentences
- Include where appropriate the names of players and coaches

Step 4. Summing up

Once the body of the report is completed, write a conclusion summing up the teams performance. Go full on roving reporter and interview a player and or a coach from the game

Think about your audience. If you're writing for your association's website then by all means focus more on your own side - but still maintain some balance. If the other team played well, then say so!

GAME DAY PHOTOGRAPHY TIPS

1

Don't Use Flash
Indoors

2

Use the Rule of
Thirds (keep focus
in frame)

3

Avoid Camera
Shake

4

Avoid using zoom
function on smart
phones

5

Use Burst mode
for action
shots



EXAMPLES
TAKEN ON AN
IPHONE

MARKETING TIPS

Use Facebook ads & promoted posts

While the Facebook algorithm continues to significantly change organic visibility on posts, paid advertising is always a reliable strategy for higher visibility. If you want to accelerate your Facebook marketing efforts and have a budget for it, it's worth exploring paid advertising.

The benefits of Facebook's ads platform go far beyond increasing your reach among your audience.

Facebook Ad Accounts have robust targeting capabilities that let you target people who share your audience's interests, exposing your brand to people who are most likely to be interested in what you offer.

You can also create very focused messaging that target specific demographics from age and location down to what kind of device they are using when they see the ad.

Utilise Facebook Messenger

Facebook Messenger lets you interact with family and friends, and it's quickly gaining popularity as a marketing tool for brands to connect with their users more efficiently.

With the rise of chatbots, brands can automate their Messenger use and create useful flows to answer frequently asked questions and nurture their fans in a more direct way than targeting them on their Newsfeed.

Chatbots can replace a lot of community management time by tackling questions and problems that come up frequently for your brand. Eg, "How do I join a team"

Post more Instagram Stories

Since Instagram regularly changes the way posts interact with its algorithm, it can be difficult to predict if your posts will generate significant engagement. One way to make sure that you stay in front of your followers on Instagram is to post Stories consistently.

MESSAGING

1. Have a plan & have content to share

Each platform you use will have its own unique user. There will be overlap of the people you're targeting on each platform, but it's still essential to understand your demographics so you can tailor your message to have the most impact for each different platform.

Having premade graphics/imagery ready to go will assist in the long run as not only can you schedule posts when you create a content plan - but will also add the 'share' ability to your posts

2. Build Urgency Right from the Get-Go

Urgency is a psychological trigger.

For this reason, when producing the copy for your call to action, make use of words that escalate the action-inducing emotion in your followers.

Check this out:

Option #1 – "Buy your tickets for Saturday's game"

Option #2 – "Don't Delay! Avoid disappointment and purchase your tickets today for this weekend's event with only a limited number left for sale"

See the difference?

It doesn't matter if you're a broke student or a booming billionaire; there's not a person on earth who doesn't love a great deal.

3. Give the Word 'FREE' the Attention It Deserves

Sure, "25% Off," "50% Off" and even "75% Off" are awesome offers. But if your CTA has the ability to use a certain four-letter F-word (not that one!), you'd be wise to make it the focal point of your next social CTA.

I'm talking about "FREE."

4. Keep It Simple: Ask for Action

CTA stands for:

Call
To
Action

That final word is what matters most.

Make this abundantly clear through the command verbs you use:

"Like" "Click" "Share" "Comment" "Download" "Buy"

If it's action you're looking for, go ahead and ask for it!

Social media will always be about building REAL relationships!

The sooner you begin, the sooner you'll be creating CTAs that rival the imposing power of any one of Jordan's rim-shattering dunks — until then, best of luck!

RESHARING

RELEVANCE



If your followers will care about something, share it! If it has no relevance to your association - there is no need. For example an ex junior from your association just retired from the NBL - share the content but if the player has nothing to do with your association - will your followers engage?

Example | If one of your players just made the NSW state squad - reshare and drop a personalised comment in the copy of the Facebook post.

SPARKS THEIR CURIOSITY



If what you are resharing makes you laugh, think or care then share it. People follow you cause they also love basketball so if there is a viral basketball video going around of a 7 year old dunking - if you think your followers would like to see it, then why not. If there is something BNSW has shared, and it might be a good idea to share with your members, then reshare it and point out why you are sharing.

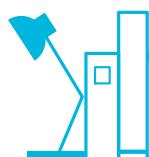
Example: [BNSW 3x3 Community Hustle Video](#) - you can share along with this wording 'Some great training ideas here if you're looking to sharpen your skills while you wait to get back on the court!'

NITTY GITY LEGAL THINGS (DON'T TRY TO PASS CONTENT OFF AS YOUR OWN)



Always give credit - Include a line at the end of your post to tag the person/organisation who originally created the content you are reposting. Something like "Photo by @UserName" can be enough or integrate the credit into your caption. Think "We love this photo by @blahblahblah"

Use an app like **Repost** - If you're taking a photo from Instagram. This adds the user's handle to the image itself - so the credit is built into your photo, but you should still give credit to the creator where possible.



SHARE POSTS USERS MAY HAVE MISSED THE FIRST TIME

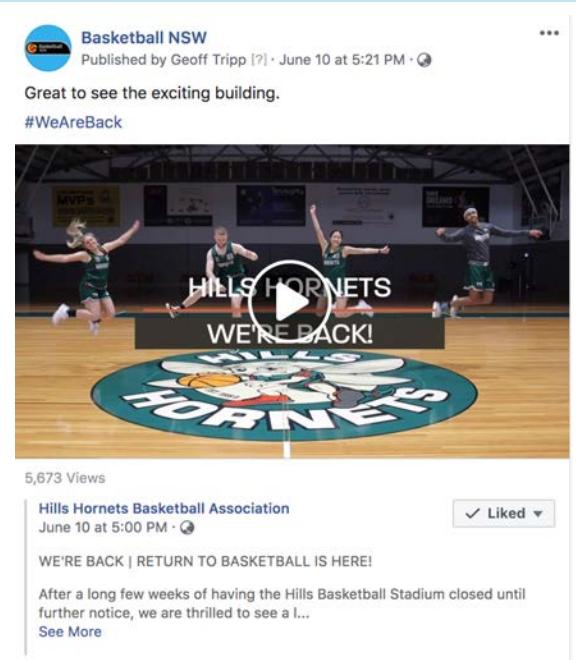


A QUICK REMINDER: NO ONE LIKES SPAMMERS

This doesn't mean you should reschedule the same tweet or post every five minutes from here to eternity. Exercise some common sense and try to avoid coming off like a shady used car salesman (zero disrespect to upstanding used car salespeople—we know you're out there).



Just changed up the wording to make a small difference & to show support



FREE APPS TO HELP

CANVA

www.canva.com



Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations.

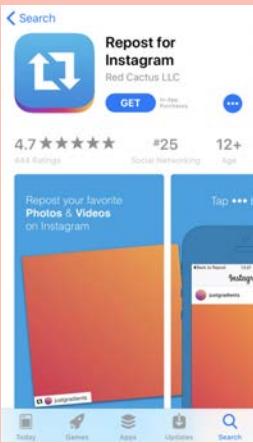
SPOTIFY



www.spotify.com/au/

Spotify is a digital music service that gives you access to millions of songs.

REPOST

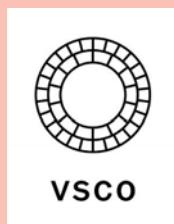


Find on your app store



Repost for Instagram makes it easy to #Repost your favorite photos & videos on Instagram while giving credit to the original Instagramer.

VSCO



Find on your app store



VSCO is a photography mobile app which allows you to edit images & resize images on the run.

TWEETDECK



www.tweetdeck.twitter.com

TweetDeck is a social media dashboard application for management of Twitter accounts.

FACEBOOK PAGES MANAGER



Find on your app store



Helps you manage your business in a single place. Use this app to: easily reach your customers by creating and managing posts from a single place, view all messages, comments, and activity that need your attention, keep track of your business' performance by getting insights for your audience.

WEBSITES TO TRY

<https://sproutsocial.com/>

<https://www.hashtagie.com/instagram-text-spacer/>

<https://coolsymbol.com/emojis/emoji-for-copy-and-paste.html>

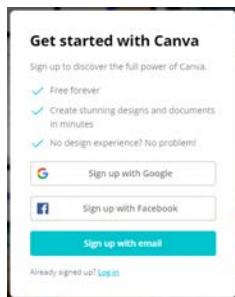
The Basics of Canva

1

SIGN UP OR LOG IN

Go to www.canva.com to get started.

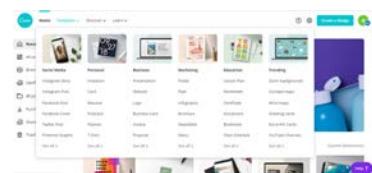
Sign up with email, google or Facebook or login with an existing account



2

GO TO TEMPLATES

At the top of the home screen click on templates for a range of pre-designed templates for the different platforms



3

BROWSE BY CATEGORY

Once in templates, if not chosen from home screen, find the platform you will be sharing on to get templates with the correct dimensions



CHOOSE DESIGN & EDIT

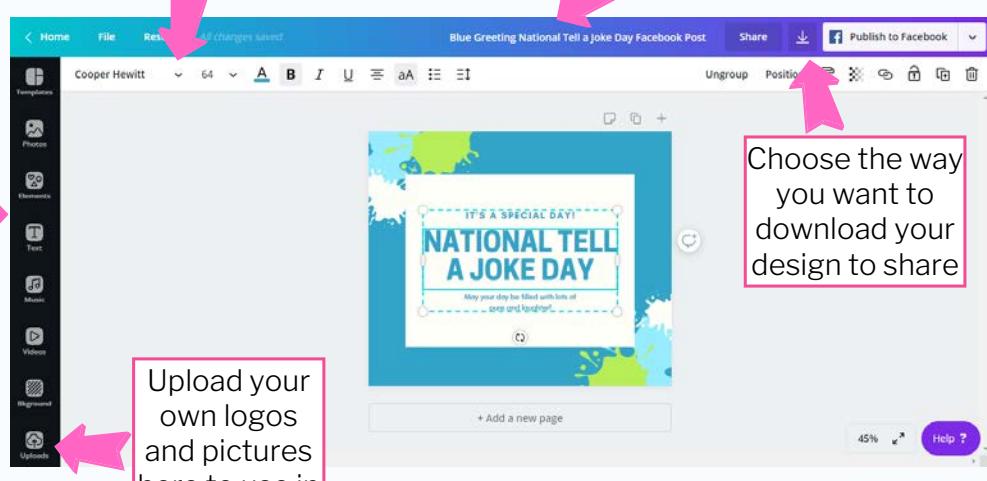
Once you have picked your design you can then edit. By clicking on text or colour it will allow you to change it. Modify or add text, colour and pictures/logos to make it suit your association or event

4

Click on the text to be able to edit the size, font and colour
Click on the colour(s) you wish to change to edit them

Name your design

Add text or other elements to enhance your design



Upload your own logos and pictures here to use in your designs

Choose the way you want to download your design to share

Social Media Handles



Albury	@alburybasketball	@alburybasketball
Armidale	@armidalebasketball	
Ballina		
Bankstown	@bankstown.bruins	@bankstownbruins @Bankstown Bruins
Batemans Bay	@batemansbaybasketball	@batemansbay basketball
Bathurst	@goldminersbx	
Bellinger Valley	@BellingerValleyBraves	
Blue Mountains	@BlueMountainsBasketball Association	
Bombala	@BombalaBasketball	
Byron Bay	@byronbaybasketball association	@byrondribble
Camden Valley	@wildfirebasketball	@wildfirebasketball
Central Coast	@CentralCoastWaves Basketball	@ccwavesbb
Cessnock		
City of Blacktown	@BlacktownBasketball Association	@blacktownstorm basketball
City of Sydney	@CSBAComets	@sydney_comets _basketball @CSBAComets
Coffs Harbour	@CoffsHarbour BasketballAssociation	@coffs_basketball @CoffsBasket ball

Social Media Handles



Cooma	@coomabasketball		
Cootamundra			
Deniliquin	@deniliquinjuniorgiants		
Denman			
Dubbo			
Forbes	@forbesbasketball association		
Gilgandra			
Glebe			
PCYC			
Glen Innes	@GlenInnesBasketball		
Gloucester	@gloucesterbasketball		
Gosford City	@GosfordCityRebels		
Goulburn	@goulburnbears	@glbnbball	
Grafton	@graftonvikingsbasketball		
Griffith	@GriffithBasketball Association	@griffithdemons	
Hawkesbury	@hawkesburybasketball	@hawkesbury basketball	
Hills	@hillshornets	@hillshornets	@HillsHorns

Social Media Handles



Hillston	@Hillstonbasketball	
Hornsby Ku-ring-gai	@HKBASpiders	@hkbaspiders
Illawarra	@IllawarraBasketball	@basketball_illawarra
Inner West	@InnerWestBulls	@innerwestbulls
Inverell		
Junee		
Kempsey		
Kiama	@kiamabasketball	@kiamabasketball association
Leeton	@LeetonBasketball Association	@leetoneagles
Lismore	@LismoreStorm	
Lithgow	@lithgowlions	
Liverpool	@playbasketball	@liverpool_spartans
Macarthur	@macarthurbasketball	@macarthurbasketball
Maitland	@maitland.mustangs	@maitland.mustangs
Manly Warringah	@SeaEaglesbasketball	@manlywarringah basketball
Merimbula		@merimbulasharks

Social Media Handles



Milton	@miltonulladullabasketball		
Ulladulla	association		
Moruya	@moruyabasketball		
Moss Vale	@mvbasketball	@moss_vale_magic	
Mudgee	@MudgeeBasketball Association		
Murwillumbah	@Murwillumbah. Basketball2484		
Muswellbrook			
Narrabri			
Narrandera			
Newcastle	@newcastlebasketball	@newcastlehunters	@HuntersBBall
Northern Suburbs	@northsbears	@nsbahoops	
Orange	@orangebasketball		
Parkes PCYC	@PCYCParkes		
Penrith	@PenrithBasketball	@penrith_basketball	
Port Macquarie	@PortMacquarie Basketball		
Queanbeyan	@QDBARoadrunners		
Quirindi			

Social Media Handles



Scone	@SconeBasketball		
Shoalhaven	@ShoalhavenBasketball Association	@shoalhaventigers	
Singleton Heights	@SingletonHeightsBasketball Association		
Springwood	@springwoodscorchers	@springwood _scorchers	@scorchersBB
St George	@St.Georgebasketball	@stgeorgebasketball	
Sutherland	@SutherlandSharks Basketball	@sutherlandsharks basketball	@StGeorge Bball
Tamworth		@tamworth_basketball_ associatio	
Taree	@tareebasketball	@tareebasketball2430	
Temora	@temorabball		
Tenterfield	@tenterfieldbasketball association		
Tumut			
Ungarie			
Wagga Wagga	@basketballwaggawagga	@wagga_basketball	
West Sydney Wolves	@westsydneywolves	@westsydneywolves	@wsbwba
West Wyalong	@westwyalongjunior basketball	@west_wyalong_junior_ basketball	
Wollondilly	@wollondillybasketball	@wollondillyrazorbacks	
Yamba	@Juniortrawlers		

SOCIAL MEDIA MARKETING CALENDAR

Monday 7					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
12:30 AM					
4:30 AM					
8:30 AM					
12:30 PM					
4:30 PM					
8:30 PM					
Facebook					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
2:30 AM					
6:30 AM					
10:30 AM					
2:30 PM					
6:30 PM					
10:30 PM					
Instagram					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
6:00 AM					
12:00 PM					
8:00 PM					
Google+					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
6:00 AM					
12:00 PM					
8:00 PM					
LinkedIn					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
8:00 AM					
12:00 PM					
8:00 PM					
Pinterest					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS
6:00 AM					
12:00 PM					
8:00 PM					
Tuesday 8					
Twitter					
TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	LINK	CLICK ENGAGEMENTS

MASTER INSTAGRAM SELF DRIVEN CONTENT

16 DAY CONTENT PLANNER

Monday: (Motivational messages) #MotivationMonday

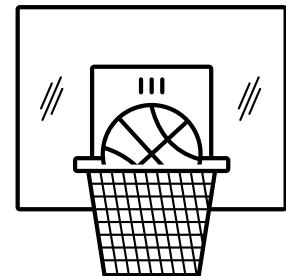
Tuesday: #TipTuesday #GoodNewsTues

Wednesday: #WorkoutWednesday #WisdomWednesday

#WellnessWednesday #WayBackWednesday

Thursday: (Throwback images) #tbt #throwbackthursday

Friday: (Throwback images) #fbf #flashbackfriday



DAY 1

POST A
THROWBACK
IMAGE

DAY 2

POST SOMETHING
EDUCATIONAL

DAY 3

TELL A STORY
WITH YOUR PHOTO

DAY 4

SHOW SOMETHING
BEHIND THE
SCENES

DAY 5

POST AN
OFFER/PROMOTE
SOMETHING

DAY 6

POST SOMETHING
INSPIRING

DAY 7

ASK A QUESTION

DAY 8

POST A THROW
BACK IMAGE

DAY 9

SHARE A TIP

DAY 10

THANK YOUR
FOLLOWERS

DAY 11

SHARE A
MOTIVATING
STORY

DAY 12

PROMOTE AN
OFFER/PROMOTE
SOMETHING

DAY 13

SHARE A FUN FACT
ABOUT YOUR
ASSOCIATION

DAY 14

MEET THE TEAM
POST

DAY 15

SHARE A INSPIRING
QUOTE

DAY 16

THANK YOUR
FOLLOWERS