

Playstructions Page Evaluation and Action Plan

Facebook

1. **Build your audience and page.**
 - a. Boost content so that you reach customers outside of your page. (Only a small percentage of people see your posts that are your followers). Use detailed targeting and use United States as a whole.
 - b. Create engaging posts.
 - i. You can use your blog posts. Make sure when you share you write something with it instead of just posting the link.
 - ii. You can also offer tips to become an authority in your market.
 - c. If you support a charity, another reason to share it on social. People love to see socially conscious providers online.
 - d. Your Facebook cover needs to be able to fit and pop so it brings attention. I like the image, but it needs to fit.
2. **About section on Facebook**
 - a. Make sure to add any other social to the about page.
 - b. We can make different versions of the about text.

Twitter & Instagram

1. **Build your audience and page.**
 - a. Create engaging posts.
 - b. Create Polls
 - c. Show videos of people playing sport.
 - d. Use a social platform to connect all social as a one stop shop.
 - e. Use Hashtags to be searchable.

Action Plan and Recommendations

1. **Platforms to be on:**
 - a. **Facebook** – You're good here, you need to advertise and engaged content.
 - b. **Twitter** – See Plan Above.
 - c. **Instagram** – Sports are visual so images and video will work here. We also use trending hashtags.
 - d. **Website** – looks great. How often are you adding new articles? This will help keep everything relevant. Make sure the right social links are up for Twitter, etc. Make sure to use images in your blogging to show when you promote on social. It looks better that way.
2. **Marketing** – As a whole, marketing is 80% inspire and 20% sell. So you have to bring the engagement and ideas to establish yourself and then you can sell your website.

Thanks for purchasing this gig! I hope this helps and if you have any questions, let me know! 😊