

## USL Super League Social Media Overview

<p><b>Overview</b></p>	<p>This document will provide all the resources needed for you to launch social media platforms for your Super League club. Your primary league contact listed above is available to answer any questions or concerns the club may have.</p> <p>When launching a social media presence for your Super League club, it is highly recommended that you launch handles separate from any men’s affiliated club. It’s important to have an equitable presence for your women’s club with its own strategy and tone of voice. More information on how to achieve this can be found below.</p>
<p><b>Goals</b></p>	<p>What are we trying to achieve by launching social media channels for your USL Super League club?</p> <ul style="list-style-type: none"> <li>• Build an engaged audience of followers to help increase brand awareness and engagement</li> <li>• Create a tailored content plan that drives followers to your owned digital platforms (website, mobile app, online store, etc.)</li> <li>• Drive revenue through promotional campaigns and e-commerce integrations.</li> <li>• Provide education and amplification regarding the values, mission and purpose of the club, as well as the USL Super League and where it fits in the women’s soccer landscape within the United States.</li> </ul>
<p><b>Why is Social Media Important?</b></p>	<p>Social media is extremely important in developing your relationship with your fans. This is the main platform fans will use to learn about, engage with and share opinions on the club. This is also the quickest and easiest way for clubs to reach their fans. We use social media to build a relationship with fans, grow our brand and gain valuable insights.</p> <p>Social media is a free marketing tool that we can use to build and understand our audience on an individual level. It’s essential that we do this specifically for our audience of women’s fans as early as we possibly can. In addition to being an excellent marketing tool, social media is also a key channel for brand awareness, lead generation, customer support, paid/organic posts and much more.</p>
<p><b>Developing a Social Strategy and Voice</b></p>	<p>It’s vital to have a social strategy in place when running a brand account. Put pen to paper and lay out your goals, approach, KPIs and tactics. Not only does this lay the groundwork and hold your department accountable, but it also provides clarity when transitioning new employees to the club and allowing a point of reference to be available throughout the season.</p>

	<p>Developing your voice is also extremely important in delivering a successful social media presence. Fans will be able to recognize and resonate with the club’s voice as they become more familiar with it.</p> <p>Your brand voice is not only what you are saying, but it’s also how you say things to connect to your audience. The way you say things says a lot about your <i>personality</i> as a brand and impacts the public view and opinion of your brand. Once you find your voice, it’s important to keep it consistent so fans will trust in and become loyal to your brand.</p> <p>To help develop your brand, ask yourself the following questions:</p> <ul style="list-style-type: none"> <li>• How does your brand talk to people?             <ul style="list-style-type: none"> <li>○ This can be as simple as asking would your brand greet someone by saying “Hello”, “Howdy”, etc.</li> </ul> </li> <li>• How do your customers talk to people?             <ul style="list-style-type: none"> <li>○ If you understand how your customers speak, it can help influence and determine how you speak.</li> <li>○ This includes the type of content and conversations they get involved in as well as how they respond</li> </ul> </li> <li>• What adjectives would you use to describe your brand?             <ul style="list-style-type: none"> <li>○ Powerful, competitive, inspiring, motivational, casual, caring, fun, intense, direct, informal, playful, sarcastic, etc.</li> </ul> </li> </ul> <p>By determining your inner branding (mission, vision, goals), your audience, and your products and services offered, you have found your brand voice. Use our <a href="#">Brand Identity Outline</a> to help with this process.</p>
<p>Platforms</p>	<p>It’s recommended at a minimum that each Super League club will have a Twitter, Instagram and Facebook presence. These three platforms are the most popular social media platforms, and it’s easy to develop a connected content strategy for each.</p> <p><b>Twitter:</b> Twitter is a platform that makes it easy to follow trends, interact with other accounts and create quick, easily digestible content. When creating content on Twitter, keep the copy short, engaging and to the point.</p> <p><b>Instagram:</b> Instagram allows us to visually represent and symbolize our brand, culture and community. Through Instagram we can also sell products and turn posts into ads with just a few clicks.</p> <p><b>Facebook:</b> On Facebook, clubs get the opportunity to share in-depth, longer form content that is specific to promoting the brand, events, projects and initiatives. Through Facebook we can also sell products, promote ads and</p>

	<p>create Facebook groups. For more information on Facebook Groups, reach out to your primary contact.</p>
<p><b>Social Media Spend</b></p>	<p>Putting money behind posts will help supplement organic reach to increase brand awareness. Is it recommended that advertisements primarily run on the Facebook and Instagram platforms.</p> <p>There are two different ways to advertise through Facebook: boosting or ads. The direction you choose is completely based on the ideal outcome of your social spend. Are you spending to gather engagement? Web clicks? Once your outcome is confirmed, you can choose the best way to spend your budget.</p> <ul style="list-style-type: none"> <li>• Boosting is best served when your goal is to achieve audience engagement such as post likes, shares and comments. That said, boosted posts focus only on web clicks or engagement.</li> <li>• On the other hand, ads offer more of an opportunity for exposure as the program allows for more customized targeting.             <ul style="list-style-type: none"> <li>○ Through ads, you can choose your objectives, including brand awareness &amp; reach (our priorities).</li> <li>○ There are more opportunities to choose ad placement including FB newsfeeds &amp; side ads, IG feeds, IG stories, instant articles, messenger ads, audience network ads and give the option to cater specifically to desktop or mobile users.</li> </ul> </li> </ul>
<p><b>Social Media Content</b></p>	<p>Once you have developed your social strategy and tone of voice, it's time to start developing content.</p> <p>The social media landscape is ever-changing, so it is important that the club representative stay up to date on trends. When creating content, keep in mind the social media content rule of thirds. This states that...</p> <ul style="list-style-type: none"> <li>• 1/3 of content promotes your business and converts your audience</li> <li>• 1/3 of content shares ideas and stories from thought leaders             <ul style="list-style-type: none"> <li>○ Both from local influencers and people in the national soccer landscape</li> </ul> </li> <li>• 1/3 is original and/or exclusive brand content</li> </ul> <p>With that in mind, below are some things to keep in mind when ideating and writing social media content:</p> <ul style="list-style-type: none"> <li>• Clever phrases and sayings are most successful             <ul style="list-style-type: none"> <li>○ Followers are looking for informative and entertaining content. By starting a post with a clever or catchy phrase,</li> </ul> </li> </ul>

you'll catch your follower's attention and get them to read the rest of the post.

- Keep your language simple and tone casual (have fun!)
  - The language you use on your social platforms should be short and uncomplicated, as if you are talking to a friend. Copy that is stiff and formal alienates followers and doesn't build a personal connection.
- Break up the copy
  - Try to stay away from posting a full paragraph on social media channels. Content should be short sentences broken up onto different lines.

Be creative and add new types of content to your overall strategy but be sure to keep your audience in mind. Try to post things your audience will engage and interact with to build a relationship with them.

When drafting social copy, keep these ideas in mind:

- Quotes
- Weekly or monthly themed posts
- Fill in the blanks
- Asking and/or answering a question
- Create a content series
- Polls
- Present a challenge
- Behind the scenes/takeovers
- Statistics
- Repurpose content from other channels that is relevant
- Share opinions on something
- Repost old content
- Make lists
- Incorporate 1-2 relevant hashtags

**Dimensions:** It is recommended that all video production moves to a 1:1 (square) or 4:5 (vertical) format to reflect the shift in content consumption. By making the shift, the content takes up more real estate which leads to more engagement. We recommend posts reflect the shift in content consumption on Facebook, Instagram and Twitter. Check out [Facebook's recent best practices for videos](#).