CREATED FOR rYA NORTHERN IRELAND

The Athlete Brand & Sponsorship program

workbook #3

Presented by the brand builders

**INTRODUCTION TO THE PROGRAM**

Welcome to the RYA Athlete Brand and Sponsorship Program, presented by The Brand Builders.

This program will teach you how to build your unique brand and leverage it for social media and sponsorship opportunities.

You will take part in five online sessions between February – May of 2024. Each session will cover a different topic and equip you with the knowledge, skills and tools needed to bring your brand to life.

All workbooks, session recordings and updates to the program will be posted on the Program Hub which you can access [HERE.](https://www.thebrandbuilders.com.au/rya-northern-ireland-program-page/)

**PROGRAM SCHEDULE**

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| **Session** | **Date** | **Zoom Link** |
| #1 Build Your Brand | Wed 07 Feb  7.30 – 8.30pm | https://zoom.us/j/5806507910 |
| #2 Communicate Your Brand on Social Media | Wed 28 Feb  7.30 – 8.30pm | https://zoom.us/j/5806507910 |
| #3 Creating Content for Social Media | Wed 20 March  7.30 – 8.30pm | https://zoom.us/j/5806507910 |
| #4 Sponsorship (Part 1) | Wed 10 April  7.30 – 8.30pm | https://zoom.us/j/2206846834 |
| #5 Sponsorship (Part 2) | Wed 01 May  7.30 – 8.30pm | https://zoom.us/j/2206846834 |

## Introduction to session #3: BRING YOUR BRAND TO LIFE THROUGH ENGAGING CONTENT

It’s time to create engaging content for social media using your brand!

**During this session you will learn:**

* How to create content using your brand
* What content works well on social media
* How to plan and schedule content
* Examples of great content

In each session you will complete some fun activities that will help you communicate your brand on social media. All activities can be found and completed in your workbook. Please keep it handy during the session.

**What’s in this workbook:**

You will find the following resources in this workbook:

**Activity #1** Social Media Content Planner

**Activity #2** Social Media Post Planner

**Activity #3** Social Media Content Calendar

## ACTIVITY #1 Social media content planner

How to create a library of engaging content

1. Choose a topic you’d like to talk about on social media. It could come from your brand elements, content you’re already posting or content you would like to start posting about. Write them down in the left-hand column under ‘Content Topics’.
2. Then create a ‘snippet’ of content (just the idea – not the full caption, photo etc.) for that topic by matching it to each of the themes. You’ll create a content snippet that is inspiring, motivating, educational and funny.
3. Make sure you’re thinking about what makes good content as you go along. Is it shareable or actionable? Does it create connection or tell a story? If not, consider how you can weave in one of these to your piece of content.
4. You can use this planner to create content in batches or on an as-needed basis.
5. Use the post planner to flesh out your ideas further.

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|  | **Good content is** | Shareable | | Actionable | | Creates Connection | | Tells a Story |
|  | **Content Themes** | | | | | | | |
| **Content Topics** | Inspire | | Motivate | | Educate | | Laughs | |
| Thrifted fashion | Designer finds from my local op-shop. | | How to walk into an op-shop with $10 and build an outfit from head to foot. | | What to look for when shopping second-hand. E.g. don’t just buy it because it’s cheap. Look for quality. | | The worst items of clothing I can find in my local op-shop. | |
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## ACTIVITY #2 Social media POST planner

How to plan a social media post

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| **Planning Pillar** | **Your Ideas** |
| **What is the topic of this post? Briefly describe it.** |  |
| **Content type. E.g. static, video, reel.** |  |
| **Where will you share it** |  |
| **Who is the intended audience for this post?** |  |
| **How does it offer your audience value:**   * **Inspires them** * **Motivates them to take action** * **Educates them** * **Makes them laugh/entertains them** |  |
| **Is there a call to action or engaging prompt you want them to take?** |  |
| **What is the story?**  **Set the scene**   * **Conflict or climax (most exciting part of the story)** * **Resolution** |  |
| **What’s the core message you want to get across?** |  |
| **What photos/videos will you use or need to capture to tell this story?** |  |
| **Does it meet one of the markers for good content?**   * **Is it actionable?** * **Is it shareable?** * **Does it create connection?** * **Does it tell a story?** |  |
| **Hashtags** |  |
| **Tags** |  |

## ACTIVITY #3 Social media content CALENDAR

How to schedule content

* Identify what sporting competitions and events are happening this month and add to the calendar
* Identify any other events you could post about. E.g. networking, personal, sponsors etc. and add to the calendar
* Identify any sponsored, ambassador or contractual content you need to post and add to the calendar
* Now fill in the gaps with your content pillars, choose at least one to create a piece of content for and add it to the calendar

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| **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | **SATURDAY** | **SUNDAY** |
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