

Goals:

- Boost Event Attendance by 15-25%
- Strengthen School Pride & Community Connection
- Improve Student-Athlete Recognition & Recruitment
- Grow Digital Audience

KEY REMINDERS

Women's sports and less-covered teams get equal promotion.

Keep **all posts short, visual, and mobile-friendly**.

Use **one clear call-to-action** per post.

Monday

Before the Week Starts

- ☐ Post **Matchup Graphic** with date, time, and opponent (Facebook, Instagram, X)
- ☐ Post/Email/SMS your **Game Week Schedule** to fans (include ticket and streaming links)
- ☐ Announce **Student Section Theme** (e.g., White Out, Neon Night)
- ☐ Coordinate with student leaders for chants and in-game activities

Tuesday

Community Connection

- ☐ Share **"This Week in History"** - throwback photo/moment from past seasons
- ☐ Post **Coach's Corner** - 30-second message about week's preparation or team goals
- ☐ Highlight **Local Business Partner** supporting the program (tag them for visibility)
- ☐ Send **parent/alumni email update** with week's schedule and volunteer opportunities

Wednesday

Midweek Hype

- ☐ Post a **15-30 second hype clip** or behind-the-scenes moment
- ☐ Share a **Player Spotlight** with name, grade, and fun fact
- ☐ Run a **Fan Poll or Trivia Question** about the upcoming game
- ☐ Remind about **ticket bundles** and "Can't Make It? Watch Live" option

Thursday

Momentum Building

- ☐ Create **"Rivalry Facts"** or **"Did You Know?"** post about the opponent or matchup history
- ☐ **Student Section Prep** - show students decorating, practicing chants, or getting pumped
- ☐ Post **Weather/Logistics Update**
- ☐ Send **final reminder push notification** to mobile app users or text subscribers

Friday

Game Day

- ☐ Post **Countdown Graphic** in the morning (include streaming link)
- ☐ At the venue, have **theme decor** for student section and entrance area
- ☐ Recognize **fans, alumni, or sponsors** during the game
- ☐ Capture **crowd and game highlight clips** for next-day posting

Saturday

Postgame

- ☐ Post **Score Graphic** within 12 hours
- ☐ Share a **2-minute Game Recap** or highlight reel
- ☐ Thank fans, players, and sponsors by name/tag
- ☐ Include link to **next week's schedule** in all posts

Sunday

End of Week

- ☐ Review **attendance numbers** and streaming views
- ☐ Track **top-performing posts** (reach/engagement)
- ☐ Note what **theme nights or content** drove the most participation
- ☐ Plan next week's theme and content cadence

FAN ENGAGEMENT WEEKLY Checklist