

Seasonal Storytelling Calendar for High School Sports

Keep Fans Engaged Before, During, and After Every Season

August

KICKOFF & SEASON LAUNCH

Goals: Build excitement, introduce the team, and set the tone.



Team introduction posts (player headshots, short bios).

Behind-the-scenes training footage.

First game match-up graphics in **Fan Zone**.

Season preview message from the coach on season goals and excitement.

September

EARLY SEASON MOMENTUM

Goals: Showcase early successes and reinforce traditions.



Game highlight clips from **NFHS Network**.

Player spotlights (senior leaders, newcomers making impact).

Tradition features (chants, walkouts, special uniforms).

Short "Meet the Captains" interviews.

October

RIVALRIES & BIG MOMENTS

Goals: Drive attendance for key games and deepen fan connection.



Hype videos and countdown graphics for rivalry games.

Stories on the history of big match-ups.

Mid-season recap post with current standings.

Community involvement stories (pep rallies, charity drives).

November

PLAYOFFS & SENIOR RECOGNITION

Goals: Celebrate achievements and honor departing athletes.



Senior Night graphics and athlete thank-you posts.

Playoff bracket graphics and ticket info via **GoFan**.

Recap of big playoff wins with final score graphics.

Highlight reels celebrating the team's journey.

December

OFF-SEASON ENERGY

Goals: Keep fans engaged even when games slow down.



Holiday greetings from teams.

Alumni spotlights (where are they now?).

"Top 5 Moments of the Year" highlight video.

Early look at upcoming winter sports events.

January

WINTER SPORTS FOCUS

Goals: Introduce winter teams and drive attendance.



New season match-up graphics for basketball, wrestling, etc.

Athlete Q&A videos about balancing school and sports.

Highlight winter traditions or events unique to your school.

February

MID-YEAR COMMUNITY CONNECTION

Goals: Strengthen community ties.



Teacher/Coach appreciation posts.

Celebrations of academic achievements by athletes.

Valentine's-themed fan shout-outs (fan photos, couples at games).

March

SPRING SPORTS KICKOFF

Goals: Launch new seasons with energy.



First game match-up graphics for baseball, track, softball, etc.

Behind-the-scenes spring training clips.

Athlete features on preseason goals and preparation.

April

IN-SEASON HIGHLIGHTS

Goals: Share big plays and fan experiences.



Weekly "Play of the Week" video from **NFHS Network** highlights.

Photo galleries from games.

Spotlights on multi-sport athletes.

May

OFF-SEASON ENERGY

Goals: Wrap the year with pride and recognition.



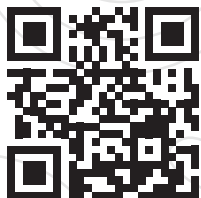
Senior spotlights and farewell messages.

End-of-season awards graphics.

"Best Fan Moments" compilation video.

Teaser posts for next year's teams.

Pro-Tip for Athletic Directors



Use **Fan Zone** to maintain a consistent visual style across all stories—match-up graphics, final score posts, athlete features, and highlight clips. This builds a recognizable brand and makes every post instantly associated with your program.