



USSA

This content is the sole property of USSSA and has been made downloadable for use by USSSA Employees and Directors only.



ussa.com



Let's talk Social Media!

USSSA Creative

What's inside:

This resource will give you the tools to get started and improve your social media presence on-site, how to navigate the dynamic and ever-changing world of Social Media as well as offer suggestions for how to source the content needed to achieve and enhance your marketing goals.

Who is this playbook for:

If you manage your social media marketing, stick around. *This Playbook is for you* and is a consolidated collection of tips, tricks, and a breakdown of the basic mechanics behind success in the social realm. If you have someone that helps you run your social media, please pass this along to them!

“Staying connected with my teams on social media allows me to keep them informed about events, recognize outstanding team and individual performances, and foster a sense of accomplishment. This not only shows them they are valued but also gives them a platform to share their achievements with friends and family. These efforts help build a strong community, driving higher engagement and, ultimately, more participation in events = increased revenue for events.”

- Kelly Mclemore - Slowpitch State Director on how she uses social media to increase revenue.

Why you should take social seriously:

Social media helps you connect with your audience at large. Your social media accounts should help create brand awareness, encourage a sense of community, and spread vital information to your customers.



Table of Reference



- **Chapter 1: Know Your Lineup**
 - Scout the Fans - How to define your audience
 - Tailor the Game Plan - Cater your content
 - Play the Long Game - Serve before you sell
- **Chapter 2: Suit Up Your Profile**
 - Why your "face" matters
 - Home Plate Hub
- **Chapter 3: Game-Winning Content**
 - Pillars for publishing great content
 - Your team of posts
 - Grand Slam Giveaways
- **Chapter 4: Platform Playbook**
 - Across-the-Field Best Practices
 - Instagram
 - Facebook
 - TikTok
 - X
- **Chapter 5: Crafting Captions that Score**
 - Emoji Play Calls
 - Hashtag Huddle
 - Creative Calls to Enhance Captions
 - Action plays
- **Chapter 6: Teaming Up for Success**
 - Tagging
 - Power Collaborations
- **Chapter 7: The Stats**
 - Benefits of Analytics
 - Key Metrics to Watch
- **Chapter 8: The Tools of the Trade**
 - Gear Up - Helpful tools and resources

Chapter 1: Know Your Lineup



Scout the Fans - *How to define your audience*

- **Ask:** Who do you want your message to hit?
- **Research:** Run market analysis with Post Event Surveys and check your Social media accounts provided demographics to see who is currently seeing your content (“How to” in analytics section)
- **Compare:** Looking at who your competitors are targeting
- **Engage:** Talk to your customers directly



Chapter 1: Know Your Lineup



Tailor the Game Plan - Cater your content

Each platform may have a different audience - so it's important to cater your content to a specific platform's audience:

- Understanding your target audience allows you to create content that resonates with them. Personalized content is more likely to engage users and encourage interactions, such as likes, shares, and comments. More engagement = more algorithmic support = larger audience reach. *Think, “more bang for your buck”*
- Tailoring your marketing messages to the interests and needs of your target audience increases the likelihood of converting them into customers. Relevant content and offers are more persuasive and can drive higher conversion rates. *Think, “turning bypassers into buyers”*
- Helps allocate marketing resources more efficiently. You can focus your efforts on platforms and strategies that are most likely to reach and engage your audience. *Think, “maximizing your return on investment”*

Chapter 1: Know Your Lineup



Play the Long Game - *Serve before you sell*

By focusing on serving your audience first, you build trust, establish credibility, and create a loyal customer base that is more likely to choose your products or services. when they are ready to make a purchase

- **Share helpful information:** tips, and resources related to our industry. This could be in the form of blog posts, social media content, webinars, or newsletters. Aim to educate and inform *rather than* directly and solely sell
 - Example: How to videos/ Sports Updates/ Tips & Tricks
- **Interact with your audience:** Listen to their feedback, answer their questions, and engage in meaningful conversations. Showing that you care about their opinions builds trust. Always try to avoid the “post & run” method
 - Replying to messages / replying back on comments



When you take the time to engage—like hosting a Q&A where you encourage questions—you show your followers that their interests and needs come first. Answering questions and sharing helpful information makes your channel more relatable and trustworthy.

Chapter 1: Know Your Lineup



Play the Long Game - *Serve before you sell*




- **Provide:** free tools, templates, or consultations can help your audience solve a problem or achieve a goal
 - Example: Run a Q&A about an upcoming tournament. This informative content demonstrates your expertise and willingness to help while also helping tournament operations
- **Be willing to be (appropriately) transparent:** Honesty builds credibility and trust with your audience. In an industry with a lot of saturation, people will gravitate towards businesses and organizations that are relational
 - Share success stories and testimonials from satisfied customers. This helps build credibility and shows potential customers the value you can provide
- **Create a community:** invest in building resources around your brand where customers can interact with each other and with you
 - This can be through social media groups, forums, or ancillary components to your events. A strong community fosters loyalty




When you take the time to engage—like hosting a Q&A where you encourage questions—you show your followers that their interests and needs come first. Answering questions and sharing helpful information makes your channel more relatable and trustworthy.


Chapter 2: Suit Up Your Profile



usssabaseball ▾ •   

 1,408 posts 87.4K followers 5,356 following

USSSA Baseball

 usssabaseball

Sports

★ Official account of USSSA Baseball ★
A place for ALL ages and skill levels 🏆
USSSA is the #1 multi-sport association in the country 🙌

#PlayUSSSA
5800 Stadium Pkwy, Melbourne, Florida
linktr.ee/usssabaseball

Professional dashboard
129K views in the last 30 days.

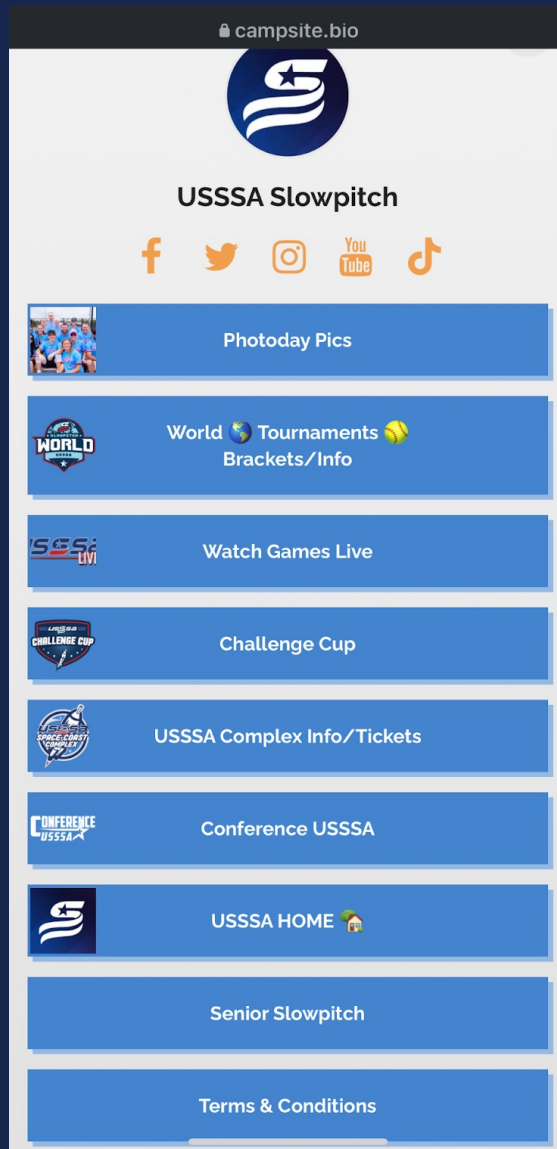
Your bio on your social media accounts should be viewed as your elevator pitch!

The MAGIC THREE (MUST haves in your bio):

1. Who you are/what you do

2. Your mission/why people should care

3. Establish credibility/why people should trust you

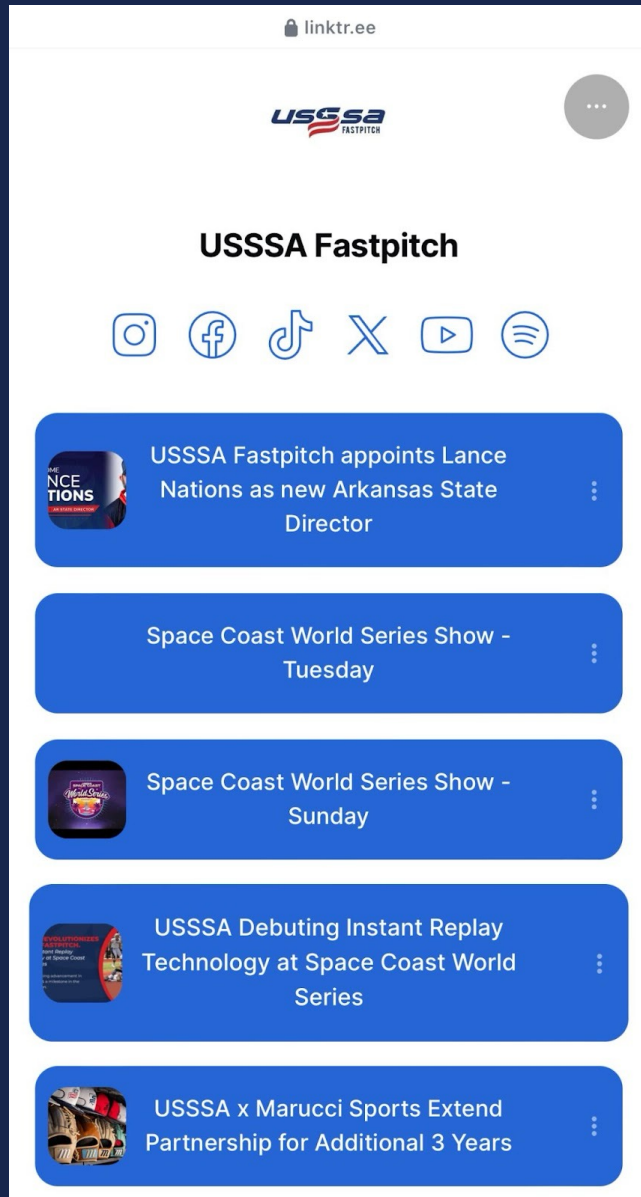


Chapter 2: Suit Up Your Profile



Home Plate Hub - “Link in Bio”

- A link in your bio provides a *direct pathway* for your followers to access external content such as your website, blog, portfolio, online store, or any other platform you want to promote. It's an effective way to channel your social media audience towards specific destinations where they can engage further with your content or offerings.
- Utilizing a link in your social media bios can help streamline access to important content, boost promotion efforts, reinforce branding, drive engagement, and provide valuable insights into audience behavior. It's a simple yet powerful tool for optimizing your social media presence and achieving your goals online.



Chapter 2: Suit Up Your Profile



Having Multiple Links in your bio:

How to:

To add a link to your bio on X, Instagram, Facebook, or TikTok, start by selecting the “Edit Profile” button on your profile page. Locate the “Links” or “Website” section, paste the URL you want to share, and hit “Save.” The link will then appear on your profile, making it easy for your audience to access.

Linktree

- Linktree is a simple, easy to use software that allows you to put multiple links in your bio, as Instagram has a limit of one link. This will create a “tree” with branches to different sites you choose. Free and premium versions are available. Consider using this to direct people to different tournament registrations, tournament MVP results, articles, apparel websites, etc.
 - Linktree allows you to add and modify the order of the links placed on your landing page. Be sure to order your links in order of relevant context.
 - For example, if you’re running a giveaway where the CTA is to register for your event on your website, make sure to create a link that is easily identified and at the top of the order such as GIVEAWAY Registration Here!
 - That link can be removed at the end of the promotional period. Good housekeeping for your relevant links is an important part of brand hygiene.

Chapter 3: Game-Winning Content



Pillars for publishing great content

The best posts do a little of each

- **Aspirational** – Others should feel **INSPIRED** by your content! This encourages them to keep coming back to your page to feel good about themselves and know they'll get at least an ounce of motivation when they do
- **Educational**- How can others **LEARN** from your content? The goal is to bring **VALUE** to others so they keep coming back
- **Entertaining**- Is your audience entertained by your content? Keep them **WANTING** more!

Chapter 3: Game-Winning Content

Aspirational



Chapter 3: Game-Winning Content Educational



ussasocal Southern California

USSSA BASEBALL RULEBOOK

Follow us

Liked by ussa_southerncalifornia and others

ussasocal This week for the Southern California USSSA Rulebook: Bat Guidelines

MNUSSAFASTPITCH Posts

Download our new app to stay up to date easier!
June 4, 2023

mnussafastpitch

HOW TO REGISTER TEAM

1. USSSA.COM/LOGIN
2. CREATE A MANAGER ACCOUNT OR LOGIN
3. CREATE A NEW TEAM
4. PAY TEAM REGISTRATION FEE
5. PAY FOR TEAM INSURANCE (OPTIONAL)

Teams can supply own insurance. USSSA offers group discounts

mnussafastpitch Register your team for USSSA today for access to the best tournaments for all ages and skill levels in Minnesota and around the country! Top finishers in each tournament get special access to purchase unique championship gear!

December 1, 2022

USSSAFASTPITCH Posts

View insights Boost post

Liked by ussaspacecoast and others

ussafastpitch Space Coast #Select30 Classroom Series - Hitting

One of our favorite parts about our #Select30 Training Camps is the classroom sessions! Our athletes receive hands-on training from some of the best in the business!

Chapter 3: Game-Winning Content

Entertaining



ussabaseball Our players at the USSSA Space Coast Global World Series tell us their thoughts on who will win the College World Series! 🗣️ Comment below who you think will win! 🗣️

#GlobalWS #PlayUSSA #CollegeWS #Baseball

June 14



flussabaseball Pop fly, the grinch says safe! #usssa #playusssa #grinchgames #baseball



Chapter 3: Game-Winning Content



Consistency really does pay off:

*Post at least once a week and when your audience is awake and most likely to be on the platform. **For tips on each platform, keep reading!***

“Meta” (free) or platforms like Sprout Social (paid platform), can help you schedule your posts ahead of time as well as cross-post to different platforms so you can get your content running on auto-pilot during busy seasons

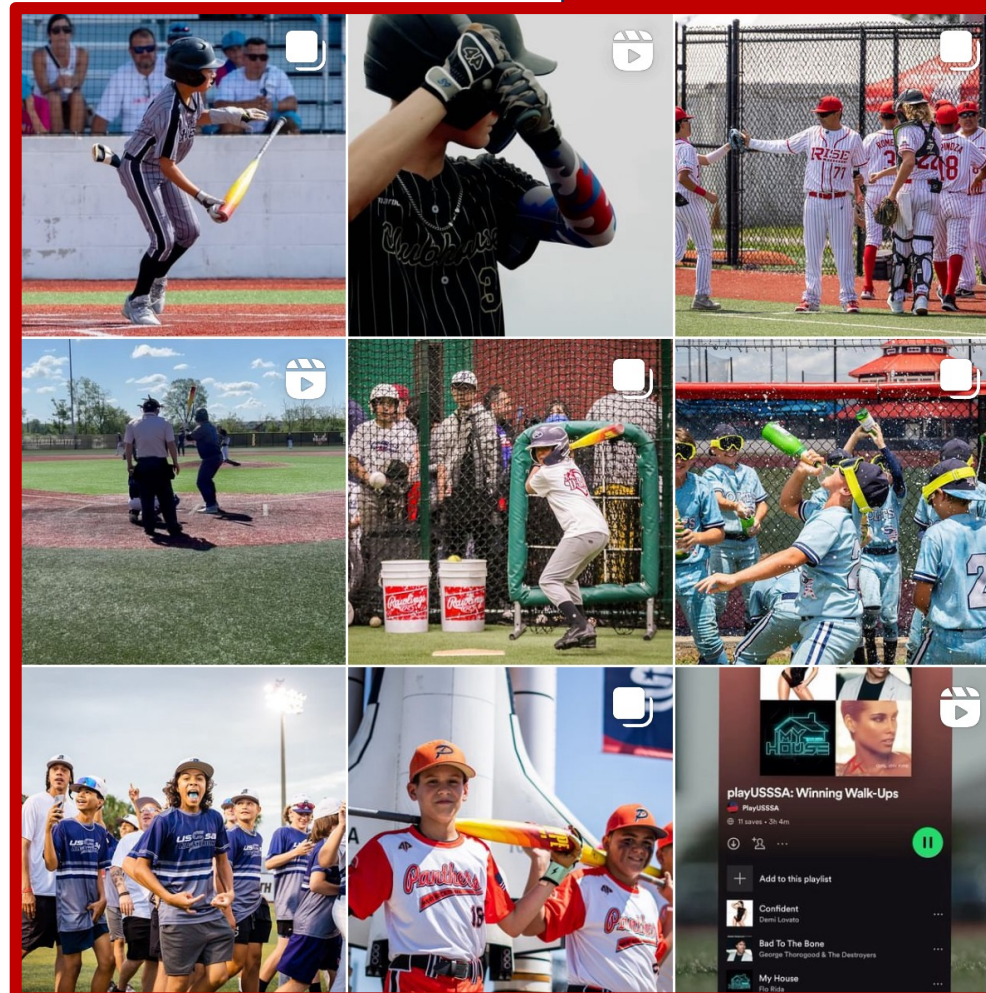
Chapter 3: Game-Winning Content

Your Team of Posts



Feed Posts

The regular “hard” posts that appear in the main feed of social media platforms. They can include text, images, videos, or a combination of these elements. They’re considered “hard” posts as they will stay on the platform unless “archived” or hidden and removed from viewing



Chapter 3: Game-Winning Content



Your Team of Posts

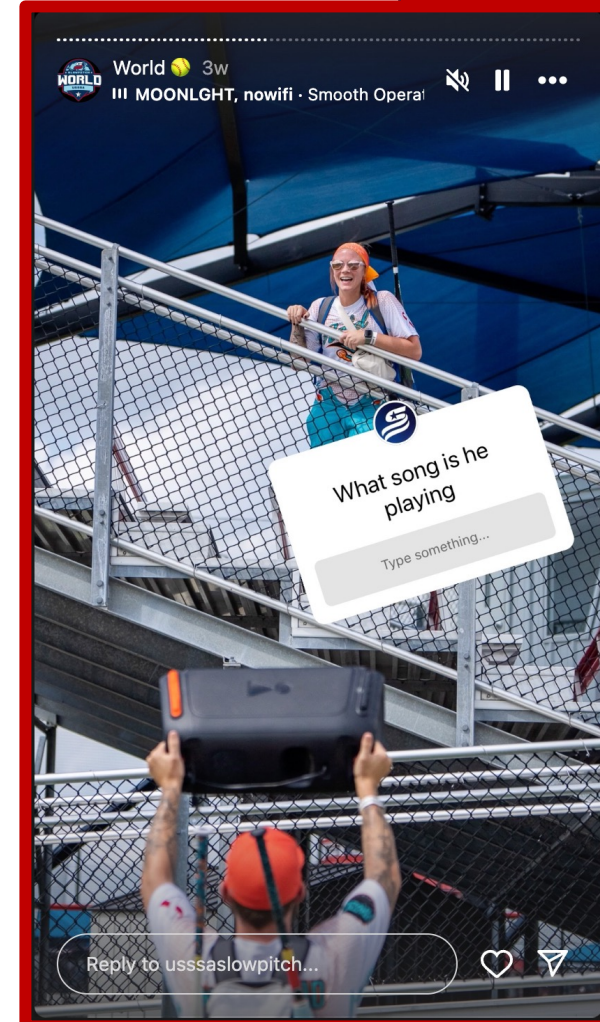
Stories

Temporary posts that only appear on your “story” and disappear after a set period (usually 24 hours). They are often used to share more spontaneous or informal content

Live Videos

Real-time videos that are broadcast to viewers as they happen. They can be a great way to engage with your audience in a more immediate and interactive way, like answering questions about upcoming events in real-time.

- They can also be a way to show off the event to those not in attendance, like live streaming a tournament’s opening ceremonies!



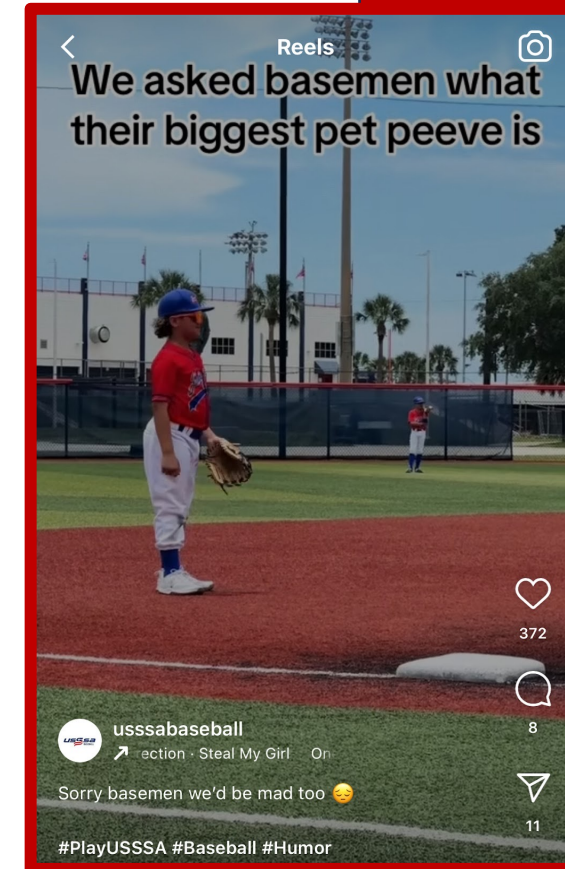
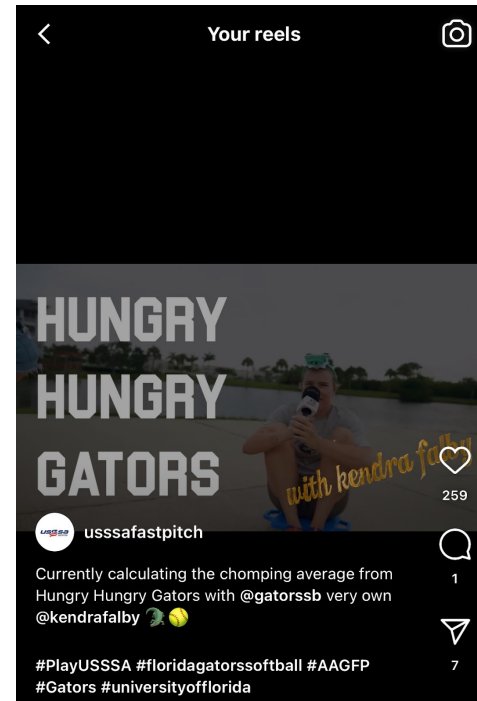
Chapter 3: Game-Winning Content



Your Team of Posts

Reels

Short, entertaining videos typically set to music. They are a feature on platforms like Instagram and Facebook that allow users to share short video clips or to create reels from stringing together multiple photos



Chapter 3: Game-Winning Content



Your Team of Posts

Carousels

Posts containing multiple images or videos that users can swipe through horizontally. They are often used to showcase a series of related content or tell a story and are specific to Instagram.



Carousels *generally perform better than single image posts* as they automatically recirculate a different image from the group to your following, which increases visibility and engagement potential.

Chapter 3: Game-Winning Content



Grand Slam Giveaways

This strategy offers a prize to your audience to complete specific actions on your platforms such as liking a post, sharing content, following a page, registering for an event, or tagging friends to increase engagement.

Giveaway considerations:

The What: Give away a different mix of items at different times that either provide value to a full team or individual players. Just be sure whatever item(s) are being given away are relevant to the post in that way

- Giveaway examples:
 - Picture contest where players share the post for the most likes
 - Encouraging teams to perform a task for free event registrations for the year
 - “Comment below” for a chance to win a free gate pass for the year or an event
 - A giveaway for a “baseball mom starter pack” that includes something like a wagon, small canopy, chair & Stanley water bottle.
 - The ULTIMATE VIP TOURNEY EXPERIENCE (go big or go home): Team VIP parking, cooler filled with goodies, grill, charcoal, meat and all the snacks + free entry into the event and gate entry paid for

Chapter 3: Game-Winning Content



Grand Slam Giveaways

Giveaway considerations:

The Who: When “collab-ed” (more on collaborations below) with a larger account, this can dramatically increase visibility, reach and following

- Collab with: USSSA National partners and manufacturers like Easton, Rawlings, Marucci, etc. to highlight gear and products being given away. Larger channels might be reluctant to accept but are worth reaching out to through their DM’s to advocate for visibility
- Collab with: **Local Businesses!** Working with popular industry - related stores like sporting goods stores and gyms at offering a giveaway that would benefit both parties is a fantastic way to grow organic local audiences. Consider food and beverage locations that have a strong following for the same reason
- Collab with: USSSA National Channels if you contact our social contributors and for a specific campaign that makes sense for the national channel to help support. We always want to support our directors in the field by sharing content, so tag us in your content! For giveaways specifically however, make sure to reach out to our team ahead of time so we can verify how to best support your efforts

Chapter 3: Game-Winning Content



Grand Slam Giveaways

Giveaway considerations:

The Cautions: Before conducting your giveaway, consider the following:

- Collabing is a great way to boost attention to your content but make sure that you are mindful of giveaways, specifically that they are aware of the promotion and agree ahead of time. Too many unwanted requests is a quick way to get blocked from larger channels.
- For large giveaways that include partners, the National Office typically links a legal document to the post using the “Link in our bio” (on Instagram). If using Facebook, this link can be directly posted in the text. This document contains the “fine print” for the giveaway and ensures we’re legally covered should anything ever happen with the giveaway which includes information like:
 - Validation that we have the ability to execute this giveaway at free will
 - Holds any partners associated with the giveaway harmless should anything happen
 - Gives strict instructions on how to participate in the contest and how the winner will be drawn

Chapter 3: Game-Winning Content



Grand Slam Giveaways

Giveaway considerations:

At a minimum, here is some Important information **to include in wording** for the giveaway (whether it's on a posted graphic, in the caption, in an email, or on a website)

- “This giveaway is not affiliated with Instagram or Facebook, (or insert any other social platform you may be using).”
- This standard language is critical to make sure platforms themselves are held harmless should anything go awry with your giveaway
 - “The winner picked must reside in the United States.”
- Unless you’re planning to figure out how to ship overseas, we suggest adding this in to cover yourself. Plus, rules and regulations can vary outside of the U.S.
 - “Winners announced will be directly DM’d from [insert your account name here] account and that account only”
- We’ve all seen the spam accounts that try to pretend like they’re something/someone else in order to get you to submit payment information. Adding this verbiage helps your customers know what they can expect and how to identify scams when they arise
 - Make sure to include start and end dates of the giveaway

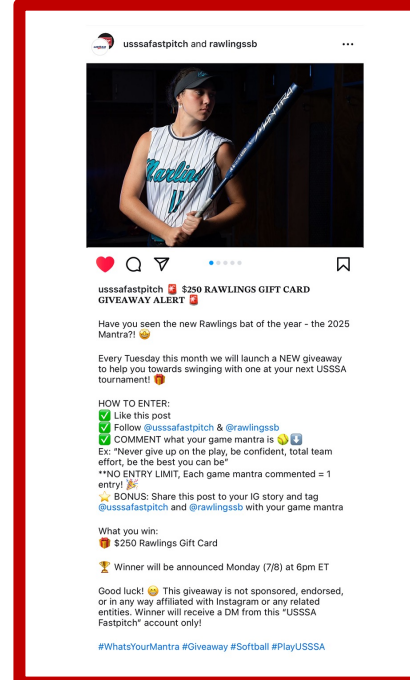
Chapter 3: Game-Winning Content

Grand Slam Giveaways



Mantra Giveaway

- This giveaway was successful not only because it was a high-valued item, but because by asking the audience to comment *following a simple easy prompt*, we were able to increase engagement on the post. By not having an entry limit on comments, the audience can comment as much as they want and help the post gain more traction



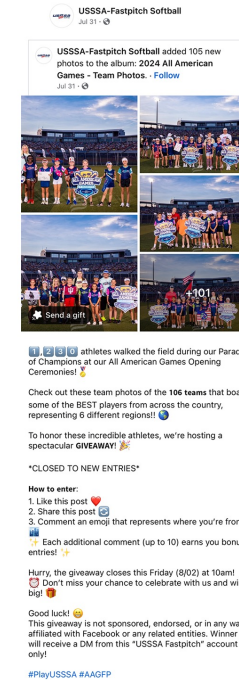
Day in the Life of an All American Giveaway

- This giveaway furthered its social media reach by encouraging others to post videos to their personal channels, thus increasing its audience. By using a unique hashtag to enter, you can easily keep track of the entries by clicking on the hashtag



Chapter 3: Game-Winning Content

Grand Slam Giveaways

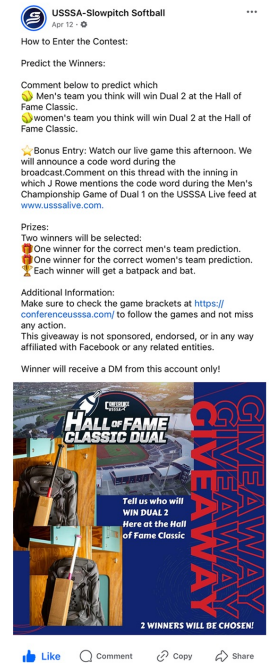


Facebook Photo Album Giveaway

- This Giveaway was done in tandem with a photo album drop. Photo album drops on Facebook already tend to be highly viewed content so adding a giveaway into it furthered its reach and success as a post. The Giveaway was also posted at the start of the tournament with the prize being awarded to an event participant at the end of the tournament which helped capture the audience *while they were near and engaged*

Facebook Guess the Winner Giveaway

- This Giveaway was done to have the audience engage with the page. We asked them to pick the winner and from the correct answers drew two lucky winners



Chapter 4: Platform Playbook



Across-the-Field | Best Practices across platforms

When to post:

- To figure out the best times to post on social media, start by getting to know your audience—think about when they're most likely to be online
- Check the analytics tools on platforms like Facebook or Instagram to see when your followers are active
- Try posting at different times and see what works best, keeping an eye on common trends in your industry. If your audience is spread across different time zones, adjust your posting times accordingly
- Regularly check your engagement stats and tweak your strategy based on what you learn to make sure your posts get the most attention!

Chapter 4: Platform Playbook



Across-the-Field | Best Practices across platforms

You can also use platform-specific analytics and third-party tools to gather insights on engagement. The USSSA National Office currently uses Sprout to get insight to when our audience might be active and to schedule posts. Below are examples for what Sprout currently recommends for post time by platform:

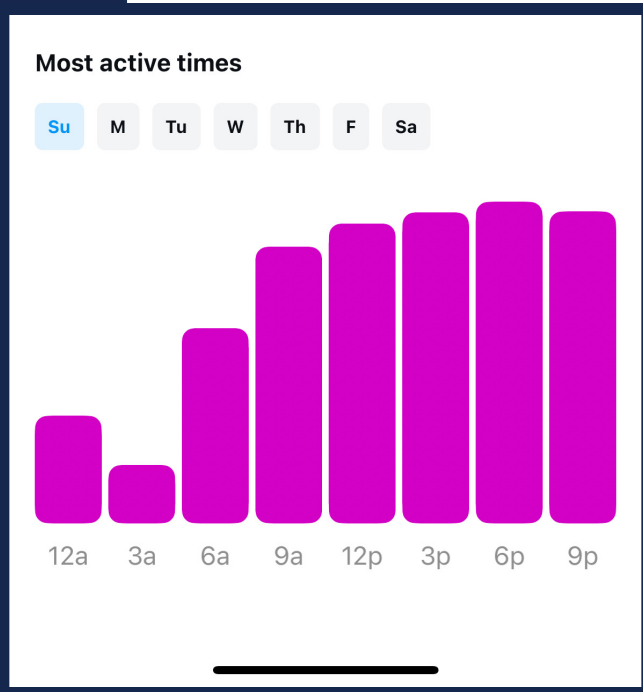
Remember that the best time for your content will be based on your specific audience

- Suggestions from Sprout for the best times to post on Facebook: generally, midweek mornings are optimal. Specifically, the best times are:
 - Wednesday at 11 a.m.
 - Friday from 10 a.m. to 11 a.m.
 - Overall, weekdays from 9 a.m. to 3 p.m. see high engagement. The worst time to post is late evening and early morning, particularly before 7 a.m. and after 5 p.m. Weekends also tend to have lower engagement
- Suggestions from Sprout for Overall Best Times for TikTok:
 - Tuesdays at 9 a.m.
 - Thursdays at 12 p.m.
 - Fridays at 5 a.m.
 - Best Days: Tuesdays, Thursdays, and Fridays are optimal for high engagement.
 - Worst Days: Sundays generally show the lowest engagement
- Suggestions from Sprout for X:
 - Weekdays, particularly Wednesdays and Thursdays
 - Morning hours around 9 a.m. to noon show the highest engagement
 - Avoid weekends and late evenings, as engagement tends to be lower

Chapter 4: Platform Playbook



Across-the-Field | Best Practices across platforms



Suggestions from Sprout for Instagram:

- Wednesdays at 11 a.m.
- Fridays from 10 a.m. to 11 a.m.
- Best Days: Wednesdays are noted as the best day for engagement.
- Worst Day
- Sundays show the lowest engagement rates

Instagram will also show you when your audience is most active!

On Instagram go to your profile and click “Professional Dashboard” then click “Total Followers”. From here scroll down and you will find a chart with your audiences most active times each day of the week

.

Chapter 4: Platform Playbook



Across-the-Field | Best Practices across platforms

The most important tips:

- While social media can be overwhelming for some, **all you need to do is just get started!** It doesn't matter if you only post once a week vs once a day, all that matters is you're trying your best to engage with your audience and meet them where they are. Your audience will grow over time if you just remember to:
 - Find and identify your ideal audience
 - Create shareable content (aspirational, educational, and entertaining)
 - *Tell a story*
 - Be consistent
 -

Chapter 4: Platform Playbook



Instagram | Basic Best Practices

Main Audience Description:

- In general, the demographic in this space can be described as young to middle-aged adults, with a relatively even gender split, who are active, engaged, and interested in visual content

The key for success:

- Interact with Followers
- Reply to comments and DM's
- Re-share content you're tagged in
- Post Consistently
- Use Carousels

Posting Framework:

- Frequency for getting started:
 - Hard Posts: Aim for 3-5x per week
 - Story Posts: Aim for 2 Stories per day

•



Chapter 4: Platform Playbook

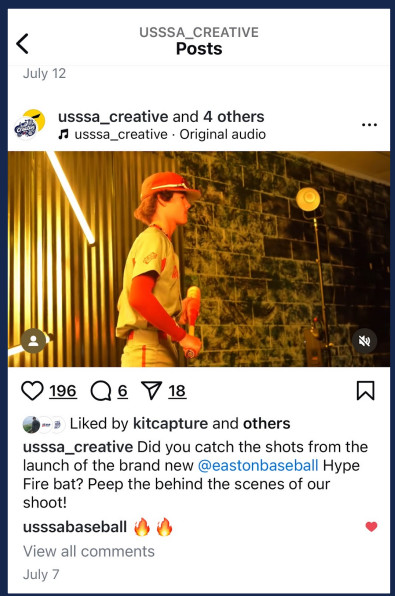
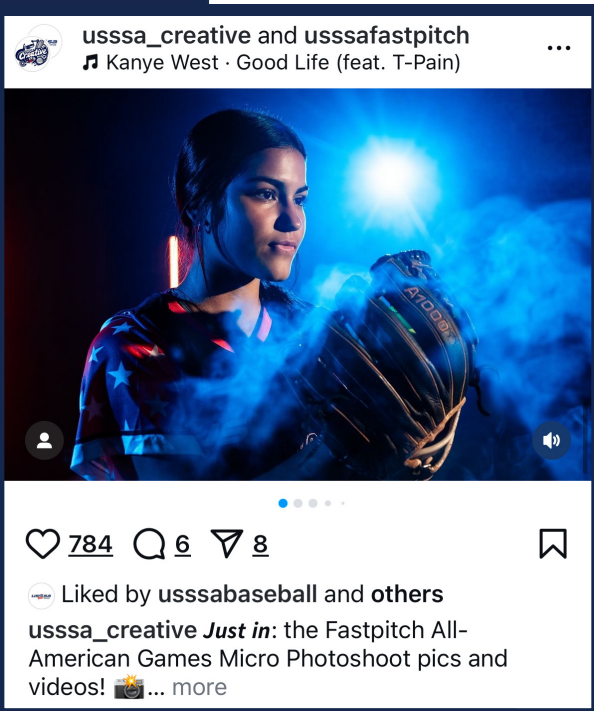
Instagram | Basic Best Practices

Examples of what to post:

- Content from events such as short clips from play games, coverage of opening ceremonies, interviews of participants, or carousels of photos from the events
- Champion and Finalist photos - BE SURE TO TAG THE TEAMS!
- Event flyers / promotional graphics
- Staff and player spotlights
- Behind the Scenes “BTS” content of event
- Pro tip: Repost stories that your page is tagged in! By reposting 5-10 stories a day during a tournament or 2 a day during the offseason it will make people want to tag in their story posts, especially if they know they have the chance to be featured on your page. It takes hardly any time at all and also helps get out content you didn't have to spend time grabbing

Posting Sizing:

- Hard Post Pictures and Graphics: 1080x1080 (square) or 1080x1350 (slight portrait)
- Stories/Reels/Video: 1080x1920



Chapter 4: Platform Playbook



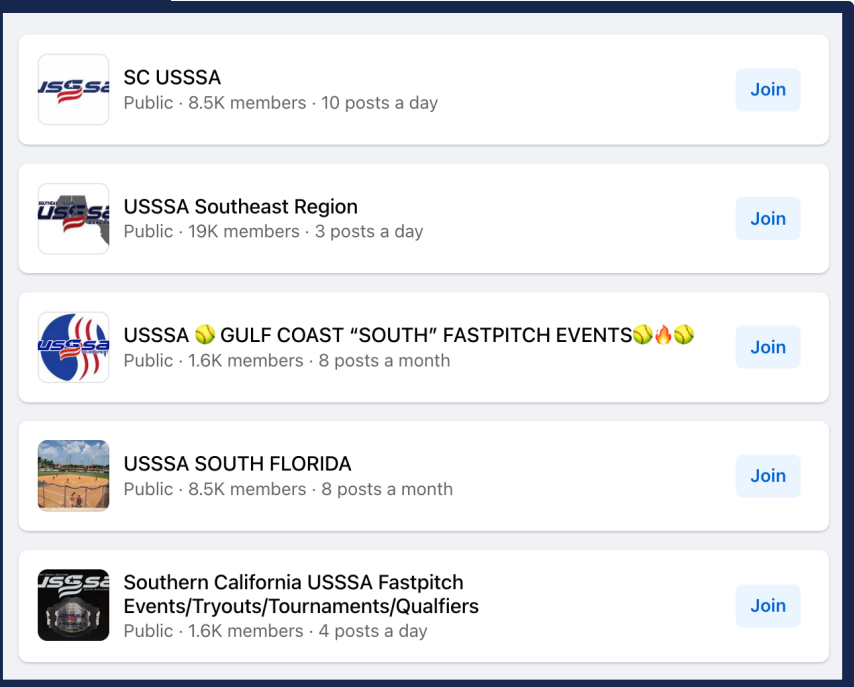
Facebook | Basic Best Practices

Main Audience Description:

- Your Audience will ultimately be determined by your content! However, the demographic in this space is generally broader and more diverse compared to Instagram. While Facebook is used by people of all ages, it tends to have a slightly older user base compared to Instagram, with a significant portion of users over the age of 35 and a growing number of users over the age of 65

Keys for success:

- Post in real time
- Involve players, fans, and coaches with CTA's
- When someone engages with your post, make sure to invite them to follow your page! This sends the user a notification that you've invited them to like the page and is an easy way to gain followers.
- Utilize giveaways to grow your following
- Pin important information and upcoming events so they can be easily accessible
- Create Facebook events for your tournaments
- TAG, TAG, TAG!
- Interact with your audience - respond to their comments and messages



Chapter 4: Platform Playbook

Facebook | Basic Best Practices

Facebook Groups:

- What is a group?
 - Facebook groups provide a platform for individuals to connect, communicate, and collaborate around your company
- Why use it?
 - As an administrator of your group, you have control over the group's settings, membership approval, and content moderation. You are able to set rules, manage member requests, and moderate discussions
- How to optimize
 - Use it to go live, add look-a-heads, and promote USSSA events only. You can pin important information to be found quickly

Post Sizing:

- Hard Post Pictures & Graphics: 1200x630
- Stories: 1080x1920

Posting Framework:

Frequency: 1-2x Per day

What to Post examples:

- Winner and Finalists
- Unique player stories
- Weekly division ranks
- Upcoming calendar of events
- MVPs and ATTs

Chapter 4: Platform Playbook



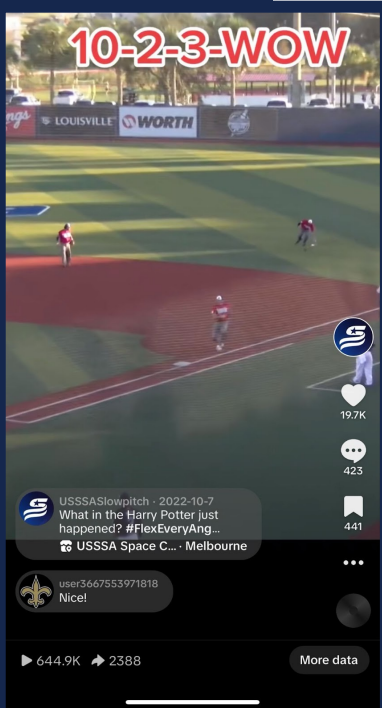
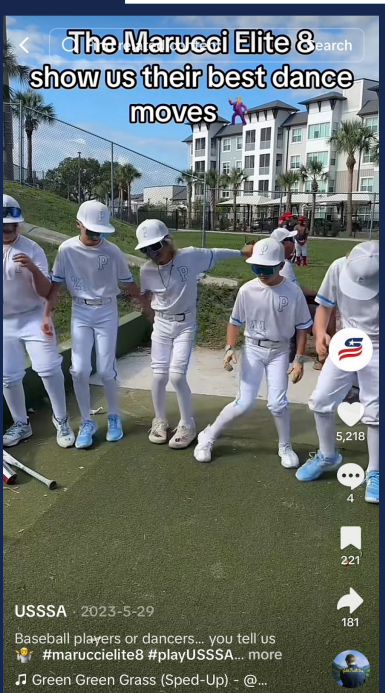
TikTok | Basic Best Practices

Main Audience Description:

- Your Audience will ultimately be determined by your content! However, TikTok user base is predominantly younger, highly engaged, with a significant portion of users falling into the 16 to 24 age range and has been gaining popularity among older age groups, with more users in their 30s and 40s

Key for success:

- Use a video to tell a story
- Add text to video (many watch on mute)
- Use trending sounds
- Pin your top 3 videos



Chapter 4: Platform Playbook



TikTok | Basic Best Practices

Posting Framework:

- Frequency: 3-5x per week or as much as you can
- What to Post examples:
 - Clips from a Ship
 - Mock-ups from Trending videos
 - Great plays or hits captured
 - Reels shared from Instagram of photo/video event coverage
- This “Marucci Elite 8” Dancing video was successful for us (103.1K views and 5,100 likes) because we used text on the screen, a fun concept that kept audiences entertained, and a trending sound

Post Sizing

- (Videos only on TikTok): 1080x1920

Chapter 4: Platform Playbook



X | Basic Best Practices

Main Audience Description:

- This platform sees a diverse audience set, with a mix of ages, backgrounds, and interests. However, it tends to attract a more educated, affluent, and tech-savvy demographic compared to some other social media platforms

When/why to use Twitter/X:

- While we recommend having a Twitter profile, don't stress over consistent content. Out of all the social media platforms, studies show that the average social media consumer does not check Twitter every day. For the ones who do check Twitter, the average of consumption is 60 seconds per day. Therefore, the lifetime of a Tweet is incredibly short and is not worth your time to think of an incredibly thought-out post. Think smarter, not harder! This is a fantastic way to practice re-using and recycling premade content that you've made for other platforms

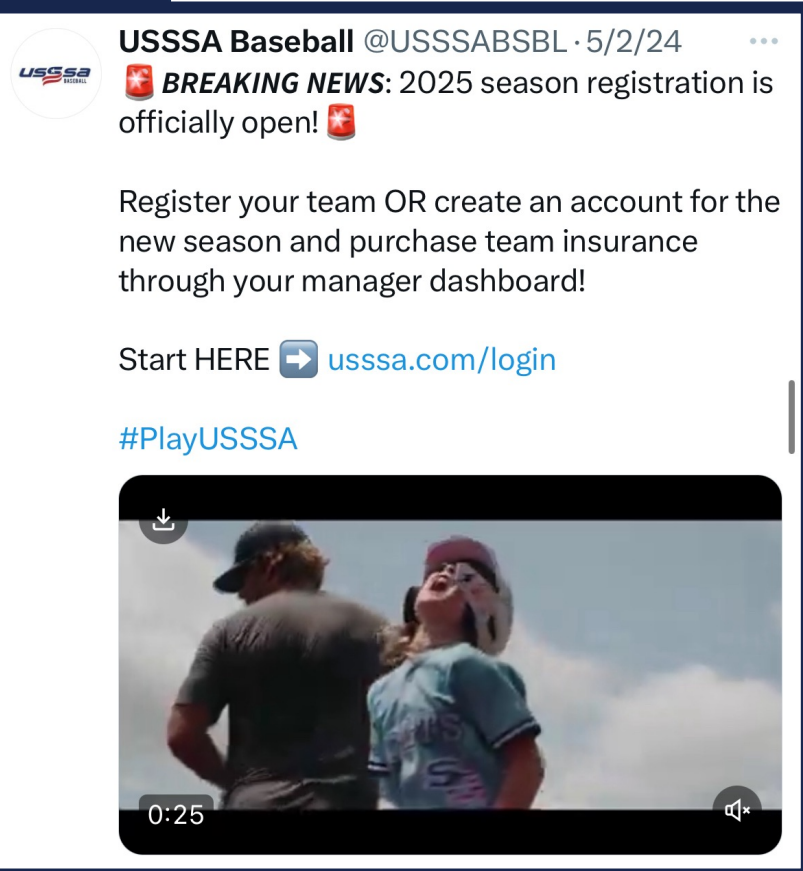
Key for success:

- Engage with others! Twitter is perfect for retweeting athletes'/coaches' content!
- Use images – Add images to your tweets instead of just text!

Chapter 4: Platform Playbook



X | Basic Best Practices



Posting Framework:

- Frequency: 2-3x Per Day

Examples of What to Post:

- Updates about your tournament
- Check in location
- Rain delay updates
- Tournament Championship Updates (pictures of who won)
- Infographics about your tournament!

Post Sizing:

- Hard Post Pictures and Graphics: 1080x1080 (square) or 1080x1350 (slight portrait)

Chapter 5: Crafting Captions that Score



Emoji Play Calls

Using emojis on social media is important because they add personality, emotion, and visual interest to posts, making content more engaging and relatable. Emojis can help convey tone and meaning more quickly than words alone, making messages feel friendlier and more approachable. They're also a great way to break up text, drawing the eye to key points and increasing readability. Plus, emojis can boost engagement, as posts with emojis often see higher interaction rates due to their eye-catching, expressive nature.

- Example
 - 🏟️ TOURNAMENT NAME 🏟️
 - 📅 Date of Tournament
 - 🕒 Time of Tournament
 - 📍 Location
- Emojipedia (<https://emojipedia.org/>) is an easy resource to search for relevant Emojis!

Chapter 5: Crafting Captions that Score



Hashtag Huddle

- Wondering what a hashtag is? **Hashtags are words following the # symbol** that categorize and track content on social media. While these are helpful tools, don't overthink about the "perfect" hashtag while choosing them! In general, hashtags are just meant to help increase engagement and visibility by making your post able to be found (and sometimes even from people who don't follow you already) easier to find. *Use these at the end of your posts so they're not a distraction from the primary focus of your post!*
- Use trending hashtags
 - You can review trending hashtags on Twitter and Instagram's Explore Pages (tapping the magnifying glass icon) to search a hashtag and see how many people are using that specific hashtag
 - For example, you may use hashtags like #YouthBaseball #YouthSoftball
 - #YouthBaseball has 375K posts which means it is currently resonating across the platform. By using this trending hashtag, you can be discovered by more accounts searching for this hashtag, which increases your posts visibility

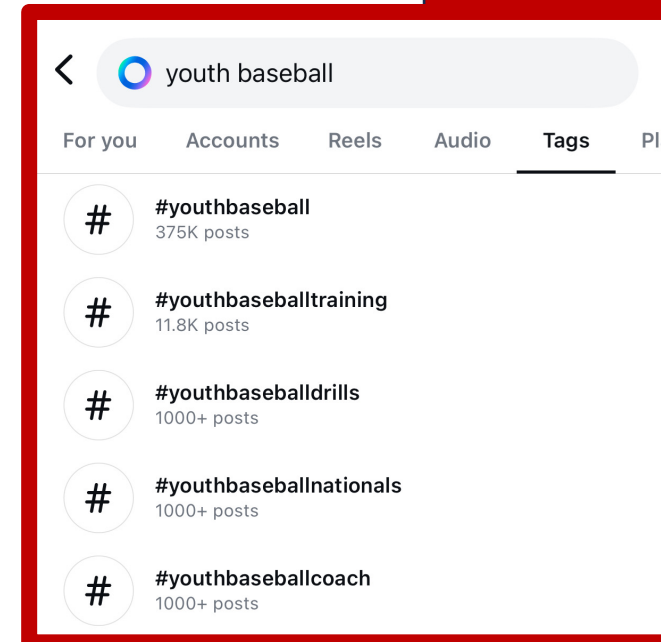
Chapter 5: Crafting Captions that Score



Hashtag Huddle

*** USSSA's Official Hashtag is: #PlayUSSSA

- Create branded hashtags
 - For example, whenever we make a post for our Baseball All-American Games campaign, we use #AAGBB – the same one every year
- Only use 3-5 Hashtags at a time
 - If too many hashtags are used in one post, the algorithm won't prioritize your used hashtags, so BE SPECIFIC!
- **Use Location Hashtags**
 - **Hashtag your location AND use the location search bar while creating your post – You'll be surprised by how many people will find your tournaments by just searching your tagged location!**



Chapter 5: Crafting Captions that Score



Creative Calls to Enhance Captions

- Use different text fonts in your caption to make text more appealing using: <https://lingojam.com/FancyTextGenerator>
- Just copy the font you like from the site and paste it into your social post caption
- Tips: Using the unique fonts on the whole caption can make it hard to read, but using the different font on words you want to emphasize in you caption can help draw the reader's attention in!
 - Example: **BREAKING NEWS**: 2025 season registration is officially open!
 - Caution: One or two text fonts in a caption goes a long way, too much of a good thing i.e. varying text fonts can be distracting and make it hard to read. Pick a couple to switch it up and avoid overkill!

Chapter 5: Crafting Captions that Score



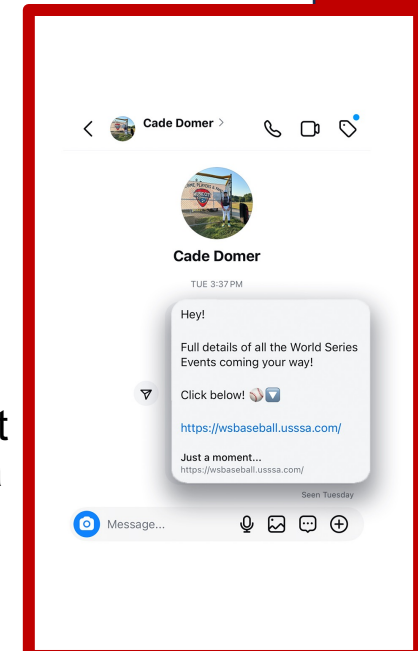
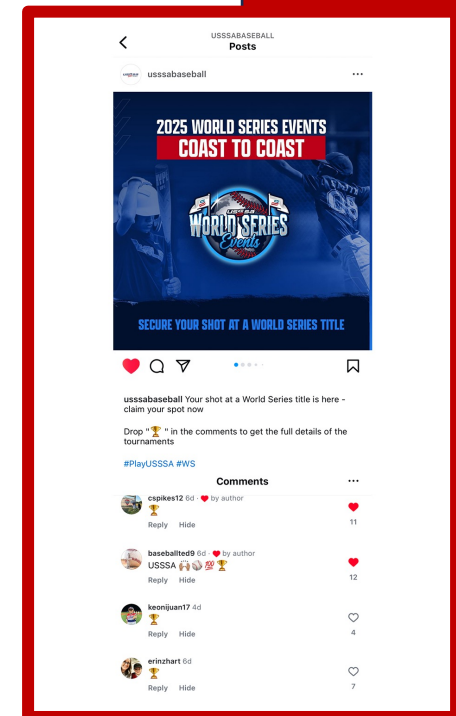
CTA's or "Call to Actions"

CTA's improve engagement within a caption by asking the audience to participate with the post in some way – a great algorithm booster! Examples include:

- "Comment below 📌"
- Ask a question like: "Do you think he/she was out or safe? Tell us below!"
- Have a tournament coming up? Consider making the CTA comment: Type the words "Grand Slam Showdown" below and we will send you the direct link --- and then follow up in the messages to each with a link to the program.

Rather than packing all the details into a lengthy caption, try prompting your audience with "Comment to learn more." This allows you to share additional information directly with those who engage, creating a more interactive experience

- ManyChats is a free online platform for creating automated, interactive chatbots for messaging. It allows you to engage with your audience, answer questions, and send updates in a conversational way, often without needing a human to respond directly
- Encourage your audience to comment with a fun emoji or phrase, triggering the chatbot to automatically send a pre-drafted message to everyone who participates. This adds a playful, interactive element and keeps engagement high!

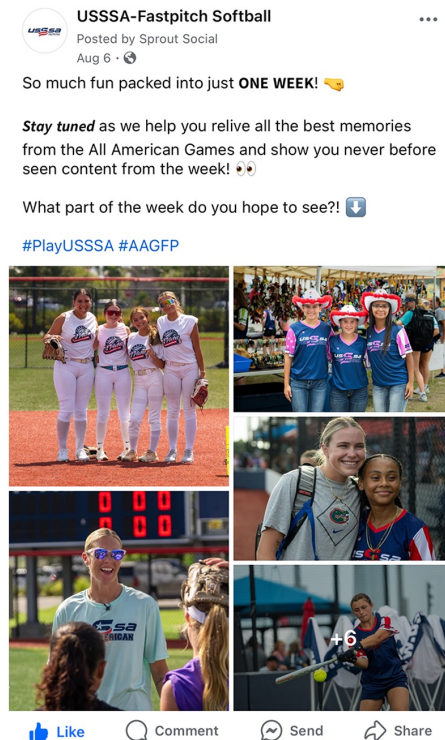


Chapter 5: Crafting Captions that Score

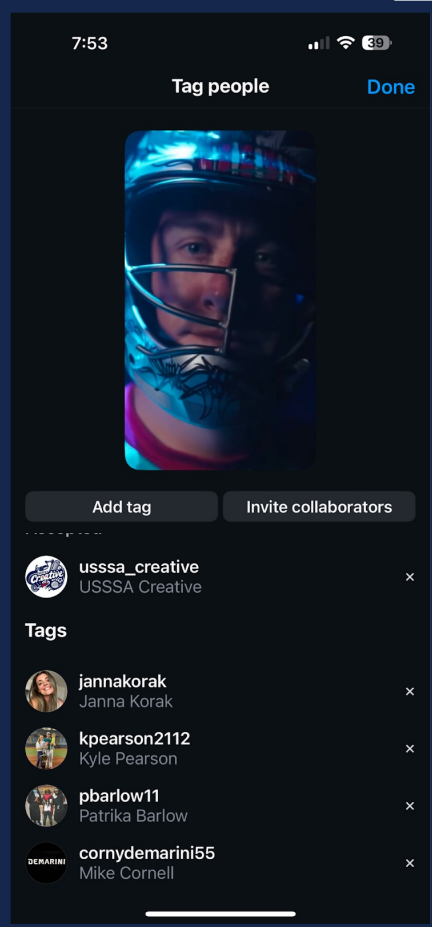
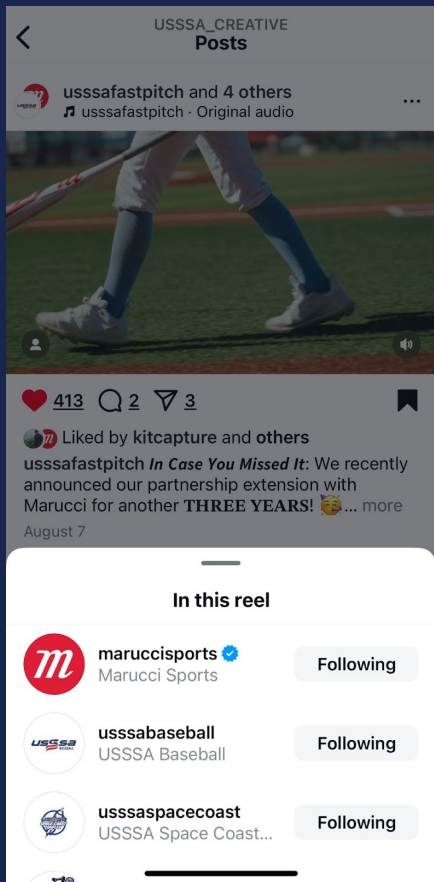


CTA's or "Call to Actions"

This post did great because we used emojis to make a more appealing caption and had a CTA to comment what part of the week they want to see in a recap video dropping later in the week!



Another easy CTA to get people to engage with your post is to ask people to comment what their favorite memory was at the tournament!



Chapter 6: Teaming Up for Success



Strategy behind Tagging

“Tagging” on social media refers to the act of mentioning or linking to another user's profile, page, or account in a post or comment

How it helps:

- **Notification Sent:** When you tag someone or a brand in a post, they typically receive a notification, alerting them to the fact that they have been mentioned. This can help draw their attention to the post and encourage them to engage with it / re-share it to their own audience
- **Visibility:** If the person you tag has a large following, this can help increase the reach of your post and attract new, joint followers.
- **Recognition:** Give credit or recognition to someone for their work, like photographers/ videographers or mention your involvement in a particular event/ activity
- **Be Mindful!** Use tagging responsibly and considerately, as excessive or inappropriate tagging can be seen as spammy or intrusive. It's also a good idea to respect people's privacy and preferences when tagging them in posts

Power Collaborations:

Powerful collaboration tips:

Chapter 6: Teaming Up for Success



Strategy behind Tagging

An Instagram collaboration post, aka "Collab," is a shared post that allows two accounts to publish the same content simultaneously on both profiles. This feature boosts visibility by reaching both audiences at once. To create a Collab, start by creating a post or Reel, tap "Tag People," then select "Invite Collaborator" and choose the account you'd like to tag. Once the invite is accepted, the post will appear on both profiles!

When you can, offer to 'Collab' the post to the team/players/partners or National Office Channel to bring more visibility to the post.

- Platform management tools (like Sprout Social) won't let you 'collab' in advance when scheduling, so be sure to be tagging as much as possible if collaboration is not possible. Think current teams/ future teams you'd like to bring into the fold, brands, or even sponsors you want to be seeing this page.

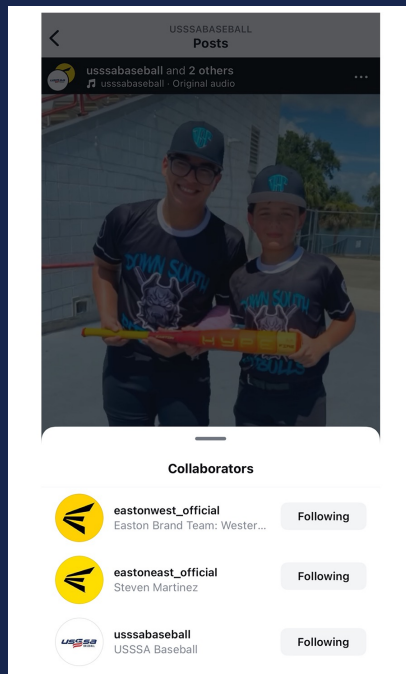
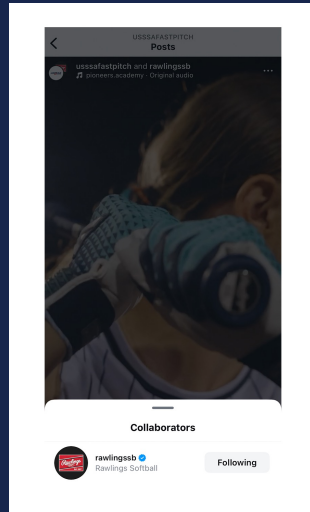
Chapter 6: Teaming Up for Success



Strategy behind Tagging – Collaboration examples

USSSA Fastpitch collabed with Rawlings Softball in this post for a \$250 Rawlings Gift Card Giveaway. We were able to capture both Rawlings' 102,000 followers and our personal audiences because we know both have a shared interest in winning a giftcard to buy themselves new Rawlings merch. This co-branded giveaway helped increase awareness to a platform we may normally not otherwise reach, but have similar interests.

USSSA Baseball collabed with Easton in a video showing off athletes with their new hype bat. This helped extend reach of the video and increase its engagement. Easton also was able to benefit from the collabed post by it showing athlete's using their bat at tournaments.



Chapter 7: The Stats



Here's how to read them

- The cultivation of a growing audience comes from understanding *what* is successful and *who* it is most successful for. *Metrics* will help you determine and perfect providing value to your “ideal” or “target” audience

Benefits of Analytics

- Analytics will help track and enhance:
 1. Which posts are performing well with your audience (highest engaging posts)
 2. Types of ads that grab your audience's attention
 3. Which platforms you want to focus your content distribution on
 4. Setting social media goals
- 1. ROI of your social media marketing efforts

Chapter 7: The Stats



Key Metrics to Watch

Impressions: How many times a post is displayed to someone regardless of whether it is clicked

- Good for “reach” metrics – Which is measured in the potential unique viewers a post has

Engagement: How much the audience is interacting with your post

- Good for “measure” metrics
 - Successful engagement strategies improve “reach” efforts (how far your content is seen by your audience and others) by increasing algorithm visibility which is measured in *quantity* for:
 - **Likes:** how a post is favorably received (once per post)
 - **Comments:** users adding personal remarks to a post
 - **Shares:** when the content is sent by a user to others
 - **Follows:** users that choose to track with your posting
 - **Views:** the watch tally count for videos/ gifs
 - **Clicks:** users “clicked-through” on the post or link connected to the post
 - **Profile Visits:** users who clicked through to visit your profile because of that specific post

Chapter 7: The Stats



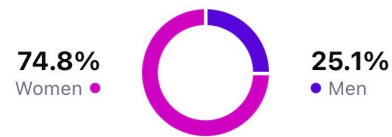
Key Metrics to Watch

- **Demographics: AGE - GENDER - LOCATION - DEVICE USED**
 - Data to keep in mind when determining the best approach to hit your “target” audience:
- **Age - Gender - Location** : To see these demographics, go to your Instagram page, hit “Professional Dashboard” and then hit “Total Followers”

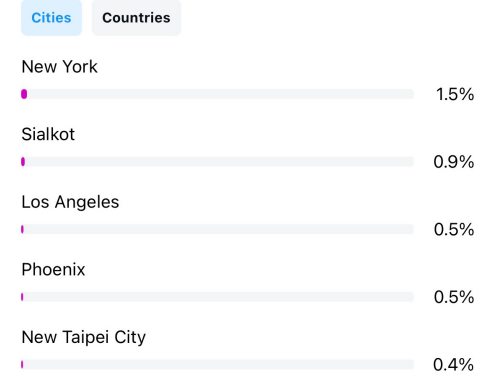
Age range



Gender



Top locations



Chapter 8: The Tools of the Trade



Tools

- Mini Mic (for Iphone)
- Wireless Phone Lav Mics
- Phone light

Websites

- Canva (Beginner): <https://www.canva.com/>
- Adobe Creative Cloud (Advanced): <https://www.adobe.com/creativecloud.html>
- The Meta Business Suite is a free platform to manage and schedule content posting in advance: <https://business.facebook.com/>
- Sprout is the paid platform currently used by USSSA that can help you schedule your posts out so you can get your content running on Auto during busy seasons: <https://sproutsocial.com/>
 - We have a dedicated representative if you are interested in this service
- HootSuite is a paid platform similar to Sprout: <https://www.hootsuite.com/>
- LinkTree: <https://www.linktree.com/>

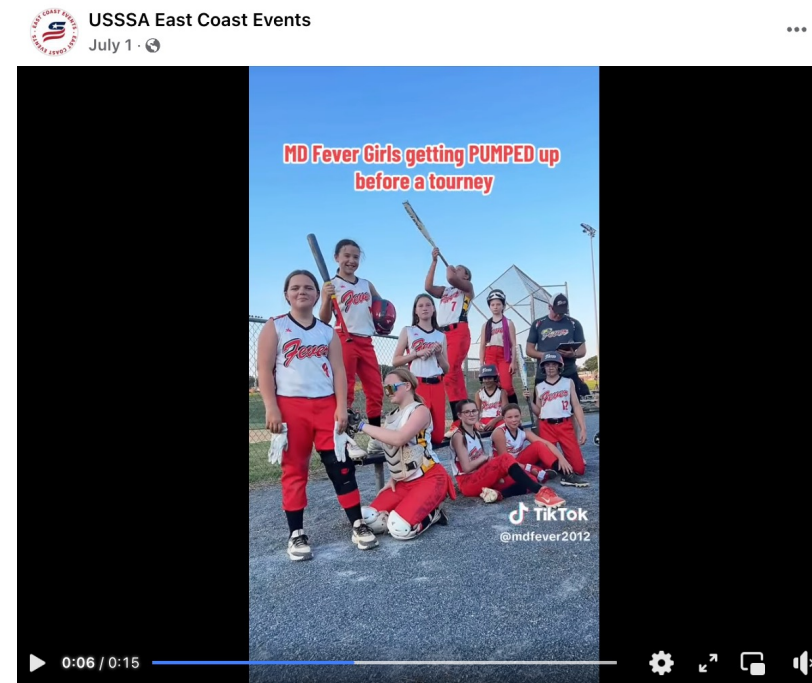
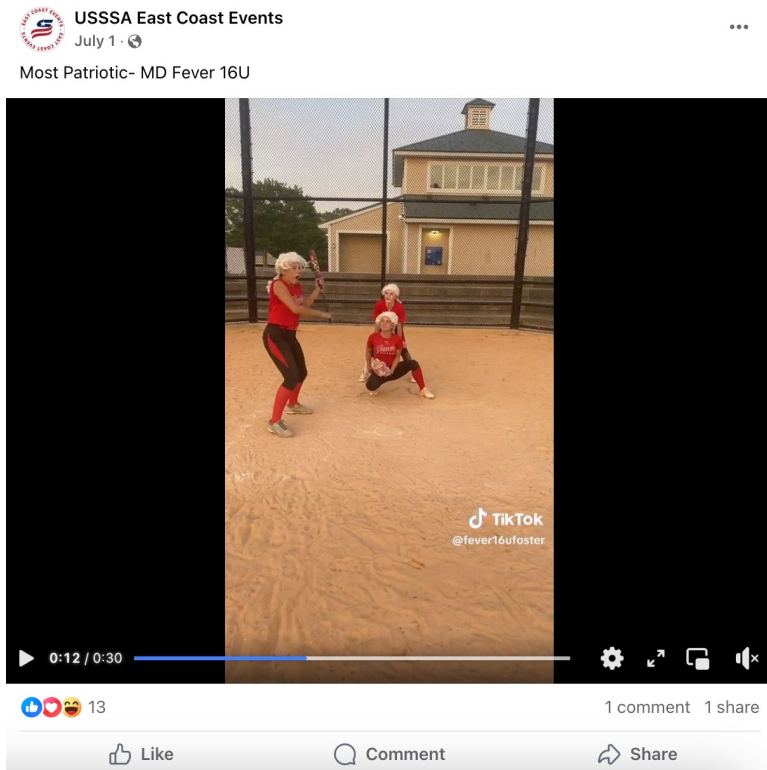
**Helpful Tools and
Resources**

Chapter 8: The Tools of the Trade



Kickstart Ideas!

This post did a call out for teams to make their patriotic tiktoks and submit them! Its a fun way to engage teams and have them create content that can be featured on your page! A contest/giveaway can be run with it too in order to gain more participation!



Chapter 8: The Tools of the Trade



Kickstart Ideas!

Highlight teams! They love to see themselves featured on pages and this can help build relationships!

Good luck ads are a *hit* with parents and families!

USSSA Fastpitch: Eastern Pennsylvania & New Jersey
July 23 · 🌐

Team Tuesday presents the Central Jersey Lightning 10U Albiez based out of Hunterdon County, NJ.

What is your team's favorite post game food to eat or restaurant? Chik-Fil-A, Playa Bowl, Wawa

What is your team's favorite hype song? Tipsy by Shaboozey

Favorite dugout snack? Sunflower seeds- all flavors!

Do you have a pregame ritual? If so, what is it? We love listening to our play list and dancing!

Favorite team memory? Winning the 2024 USSSA NJ 10u State Championship under the lights in Jackson, NJ! @central_jersey_lightning_10u @ussafastpitch




👍❤️ USSSA East Coast Events and 14 others · 1 share

👍 Like 💬 Comment ➦ Share

USSSA East Coast Events
July 11 · 🌐

TODAY is the last day to get any Good Luck Ads in for week 2 of the USSSA Eastern Nationals.
<https://bit.ly/455Tq18>

#usssaeastcoastevents #usssaeasternationals



Reese Chicora
Good Luck Reese! We are so proud of the teammate and player you've become.
Mom, Dad, and Adalynn

Kendyl Hastings
Wishing our #72 and the ECE teams the best of luck!
#WeAreUSSSA
Dad, Mom, and Karmyn

Kendall
You've got what it takes so make sure you give it every thing you've got. Good luck to you and the team!
#WeAreUSSSA

👍❤️ 13 · 1 comment

👍 Like 💬 Comment ➦ Share

Chapter 8: The Tools of the Trade



Kickstart Ideas!

Posting championship teams boosts engagement, builds community, and highlights the account as one that celebrates player achievements, which in turn builds connections with the audience.



Liked by usssabaseball and 43 others

flusssabaseball 🏆🏆🏆 Fall is in the air and champions are everywhere! Suncoast Fall State Championship Winners Circle 🏆🏆🏆

For Player of the Game, hit the 📌 in bio
#PlayUSSSA
#playthebest

An easy way to get content is to record people playing a game! It showcases the fun interactive environment of a tournament! Rock paper scissors, hungry, hungry, hippos, heads up... the list is endless!



internationalworldseries World Series Rock, Paper, Scissors
Ohana vs Naturals

Chapter 8: The Tools of the Trade



Gear Up - Helpful tools and resources

Good Info/Short Reads:

- <https://www.shortstack.com/blog/sports-marketing-on-instagram>
- <https://www.jerseywatch.com/blog/best-practices-sports-social-media>
- https://elementor.com/blog/how-to-identify-target-audience/?psafe_param=1&utm_source=google&utm_medium=cpc&utm_campaign=10759652828&utm_term=&gad_source=1&gclid=Cj0KCQjw3ZayBhDRARIsAPWzx8qcNXK--UIPdTMdRmj78bW_jFgqsDXRBX2ejakd3TTDBacz57a5PgwaAj2KEALw_wcB#howtoidentify
- Meta offers “best practice tips” - Just go to your Instagram profile, hit “Professional Dashboard” and scroll to “Best Practices.” Tips and videos are shared that can help you hit their algorithm just right
- <https://emojipedia.org/> - Emojis Dictionary
- Influencers and sport page examples:
 - **@mlb** - The official Major League Baseball account, featuring highlights, news, and player spotlights.
 - **@thehittingvault** - Focuses on hitting techniques, drills, and training tips for baseball players.
 - **@braves** - The official Atlanta Braves account, featuring game highlights, player updates, and team news.
 - **@teamusa** - The official account of USA Softball, showcasing the national team and their journey.
 - **@jenniefinch** - The legendary softball player shares insights, training tips, and personal experiences.
 - **@kings_slowpitch_softball** - John Kings' account featuring insights from slowpitch, and game highlights.

Chapter 8: The Tools of the Trade



Reference Links:

- https://blog.hootsuite.com/how-often-to-post-on-social-media/#How_often_to_post_on_Instagram
- <https://sproutsocial.com/insights/best-times-to-post-on-instagram/>
- <https://sproutsocial.com/insights/best-times-to-post-on-facebook/>
- <https://sproutsocial.com/insights/best-times-to-post-on-tiktok/>
- <https://sproutsocial.com/insights/best-times-to-post-on-twitter/>