



## WORKSHEET

### GET STARTED

- AUDIT YOUR DIGITAL PRESENCE – WHAT PLATFORMS DO YOU CURRENTLY USE?

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- WHAT DOES YOUR ASSOCIATION STAND FOR? WHAT IS YOUR MISSION?

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- BRAND/LOGO/COLORS: WHAT ARE THE MAIN ATTRIBUTES OF YOUR BRAND, COLORS? SYMBOLS?

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- TONE OF VOICE? IS YOUR AUDIENCE FAMILY FOCUSED, RECREATIONAL, COMPETITIVE, LOCAL BUSINESSES, SPONSORS, COMMUNITY SPORTS FANS, REFEREES, VOLUNTEERS?

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## **BUILD A STRATEGY**

- WHAT PLATFORMS WILL YOU USE? WHO WILL BE IN CONTROL.

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- OUTLINE A CALENDAR AND BUILD YOUR STRATEGY

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- MAP OUT CONTENT: (Use the answers and graphics, brand you listed above)

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- WORK ON COMMUNITY ENGAGEMENT

- MEASURE YOUR SUCCESS – SOCIAL MEDIA, WEB METRICS

## **TOOLS FOR SUCCESS**

CANVA AND CANVA PRO -GREAT TOOL FOR POLISHED GRAPHICS AND BRAND CONSISTENCY

CAPCUT/INSHOT -GREAT TOOL TO EDIT REELS AND VIDEOS FOR SOCIAL MEDIA

HOOTSUITE – ADVANCED USERS BUT USEFUL FOR SCHEDULING SOCIAL MEDIA POSTS