



## What are some tips for content creation and engagement?

### **Call to Action:**

The majority of your social media content should have a call to action. Whether you are encouraging people to check out your website, read an article, tag a friend, etc., it is always a good idea to focus your audience's attention on specific goals.

### **Customer Service:**

One easy way to showcase engagement is by answering questions sent to your page's direct messages and replying to comments on posts. By keeping up with what people are saying on your posts, you can provide a digital customer service.

You can also set up auto replies, in case you are worried about not being able to reply in a timely manner (i.e. if you are on vacation or if it is the weekend).

**Utilize hashtags, emojis and tagging to elevate your engagement**

## Photography & Graphics

### Photos of Minors:

It is important to be mindful when posting pictures of minors on your website. At most tournament events, participants sign a waiver that grants you permission to use their photos. However, if you are hosting an event at a school or some other community event, you may not have permission. It is always best to ask permission from a parent, if possible, prior to posting any pictures of unknown subjects. Creating a media release form is a good idea.

### Graphics:

Utilize resources with pre-crafted content. Websites like Canva.com have templates that can be easily edited and pre-sized to fit the appropriate platform.

## How should I script a video?

Use a simple intro and outro.

Intro: “Hi everyone, I’m [name] with the [organization name].” Briefly describe your program and what’s in it for tennis players or people looking to start playing tennis.

Outro: Thank your audience for watching, confirm the call-to-action (visit website, etc.)

## Any other tips to improve video quality?

- Turn phone sideways so you are recording horizontally.
- Place the phone no more than 3-5 feet away from you so the audio is clear.
- Choose a comfortable and quiet place.
- Ensure the lighting is good. If indoors, don’t sit in front of a window.
- Show your personality. Be authentic.
- Be brief, make your point and enunciate.
- Provide clear direction on the call-to-action.

## Other Tips & Tricks

- **Invite people to like your page**  
Facebook has a feature that allows you to invite all of your friends to like a business page. You can also invite people to like your page who are not your Facebook friends. To do this, click the “likes” on a recent post. You will then see all the names of people who made engagements on that post and you can invite people directly. This has a great success rate in boosting likes, since these people have already engaged with one or more of your posts.
- **Utilize pre-existing resources**  
Canva.com provides easy template-based items to make professional graphics.
- **Identify ambassadors**  
Find passionate people to assist you by taking photos and posting content/tagging your account.
- **Maintain password list**  
You should always keep a private, running list of passwords. It is also important to allow administrative access to more than one person. This is a good practice to follow, in case you are unable to reach the main administrator and important crisis communication needs to be communicated to your audience.
- **Repurpose content**  
Find relevant content that has already been created and shared. This content may be valuable to your audience - i.e. sharing USTA National, USTA Southern, USTA North Carolina posts, sharing local news article on tennis athlete, etc.