

AMGA 2024 Social Media Content Calendar

The Africa Military Games (AMGA) is the biggest sporting event that brings together Africa's finest military athletes to showcase their skills, endurance, and teamwork. Kenya hosted the first edition in 1998. From November 18th to November 30th, 2024, Nigeria's dynamic cities of Abuja and Lagos will play host to the AMGA 2024, which promises to be a vibrant and unforgettable event.

With 19 thrilling sporting events on the schedule, AMGA 2024 is more than just a competition-it's a platform that will bring together military personnel from across the African continent, fostering unity, strength, and the spirit of sportsmanship.

MISSION

At the heart of AMGA 2024 is the mission to unite Africa's military forces through the universal language of sport. We aim to strengthen the ties between nations, promote peace and collaboration, and celebrate the excellence of our continent's military athletes.

VISION

Our vision is to establish AMGA as the leading military sports event in Africa, inspiring future generations of athletes and strengthening the bonds between African nations. Through this event, we hope to encourage physical fitness, discipline, and camaraderie among the armed forces, while also showcasing Africa's rich cultural heritage to the world.

Social Media Content Strategy for the African Military Games - Abuja 2024

To amplify awareness, engagement, and attendance for the African Military Games in Abuja, this strategy will harness powerful storytelling, human-centric content, interactive campaigns, and real-time updates. Our key goals are to generate excitement, build a sense of unity, and inspire a memorable experience for followers and attendees. Here's a step-by-step strategy to achieve that.

Key Points:

- **All relevant AMGA-related hashtags must be used.**

- **Remember the giveaways/freebies.** They can be used as the call to actions on every post (e.g tag 20 friends to follow and win a free ticket to the Fan Zone).
- **Daily Engagement:** Use interactive features (polls, comments, hashtags) to keep fans involved across platforms.
- **“Did you know?”** is a series that will allow us put out fresh information about three (3) participating countries daily.
- **Cross-Platform Sync:** Promote major content pieces across all platforms to maximize reach, adjusting for format suitability (e.g., short reels for TikTok, detailed posts for Facebook).
- **Possible follow-up and Community Building:** Keep hashtags active even after the tournament, allowing fans to revisit memories and continue discussions.
- Website link must be shared with every post; especially when you post on social media about something that has also gone on the website.

Date	What's Happening	The Plan	Where to Post	Content Type	Extra Tips
11 Nov	Kick off the Hype!	- Show off each country's military pride with cool facts - Throwback to past military games' best moments (these can be gotten from the websites of the participating countries) - Give everyone a sneak peek of what's coming	Facebook, Instagram, Twitter, Website	Eye-catching photos, quick facts	Add flags and military badges! (emojis) Don't forget #AMGA2024 and other relevant hashtags
12 Nov	Meet Our Heroes	- Share amazing stories of our military athletes - Take a peek at their training - Show off their unique skills	Instagram, TikTok, Facebook	Short 1-2 minutes videos, Stories	Make it personal - these are real stories of real people
13 Nov	Our Rich History	- Best moments from past games	YouTube, Facebook, Website	Mini-documentaries	Old footage really brings this to life

		- Stories of African military teamwork - Classic military sports memories			
14 Nov	Behind the Scenes	- Take everyone on a virtual venue tour - Show the massive prep work - Highlight our top-notch security	Instagram, TikTok, Website	Walk-through videos, Reels	Show the scale of this amazing event, leave the viewers with a longing to see for themselves
15 Nov	Culture Sneak Peek	- Preview traditional military ceremonies - Watch performers rehearse - Get a taste of military music	All platforms	Mix it up! (photos, videos, livestream where possible)	Showcase Africa's amazing diversity
16 Nov	Community Buzz	- See how locals are getting ready - Talk about the boost to local business - Show cultural exchange in action	Facebook, Website, Twitter	News updates/vox pops/photos	Let's hear from the people

17 Nov	Final Touches	- Equipment check highlights - Last-minute venue prep - Watch security run drills	Instagram, TikTok, Twitter, Facebook	Real, candid footage	Show the attention to detail
18 Nov	The Big/final Countdown	- Drop that 3-2-1 countdown video introducing the event, - Big reveal of the FanZone - Show off what's in store (a video preview of vendors, attractions, and activities) - a quirky video (How to be a Nigerian in 1 minute) - we could use an influencer for this	Facebook, Instagram, Website, YouTube, Twitter	Hype videos	Rock those hashtags: #CountdownToMilitaryGames #AMGA2024 #FanZone
19 Nov	Star Power	- Meet the team (Carousel posts and Stories introducing each country's	Instagram, Facebook, Twitter, TikTok, YouTube	Photo stories, teasers, Video, infographics	Tag our vendors! #ShopAMGA

		team and key players; short profiles) - The opening ceremony headliner (Olamide teases his performance) - Vendor Spotlight Nigerian/African Textiles (Showcase Nigerian textiles & fabrics vendors; carousel of products with cultural highlights)			
20 Nov	Opening Ceremony!	- Watch the parade of flags live - Capture the pride during national anthems of the different teams - Witness the torch lighting/gun salute/air display - Marvel at the military parade	All our platforms	Live coverage	Capture the magic of the moment. Engage the audience with live comments. Don't forget to use the hashtags

		(share real-time updates and crowd reactions) - Catch the pop of colour from cultural troupe/calisthenics performance			
21 Nov	Best of the Opening ceremony (highlights/recap)	- Catch the highlights (edited video of the Opening ceremony with brilliant captions; include user comments from live-stream. - Drop some mind-blowing country facts (Did you know? - Information on the countries and their representatives e.g. Did you know the Algerian military won a gold medal in volleyball in January 2024? Also	All platforms	Photo stories, Video, infographics	Share the crowd's reaction from the highlights. Did you know is a series that will allow us put out fresh information about three (3) participating countries daily.

		maybe name the country's population etc) Did you know BF doesn't have a Navy?(teaser: Right answers win a free ticket to the FanZone etc)			
22 Nov	- Cultural Showcase - Cultural Performances in the FanZone	- Watch traditional dancers - Groove with military bands - Showcase all the FanZone fun	Instagram, TikTok, Twitter, Facebook	Short videos, Stories	#AfricaUnityDance
23 Nov	Heroes Among Us	- Meet our veterans - Hear their stories - Remember great achievements	Facebook, Instagram, Twitter, TikTok	Photo stories/video compilations	#SaluteToServiceAfrica and other hashtags
24 Nov	Sky High	- Watch amazing flyovers - Chat with our pilots - See aircraft displays	Instagram, YouTube, TikTok, Facebook, Twitter, website	Action videos, candid photos	Get those perfect shots

25 Nov	Tomorrow's Leaders	- Spotlight young cadets - Check out training programs - Hear their dreams	Instagram, YouTube, TikTok, Facebook, Twitter, website	Mini-documentaries	Don't forget to tag their academies
26 Nov	Game Face On	- Watch teams train - See final preparations - Preview upcoming battles	Instagram, YouTube, TikTok, Facebook, Twitter, website	Quick videos	#OnTheGroundPreparation plus the other hashtags
27 Nov	Fan Time!	- Join the military chant challenge (Military bands or their cheerleaders performing celebratory songs can capture the essence of unity) CTA: Invite followers to share videos of themselves singing a short chant or song dedicated to the games, tagged with an official hashtag	TikTok, Instagram, Twitter, Facebook	Post the military video, the repost Fan videos (UGC)	#MilitaryChant

		- Share the reactions - Get involved			
28 Nov	Tech Talk	- Cool military tech (drone in action etc) - Sports science secrets - Equipment showcase	Facebook, Instagram, Website	Easy-to-follow explainers (photos or video)	Keep it simple but interesting
29 Nov	Unity Journey	- Follow the torch's path - See unity in action - Connect cultures	Website, Instagram, Facebook, Twitter, TikTok	Animated video/ interactive map	
30 Nov	Grand Finale	- Watch the closing ceremony - Celebrate the winners - Say farewell in style - Full medal table display	All platforms	Live coverage	End on a high note
1 Dec	Greatest Hits	- Best moments mashup	All platforms	Video highlights	Thank everyone for riding with us

		- Victory roundup - Ceremony highlights			
2 Dec	Fan Favorites	- Best fan moments - Top chants - Community reactions	Facebook, Twitter, Instagram	UGC videos, screenshot of tweets	Shout out to participants
3 Dec	Victory Lap	- Celebrate team wins - Individual stars - Unforgettable moments	Instagram, Facebook, Twitter, TikTok	Photo galleries or photo compilation video	Include every country
4 Dec	Your Stories	- Share fan experiences - Impact stories - Personal highlights	TikTok, Instagram Stories, Twitter, Facebook stories	Fan spotlights	Keep it real
5 Dec	The Big Picture	- Wrap up the games - Share our success - Look to the future	All platforms	Final roundup	#MilitaryGamesLegacy

