

Social Media: Instagram

By Erica Hayden

My social media plan for the team is to hone in on their Instagram presence and consistently post to garner a greater fanbase. Over the past few years, their posts have been different and inconsistent. It may be due to the social media managers being students, so some students are either bound to graduate, drop out, or quit. I have also noticed that their likes on each post tend to fluctuate, usually gaining between 60 and 350 likes per post. Which, in theory, isn't necessarily bad. However, the numbers aren't too great when you consider that there are about 140 football players, a handful of coaches, managers, and the players' family members.

Also, if we have the players repost the game-day posts on Friday at 2:30 p.m., many of the students may see it as most of the residents don't have class on Fridays', the players will be able to repost on the way to practice, and it'll serve as a reminder to attend the game if they don't follow the team's Instagram page. I want to focus on improving the content posted by following consistent designs. From the research that I conducted on their Instagram page; they have four different "Game Day" posts with different designs for each of them. Studies show that familiarity with Instagram posts creates traction that has followers returning to their pages. I'm not saying that each game-day post has to be the same, but their page would also look more professional if they were alike. They also recently started doing "Player of the Week," where one or more players will get recognition based on their achievements and or hard work for that week. However, some students (myself included before this project) don't understand football. Many go to either show their support or go as a fun activity to do with friends, so I believe adding in the reason they made player of the week (like earned stats during the game or an achievement) would help the followers gain a better understanding of the games and the players.

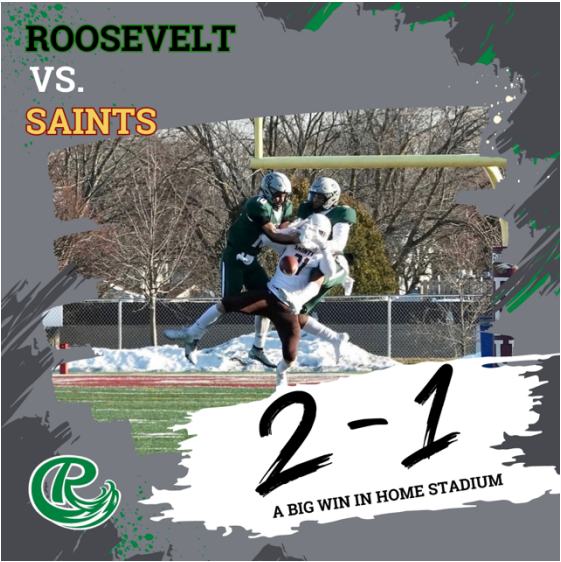
Another post we could look into would be final game scores; they previously used to post the final scores on their page. However, each final score post was a different design, and they stopped making those posts altogether. My final score post mockup includes the team our Lakers played against and having an action shot (previously posted on their earlier Instagram page). However, I was thinking of a highlight reel being posted if an action shot couldn't be obtained while still including the final score. This will help the followers be able to keep up with the games and scores, even if they missed the game.

An additional post would involve uploading a yearly photo roster of the team. Since there are so many football players, many of the students never truly know who is on the team. And because the team is changing every year due to players graduating, leaving the team, transferring, or leaving university entirely- it is very challenging to keep up with who is on the team. So, I believe posting a roster photo with the players and coaches will help resolve this issue without having to look up the athletics roster. Besides, doing so could potentially boost the morale of the players. Sort of as a congratulations for making the team, as well as receiving recognition for it.

Lastly, a happy birthday post for the players. After some research, some teams have already been doing so for some time. Like softball, for instance, they even go as far as making a happy birthday post for their coaches. In making posts such as these, it lets the followers get to know them on a personal level. While also giving the players a sense of belonging on the team.



Caption: Happy Birthday to (Grade), (First & Last Name)! We wish our (position) a great birthday and more to come! #(Jersey Number)



Caption: Our Lakers secured a successful win against the University of St. Francis. Way to go, Lakers! #ridethewave



Caption: Meet your 2024 team! #lakers #weru #bleedgreen



Caption: Congratulations to our Player(s) of the week, (First & Last Name)! #(Jersey Number)