



Social Media Plan

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About the brand



- TOP sport is a Toronto-based multisports schooling brand that caters to various games such as Ice-Hockey, Soccer, lacrosse and Basketball
- They work closely with the schools in the Toronto area to impart the necessary sport to the students. TOP has 3-level programs and the students are divided into each category based on the required training needs.
- TOP has well-established itself in 3 major social media channels. Instagram, Facebook and Twitter, although they highly focus on Instagram as compared to others. Their main goal in using social media is to raise awareness about the value of multi-sports and then work their way towards new admissions.

SMART Goals

Specific

TOP will specifically incorporate consistent posting and maintain an interactive content pattern to keep its audience engaged.

Measurable

My Goals will be measured by aiming to increase 1000+ Followers in the next 3 months and achieve at least 3 features in a week.

Attainable

TOP will achieve their goals by the engagement they receive on each post with the number of followers increased.

Relevant

TOP will make sure they align their goals and attainable aspects and then measure their success.

Time Constrained

This is a quarterly plan starting next month (Jan 2023) onwards until March 2023.

Primary Audience

Lilly Francis



Job Title
Software Engineer Lead

Age
35 to 44 years

Highest Level of Education
Master's degree (e.g. MA, MS,

Social Networks



Industry
Technology

Organization Size
201-500 employees

Preferred Method of Communication

- Email
- Face-To-face

Tools They Need to Do Their Job

- CRM Software
- Project Management
- Email
- Cloud-Based Storage & File Sharing Applications
- Employee Scheduling Software
- Reporting Software

Job Responsibilities

Understanding the project, Working on the grounds of the software, Communicating correctly to her team mates, monitoring the progress, detecting the mistakes, completing the project on time and successful integration of software t

Their Job Is Measured By

Team Performance, Productivity and returns from the team they manage, Successful Integration of a project

Reports to

CEO, Director

Goals or Objectives

Managing multiple projects under them with a wider team, Director of the company

They Gain Information By

References, Conferences, LinkedIn, work events

Biggest Challenges

- Employee Morale
- Problem Solving & Decision Making
- Resources

- A mother who wants to enroll her child into a certain type of sport. Since she is the one with buying capacity she would be the best person to make decisions for her child.
- She is busy with her work and her child has a lot of time, once he gets back from school, to engage their child in a productive activity the mother will choose to enroll them in a TOP sports

Secondary Audience

Daryl Varghese



Job Title
Marketing Executive

Age
18 to 24 years

Highest Level of Education
Bachelor's degree (e.g. BA, BS)

Social Networks



Industry
Advertising

Organization Size
1-10 employees

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-to-face

Tools They Need to Do Their Job

- Content Management Systems
- Email
- Word Processing Programs

Their Job Is Measured By

Social media marketing, Engagement rate of pages handled, Successful Campaigns, Increase in Followers

Job Responsibilities

Managing content creation, Understanding the analytics of the page, Posting daily content, Staying updated on Trends

Goals or Objectives

Managing end-to-end brand needs, New client base, Becoming the Creative Director

Reports to

Creative Director or Marketing Head

They Gain Information By

Check for new opportunities on LinkedIn, Indeed, etc

Biggest Challenges

- Project Management & Disorganization
- Change Management
- Collaboration & Creativity

- A working professional who has an added interest to learn to play a game, or use his free time to engage in physical activity.
- A person who just finished school/college still has the buying power to pay for the coaching classes hence the age group between 18-24 years old.
- Someone who makes a minimum wage and doesn't have too many responsibilities and has the time to invest in extra curricular activities.

Current Status Instagram (90 days)



Followers

Current Followers: **1384**

New: **80**

Unfollow: **32**

Profile Reach & Impressions

82%+ & 46%+

Heavy Website taps

WHY Instagram?

Active days and Time

All days

9am, 12 pm, 3pm & 6pm

Consistent on all days

Engagement

211 Accounts in 90days, 45.5% increased

70% Toronto|

25-34 age group|

60-40 (Men and Women audience)

Post engagement is higher than Reels

- TOP sports has the most number of followers on Instagram as compared to any other channel. hence they have a higher engagement rate too.
- Both our target audience uses Instagram as one of the social channels to connect with the outside world.
- TOP sports is a visual-based brand hence showcasing the content online would be the easiest way to bring in more admissions.
- Using the Instagram reel feature, we can give them a virtual understanding of our teaching skills and excellent skills in the field.
- Instagram also allows the audience the book classes just with a click feature.
- We can run Ads and post creative videos of actual students that will motivate other parents to enroll their children.

Core Content Outline



- Incorporating the brand into trendy reels by using popular audio
- Showcasing the coaches performing sports skills
- Parents review their student progress at TOP sports.
- Awards and Recognition posts.



Reels/Posts about the students playing sports, a virtual display of the daily practice Sessions conducted at the grounds.

Engagement Posts other than the academy post to make the audience respond to posts and to keep them entertained.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Student Practice Reel (Soccer) 1	2	Motivational Quotes 3	4	Soccer Coach Introduction 5	6	Lacrosse Video 7
8	Activity Post 9	10	Lacrosse Skill Post 11	12	Ice Hockey Students Video 13	14
Ice Hockey Coach Video 15	16	Ice Hockey game picture 17	18	Basket Ball students Post 19	20	Motivational Quotes 21
22	basket ball Skills video 23	24	Soccer Trending Reel 25	26	Soccer Challenge 27	28
29	Announcing the winner 30	31	January 2023 posts plan			

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
lacrosse winning game Day 1	2	lacrosse Game Highlights 3	4	Ice-hockey Skills posts 5	6	Activity Post (Favourite thing about TOP) 7
8	BTS Video of Ice-Hockey 9	10	Basket Ball Player Info (NFL player) 11	12	Basket Ball Students video 13	14
Activity Post 15	16	trending Reel For Lacrosse 17	18	Repeating the trending reel for Soccer 19	20	Repeating the trending reel for Ice Hockey 21
22	Repeating the trending reel for Basket Ball 23	24	Post promoting Multisports 25	26	Influencer Collaboration Post 27	28

February 2023 posts plan

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
National Hockey day 1	2	Ice Hockey Hashtag Challenge 3	4	Information Post about Ice Hockey 5	6	Parents Review 7
8	Game Day Post Basketball 9	10	Activity engagement Post 11	12	Motivational quotes 13	14
Multi-sports posts 15	16	Coaches skills pots 17	18	Student Review 19	20	Soccer Reel 21
22	Lacrosse Reel 23	24	Ice Hockey training reel 25	26	Influencer Posts 27	28
29	New Challenge 20	31	March 2023 posts plan			

REEL

Copy

We have celebrity soccer players in our Academy!

Like, share, and follow TOP Soccer Academy.

Hashtags

#soccer #soccergame #soccerlife #soccerball
#Soccerskills #soccerplayer #soccerlove
#soccerteam #soccernews #soccerdrills #sports
#sportsgame#sportsedit #sportsperformance
#sportsnutrition #Topsports #Topsportsman
#Topwomen #TOP #Topsports #fitness
#fitnessmotivation #fitnesslife #fitnessgirl
#fitnessjourney #fitnesslifestyle #Fitnessfun
#fitnessgoals #fitnessbody #fitnessgear

Sample Post



REEL

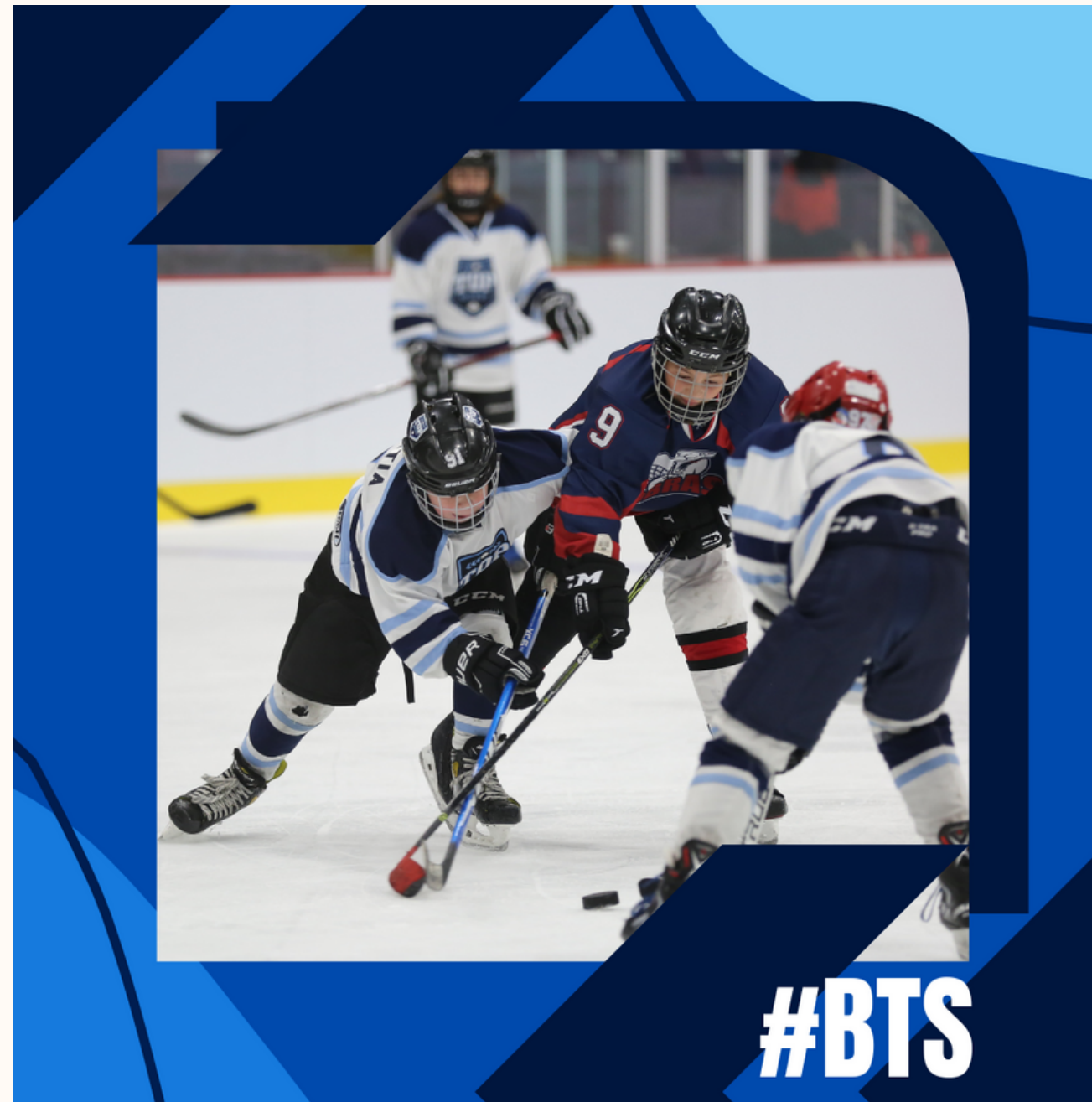
Copy

#BTS of TOP Hockey Practice. Eyes glued to the puck, teamwork on and off the ice, and visualizing that next play. Our weekly practice sessions offer players a chance to develop their skills in a fun and competitive environment.

Hashtags

#icehockey #icehockeygame icehockeytraining
#icehockeygoalie #icehockeyplayer
#icehockeykeylife #icehockeytop #topmentors
#Topsports #Topsportsman #Topwomen #TOP
#Topsports #soccer #soccergame #soccerlife
#soccerball #Soccerskills #soccerplayer
#soccerlove #soccerteam #soccernews
#soccerdrills #sports #sportsgame#sportsedit
#sportsperformance

Sample Post



Post

Copy

That smirk you give your teammates
when you know you are winning.

Hashtags

#lacrosse #lacrossegame #lacrosselife #lacrossegirls
#lacrosseskilss #lacrosseplayer #lacrosselove
#lacrosseteam #topmentors #Topsports #Topsportsman
#Topwomen #TOP #Topsports#soccer #soccergame
#soccerlife #soccerball #Soccerskills #soccerplayer
#soccerlove #soccerteam #soccernews #soccerdrills
#sports #sportsgame#sportsedit #sportsperformance

Sample Post



The background features a solid teal color. On the left side, there is a dark blue shape with a speckled texture. In the top right corner, there are several overlapping orange loops, resembling a stylized leaf or a decorative flourish.

Thank You