

Social Media Content Plan		JANUARY			
	Type of content	1-11 January	12-18 January	19-25 January	26-31 January
Facebook	National teams				
	NFC				
	SNZ generic				
Twitter	National teams				
	NFC				
	SNZ generic				
Instagram	National teams				
	NFC				
	SNZ generic				
YouTube	National teams				
	NFC				
	SNZ generic				
Pinterest	National teams				
	NFC				
	SNZ generic				
Website	National teams				
	NFC				
	SNZ generic				



**Softball**  
**NEW ZEALAND**