

SOFTBALL NZ – Social Media Plan 2015 – 2018

Strategic Focus, Pillar #2 – Grow our Business

KPI - Establish a baseline and increase social media by 7.5%

	1 September 2014 (Baseline)	20 June 2015	% In/decrease
Facebook	6443	8382	+30%
Twitter	1036	1207	+16.5%
Youtube	57	66	+16%
Instagram	N/A	279	N/A
Pinterest	N/A	25	N/A

Our Focus – Grow audience

Understand the needs of our audiences and identify appropriate social media platforms

Our Intention

Strategies	Game Plan
Identify tools to capture and analyse user data	<p>Identify where our audience resides online and the top 5 areas of interest (landscape analysis)</p> <p>Identify a suite of social media platforms that meet our audiences needs</p> <p>Track trends to ensure data is current and audiences increase by 7.5%</p> <p>Identify 2 organisations to work with and promote softball</p> <p>Develop a social media template and guidelines for associations</p>

Our Focus – Brand and Softball awareness

Softball is promoted in a professional manner and readily accessible

Our Intention

Strategies	Game Plan
<p>Provide quality information that engages the community</p>	<p>Create mission statements for each identified social media platform and promote on our website</p> <p>Develop an annual content plan to promote upcoming events through various platforms</p> <p>Theme Facebook and Twitter to promote the game and national teams during world championship campaigns</p> <p>Promote SNZ social media channels through SNZ website, resources and signage</p>