

**SNZ SOCIAL MEDIA CHANNEL CONTENT**



<div style="text-align: center;">Page</div> <div style="text-align: left;">Type of content</div>	Website	Facebook	Twitter	Instagram	YouTube	Pinterest	Storify
<b>National Tournaments</b>	Tournament theme – Home page, media page etc. Duration 1 month	Tournament theme 1 competition for each world championship + boost (subject to funding) Duration 1 month	Tournament theme Tweets, separate account from Facebook Duration 1 month	Tournament theme Focus during the event Duration 1 month	Tournament theme Promote relevant videos if available	N/A	Storify page NFC ONLY Requires # for identification Duration 1 month
<b>News articles, sport editors, SNZ media, liaison</b>	Home page, media page etc.	Post link	Retweet, article summary (<140 characters)	N/A	N/A	N/A	Add to Storify
<b>Scores</b>	Tournaments page	Live updates during the day, updates within 1 post	Lives updates during the day	N/A	N/A	N/A	N/A
<b>Players profile</b>	Sox Nation page – Black Sox profiles	N/A	N/A	N/A	N/A	N/A	N/A
<b>Key information from event host (live streaming, results, images)</b>	Media page	Post	Summary (<140 characters)	Images	N/A	Images	N/A
<b>Draws, documentation</b>	Tournament page	N/A	N/A	N/A	N/A	N/A	N/A
<b>National team information</b>	Naming of the team and any other relevant information	Naming of the team and any other relevant information	Individual tweets Summary (<140 characters)	Identify 2-3 athletes to provide photos using a designated hash tag (e.g. #national tournaments)	Promotional videos of tournaments (example: Black Sox - 2004 World Series Final)	Archiving photos from tournaments	Collect social media posts to create a story of a tournament
<b>Manager report (post game)</b>	National team Managers Report	Advertise	Summary (<140 characters)	N/A	N/A	N/A	N/A