FLIGHT

Social Media Strategy
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Texas Athletics is defined by tradition and authenticity. At the forefront of the Texas Brand are two main pieces that reinforce a powerful brand equity: the Longhorn logo and our unique Burnt Orange color.

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SOCIAL MEDIA BRAND VOICE & TONE

Setting the Voice & Tone of the Accounts

The “Voice” of the account is your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional. Voice is made up of four key components: character, tone, language and purpose. An account can have slight variations in tone depending on the content, but it should have one clearly-defined voice that remains consistent.

**Tone:** A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.

**Character:** This is the personification of your social voice. What type of relationship do you have with your audience? Keeping this as close to your natural personality is key to building an authentic social media presence.

**Language:** This is how you speak to your followers. Use language that makes sense for your sport, for your location and for your demographics. Think about how you speak to your teammates or family. It is important to your brand community that the interactions feel informal and friendly.

**Purpose:** Why are you on social media in the first place?

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**Defining Your Brand Voice**

**CHARACTER**
The pieces of your personality that you want to share.

- Ex. Warm | Proud | Positive

**TONE**
The general vibe of your brand.

- Ex. Personal | Direct

**LANGUAGE**
What type of language will you use?

- Informal | Fun

**PURPOSE**
Define your brand purpose here

- Inspire | Engage | Entertain | Inform
SOCIAL MEDIA BEST PRACTICES

Post with a Purpose
Think about your brand’s purpose when posting. Focus on times where you brand has the most impact. The most impactful time to post is in the hours after a winning game. If you performed well, this is a perfect opportunity to make an impression on social. If it was a big team win over a rival, talk about how proud you are of the team and thankful you are to be part of such a great program.

Planning
With the busy schedules of a student-athlete, it’s important to at least give some thought to when and how you want to post content. Gamedays are easy, but think about the times that you have a unique opportunity that you can share with your audience. Set reminders on your phone to make sure you are posting.

Be Consistent, But Not Predictable
What this means is, you need to post regularly, but not on the same days and times. Sometimes there will be overlap, but think about changing up your days and times in order to see how your audience will interact.

Show, Don’t Just Tell
Use content to supplement your messaging on social. The more interactive the post is, the more engaging it will be.

Be Concise
Attention spans have shortened drastically. Think about the most important pieces of the information needed and focus on that. This is especially true on Twitter.

Positivity
Keep the message positive and route back to the your brand mission and personal values. Positivity is infectious and potential sponsors want to be partner with a positive athlete.

Be Strategic and Intentional
You don’t need to post everything, everywhere: each social platform has a strategy outlined here. Followers also use each platform differently. You can cater content to specific platforms or alter the execution of a post on one to fit the strategy of another. Reward those that follow each account with a unique take on each platform.

Focus On Organic Content
A majority of the content on the feed should be original or organic posts. Be mindful of the frequency in which you retweet and only quote tweet when absolutely necessary.

Keep The Message Personal
Use language and speak to fans on a personal level. Information can be conveyed in a personal manner and make posts fun!

Remember Your Audience
Focus on content that your audience wants. Think about what kinds of access they are looking for and give them that window on social.

Proof Your Post
Take an extra few seconds to make sure there are no typos, the correct accounts are tagged and the information is correct (score, stats, etc.).

Editorial Content vs. Commercial
Editorial content will be how your account grows and will affect your social metrics that potential sponsors will be interested in. It is important to define a balance between the Editorial (non-sponsored) & Commercial (sponsored, when you are able to activate your NIL). Editorial should be your focus and will lead to more Commercial opportunities if handled correctly.
SOCIAL MEDIA FOCUS POINTS

Authenticity
The most critical component of a brand is authenticity. By giving an accurate and honest portrayal of who you are on social media, your audience will grow in the correct way. A common misconception is that as an athlete you have to show that you are perfect, which isn’t the case. But you do have to be authentic. There will be highs & lows throughout any career, but having an audience that supports the real you will make that journey more rewarding for your brand.

Entertainment
Social media is meant to be entertaining. Your audience wants to have fun and interact with fun and entertaining content. Entertainment is the first priority for our social channels. Entertainment trumps information and earns interaction at a much higher rate. Focus on making the information you provide entertaining. Keep messaging concise to maximize entertainment.

The <College> Brand
Use this space to discuss unique brand components that the athlete can tap into by being a student-athlete at their institution. Talk about colors, traditions, campus, anything that they can utilize and think about in their future brand endeavors.

Location
Discuss aspects and traits of the location of their program. Touch on language, culture, geography, etc. Strategize elements that could be used in building an audience.

Editorial Content = Growth
Your editorial content should be focused on the goal of growth through telling your story. Building out your content strategy should focus heavily on what you stand for as an athlete but also as a person. Focus on what is working and build out more editorial content to suit that need. Focus on a ratio that leans more focus into editorial content compared to commercial offerings. Your audience will follow you because of your editorial content and storytelling through social, make sure that your strategy includes growth as a key indicator of success. High Interaction & Interaction Rates will lead to growth when post frequency is maximized.
Twitter

**Purpose:** Engage in positive conversation with fans through interactive & innovative content & copy. Entertain your audience with a focus on conversation and interaction.

**Algorithm/Pattern:** Chronological timing + engagement patterns of followers

**Best Practices:**
- Brief copy works best.
- Focus on engageable content.
- Minimize links.
- Tag users/accounts within photo rather than copy, if possible.
- Use hashtags properly; no more than 2 per post; They are used to categorize content and make it more discoverable but aren’t make or break in content.

**Content Breakdown:**
- Photo/Graphic Aspect ratio 16:9 (1920x1080 or 1200x675)
- Image file size: photos 5mb; GIFs 5mb on mobile and 15mb on web
- Video Aspect ratio 16:9 or 1:1
Purpose: Visually impress & engage followers with stunning imagery focused on the Texas Longhorns experience. Give visual access to fans through multiple mediums offered, focusing on the best medium for the message at hand.

Algorithm/Pattern: Complicated + constantly evolving; relies on 3 primary ranking signals: relationship (interaction history), interest (post type), timeliness (publishing recency); takes imagery, image quality, facial features, and length of post into account

Likelihood to leave the platform to follow a link: Low

Best Practices:
- Using 4x5 images when possible to fill the full screen of a mobile user. Using more screen real-estate increases engagement.
- Using emotional and/or artistic, high-quality edited images
- Use photo-driven graphics, text heavy imagery does not perform well.
- Using Texas Lightroom filter
- The filter is an aspect of our brand; our feeds need to resemble that of an influencer’s
- Use hashtags properly; no more than 2 per post; They are used to categorize content and make it more discoverable.
- Always select an appropriate thumbnail image.

Content Breakdown:
- Thumbnails will appear on account page as 1:1 (square) or 161x161 pixels.
- For 4:5 photos, recommended dimensions are 1080x1350 pixels.
- For 1:1 photos, recommended dimensions are 1080x1080 pixels.
- 4:5 photos engage the best while 16x9 photos perform the worst.

1:1 (square) content saw a 59% increase in engagement over 16:9 (horizontal) content.
Algorithm/Pattern: Viewable for 24 hours

Best Practices:
• Stories function as a maintenance feature of your Instagram account. They won’t lead to growth because someone has to already be following you to see them. They also don’t calculate robust metrics in order to evaluate enough. Stories are like car maintenance, they work to keep the engine running, but won’t drastically improve the car.
• These work well in leveraging content from other accounts that support you (examples: your official team account, teammates, etc.) but remember to focus on your feed.
• Great for bite-sized content or advertisements that you don’t want to clutter your feed, but focus should be on a post.

Graphic and Photo Dimensions:
• 1080x1920 pixels (aspect ratio 9:16)
• Minimum resolution: 600x1067

Adding a post to the story (example below):
• On the post, tap the “airplane” icon
• Tap “Add post to your story”
**Instagram Reels**

**Purpose:** A new product to empower users to introduce more short-form video into their Instagram workflow. This tool relies on quick and engaging content that sits separate on the profile from stories.

**Algorithm/Pattern:** With this being a new tool, the pattern is ever-changing, but Instagram is looking to mimic the success of TikTok's “For You” page by emphasizing Reels content into its “Explore” section.

**Best Practices:**
- Always select an appropriate thumbnail image.
- Focus on fun and unique video content.
- This will be viewed at a higher rate than a typical Instagram video post.

**Content Breakdown:**
- 9:16 aspect ratio.
- 30 seconds max, but this will change in the future.
- When featured in the feed, it will temporarily crop to a 4:5 when not viewing in Reels.

**Facebook**

**Algorithm/Pattern:** The Facebook algorithm ranks all available posts that can display on a user’s News Feed based on how likely that user will have a meaningful interaction).

The active signals that drive meaningful interactions: Comments, Replies, Likes & Shares.

The algorithm is focused on serving content and messaging with the highest engagement and relevance. Emotional resonance and sentiment around content matters on the platform as well.

**Likelihood to leave the platform to follow a link:** High

**Best Practices:**
- Driving traffic to longer-form content; videos & feature stories
- Can help build YouTube following
- Photo galleries

**Graphic and Photo Dimensions:** 1080x1920 pixels (aspect ratio 9:16)
TikTok

**Purpose:** Our goal on TikTok is to reach a new generation of Longhorn fans & recruit future students, student-athletes, fans & donors. The innovative & fun nature of the platform allows for a different tone/voice than that of other platforms. In this case, it is best to have one main athletics account for the department to build around. We can revisit more accounts once we find that there is sufficient content for more. Sport accounts will focus on building their Instagram accounts with Reels.

TikTok attracts a huge audience (Gen Z and young millennials) and offers engaging, snackable content.

**Algorithm/Pattern:** A user’s “For You” feed uses a recommendation system that is based on user interactions (completion rate, videos a user likes or shares, accounts followed, comments, etc.), video information (captions, sounds, hashtags), and device and account settings (location, language, device type).

**Best Practices:**
- Focus on current trends, TikTok rewards those that follow trending ideas.
- Starting a trend is like winning the lottery, not impossible but highly unlikely.
- The audience is more focused on entertainment than access for this channel.
- Users spend much more time in-app than other platforms.

**Video Dimensions:**
- **File Size and Type**
  - Maximum file size: 500 MB
  - Type: .MP4, .MOV

- **Dimensions**
  - 9:16 1080x1920, 720x1280

- **Length**
  - 60 seconds max