SCOTTISH HOCKEY

This is a template that can be used to put in place a good social media output for a club around matches. It can be used as part of a wider media, and social media, strategy. Tag Scottish Hockey into all output and Scottish Hockey will share posts to increase exposure.

What?	When?	Why?
Result graphic. A visual image with the final score and goal scorers. Graphic can include team sponsor branding.	Immediately after the match, or as soon as possible after the game has ended.	To quickly inform members, fans, and press of the final score and goal scorers. Social media posts with an image are 150% more successful than posts without.
Pre/post-match interview. A short three or four question interview with player and/or coach after the match, and/or during the week on the build-up to a match.	Filmed immediately after the match, posted soon after the match has ended. Pre-match interviews can be filmed at training sessions during the week.	For pre-match – to build anticipation for the match and help generate a crowd to cheer the team on. For post-match - to quickly give instant reaction to the match and help put into context the match and result for the club. To give members of the press a quick comment that can be used in press coverage. To increase visibility of clubs and players and the story of the league.
Match report Written match report outlining what happened in the match and what it means in the context of the season.	No later than the day after the match. The quicker the report is produced the more likely it will be used by members of the press.	To inform about how the match went and provide a written account for press, fans, members and interested parties.

		To increase visibility of clubs and players and the story of the league.
Action photos Photography of matches.	Photos posted soon after the match has ended.	To visually show the match, the players, the setting, the conditions, and supplement other social media content. To increase visibility of clubs and players and the story of the league. Social media posts with an image are 80% more successful than posts without.
Goal clips / highlights Short goal clips and/or clips of moments from matches. Note: Scottish Hockey is the rights holder of the Premiership and National Leagues and must grant permission for the publishing of match footage of any sort.	ASAP after matches	To showcase goals and increase visibility of the club and its players. Attract and promote sponsors/partners through slick and organised media output.
Live tweets Real-time tweets on Twitter describing the action in the match.	Throughout matches.	To give a real-time update of what is happening during games for journalists, fans, members, and interested people.
Live stream Professional live video of matches with commentary and graphics - meeting Scottish Hockey's live streaming guidance.	Throughout matches	To provide live action of matches and showcase your club, the league and hockey. To grow your club membership and fan base.

Note: Scottish Hockey is the rights holder of the Premiership and National Leagues and must grant permission for live streaming of any sort.		Attract and promote sponsors/partners through slick and organised media output. Live videos have more than double the engagement rate as non-live videos.