

**Listening/Monitoring & Influencer  
Identification**

**Oregon Women's Basketball**



# Part 1: Listening & Monitoring:

Oregon Women's Basketball (OregonWBB) uses its social media presence to engage with recruits and fans alike. Oregon WBB appeals to these demographics by posting scores, depicting team comradery and creating visually appealing graphics. Listening and monitoring OregonWBB audience benefits Women's Basketball because with this greater understanding of who it is appealing to, it will be able to take note of the common fan as opposed to PAC 12 media, the University and journalists. In other words, it will allow OregonWBB to see *true* fan engagement. In this case, true fan engagement is unique, as it is centered around games and specific players. It is not a traditional engagement where there is large dialogues between the accounts and the fans, it is mostly commentary on events that do not implement a traditional hashtag or handle to alert to engagement.



# Methodology:

**Research:** was conducted through Meltwater and native platform searches via Facebook, Instagram and Twitter. Engagement and social reach was measured through the Meltwater database.

**Timeframe:** January 1, 2017-February 8, 2018




**Keywords:** These specific keywords were chosen because they are consistently used in the average social discussion.




- “Oregon Women’s Basketball,”
- “OregonWBB,”
- “GoDucks,”
- Entire Oregon Women’s Roster EX: “Sabrina Ionescu”





# Data Table

Source	Handle	Credibility	Date	Text Comments	Comments
	@KWadeSays	Medium	Jan 21, 2018	So if you're done with NFL for the night@OregonWBB is currently up 40-18 on No.18 Oregon St at the half. Game is on @Pac12Network	Kevin has over 3000 followers & has average engagement. He consistently Tweets using the @OregonWBB handel. This is an example of positive,user content using the @OregonWBB. This is also an example of how tweets with the most reach are from sports journalism or media affiliated accounts.
	@maryjomcl	Low-Medium	Jan 15, 2018	You know you've been to lots of @OregonWBB games when the girl child asks if the "MK" on a designer sweatshirt stands for "Matthew Knight". #GoDucks	MaryJo only has 100 followers with very little engagement. This post is an example of how tweets @ Oregon Women's Basketball are from accounts with a small number of followers. MaryJo posts using the @OregonWBB on average every 2 weeks. Her posts are always positive and are family oriented.

Source	Handle	Credibility	Date	Text Comments	Comments
	@Memo_Hudson	Low	Feb 2, 2018	RT: @GoDucks: Best ranking in school history. Best home record in NCAA. Best time to pack MKA as No. 6 @OregonWBB hosts two big games against top-25 teams this weekend. #GoDucks Video Embedded	This account only has 5 followers. This is an example of an account that is always re-tweeting Women Basketball posts from GoDucks and @OregonWBB but does not have engagement.
	@josemcazorlabat	Medium-Low	Feb 4, 2018	RT: @EmilyKReinwald Big and loud crowd at the @OregonWBB game for National Girls & Women In Sports Day! Great to honor the @UOWomeninFlight donors and all female athletes at the university. (Photo of court during game)	The account only has 115 followers but has okay engagement. This account is the top twitter poster. However, it does not have a profile picture so it loses some credibility. This account commonly posts and retweets Go ducks posts about OregonWBB and other fan accounts. This post is an example of the theme across all social media channels that highlights the importance of women in sports and female athletes. Also is an example of fans retweeting and sharing fan content.
	@beejtredrea	Low	Feb 6, 2018	your dreams, work hard at school and on the court and one day you could follow your idol @sabrina_i at @oregonwbb #10yearsold #perfectionist (photo collage of daughter at home game and Sabrina on court.	The post only had a reach of 125. This type of instagram is very common. A lot of fans (especially families) post photos about game days and highlight key players on the roster such as Sabrina Ionescu.

Source	Handle	Credibility	Date	Text Comments	Comments
	@courtsidehoopz	High	Jan 31, 2018	@Sabrina Ionescu holds the NCAA record for the most career triple-doubles. O wait she's just a sophomore. #oregon #oregonducks #nike (Action photo of sabrina)	This post is has a reach of 15K and is a good example of fan accounts that are posting about Sabrina Ionescu. This post is especially interesting because the instagram account normally only posts about male players, Sabrina appears to be trending.
	@maitecazorlafans	Medium	Feb 4, 2018	Qué por qué está así de contenta @maitecazorla? Quizás por los numerazos que tiene en @oregonwbb. En las temporadas 2015-2016, 2016-2017 y lo que va de 2017-2018, tiene los siguientes números: -Minutos:3022 -Rebotes:183 -Asistencias:459 -Robos:147 -Puntos:947 #Yaas 🙌💪 (Game photo of Cazorla)	This post is an example of how the average post talks about a single player. This account is a new fan account that is entirely dedicated to the plater Maitecorla. Even though the account is new, it already has almost 2000 followers and has high engagement. Oregon Women's Basketball should engage with fan accounts with good engagement like this one.
	@FemaleSport	Medium	Feb 4, 2018	We know OregonWBB's Sabrina Ionescu rules the court when it comes to triple-doubles. But she opens up to sportsiren about things we didn't know, like the fact her twin brother is her BFF. <a href="https://t.co/xjB0nY5ySf#femalesport">https://t.co/xjB0nY5ySf#femalesport</a> <a href="https://t.co/fYB1H4bU2z#femalesport">https://t.co/fYB1H4bU2z#femalesport</a> #femalesports#athletemotivation #sportgirl #womenandsport #sports #sporting#athlete (ESPN video interview with Sabrina Lonescu)	Reach 3K and has great engagement. The post is an example of a key theme throughout social media of: women in sports. This page constantly posts about women in sports, especially college athletes and the UO team.. The posts are geared toward younger audiences.

Source	Handle	Credibility	Date	Text Comments	Comments
	@nataliewilliamsbasketball	Medium	Jan 28, 2018	for 8 year old Nation Williams. 😊 Got to hangout with @lexibando10 and the #7 @oregonwbb in their game today. Thanks! @goduckskg #priceless (Picture of child with Oregon players) <a href="https://www.instagram.com/p/Beg-mZCAhCv/?taken-by=nataliewilliamsbasketball">https://www.instagram.com/p/Beg-mZCAhCv/?taken-by=nataliewilliamsbasketball</a>	This post is an example if the family theme across all social media platforms and has a reach of 972. The account is a youth elite basketball club and it encourage participation in sports.
	@DBB.Basketball	High	Jan 31, 2018	<u>Satou Sabally</u> will be " Pac-12 freshman of the week ", marie gülich wins the double-double and Sonja Greinacher wins the " German duel " in the euroleague against Romy All about our dbb ladies on basketball league [. de]. #koerbefuerd #basketball	This is a German account that commonly posts about Oregon's german player, Satou Sabally. It has a large reach of 45K+ with a lot of engagement. This post is an example of fan accounts talking specifically about certain oregon players.

# Results Twitter

## Themes for Twitter

1. There are large spikes on gameday, as there is a dialogue from fans, journalists and the team alike live tweeting the game itself.
2. The biggest groups engaging on Twitter are adults generally with children.
3. Top posts are still from internal accounts, such as Go Ducks.
4. Twitter has the most engagement out of all the platforms.





# Results Instagram

## Themes for Instagram:

1. Most Instagram posts used @OregonWBB and #GoDucks
2. Posts usually come from family oriented accounts (parents of children) and consist of images taken at the game and or selfies with Oregon players.
3. The second most common post comes from basketball fan accounts with little following and or fan accounts dedicated to an Oregon player.



# Results Facebook

## Themes for FaceBook:

1. Facebook has the largest reach with internal accounts: GoDucks, Oregon Women's Basketball and also external news sources: KVAL, ESPN, NCAA
2. Most fans engage through liking and reposting posts from internal accounts and news sources.
3. It is difficult to gauge fan engagement on Facebook because of privacy settings.



# Top Themes on all platforms

The word cloud below is a visualization of some of the key themes found throughout all social media platforms. Sabrina Ionescu was a major theme as well as the @OregonWBB handle. The word cloud also highlights how gamedays generate specific discussion. For example the game against Cal and the Civil War.




# Overall “Top” Posts By Reach:

Pinned Tweet

**Sabrina Ionescu** @sabrina\_j20 · 18 Dec 2017

Me - Don't fall for him, you could do so much better  
Also me -




0:03 431K views

120 3.7K 16K

**Go Ducks** ✓

November 16, 2017 · 🌐

Triple-double machine. Sabrina Ionescu ties Pac-12 re sophomore season. #GoDucks



6.5K Views

347 Likes 5 Comments 32 Shares



**goducks** • Follow

goducks The @OregonWBB x Nike PK80 collection. #GoDucks

jasont317 Oh yeah wit them kyries  
abdizzle21 🙌🙌🙌

sierracampy52 Work it @erinnboleyy 🙌

gabbyaniah 🙌🙌🙌🙌🙌🙌

ericbrizzy Clean clean clean!!

tackle\_box78 Go ducks

sandersm.13 I love those👀

ncaa.is.my.religion Those feathers on the shorts 🙌🙌

ncaa.is.my.religion And @erinnboleyy kept it 🙌 % gangsta.. Haha #NoSmiles

uoduckfootball Would be fresh on some football pants!! @ncaa.is.my.religion

micheelinn69 Hermosa🙌

👍 🗨

9,828 likes

NOVEMBER 22, 2017

**Oregon Women's Basketball** ✓ @OregonWBB

Follow

The Ducks hit 15 three-pointers over the weekend. Make a pledge and help @GoDucksKG and his staff raise money for cancer research. #GoDucks @CoachesvsCancer

**Oregon Women's Basketball** ✓ @OregonWBB

Join @GoDucksKG and help us beat cancer by pledging for every three-pointer we make during the month of February! @CoachesvsCancer @AmericanCancer #GoDucks pledgeit.org/cvc18-oregon-w...

12:44 PM - 5 Feb 2018

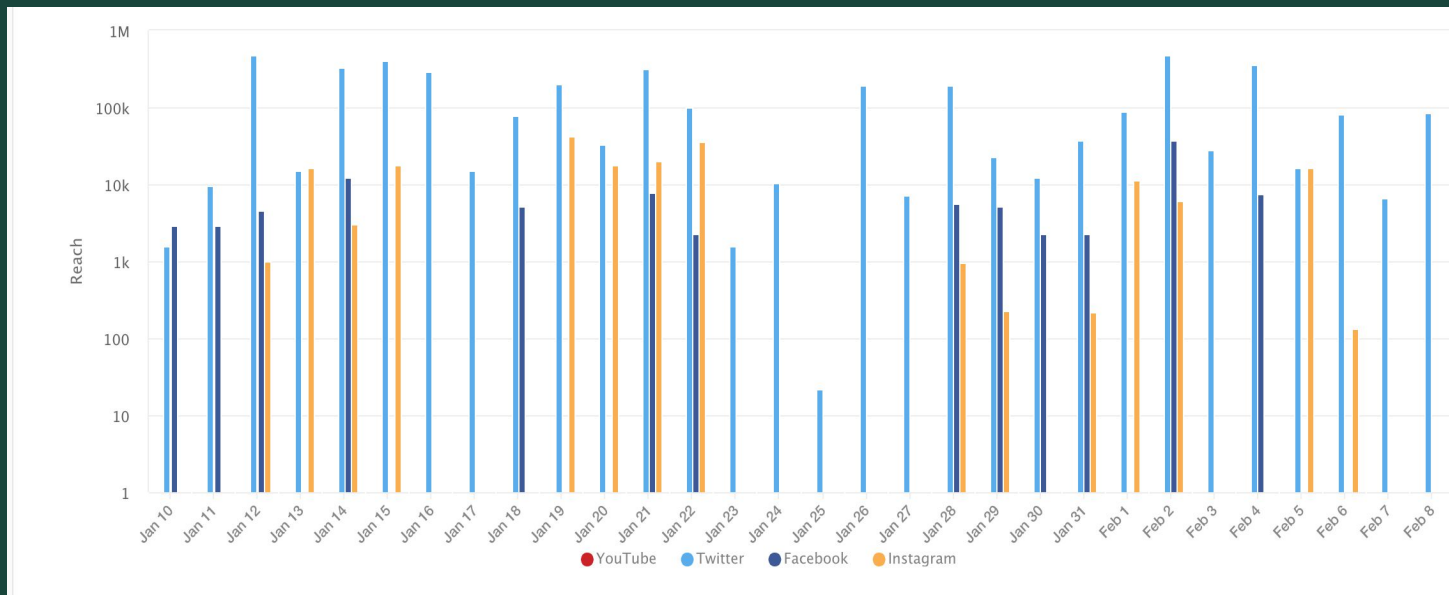
2 Retweets 21 Likes

🗨 2 🙌 21

**Note:** The top posts across all platforms were Oregon affiliated with the exception of Sabrina Ionescu's tweet

# Social Reach

The graph below illustrates the large spikes in Twitter engagement during game days. Twitter has the most content generated and re-tweeted by fans on those days. **For example:** Feb. 2 was a big game, thus the spike in social media content on that day.



# Conclusion

**Summary:** The main conversations to pay attention to are those surrounding players garnering national attention, such as Sabrina Ionescu and Ruthy Hebard. It is characteristic of fans to associate themselves with their teams successes. Therefore, when Sabrina drops a triple double, or Ruthy pulls down 12 boards, the fans immediately take to social media, especially Twitter. This occurs also surrounding big matchups. Hype will always drive a good amount of conversation.

- The main communities to engage with are the fans as well as fan accounts dedicated to players. OregonWBB would benefit from listening to what exactly fans are talking about and interested in.
- It is important to note that while there are a decent amount of posts on all platforms, the posts do not have a lot of engagement or comments.

# Influencer Identification

**WHO:** The best potential influencers for the Oregon Women's Basketball team tend to be the players themselves. They represent those individuals who have the combination of a large following as well as content that is directly related to the program. Additionally, those who follow them are primarily interested in the team and are seeking information regarding performances, matchups, and standings.



# Methodology:

**Tools Used:** In order to gather this information, we used a variety of platforms including Meltwater, Twitter and Instagram. We sought out those who had an even balance of following and engagement because without a decent engagement with followers, the impact on a particular audience would be diminished.

**Keywords:** We focused in on the following terms: Oregon WBB, #GoDucks, Oregon Women's basketball, Sabrina Ionescu, WonderDucks, and Ruthy Hebard.

**Time Frame:** The time frame we focused on was primarily the last 30 days (from 1/9/18 until 2/7/18).





# Influencer Identification

Name:	Platform/Details:	Rationale:	Actionable Recommendation:
Sabrina Ionescu	Instagram (75k Followers) <a href="https://www.instagram.com/sabrina_i/">https://www.instagram.com/sabrina_i/</a> and Twitter (4.4k Followers) <a href="https://twitter.com/sabrina_i20">https://twitter.com/sabrina_i20</a>	Sabrina is the best player on the team and is one of the best collegiate players in the country. She has a large fan base, and that draws an audience to the program. Her following shares the same interest as the target demographic for Oregon Women's basketball.	Listen to what fans are saying about Sabrina on various social media platforms such as Twitter and Instagram. Her fan base and followers will be able to provide a sense of what is and is not working from an outreach standpoint.
Meg Trinder	Instagram (12.7k Followers) <a href="https://www.instagram.com/megtrinder/?hl=en">https://www.instagram.com/megtrinder/?hl=en</a> and Youtube (3.2k Subscribers) <a href="https://www.youtube.com/channel/UCOdxbTQOC_D9X7aIAqyiGfg">https://www.youtube.com/channel/UCOdxbTQOC_D9X7aIAqyiGfg</a>	Meg is a alumna of the women's basketball program. She and her fiance, Dylan Ennis (also a former duck basketball player), garnered a large fan base whilst at the U of O. She has remained active within the program can also keep fans engaged.	Take advantage of her Youtube notoriety and provide her with courtside seats to a game and allow her to video the experience including the facilities. Fans would become more engaged with the program and Meg would also benefit.

# Influencer Discussion & Results

**Conclusion:** After analyzing the data and looking at possible influencers and the impact they have on their following, we don't think it is necessary for OregonWBB to incorporate an influencer outreach strategy.

**WHY:** @OregonWBB demographic doesn't have a user profile that they all generally mutually follow. The greater following of all things OregonWBB is the current team and players, this in large part due to the recent success of the team.



# Network Analysis:

**WHY:** Network analysis can help us summarize and discover social networks around Oregon Women's Basketball. It captures popular topics, themes, influencers and conversation starters.

**Search Phrases:** OregonWBB, @OregonWBB



# Netlytic Visual Twitter

The five largest clusters  
accounts with similar  
follower reach to Oregon  
Women's Basketball on  
twitter is that of

- @GoDucks
- @NCAAWBB
- @sabrina\_i20
- @Pac12
- @oregonimg



# Netlytic Discussion & Results:

- From our Netlytics data we've observed that there are many fan followers of @OregonWBB however the level of interaction from those fans is not very high.
- The vast majority of @OregonWbb followers have similar interests as generally most of them all follow accounts like @GoDucks, the Pac-12 Network, Stanford Women's Basketball and Sabrina Ionescu (@sabrina\_i).
- The primary content provider and account with the most content reach is @GoDucks.

# Ending Note

Overall, based on the results from monitoring social content and conducting a short network analysis, it is clear that Oregon Women's Basketball has an opportunity to expand its social reach by implementing more content tailored to a specific demographic.



# ***WOMEN'S BASKETBALL***

**CASE POWELL | AUBREE TOLLEY | MORGAN WILKES | KURTIS COOPER**

# ***AUDIT***





# PLATFORM COMPARISON CHART

PLATFORM	SIZE	DESCRIPTION	POSTING TYPES	KEY STATS	AUDIENCE	GOAL
FACEBOOK	31K	Most popular platform, very frequent posting.	Mainly sharing photos and reposting important dates and times.	Average reach: 11k Average engagement: 11%	Very broad demographic. (People of all ages are interacting with content.)	Connect with fans, share broader range of information, direct fan engagement.
TWITTER	9.29K	Third most popular platform, mainly retweets and shares highlights.	Sharing photos and videos, reposting important dates and times, shouting out players.	Average reach: 100k Average engagement: 2%	Broad demographic, but caters more directly to millennials and younger audiences.	Inform fans, target recruits, share video and photos, engage with younger demographic.
INSTAGRAM	10.4K	Second most popular platform, posts every few days following games.	Sharing photos and some video, posting highlights, graphic designs, and stats.	Average reach: 12K. Average likes per post: 820.	Largest demographics are millennials and those ages 25-34. (Appeal to a younger audience.)	Connect with recruits, gain national exposure, celebrate performances.

# **FACEBOOK** *(November 8, 2017-March 7, 2018)*

- Change in likes: +1,101
- Change in followers: +1,237
- Paid: 0%
- Organic reach: 11291
- Average reach: 11291
- Average engagement: 11%
- Audience is 43% female and 57% male
- Topics with highest engagement: Hype videos for games, personal stories on players, Sabrina Inoscue
- Fans are online 7pm Friday & Sunday around 8:30 pm has the second highest engagement
- Photos do the best, videos do the second best and links and re-posts are last.
- Posting multiple times a day is most successful

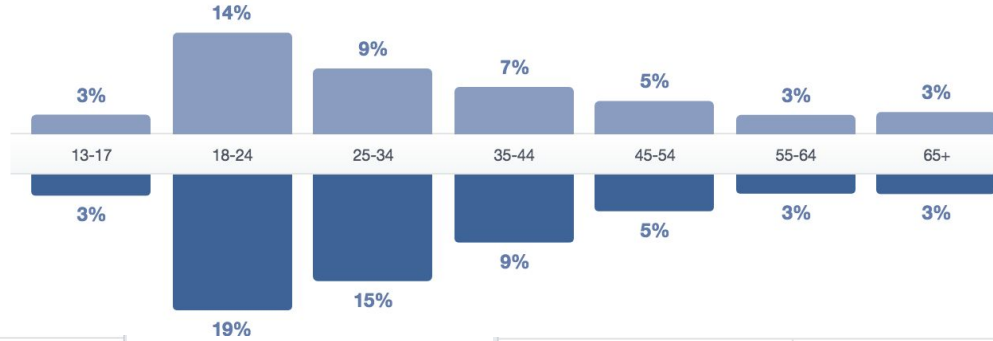
# FACEBOOK AUDIENCE DEMOGRAPHIC BREAKDOWN

Women

43%  
Your Fans

Men

57%  
Your Fans



Language	Your Fans
English (US)	20,181
Spanish	5,414
Spanish (Spain)	1,641

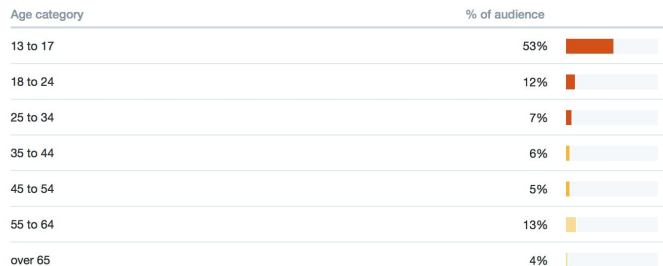
Country	Your Fans
United States of America	18,047
Mexico	3,696
Philippines	965

# **TWITTER** *(February 8- March 8)*

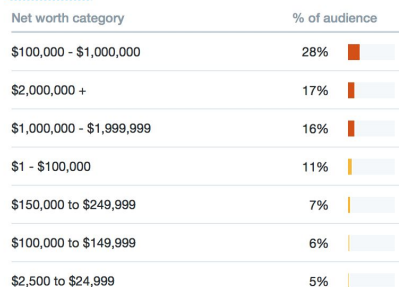
- **Change Followers: + 781**
- **Organic Reach: 100%**
- **160 Retweets Per Day on Average**
- **Average Reach: 100,000**
- **11,964 Average Impressions**
- **Average Engagement is Around 2%**
- **Audience Demographics:**
  - **53% are age 13-17**
  - **57% are male and 43% are female**
- **Key Topics:**
  - **Live score updating**
  - **Awards**
  - **Breaking news**
  - **Reposting other news sources**

# TWITTER AUDIENCE DEMOGRAPHIC BREAKDOWN

## Age

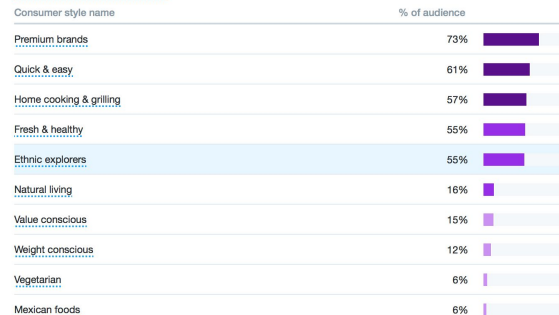


## Net worth



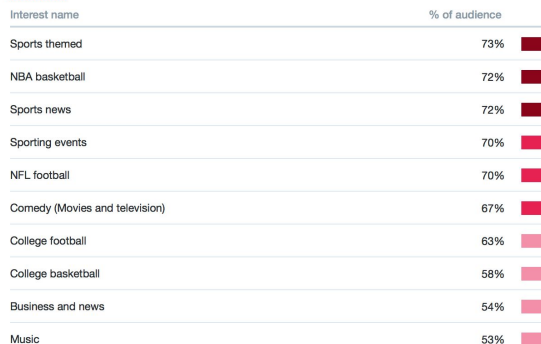
Values based on 5.7% match rate from Twitter partners

## Consumer buying styles



Values based on 39.1% match rate from Twitter partners

## Interests

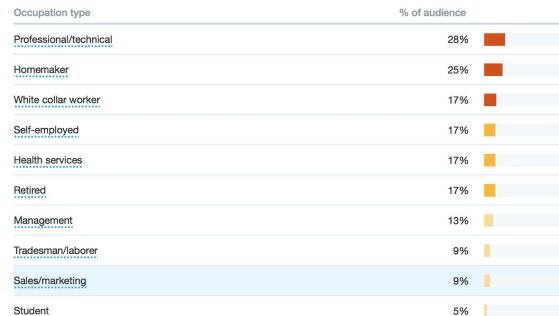


## Household income categories



Values based on 58.1% match rate from Twitter partners

## Occupation

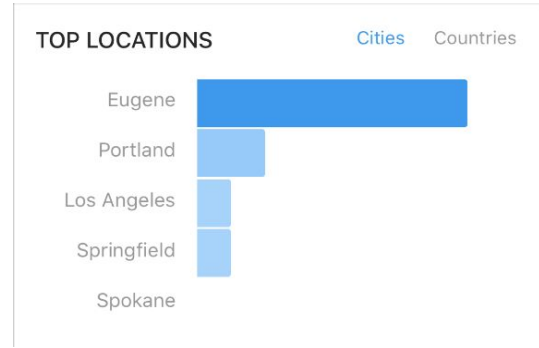
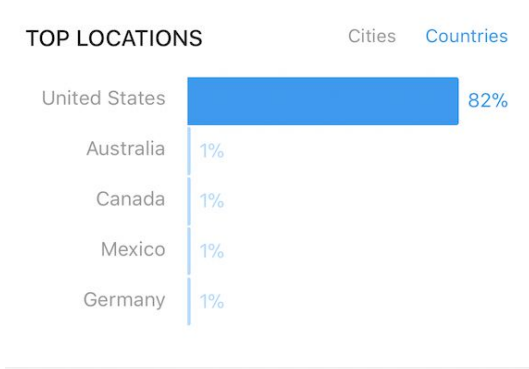
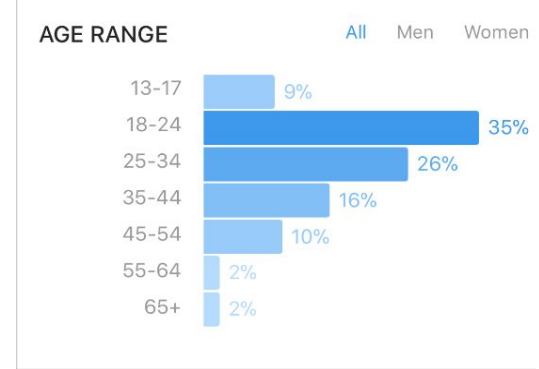
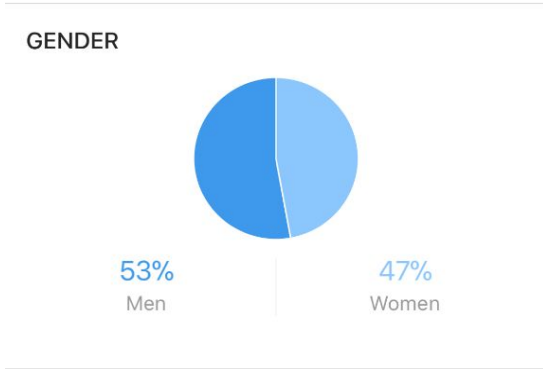


Values based on 22.7% match rate from Twitter partners

# ***INSTAGRAM*** *(November 8, 2017-March 7, 2018)*

- Followers increased +1163
- Paid: 0%
- Organic reach: 12,660
- Average reach: 12,000
- Average engagement: 6%
- The audience is 53% male and 47% women
- The most common age is 18-24 and 25-34
- *Topics with the highest engagement are photos about the Pac 12 Championship, Sabrina Ionescu, Pre/Post game nights,*
- Posting at 4:00pm on Friday or 8:30pm on Sunday is the best time to post
- Most fans are on instagram at around 4:00pm and 8:30pm
- The best frequency would be 3 times a week or game days/ events.

# INSTAGRAM AUDIENCE DEMOGRAPHIC BREAKDOWN



# RECOMMENDATIONS

- Post behind the scenes of practice and player bonding on Instagram & Twitter to show future recruits the strong relationship between players
- Set clear objectives for each audience and what profiles should be utilized to reach those audiences.
- Choose a social media management tool to help manage content and schedule posts based on a social content calendar for all platforms



# ***Social Media Strategy***



# ***OVERVIEW***

Oregon Ducks Women's basketball team is the official women's basketball team of the University of Oregon (U of O). Basketball is one of eleven varsity women's sports at the U of O and the team is a member of the Pac-12 Conference and a Division I team in the National Collegiate Athletic Association. Matthew Knight Arena located in Eugene, Oregon which is the home venue for both the Women's and Men's basketball teams. All University of Oregon sports teams are sponsored by Nike who provides the official team uniforms.

The Oregon Ducks women's basketball team primary use of social media is to connect with fans and potential future players (recruits). Facebook, Instagram and Twitter are their most used social media platforms.

# ***SWOT***

## **STRENGTHS**

- Quality photos/videos content on all platforms
- Team just won the Pac-12 conference (successful)
- U of O has a strong brand recognition
- Have nationally ranked players on the team
- Have a fairly large following on all platforms in comparison to competitors

## **WEAKNESSES**

- Repetitive social media content
- Unfocused target audiences for each platform
- Little to no conversation with followers
- Posting others content on social media (Goducks content/Pac12) more than creating new content

## **OPPORTUNITIES**

- Grow social reach by initiating & joining online discussions
- Refine target audiences and create specific content to cater to those audiences
- Implement influencer strategy to build the Oregon Women basketball brand

## **THREATS**

- Other Pac-12 women basketball teams with high social media presence
- Other teams have larger front office staff to better engage with users

# ***Audiences***

Oregon Women's basketball has two primary target audiences:

**HIGH SCHOOL  
RECRUITS**

**FANS**

Families

Students

Alumni

Season Ticket Holders

# ***Audiences***



Future recruits are interested in the student athlete life, successes of the team and the player dynamic between coaches and teammates. OregonWBB currently use Twitter and Instagram to target future recruits. Families with younger children also tend to use Instagram more than other platforms.



Young fans (students) engage more with Twitter content because it has current, in the moment game updates and is usually easier for fans to engage with. Twitter has the youngest demographic (13-18) out of all the platforms. It is also where the recruits are looking for fast information.



Facebook is primarily the older fan audience, alumni and majority of ticket buyers. Facebook has the most variety of posts from images, videos and shared posts.

# *Objectives*

## #1

Create an Intern program specific to WBB by November 2018 to optimize content posting and increase social following

## #2

Optimize posting per platform by strategically targeting audience demographics specific for that platform by November 2018.

## #3

Increase awareness of other players besides Sabrina Ionescu by diversification of posting A 3:1 ratio by the start of November 2018.

## #4

Increase international awareness of team by November 2018 to increase international fan engagement and follower count.

# ***Objective 1***

**Create an Intern program specific to WBB by November 2018 to optimize content posting and increase social following**

# *Strategies*

**Strategy:** To achieve the objective, we recommended an intern recruiting strategy based on platform specific interns where each intern is extremely knowledgeable in that platform and can optimize content for it.

## **Implementation:**

Create a one credit internship aimed at Journalism students proficient in social media/content creation.

Hiring three interns preseason to be in office more than just games allows for OregonWBB to optimize content for each platform to strategize reach. With each intern on a specific platform, the content will fit the platform perfectly and allows for diversification of content to more broadly engage. The Oregon Women's Basketball Team is at a growth year where it may have outgrown the former model of operation and have an amazing opportunity to expand its social media reach and likes off the success of the team.



# ***Objective 2***

**Optimize posting per platform by creating topic buckets to strategically targeting audience demographics specific for that platform by November 2018.**

# Strategies

## Strategy:

To achieve our objective, Oregon WBB will need to implement a strategy focused on pairing an audience to a platform in order to create content that targets each audience demographic. Twitter=Recruits, Instagram=students/recruits and Facebook=older, ticket buyers.

## Implementation:

On a content calendar, create platform-specific content buckets employed for strategic audience demographics to better engage each group individually:

**Facebook:** Older Alumni/ older fans/ parents

→ Emphasis on entire game process

**Twitter:** Recruits

→ Implement news and score updates

→ Tweets that initiate fan engagement/re-tweet

**Instagram:** Students/recruiters

→ Emphasis on high quality images

→ Emphasis on comradery and behind the scenes

# *Objective 3*

Increase awareness of other players besides Sabrina Ionescu by diversification of posting A 3:1 ratio by the start of November 2018.

# *Strategies*

**Strategy:** To achieve the objective, we recommend a social media topic posting strategy. Create a social media weekly recurring post theme. For example, #MeetTheTeamMonday. Every two weeks, on Monday, have posts on Facebook and Instagram and Twitter about a different player every week.

## **Implementation:**

Create content calendar on Excel or use Sprout to organize and plan future content.

- Create topic buckets
- Tag players in posts.

# ***Objective 4***

**Increase international awareness of team by November 2018 to increase international fan engagement and follower count.**

# *Strategies*

**Strategy:** To achieve our objective, Women's Basketball should dedicate a post once month in native tongue and or about players to highlight players from non-English speaking countries and their background.

## **Implementation**

Create posts in spanish about international player

Data Analysis showed that international players have a large online following.  $\frac{1}{4}$  of Facebook following is Spanish-speaking, but less than 4% of that demographic engages with content. By targeting them directly, there is an opportunity for engagement to increase & to highlight the diversity of the team.



# *Measurement*

# *Evaluation*

**Objective 1:** By using social monitoring tools we will be able to determine how specific demographics are responding to improved content as well as to determine the growth of positive interactions.

**Objective 2:** OregonWBB should compare data pulled from this audit (Nov. 8-March ) to data collected one year from now to measure possible changes in engagement. Engagement can be measured by looking at the different platform's native analytics.

**Objective 3:** Look at the last three months of posts and count the different topics. For example, if it is a player post, is it about Sabrina? Or another player. Estimate an average of posts per topic. Do the same thing a year from now and compare this number to the new number to see if there is an increase in variety of posts about different players.

**Objective 4:** Analyze the likes and engagement of posts dedicated to international players and compared to other posts.



- 1.** Review social media audit and strategy and decide what takeaways are most important for the continued success of OregonWBB social media.
- 2.** If desired, start creating an internship program for 3 interns for pre-season and start the hiring process by May 2018.
- 3.** Create a monthly content calendar and start implementing its use by April 2018.
- 4.** Start implementing strategies outlined in this audit by start of May 2018
- 5.** Analyze social media analytics in 12 months

***Timeline***

# ***Budget***

**Overall, this strategy will take one year to complete and no sponsored posts are necessary. The biggest resource that will be utilized is time rather than money. If Oregon Women's Basketball decides to create an internship program, they will have to decide if they want to create a stipend for the internship role and how many interns to hire.**

**We have budgeted a significant more time into social strategies than are previously being implemented. This will be a minimum 2-4 hours time commitment five days a week for the Oregon Women's Basketball assistant director of communications.**

# ***Content Calendar***



# Content Calendar

Apr-18							KEY:
							Gameday
							Facebook Live
							Player/ Coach Spotlight
							Native Language Post
							International Player
							Fan Engagement
							Video Content
							Young Fan Spotlight
							Alumnae Post
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Gameday	Player Spotlight	Video Content	Young Fan Spotlight	Native Language Post International Player	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Fan Engagement	Video Content	Alumnae Post	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Video Content	Young Fan Spotlight	Fan Engagement	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Native Language Post International Player	Fan Engagement	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight		Fan Engagement		Facebook Live	Video Content	

Jun-18							KEY:
							Gameday
							Facebook Live
							Player/ Coach Spotlight
							Native Language Post
							International Player
							Fan Engagement
							Video Content
							Young Fan Spotlight
							Alumnae Post
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Native Language Post International Player	Fan Engagement	Young Fan Spotlight	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Young Fan Spotlight	Fan Engagement	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Fan Engagement	Native Language Post International Player	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Video Content	Young Fan Spotlight	Fan Engagement	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Fan Engagement	Young Fan Spotlight	Facebook Live	Video Content	

May-18							KEY:
							Gameday
							Facebook Live
							Player/ Coach Spotlight
							Native Language Post
							International Player
							Fan Engagement
							Video Content
							Young Fan Spotlight
							Alumnae Post
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Native Language Post International Player	Fan Engagement	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Native Language Post International Player	Fan Engagement	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight	Alumnae Post	Fan Engagement	Young Fan Spotlight	Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight		Fan Engagement		Facebook Live	Video Content	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Player Spotlight		Fan Engagement		Facebook Live	Video Content	