

SDTC Social Media Plan

October 16, 2015 - October 19, 2015

Event Hashtag: #BestDayInTri



Event Weekend:

Friday, October 16, 2015:

- MDC Ride-In/Meet & Greet Picnic
- Surf Clinic – Rob Machado possible
- Emotional ride in shot

Celebration of Abilities Banquet

- Award Winner

Goals:

- Drive emotional, relevant conversation about CAF and SDTC before, during & after the event
- Move supporters with effective persuasion and clear calls-to-action
 - o Encourage supporters to participate in conversation on social media, share photos, testimonials, etc.
 - o Drive buzz around the event, encourage registration for SDTC, TDC, 5K and volunteer opportunities (pre-event)
- Engage supporters with compelling content and real-time interaction (use as a ‘conversation’ – listening and responding to supporter’s comments)
- Provide unique experiences that build brand loyalty
 - o Establish a personal relationship with supporters who are participating
 - o Gives supporters at home the opportunity to be a part of the action

Messaging:

1. Follow CAF:

Facebook: www.facebook.com/CAForG

Twitter: @CAFoundation

Instagram: @CAFoundation

Snap Chat: Cafoundation NEW THIS YEAR****

2. Capture photos of your favorite SDTC moments

3. Show why SDTC is the #BestDayInTri!

Visual Content:

Link to pre event content dropbox: <https://www.dropbox.com/sh/h2r03odoxdqifij/AABKwy8FYyXAaqsOOeTCu9Xia?dl=0>

Content:

- Transformational Moment- Pre-set of motivational quotes to incorporate.
- Twitter prompts: "Show why SDTC is the #BestDayInTri!"
- Event Highlights – key moments throughout event weekend
- Goody bag & Auction Items
- Sponsor shout outs
- Fundraising team shout outs

RTs/Conversations:

- Retweets of celeb/VIP/challenged athlete & key supporter tweets
- Replies to supporter posts
 - o Words of encouragement
 - o Answers to questions

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Saturday, October 17, 2015:

- Clinics
- Run Clinic

Sunday, October 18, 2015

- SDTC Event Day
 - o Signage @ venue (H stands in ground and hanging from tents w/ grommets)
 - o Slides on Jumbo Screen
- Announcer broadcasts – repeated throughout day
- Live Feed Streaming (TBD)
- Meeting photographers exchange photos day of:
 - **Shiggy 11:00 AM:** Goals to get water footage transition
 - **Rich Cruse 12:00 PM:** Transformational moments

Staff Roles:

PRE-EVENT:

Development & Events, Biz Dev, Programs – communicate hashtag, messaging, memes to fundraisers, sponsors, VIPs and challenged athlete participants

ON-SITE:

Michelle

Nancy-Twitter

Programs, Nancy, Jamie, Michelle-SNAPCHAT

Posting Frequency:

- **Content to post:**

- o Twitter: 10+ tweets/day (including retweets)
- o Facebook: 2-3 photos/video clips per day
- o Instagram: 3-4 photo/video per day
- o SnapChat: content throughout day added to story

PRE-EVENT POSTS INCLUDE:

- Best Day In ___ Memes
- TDC
- Sponsor/VIP memes (customized for each sponsor or VIP participant, to be shared on their social media channels and tag CAF)
- Best Day In Tri messaging
- Challenged athlete features
- Sneak peeks of swag items
- Prompt fundraising
- Promote Boston Marathon slot
- Celebrity & Pro participants
- Sponsor shout-outs

KEY MOMENTS TO CAPTURE

- Friday morning surf and open water swim clinics
- Friday Picnic/MDC ride-in
- Celebration Of Abilities
- Saturday Clinics

SDTC

- Parade of Athletes
- Hot corner – VIP Relay Team tag-offs (celebs & key challenged athletes)
- Swim start
- Kid's Run
- Wheelie Start
- KP Thrive 5K
- Tour de Cove presentation
- Mayli and Brooklyn presentation
- Finish Line
- BBQ- Dr B Volunteer of the Year