



GRAB A GAME™

SOCIAL MEDIA GUIDE

Goal

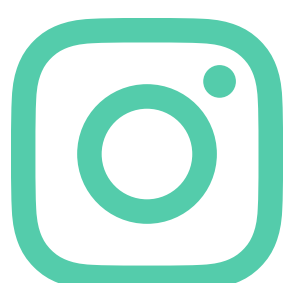
Grab A Game's social media aims to connect players in an online community while creating awareness to new participants. All content should capture the fun of Grab A Game and make us look desirable. We want people to feel like they're missing out if they're not playing with us, therefore encouraging them to get into the game.

Do

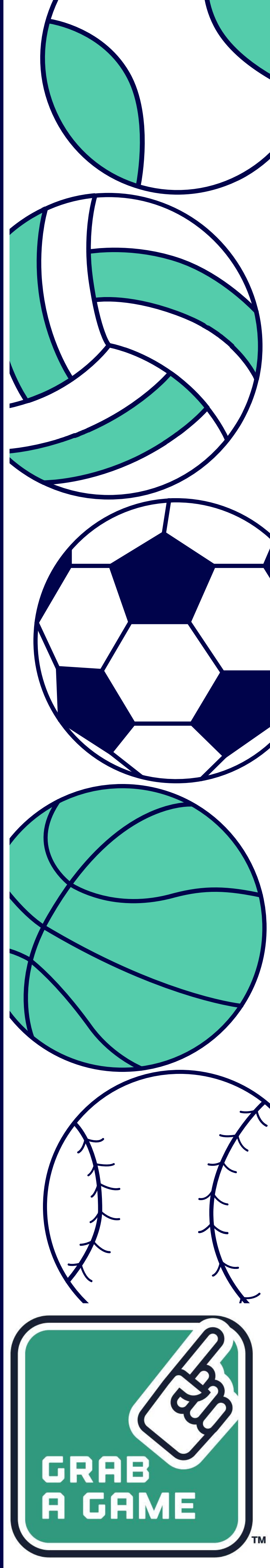
- Tag the location and Grab A Game
- Stay light and engaging
- Use hashtags (see page 2)
- Use high quality pictures (no pixelated content)
- Write an appropriate caption - conveying a mix of fun and competition
- Update the Instagram bio with a link if you're promoting an event
- Add to the story with pictures of videos that are not quite good enough for a post on their own
- Keep the stories updated so we stay visible
- Consider adding a poll, gif, or hashtag to stories
- Keep content relevant to sports and our community
- Keep the conversation going and respond to the comments
- Tag sponsors when they appear in our pictures

Don't

- Post without a hashtag
- Post political or controversial content
- Post sexual innuendos
- Post negative or hateful comments
- Post more than twice a day on the same platform
- Follow your friends (active members are okay to follow)
- Post content with competing sponsors
- Post anything you wouldn't be proud to show Lynn



Login: grabagame
Password: monster111





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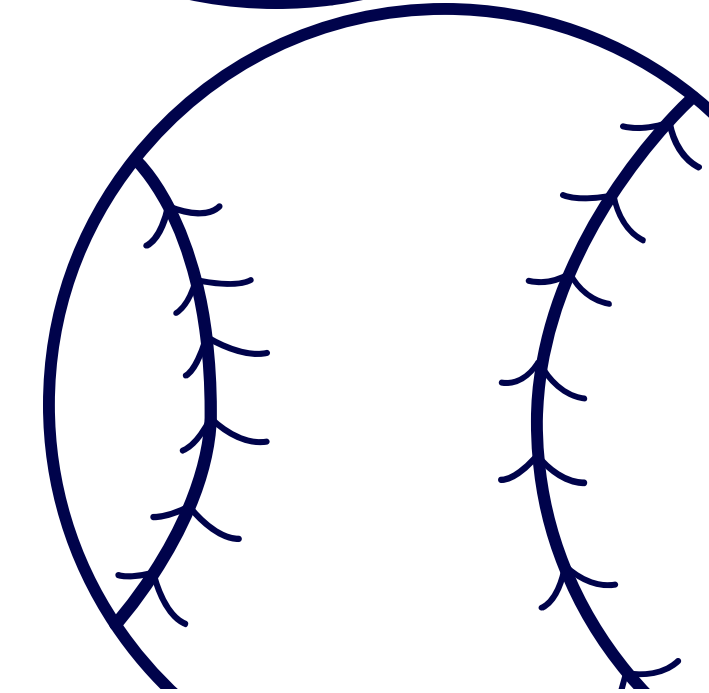
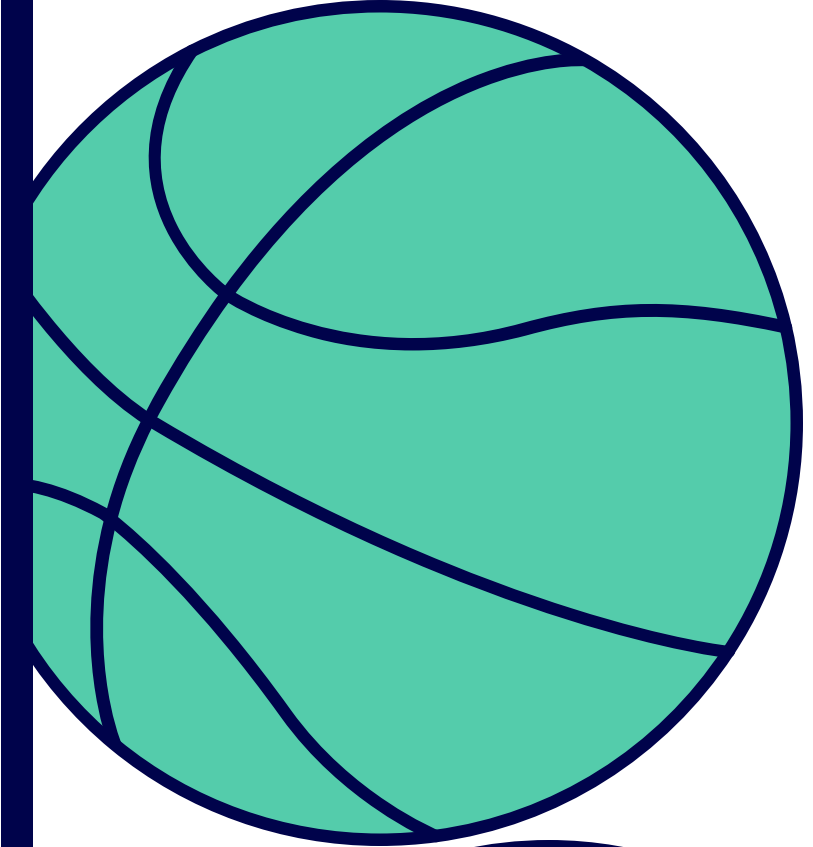
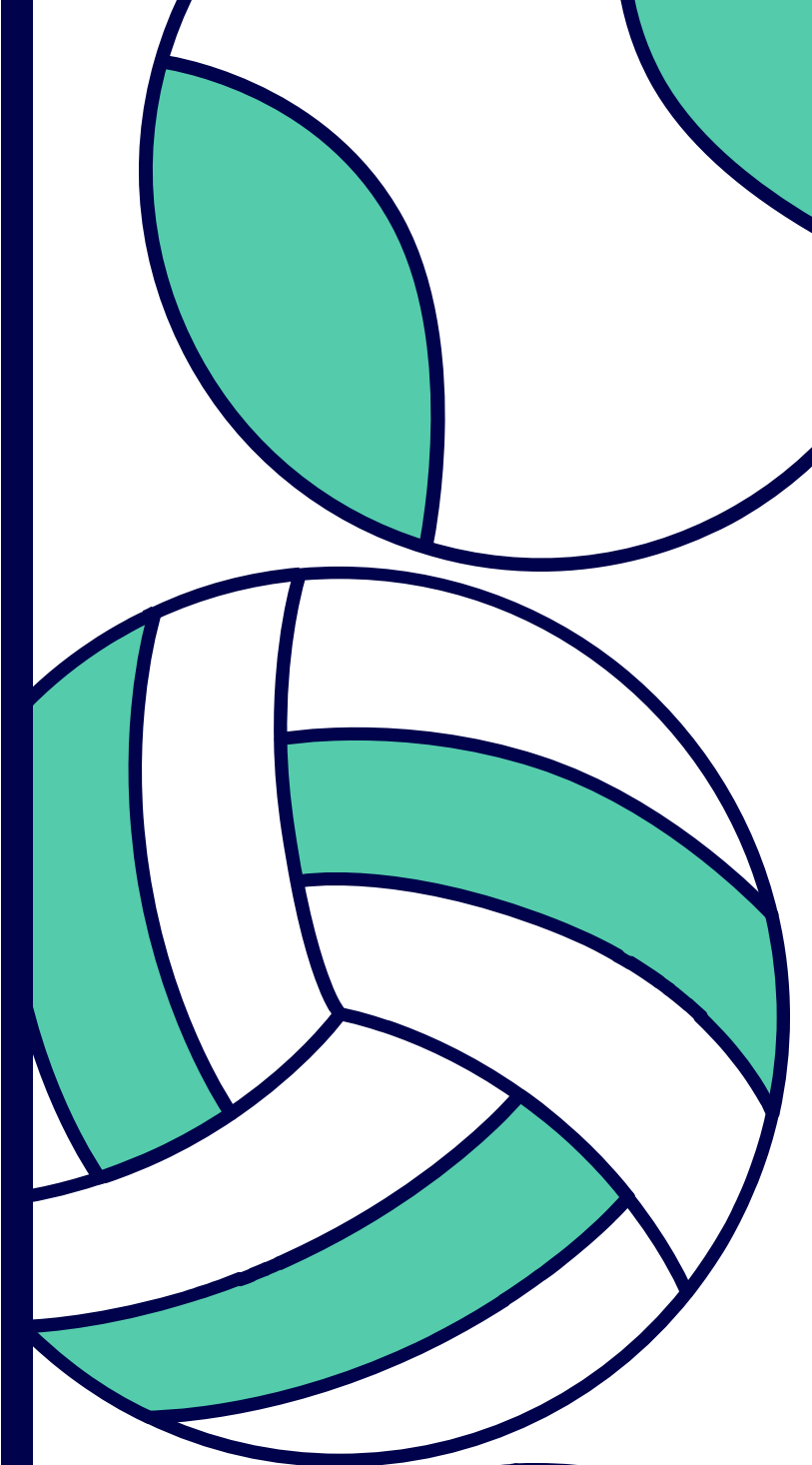
HASHTAGS

Please **ALWAYS** use **#GrabAGame**

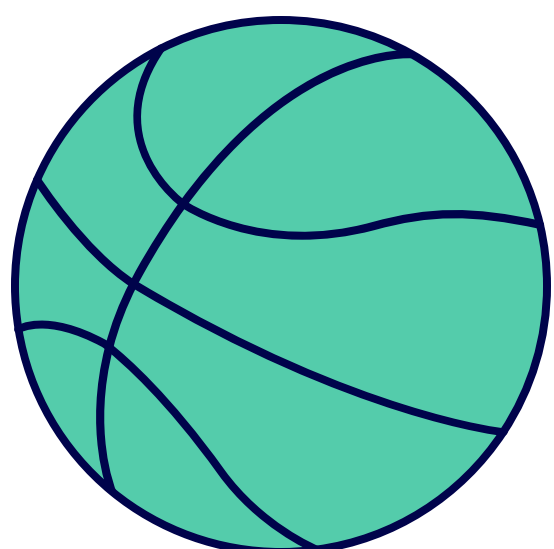
**The following are suggested #'s per sport
To separate hashtags from the copy, enter three
lines with one period each.**



#soccer #soccertime #insta_chicago
#chicago #chicagoland #chicagogram
#chicagolife #socceractionshots #video
#strong #soccer ⚽ #soccerskills #soccerlife
#futbol #mycity #myteam #motivation
#soccerdrills #soccerlove #soccerpractice
#mychicagopix #competition #GrabAGame



#volleyball #volleyballtime #volleyballove
#volleyballplayer #volleyballlife #volleyball 🏐
#volleyballislife #chicago #insta_chicago
#chicago #chitown #chicagosports
#chicagogrammers #chicagoland #sports
#sportslife #chicagogram #chicagolife #🏐
#GrabAGame



#ballislife #basketball #basketballtime #hoops
#basketballgames #insta_chicago #chitown
#chicago #chicagoland #chicagosports
#mychicagopix #chicagram #chicagogrammers
#gameon #basketball 🏀 #smile
#mondaymotivation #mondayvibes #🏀
#GrabAGame