



SOCIAL MEDIA PLAYBOOK

***GEAUX
TIGERS***



OVERVIEW

Esports LSU's brand has grown consistently over the past two years with our social networking sites (SNS) being at the forefront of the growth. SNS can be defined as any digital platform that individuals can interact, express or communicate with another individual, company or organisation. SNS include online channels for sharing and participating in a variety of activities. With the growing climate around SNS, organizations should engage with its public to increase interactive dialogue, trust and mutually beneficial relationships



**OUR SOCIAL PLATFORMS ARE THE FACE OF
ESPORTS LSU.**

**TURN ONE OF THE BEST STUDENT ORGANISATION
BRANDS AT LSU INTO ONE OF THE BEST STUDENT
ORGANISATION BRANDS IN THE COUNTRY.**



PLATFORMS

Twitter is a social media public platform used for short, concise posts which can be seen by anyone. Twitter is usually viewed as the main voice of a brand due to its unlimited reach, thus should be treated as such. With social media growing rapidly, Twitter is a platform which can be seen as a place for instantaneous mini-press releases and announcements

Facebook is a more personal platform. By default, personal settings are set to private and users must accept each others connections in order to see content from personal profiles. Due to the private nature of the platform, individual users are more likely to be more honest and share more personal content, thoughts and feelings



Platform Specifics Posts must remain native to their platform; thus, different types of content belong on different platforms, while some content can be shared cross-platform. Twitter should remain the ultimate source of information, while Facebook can house the less pertinent, almost entirely entertaining content. High quality photos, videos and graphics can be shared-cross platform to increase their reach since they are typically the most attention-grabbing.



TWITTER

Twitter limits posts to 280 characters so they must be concise and to the point; only the key details should be highlighted. It can be useful to use emojis to shorten the post whilst still conveying information. For example for a stream announcement, using the red “live” button to show something is live, a clock face for time and so on. Research has shown that shorter posts get more attention and have a higher retention rate. So although you can use 280, it’s recommended to keep it even below 120 characters and utilise images to show information.



INSTAGRAM

Instagram is unique in that the major focus of content is an image. Because of this, it's key that whatever is posted is extremely appealing and captivating to our audience. As the image will have a lot of the information, reserve the text space for something short and witty to add to the post. When it comes to hashtags, utilise the comment space rather than the post itself. Use anything related to the post and the club which is likely to garner engagement.



FACEBOOK

Facebook allows for more lengthy posts with more detailed information and should be utilised for event information and recaps as well as longer general updates. Each event hosted by Esports LSU should have an event page on Facebook which can be used to post all relevant information and can be used for members to ask questions. Facebook also allows for albums of photos and can be used to bulk upload images from events where Twitter and Insta is reserved for the best images.



TYPES OF MEDIA

Owned media are the brand's personal social platforms. There are no placement fees or advertising costs for owned media. A brand's owned media is organically crafted and published on its SNS without paid promotions.

Earned media is content shared for free through your followers. Specifically, this is content your brand earns through outside engagement, interaction and viewing. Examples of earned media include sharing of content posted to platforms as well as articles or video segments about the Esports LSU brand.



Paid media is any type of marketing which has been paid for. In reference to social media, it includes paid promotion posts and any work with paid influencers in the space. Specifically for Twitter, tweets can be promoted at a cost and shown to specific audiences at the brand's discretion. Filters can include age, gender, location and job title in order to ensure the post is being seen by the correct people. These tweets are then shown throughout users' timelines rather than real time, thus increasing the impression of the content.



SHORT TERM GOALS

Post consistently: Create and utilise a publishing calendar in order to create and post diverse content throughout the week

Increase activity on all platforms: Post more content to Facebook and curate image based content specifically for Instagram

Highlight club activity: Post content pertaining to Esports LSU and it's members to appear more personal

Engage with other brands: Reply to and share other collegiate clubs and our partners' posts

SHORT TERM OBJECTIVES & KPI'S

(KEY PERFORMANCE INDICATORS)



- Increase posts by 20% with month-to-month total posts being within 10% of each other
 - KPI: Number of posts
- Ensure that at minimum 50% of posts are shared across all of our platforms each month
 - KPI: Similar posts across at least two platforms
- Post a recap of every major event we host with X amount of pictures
 - KPI: Timely recap of events with engagements
- An increase in earned media shares from other brands in the collegiate space
 - KPI: Increase of retweets and shares of our content and increase in content surrounding the Esports LSU brand



LONG TERM GOALS

- ***Grow platforms:*** Keep consistent growth throughout the year across two major platforms to become a prominent brand on LSU's campus
- ***Increase engagement:*** Reply, Like and Retweet engagements in order encourage further engagement. Try to create two-way asymmetrical conversation (replying to replies to create a conversation)
- ***Integrate with the LSU community:*** Share and engage with content posted by other organisations/bodies on LSU's campus.

LONG TERM OBJECTIVES & KPI'S

(KEY PERFORMANCE INDICATORS)



- Increase Instagram following by 100% and Twitter by 10% before the end of Spring 2019
 - KPI: Increased following on both platforms
- Increase earned media through conversations with other brands and increase replies by 25% by the end of Spring 2019 to create a two-way conversation
 - KPI: Number of replies to Esports LSU's posts with a focus on Twitter
- Engage with LSU communities via our SNS' at least once a week, growing to up to five times a week by the end of Spring 2019
 - KPI: Increase of following and engagement from communities at LSU such as UREC, Colleges. Athletics and other student orgs

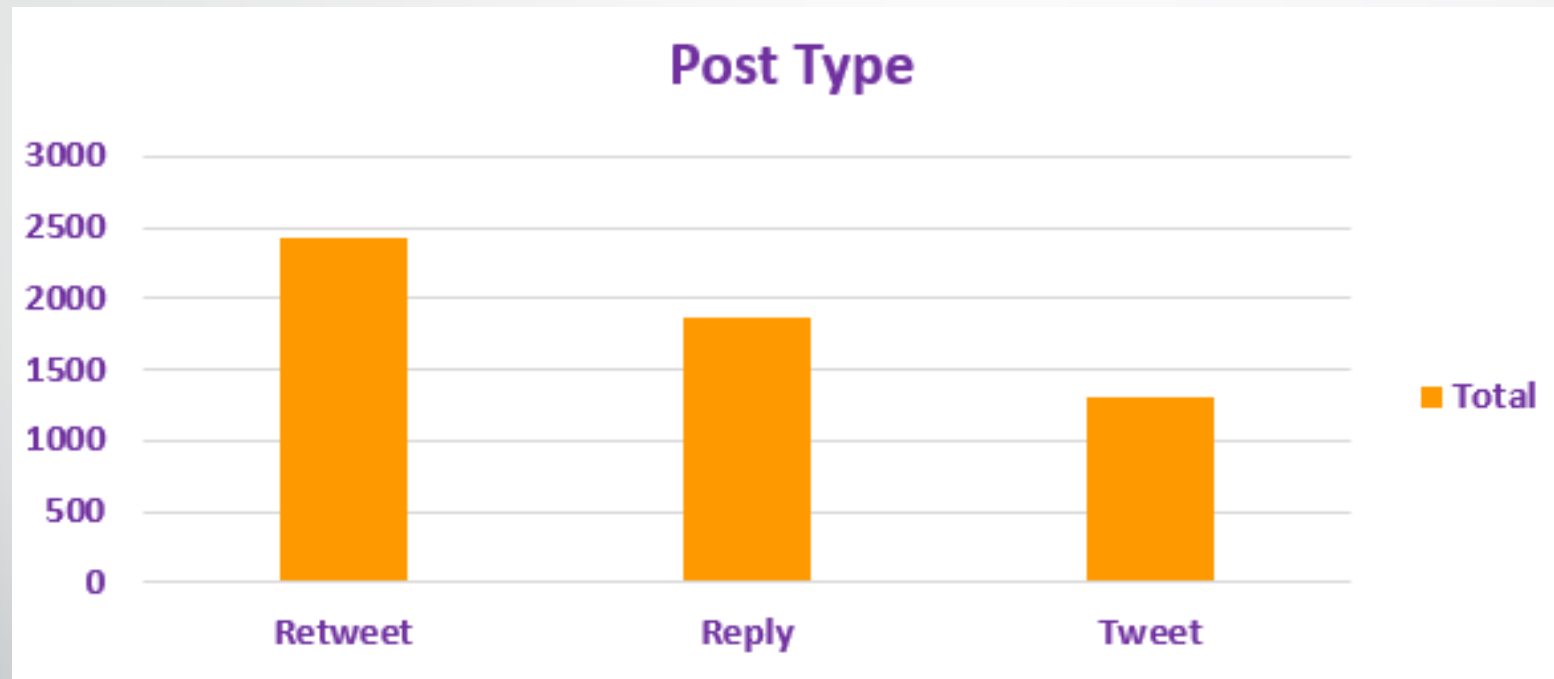


DATA

***ALL DATA IS TAKEN FROM TWITTER USING CRIMSON HEXAGON
FOR THE DATE RANGE OF SEPT 2016- DEC 2018***



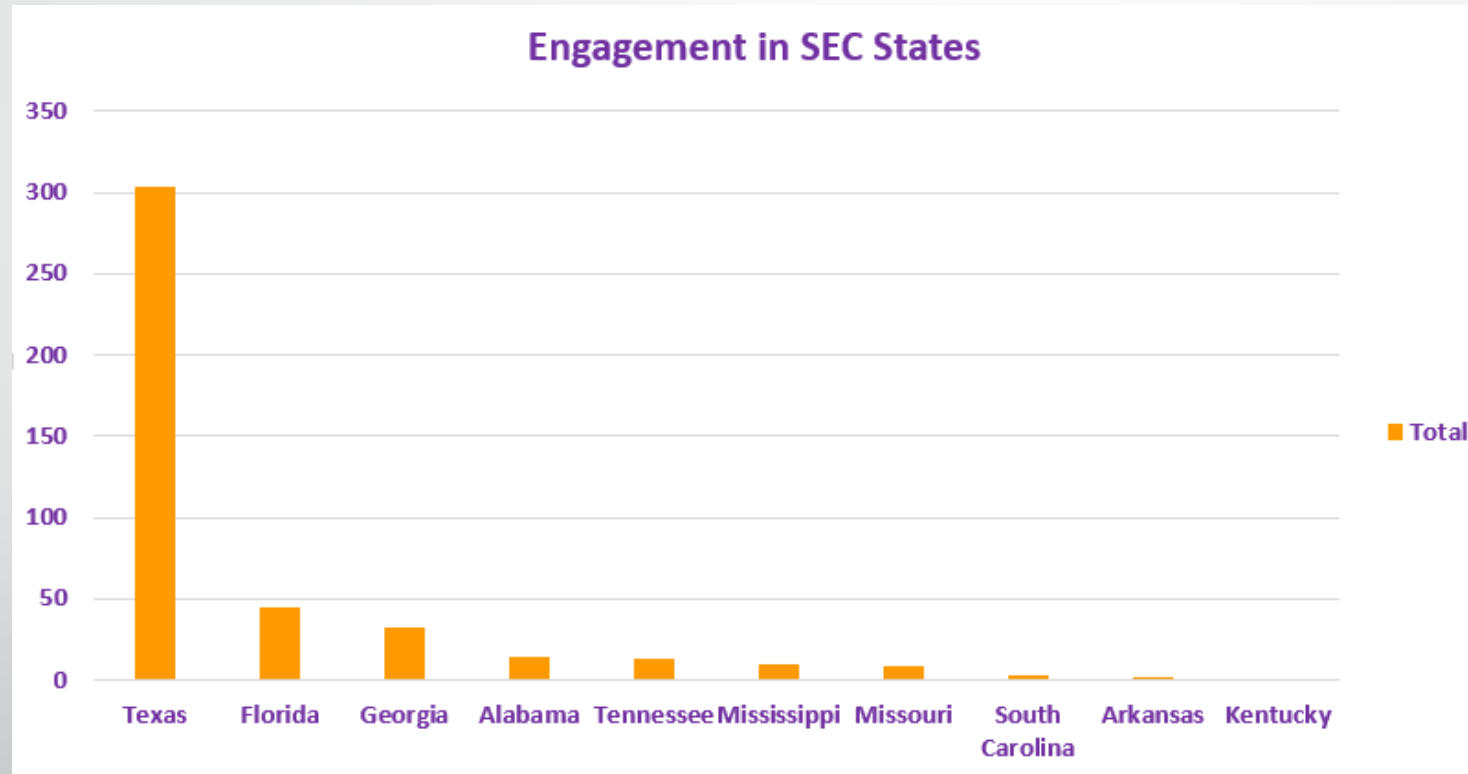
POST TYPE



Increase replies as a means to increase engagement and positive message surrounding the Esports LSU brand. More talk means higher chance of cementing ourselves as the best esports program.



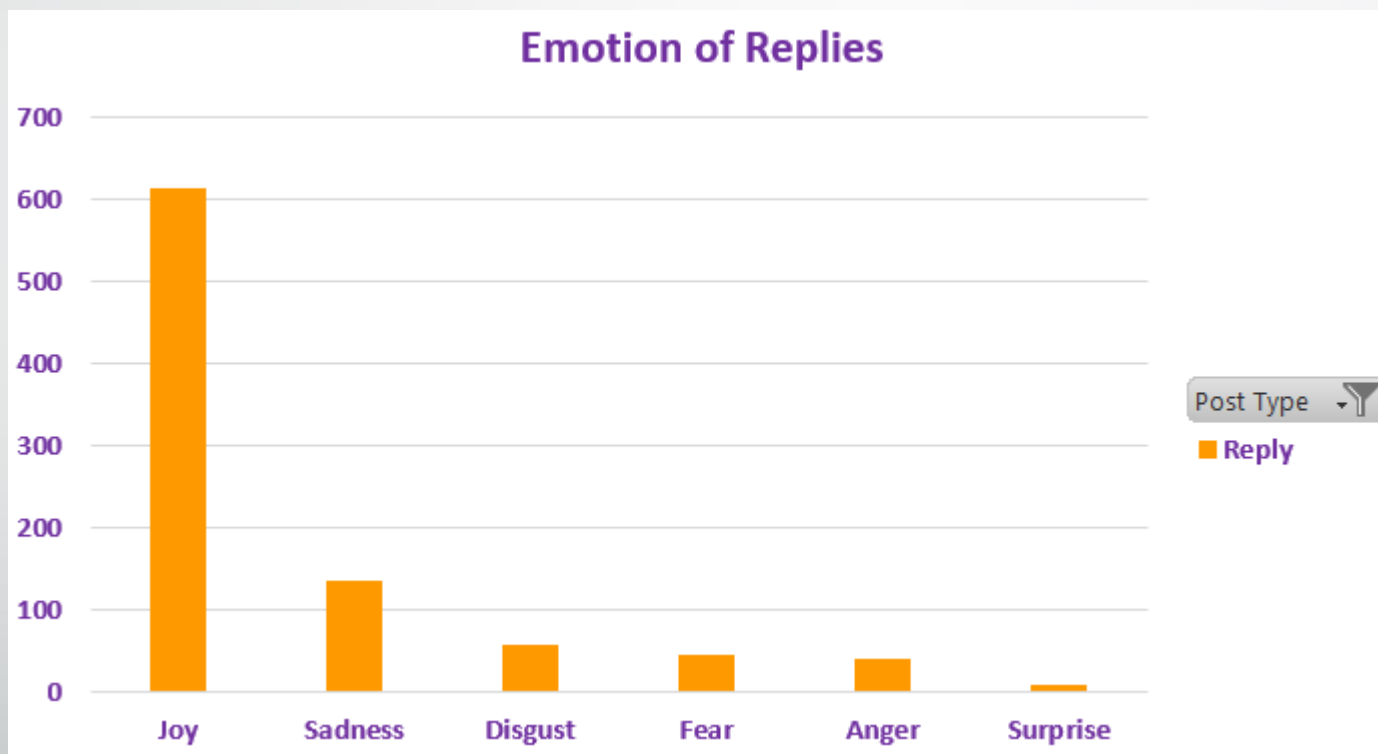
SEC GROWTH



Increase engagement in SEC states by interacting with SEC brands, specifically those which LSU has a rivalry with, to become the flagship program in the southeast.



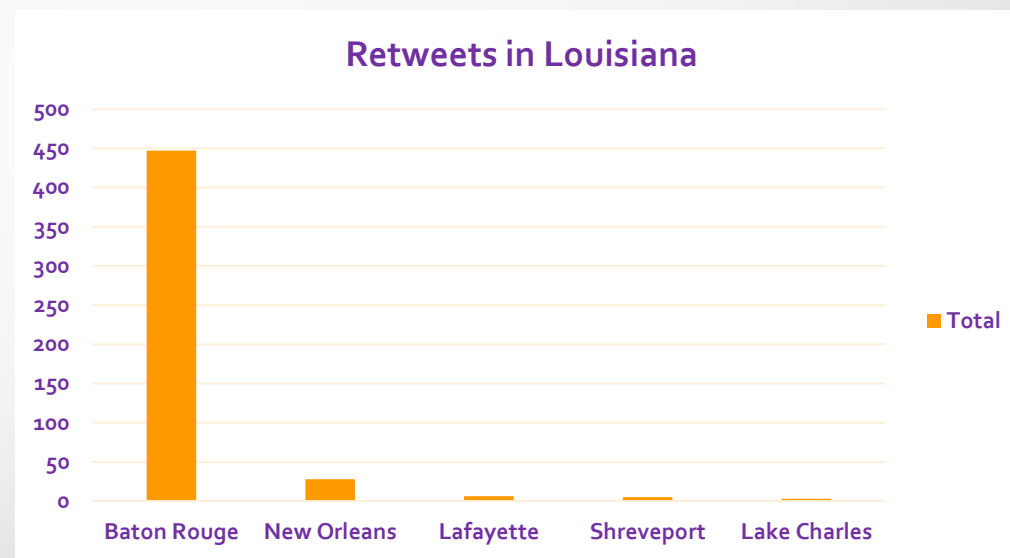
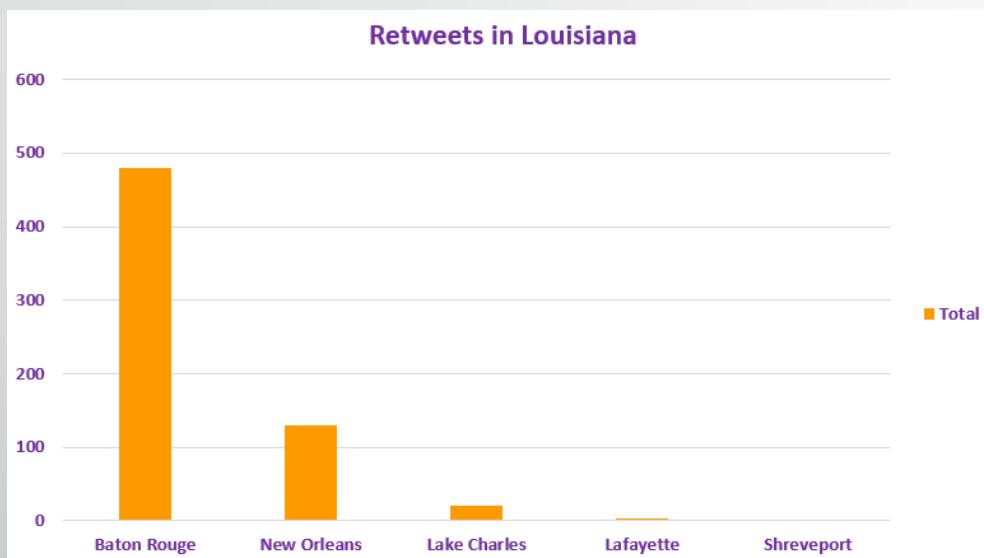
REPLIES



If we increase positive content it should increase the positivity of replies and overall image of the Esports LSU brand. Sadness is hard to avoid when a team loses but we can improve the conversation via tailored content such as polls for MVP



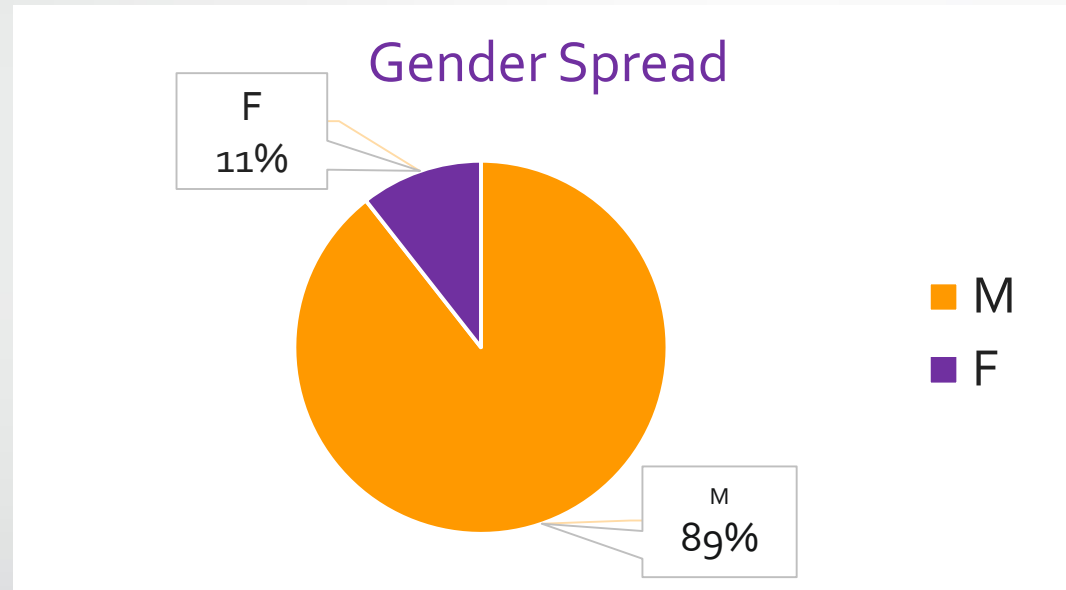
REPLIES AND RT'S BY REGION IN LOUISIANA



When using paid media to attract a local audience, we can forgo spending a bulk on Baton Rouge but instead focus on New Orleans, Lake Charles and Lafayette in order to increase engagement in the greater surrounding area of Baton Rouge. New Orleans and Lafayette are driving distance so advertising there is certainly beneficial.



GENDER



Although esports tends to be male dominated, we can increase female engagement by creating female friendly content. One example is highlighting some of our female members and officers to encourage further participation by both our female audience and our members.



TWITTER INFLUENCE

- TeamTespa
- BallistixGaming
- NvidiaGeForce
- Corsair
- LSU
- RLEsports
- UNTGaming
- UTAEsports
- OSUEsports
- CajunEsports
- NEUEsports
- UCFCGaming

Interact with these brands in order to increase our influence in collegiate esports on Twitter. The left column are brands which have a sphere outside of a university, the right are prominent collegiate esports clubs which we've interacted with in the past. In the future, focus on SEC schools with successful programs such as TAMU, Ole Miss and Miss St.



GUIDELINES

Do's	Don't's
Diversify content, keep it fresh	Post without an objective or posting for the sake of posting
Emphasise positive content with relation to the brand, influencers and sponsors	Ignore notifications and DM's; a simple like can go a long way
Keep a consistent tone throughout, humanise the brand	Constantly self promote
Use "Esports" for the start of sentence or a name and "esports" for all other uses. Never "eSports"	Flood timelines with constant posting. Live coverage is okay, but don't go overboard with it



CONTENT CALENDAR

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
The Week Ahead	Player Highlight #TigerTuesday	Event Recap	Officer or Alumni highlight		Event Coverage	The Week Review
Promote the bigger matches for our teams for the upcoming week, highlighting streams, tournaments and opposing schools	Highlight one of our players: grade, major, team, fun fact, picture etc.	If we hosted an event, post some pictures and highlight the event. Thank people for coming out and any relevant sponsors	Highlight one of officers: roles, years in the club, major, grade, what they do. Alumni: highlight what they're doing now, how esports helped		If we host an event, it's usually on a Saturday so we can reserve this purely for event coverage	Review the notable results of our teams from the previous week



POST CHECKLIST

- Are you posting for a reason? Does it have an objective?
- Is what you are posting relevant?
- Are you targeting a specific audience? If yes, is the tone correct?
- Will the post reflect negatively on the Esports LSU brand?
- Does the content reinforce Esports LSU as one of the best brands on campus?
- Re-read the content. Are there any spelling errors? Is the inserted media relevant and look well placed?
- Send a draft in Discord to the VP or in the #communications channel to get the "OK" to post



DIRECT MESSAGES

- Try to be as helpful as possible and remain polite
- Try to answer all DM's although some don't require a response eg. "make cod team" doesn't really need a reply, though feel free to do so
- If you do reply, say who the message came from, either through a name or a twitter handle. This makes the conversation seem more personal and helps the other SoMe coordinators know who's dealing with each message
- If you do not know the answer, ask in Discord. Don't give false information just to reply quickly



ESPORTS COVERAGE

- When covering our teams, utilise the hashtag for each; #LSURL, #LSULoL, #LSUCS etc. as well as using #GeauxTigers to pull in some audience from LSU Athletics
- Tag any tournament which they're playing in to encourage engagement and use any relevant hashtag for said tournament
- Include relevant pictures of players or any graphics which are made and tag any sponsors which are on show in the picture
- During event coverage, utilise the location feature and include a custom made hashtag to document our journey at the event eg. #LSUxDHATL

GEAUX



TIGERS

BEN HOSFORD