



TMYL Media Strategy

Media Objective:

Build upon TMYL current online presence with consistent and strategic posting of content throughout the year, focusing on **Facebook, Instagram and Twitter audiences**. Incorporate content that overall increases user engagement and communication efforts between nonprofit and community.

Media Goal:

TMYL sees up to 3,000-4,000 kids a year for various lessons and services, roughly only an average of 25 people are viewing and aware of TMYL social media accounts and content. We want to increase this engagement and bring brand awareness by increasing this number to at least 100 users interacting with weekly content and following our social accounts by the end of the year of 2021.

Pillars/Phases/Content Objectives:

1. **Awareness and Education-** Educate members within the community on TMYL and expose the foundation to as many people as possible. Content ideas include fun facts, student spotlights, coach spotlights, etc...
2. **Engage and Encourage-** Use specific tactics to implement user-friendly content that will overall increase natural engagement and encourage user-generated content. Content creates a conversation as it encourages people to voice their opinions, comments, concerns, ideas, etc...
3. **Advocacy and Support-** Continue to provide strong consistent content to create an image across all three social media platforms that voice the foundation clearer. Content includes information on upcoming events and fundraisers that allows community members to provide and show their support for the foundation.



JANUARY

January is the start of winter programs. Begin showcasing **PILLAR 1** social media content to keep members within the community aware and educated about TMYL and upcoming events for the year.

FEBRUARY

National Tennis Day is February 23rd. Take advantage of this day to utilize specific content (**PILLAR 1**) dedicated to fostering awareness, and focus native content on community awareness and education.

MARCH

Use march to begin promoting for spring programs- Use these “off months” to further educate the audience on TMYL. This will serve as the foundation for the call-to-action (**PILLAR 2**) content coming in upcoming months.

APRIL- MAY

Spring programs began. At this point of the year, utilize content to begin promoting upcoming fundraising events and overlap **PILLAR 1 and PILLAR 2** social media posts. This integration will allow for TMYL to most effectively build the brand and reach the audience as content begins to us-glide specific tactics to increase user engagement.

JUNE - AUGUST

Summer programs begin. Continue using **PILLAR 2** content to implement user-friendly content to continue achieving the objective of increasing natural engagement, communication and awareness within the community.

SEPTEMBER - NOVEMBER

As fall programs begin, promote planned fundraisers with content to keep the community up to date on how they can help advocate and support TMYL. Utilize **PILLAR 3** content to promote this lasting advocacy and support and help voice the mission behind TMYL.

DECEMBER

December marks the end of programs for the calendar year. Remind the audience of all the great work TMYL has done and build the brand with testimonials from kids/coaches/community involved members and any “highlight” content from the year.



TMYL Social Media Tips + Tricks

Best Photo Practices





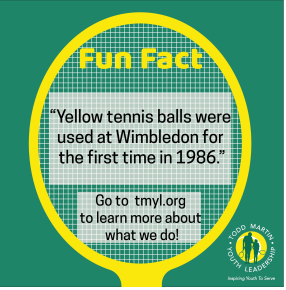

1. High quality Imagery - Inclusive imagery, meaning it can fit all platforms ie Instagram, Twitter and Facebook.
2. Photos chosen should be bright, clear, and lively. Bland stock photos are not recommended.
3. Properly make use of Instagram and Facebook story content by using the correct photo-dimensions.
4. Listen for mentions of your brand. Keep track of who is tagging you in pictures, and make sure to interact with those accounts/profiles.

Best Social Media Practices

1. Stay up-to-date. Check out Hootsuite, SproutSocial, and Social Media Today, to keep up with best-in-class practices for Facebook, Twitter, and Instagram.
2. Know **Algorithms**. Check out this guide to how nonprofits can work around Instagram + Facebook algorithms to successfully connect with audiences. (Facebook, Twitter and Instagram)
3. Be mindful with **#hashtags**. Refrain from using hashtags that are too saturated (i.e #tennis, #kids). Use hashtags specific to your organization to increase reach and visibility in top search results. The hashtag #ToddMartinYL is a useful one to use, because it assists in recognition of the organization on each post.
4. Utilize all social media features. From **stories, lives, IGTV, and beyond**- knowing how to reach your audience from a variety of social content is important. See this full list of Instagram features and how to utilize them.
5. Carefully curate your following. In order to curate a community that is relevant to your content, only follow back accounts that are your mutuals. **Do not follow back every account** that follows you and try to engage your following into being active with your account!



TMYL Social Media Content

<u>Objective/Pillar</u>	<u>Platform</u>	<u>Content</u>	<u>Asset Content</u>
Phase 1: Awareness and Education	Instagram, Twitter and Facebook	Happy #NationalTennisDay from TMYL. Check out our tennis courts at ____ and sign up for our tennis classes, link in bio.  #ToddMartinYL	
Phase 1: Awareness and Education	Instagram, Twitter and Facebook	#FunFact, yellow tennis balls were used at Wimbledon for the first time in 1986. Sign up for tennis class through TMYL and find out what color ball we use. Link in bio!   #ToddMartinYL	
Phase 1: Awareness and Education	Instagram, Twitter and Facebook	This month's student spotlight is _____. #ToddMartinYL	



<p>Phase 2: Engage and Encourage</p>	<p>Instagram, Twitter and Facebook</p>	<p>Happy #FitFriday! Try to fit in 60 minutes of exercise today to stay happy and healthy. 🥳🎾 Comment below what your plans are. #ToddMartinYL</p>	
<p>Phase 2: Engage and Encourage</p>	<p>Instagram, Twitter and Facebook</p>	<p>Important Update: EX: TMYL will be closed for the week. Stay safe, and make sure to check out tmyl.org for updates. #maskup #staysafe #ToddMartinYL Reach out with any questions/concerns!</p>	
<p>Phase 2: Engage and Encourage</p>	<p>Instagram, Twitter and Facebook</p>	<p>ATTENTION: Registration for summer tennis programs opens on April 12 for Lansing residents, and April 19 for non-lansing residents. Comment below if you plan on signing up! 🎾 #ToddMartinYL</p>	



<p>Phase 3: Advocacy and Support</p>	<p>Instagram, Twitter and Facebook</p>	<p>**INCLUDE OWN CAPTION ON UPCOMING FUNDRAISER/EVENT + HOW PEOPLE CAN SUPPORT**</p>	
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How to: Instagram Insights



toddmartinyouthleadership 308 Posts 155 Followers 28 Following

Todd Martin Youth Leadership
 Nonprofit Organization
 Providing youth with low-cost #tennis and #tutoring programs in #LoveLansing. Designed to build self-esteem, courage, discipline, and leadership.
runsignup.com/Race/Register/?raceId=200
 200 N Foster Ave, Lansing, Michigan

[Edit Profile](#) [Promotions](#) [Insights](#)
[Contact](#) [Add Shop](#) [Donate](#)

Story Highlights
 Keep your favorite stories on your profile

New

[TMVL Virtual Tutoring Program](#)
 • 3-on-3 virtual tutoring
 • 2 hours a week scheduled at your convenience
 • Help with homework
 • Life skills lessons
 • Online tutoring programs

[Meditation Spotlight](#)
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Insights

- Settings
- Archive
- Insights**
- Your Activity
- QR Code
- Saved
- Cart
- Orders and Payments
- Close Friends
- Discover People
- COVID-19 Information Center
- Update Messaging

Insights

Last 7 Days

Recent Highlights
 You gained 1 more follower in the last 7 days.

Overview

32 Accounts Reached	-13.6%
1 Content Interaction	-50%

Your Audience [See All](#)

155 Total Followers +0.6%

Content You Shared

1 Post

Add photos or videos to your story to see new insights. [Create Story](#)

12:42

Reach

Last 7 Days

Accounts Reached
 32 accounts
 -13.6% vs Apr 13 - Apr 19

Day	Accounts Reached
Wed	0
Thu	0
Fri	32
Sat	0
Sun	0
Mon	0
Tue	0

Accounts reached from Apr 20 - Apr 26

Impressions 42
 -83.8% vs Apr 13 - Apr 19

Account Activity 2

Profile Visits 2
 -85.8% vs Apr 13 - Apr 19

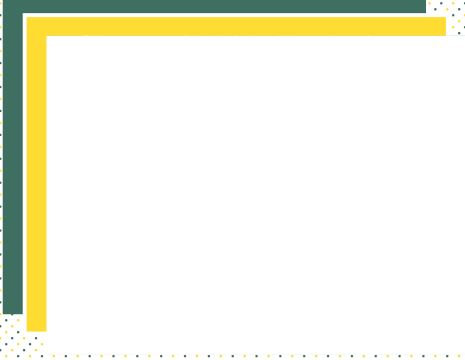
Email Button Taps 0
 0% vs Apr 13 - Apr 19

Call Button Taps 0
 0% vs Apr 13 - Apr 19

Top Posts [See All](#)



Inspiring Youth To Serve



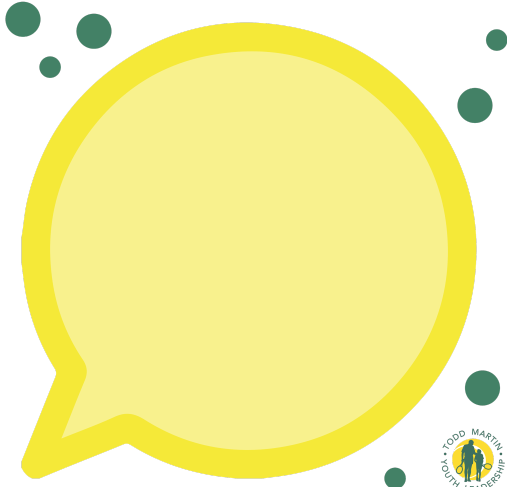
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Coach Spotlight

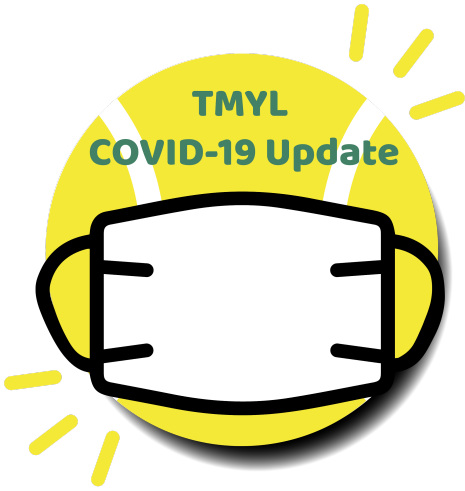
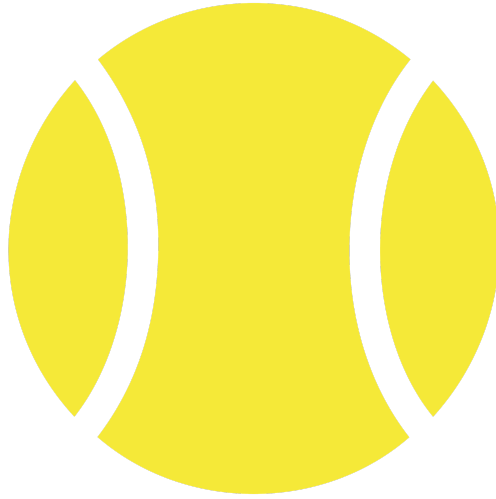




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Student Spotlight





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