

Team Firestorm

Social Media Plan



Platforms

- ▶ Facebook - Primary Focus
<https://www.facebook.com/FirestormPGH/>
 - ▶ Currently 487 Followers
 - ▶ Highly visual, able to post and share links (Discord, website, articles)
 - ▶ Event feature allows for us to plan recurring events
 - ▶ Directs users to stay engaged on Facebook, join our discord or attend an event
- ▶ Twitter
<https://twitter.com/firestormpgh>
 - ▶ Real-time event info posts
 - ▶ Used to share post-event photos and build hype for future events
 - ▶ Able to share discord links and take polls of followers
 - ▶ Uses the “Aurora The Party Shuckle” voice - Team Firestorm’s Mascot who attends all our events
 - ▶ Directs users to share content, visit our website and join our discord

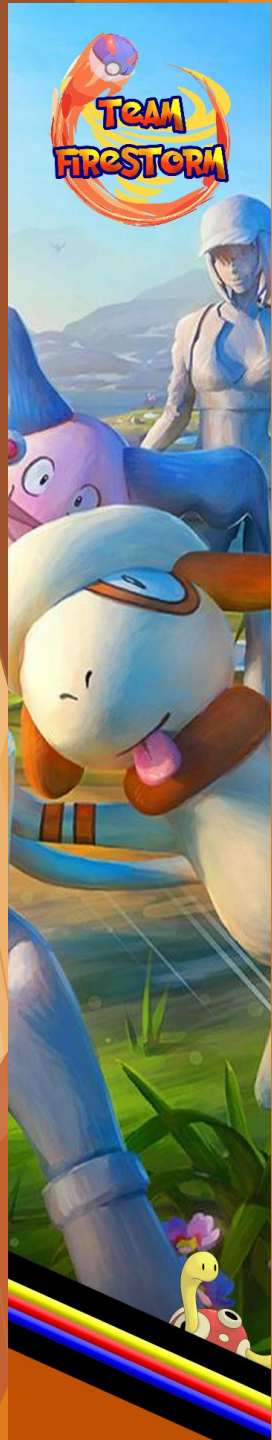
Mondays	Tuesdays/Thursdays	Fridays
<p>Meetup Monday</p>	<p>Trainer Tips</p>	<p>Welcoming the weekend Bragging rights</p>
<ul style="list-style-type: none"> • A focus on what events are upcoming this week • Posted at 9 am so it is in news feeds for followers when they check over coffee/breakfast/after first meeting of the day 	<ul style="list-style-type: none"> • Articles and information that will help with gameplay for all trainers • Interesting content that followers will want to interact with • Posted at 3 pm so it is in feeds when people are getting ready to play or bored at work 	<ul style="list-style-type: none"> • Information about what in-game events are occurring • If no events are occurring a prompt that calls for followers to share their successes in games • Posted at 5 pm to be in feeds late Friday/early Saturday for those who play only on weekends

As Scheduled: Events created for all meetups so followers can RSVP and learn more about each individual event

Facebook Content Plan



Facebook Post



Mondays	Fridays	In Real Time
Meetup Monday	Follow Friday	Event Photos and Shares
<ul style="list-style-type: none"> • A quick recap of all upcoming events for the week • Posted at noon to catch lunchtime social media viewers 	<ul style="list-style-type: none"> • Posts supporting those businesses we know are Pokemon Go friendly or Twitter feed that we think provide great in-game support • Posted at noon to catch lunchtime social media viewers 	<ul style="list-style-type: none"> • Posts and photos in real-time at events to build excitement and hype about the events

All posts should be shared in the voice of the Team Firestorm mascot
 “Aurora The Party Shuckle” *(first person, upbeat, all about hanging with her friends)*

Twitter Content Plan



AuroraThePartyShuckle
@FirestormPgh



Hey friends! It's been a bit but we wanted to see if you want to meet up for trades after community day?

Yes!

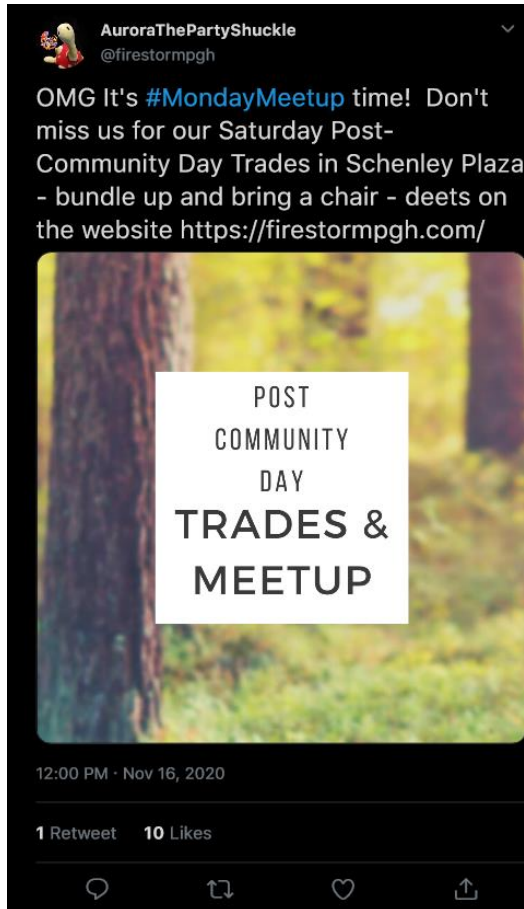
Nah

0 votes · 23 hours left

11:54 AM · Nov 10, 2020 · Twitter for Android

Twitter Poll





Twitter Post

