

River Light Football Club: Content Calendar Package



Overview and Rationale:

Amount of posts:

- Mondays and Fridays, rotating with Wednesday in the off-season. (Goal is to average 1-2 posts a week in the off-season to keep account active and viewers engaged.) These are the main posting days in off-season, however they can vary for holidays and special events.

Content Ideas

Reoccurring:

- Sponsors/Partnership Promotions
- Host a Player
- Quotes from previous players
- Flash Back Photos from previous season
- Season Updates (try outs, new players, schedule, new jerseys, etc.)

Special Event/Content (With asterisks by it **)

- Social Media Trends/Content Ideas
- Holidays



CONTENT CALENDAR: OCTOBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	Highlight a quote from a player from the 2024 summer season: asking them about their experience 9	10	11	12
13	** Post old game/practice pictures Caption ideas: "missing season, __days till season starts," etc. 14	15	16	17	** "Can you sign this" trend Asking front office staff and coaches to sign old pictures of themselves 18	19
20	21	22	Highlight a quote from a player from the 2024 summer season: asking them about their experience 23	24	25	26
27	Partnership Promotions: Thanking and Highlighting partners 28	29	30	31		



CONTENT CALENDAR: NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
					Merchandise Promotion 1	2
3	4	5	Host a player - Information about 6 hosting players	7	8	9
10	** Quotes/Video asking staff: “Why River Lights?” 11	12	13	14	** Picture of Spartan Athletic Complex in the fall Caption: “Loving our home 15 through all the seasons.”	16
17	18	19	Highlight a quote from a player from the 2024 summer season: 20 asking them about their experience	21	22	23
24	** Video of staff/players/fans “What are you thankful for?” (Thanksgiving Marketing) 25	26	27	** Happy Thanksgiving from River Lights FC graphic 28	29	30



CONTENT CALENDAR: DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4 Host a Player	5	6	7
8	Work with us post: list link to apply and display 9 job/intern/volunteer positions	10	11	12	** Flash Back Friday: “Quiet Pictures in Sports” trend 13	14
15	16	17	** Christmas Giveaway: Ask fans to enter contest: with picture or reason they support RL. Prize: RL merchandise 18	19	20	21
22	23	24	** Happy Holidays: Create and post a “team Christmas card” with pictures from last season 25	26	27	28
29	Heartland Standings: Preview of season (attached article) 30	31				



CONTENT CALENDAR: JANUARY 2025

SUN	MON	TUE	WED	THU	FRI	SAT
			** Happy New Year Graphic: “We’re excited to take on the 1 2025 season.”	2	3	4
5	6 Announcing try outs	7	8	9	Videos and Pictures from 10 try outs	11
12	13	14	** Mic’d Up: Mic Up a coach during try 15 outs	16	17	18
19	20 Start announcing players for the 2025 season	21	22	23	24 Announce players for the 2025 season	25
26	27	28	Quote from upcoming player about what they’re looking forward to in the new season 29	30	31	



CONTENT CALENDAR: FEBRUARY 2025

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Host a Player	4	5	6	**Flashback Friday: Old game night pictures Caption Ideas: 7 "Looking forward to nights like this soon."	8
9	10	11	12 Work with us post: list link to apply and display job/intern/volunteer positions	13	14	15
16	17 New players post	18	19	20	21 New players post	22
23	24	25	26 Announcing new sponsors/ partnerships for the season	27	28	



CONTENT CALENDAR: MARCH 2025

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Schedule release	4	5	6	7 Promote season tickets package	8
9	10	11	12 Home match schedule	13	14	15
16	17 Jersey/Kit Design and partnership release	18	19	20	21 Merchandise post of new gear and jersey for the season	22
23	24	25	26 New players post	27	28	