



Social Media Best Practices

1. CHOOSE YOUR CHANNELS

Facebook, Instagram, YouTube, Twitter, LinkedIn, Pinterest, Snapchat, TikTok...

Contrary to what you may believe, you do not HAVE to have a presence on EVERY platform. It's better to do a few things very well than to do many things poorly. You also do not want to be sharing the exact same post on every platform. Each platform has a specific style and format that you need to follow to be successful.

So how do you decide? For our purposes, Instagram and Facebook are top priority, in that order.

Instagram: A large majority of your time and effort should be spent maximizing your reach on this channel.

Facebook: It is important to have current updates on Facebook, but Facebook Page posts (compared to user profile posts) often get lost in follower feeds, so keep expectations within check.

YouTube: This can be hugely valuable IF you have the time and talent to create valuable, high-quality video content. If not, your time and efforts are better spent on Instagram.

TikTok: TikTok has certainly risen in popularity, especially among the athlete demographic. If you have someone with the time and abilities, it is worth creating an account.

Twitter: This highly active platform can be a lot to keep up with, and plays by an entirely separate set of rules compared to Instagram and Facebook. If short-form conversations and quick updates appeal to you, then this might be a good place for you. But if you already have your hands full managing Instagram and Facebook, maybe pass on a Twitter profile.

All the rest...



2. SET OBJECTIVES

You can only succeed if you know what you are striving toward. Setting realistic objectives is key to not only seeing results from your social media efforts, but staying sane throughout the process.

To be blunt - you are not going to be an overnight success. You are not going to gain thousands of followers without incredible effort - but that's OKAY. Since your business is constrained by geography, your biggest priority is gaining the attention of those in your local community.

Ideally, your goal should be to publish daily feed posts and stories, and ALWAYS reply to every comment and message from your audience.

Keep it simple. Start small. Maybe your first goal is simply to start posting more regularly. Then, aim to gain 100 more followers, then 1,000. Know that at some point your reach will stagnate, but if you have grown an authentic community of followers who truly appreciate and value your information, there is great success in this too.

3. REMEMBER YOUR AUDIENCE

Remember, your audience is two-fold: PARENTS and ATHLETES. Two different audiences means creating two different types of content.

Content that attracts athletes will be fast-paced, and exciting. Think: short training videos

Content that attracts parents will be community involvement and athlete success stories.

4. AUDIT YOUR LOCAL COMPETITION

Learn from what local competitors are doing. This should absolutely help you decide what you should and shouldn't be doing. For your social media competitors you want to know...

1. Who they are
2. Where they are
3. What they're doing
4. What they did before
5. How well they're doing what they're doing
6. Any threats to your business
7. Identify gaps in your own strategy

Do some intel to ask and answer...

1. What networks are they on?
2. How big is their audience?
3. How often do they post?
4. How much do they engage (shares, likes, and comments)?
5. What are they good at?
6. And not so good at?
7. What threats do they pose?



5. CREATE A PLAN

a. What are you posting?

If you've paid attention to the posts on the Parisi HQ account over the last few months, then you've probably noticed we most frequently repost YOUR videos, and that's because we have learned that videos perform better than images... but these videos are chosen for specific reasons.

Here's what we have learned about what makes a successful video post:

- Single athlete in videos! Don't pan over large groups - it's hard to tell what's really going on.
- Quick movements! Quick steps, and athletic movements that are more "exciting" or visually appealing tend to do better. This is why you see many "social media trainers" posting crazy movements that aren't necessarily most effective for performance. I'm not saying go that route, but keep it in mind.
- Typically between 5-15 seconds long
- Description explains: Name of move, purpose (the WHY), benefits, focal points of proper form
- Use emojis! And also break up long text into multiple paragraphs so it can be skimmed easier.
- Don't forget hashtags! You need them. They should be a mix of branded (Parisi), local geo (when applicable), and general. See our posts for examples.

Pro Tip: Make sure you are always geo-tagging your posts to make sure people local to you are finding your content!

The easiest way to start crafting posts is looking at what we do on @parisispeedschool, and what your competitors are doing. Gather ideas, then put your own personal spin on the content.

Let's also keep in mind Story content. While a smaller percentage of your followers may view your stories, it's still an incredible way to engage with your audience and share information. Using polls, quizzes and the question box 2-3 times per week is encouraged. And don't forget the Location tag!



Whether it's feed or story posts, the simplest way to create posts is assigning a topic or theme to each day. That may look something like this:

MONDAY: Motivation Monday
TUESDAY: Trainer Tip Tuesday
WEDNESDAY: Wellness Wednesday
THURSDAY: Throwback Thursday
FRIDAY: Fast Feet Friday
SATURDAY: Saturday Speed Skills
SUNDAY: Single Leg Sunday

Finally, don't forget the importance of hashtags, especially on Instagram. You will want to use 2-3 branded hashtags (like #parispeedschool and #parisiYOURLOCATION) along with 5-15 general hashtags. The most appropriate for our purposes are:

#youthsports #speedtraining #sportsperformance #sportstraining #speed
#performancetraining #athletetraining #speedskills #athletelife #agility
#agilitytraining #speedandagility #speedwork #plyometrics

b. How often are you posting?

Ideally, you will be sharing one feed post every day, and at least 5 story posts (for Instagram and Facebook). This might sound overwhelming. Using the idea of daily themes, plan out at least 2 weeks in advance (or even a month!). Within those two weeks, you can be flexible if a better idea of more time sensitive topic appears, but at least you will have a pool of content to pull from.

You should also try to post at the same time every day. You may need to test this out before finding what time is best. Posting at the same time shows consistency to your followers, as well as the platform algorithms.

For us, 9am has been the most successful. This will change based on your location and your followers' location. Pick a time and try it for at least a week. If you decide to test out another time, give it a few days to see if engagement changes.

c. Engage with your audience.

Respond to comments, questions and direct messages. Ask questions in your captions and your stories. Create a dialogue that welcomes followers to engage with you.



6. MONITOR, ANALYZE & ADJUST

You can't manage what you can't measure. Social media can feel overwhelming if you are constantly throwing content into the abyss without any idea what is actually working. Make sure you're using a business account so you have access to account analytics.

Take time each week to review your latest posts. What is working? What isn't? Adjust accordingly.

How do you know what's working? What posts received the highest views, likes, comments? What days did you see a bump in new followers? Was there a drop in your impressions or reach? Can you identify why?