

1. Boost Your Social Media Profiles With Keywords

While you might associate keywords with SEO and blogging, the truth is that adding a few strategic keywords to your social media profiles can help you surface more frequently on the search results page on Google as well as platforms like Facebook, Pinterest, and Twitter.

You can add keywords to your profile name or title, your bio, and description as well as use them in the content you share. Your keywords should include your sport, your team name, location, and words and phrases related to your particular sport. Use a tool like Google Keyword Planner as well as Google Suggestions and related terms on the search engine result pages to get ideas for keywords that you can start using.

2. End Posts With a Call to Action

Regardless of what type of content you share, your posts should always end with a call to action. Asking them to comment, like or re-share your post is a great way to boost the engagement rate on your social media profiles and you should use this type of CTA whenever you share a curated post or a post that shares behind-the-scenes content.

If you're sharing promotional content such as announcing a new game or new merch added to your shop, your CTA should focus on getting your followers to click-through to your website. You can then include sharing buttons on the corresponding pages that prompts them to share on social media after buying a ticket or reading your blog post to start the cycle all over again.

3. Stage an Account Takeover

A fun way to boost your social media presence is to let your top fans take over your account for a day. This allows them to engage with other fans and makes your fans eager to come back and see if they will get chosen the next time round. On top of that, you get unique insight into what resonates with your fans based on the content they share during the takeover.

Alternatively, consider having one of your team members take over an account and engage with your fans for an entire day. You can use it in place of a physical meet-and-greet to allow more fans to get to know their favorite players without worrying about your budget.

4. Take Advantage of Geotagging

Several platforms such as Facebook and Instagram allow you to tag your posts with your location. Doing so allows your profile to show up when people are searching for a sports team or a related sports term in their area. This makes it easy for potential fans to discover you and then learn more about you.

You can also use this feature to promote your sponsors or partners to get them more exposure and fulfil your part of the sponsorship or partnership agreement.

5. Share Visual Content

Visual content is very popular on social media. Sharing team photos or brief videos featuring your best moments from the game or funny pranks during training or trips is a good start but you can also up your game by sharing cartoons, GIFs and memes.

One way to do this is to ask your fans how do they feel about an upcoming game, add a GIF to the post, and instruct them to reply with a GIF in the comments.

Sharing memes or asking your followers to reply with a meme is also a great way to add more engagement, especially if you ask them to create a meme involving a team player. You can also consider asking them to caption a photo and turn it into a contest where a winner gets a pair of tickets or an item from your store.

6. Cross-Promote Other Profiles

Several social media platforms allow you to add more than one link. Use this to your advantage and add links to your other social media profiles. For example, you can use those links in your profile description on Facebook as well as use third-party apps to add tabs for Instagram or Pinterest on your Facebook page.

This makes it easier for fans to find you elsewhere online and allows you to easily grow your followers across your entire social media presence.

7. Ask Followers to Tag a Friend

Asking your followers to tag their friends is a great tactic to use when you're running a promotional campaign on your social media profiles. This increases the chances of other people discovering you as well as the chances of your content going viral.

Even though this tactic is most commonly associated with promotions, it can be used in regular posts such as asking your fans how they feel about Monday mornings or the upcoming holiday weekend. It allows you to build relationships with them and makes you more relatable.

8. Embrace New Technologies

Augmented and Virtual Reality might be young but they are already making great strides in marketing. In fact, brands are starting to use these new technologies to connect with their fans and target audience and to share their stories in an innovative way that allows them to stand out from the competition.

9. Take Advantage of Seasonal Content

Lastly, don't forget to take advantage of big holidays as well as popular themed days such as National Coffee Day or National Talk Like a Pirate Day to connect with your fans. This is another way to add more personality to your brand and show your human side, not to mention it allows you to invite your fans to join you in celebration and engage with your posts.

Pair the post with a special promotion in your merch store or upcoming game and you have a great way to direct them back to your site as well.