

Before diving into specific platforms, here are a few content ideas that will help you spark interest in your team tryouts.

### **Talk About the Atmosphere in Your Team**

Share updates about the atmosphere in your team by showing photos of players having fun and interacting with each other during the events, matches, and during training sessions. You can also show how your team gets involved in a community and how they socialize outside of the locker room.

### **Share The Benefits of Being Physically Active**

Another way to get people interested in joining is to talk about the benefits of being physically active, meeting new people and forming new friendships as well as highlighting how much time potential team players can expect to spend on training.

### **Ask Current Players to Share Their Experience**

Invite them to share their experience on your page. They can do so by sharing a written post of their own or even by recording a brief video in which they talk about why they love being on your team and why others should consider joining.

### **Optimize Your Profiles During Tryout Season**

#### **Temporarily Change Your Profile Banner**

Create a special header image for the tryout season which has the start and end date of the tryouts as well as the location and the hours. You can do this on your Facebook page as well as on your Twitter profile if you are active there.

#### **Replace the Website URL With the Signup Page**

During the tryouts, edit your profile to point visitors and followers to your signup page instead of your usual website link. You can even use a service like bit.ly to track how many signups came from a specific social network so you can adjust your marketing strategy accordingly.

## Promote Your Team Tryouts on Your Facebook Page

- Announce the recruitment and post about the date and location
- Consider using Facebook Stories for a more personal way of inviting potential athletes to join and use video to highlight how the tryouts are progressing.
- Use Facebook Live to capture and share “in the moment” photos and short videos which show how much fun it is to get involved in a sport

## Use Instagram and Instagram Stories

- Since Instagram is a highly visual platform, focus on sharing photos from the training or community events.
- You can also go live on Instagram and share what’s going on during the tryouts or post a video of your current players sharing how being on your team has helped them be more active and find new friends.

## Tap Into Video With Youtube

- Make a short video announcing the tryouts and invite them to visit your website for more details, then follow it up with more educational content.
- Ask your coaches to share their tips on how to stand out during tryouts and what qualities they look for in a candidate. You can also ask your coach to share advice on preparing for the tryouts.