

A blue-tinted photograph of ice hockey players on an ice rink. The players are wearing blue jerseys with yellow and white accents. One player in the foreground has "vanesch" and "TRICO WORKW" visible on his jersey. The background shows other players and the rink's boards.

# SOCIAL MEDIA PLAN

IJshockey Nederland

2021

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# INTRODUCTION

This social media plan is a part of the graduation assignment of Katelijne Triepels. In this plan, there are many conclusions written down, on the basis of thorough research within the justification report. The information has been retrieved by means of desk research, a survey, interviews, a 40-hour Google course regarding Digital Marketing and masterclasses by professionals.

All in all, this social media plan is meant for internal use during ice hockey events. The plan is written in an understandable way of speaking so that everyone in the ice hockey sector is able to use this guide when new events arise. Important to remember is that the research mostly focussed on people between 18 to 24-years



*Unfortunately, the researcher has been limited in their ability due to the fact that there are no important dates captured in the system.  
For the social media plan, this means that only an example of the content calendar is being made.*



Service,  
Selection &  
Convenience

**5H.**  
Home & Garden

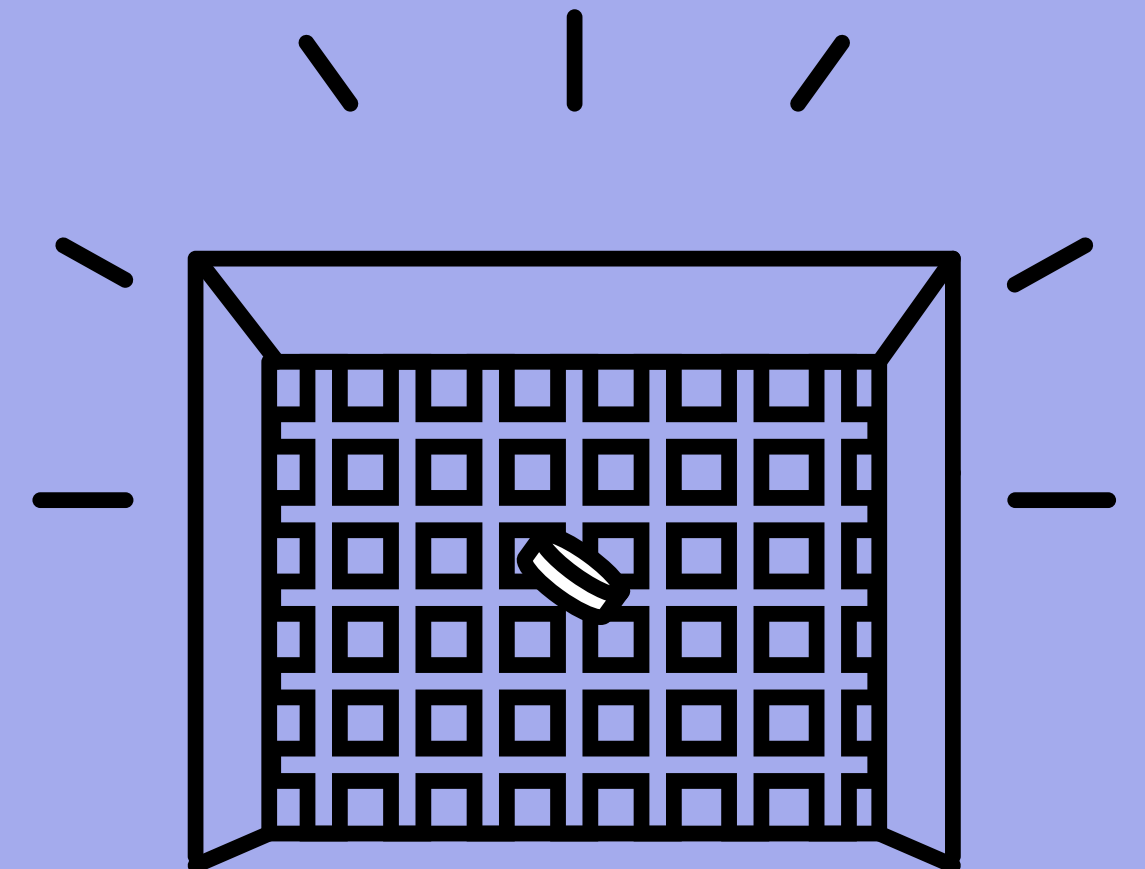
# 1. THE GOAL

# THE GOAL

“

The goal of this social media plan is to inform the reader about how social media marketing can be used to attract more 18- to 24-year olds online. This will result in more future ice hockey event visitors. Besides, it is also important to make sure that there is more awareness created regarding the sport.

”





# 2. TARGET GROUP

# PERSONA 1



Ruben van Gool



## BIOGRAPHY



Is a 21-year old male, who loves to drive his BMW-car



Lives together with his girlfriend in an apartment in Tilburg



Works full-time at Coolblue but is starting his own company within car-detailing



Likes to drink beers, game with friends and going to car meetings



Prefers to see behind the scenes, footage of the preparation and Q&A's on social media



Does not go to events often but he likes the festival WOOHAH for the music

## CONNECTION TO ICE HOCKEY

Zero connection, he only knows that this sport exists. He will not visit an ice hockey event soon, only if someone in his environment takes him, the tickets are free/cheap or if the social media is really on point and nice to follow

## VALUES

Family and friends  
Working hard in life  
Respect in general

## SOCIAL MEDIA

Is most active in the morning before 8 am and in the evening at around 10 pm. As he works full-time, the weekend is when he does the most things. Therefore, he is less active in the weekend

# PERSONA 2



Sanne Haaks

## BIOGRAPHY



Is a 20-year old female, who has a passion for the beauty sector



She currently lives in Breda in a student house, but is originally from Sleenwijk



Works part-time at Thuisbezorgd and a real-estate company, but is still busy studying



Likes to go shopping, drink something with friends and mountain biking with her boyfriend



Prefers to see experiences of athletes, staying interactive and using storytelling on social media



The greatest events she experienced were 538 Koningsdag and a concert of Beyonce

## CONNECTION TO ICE HOCKEY

Visited an ice hockey match of Jokerit in Helsinki once, during a school trip. She thinks of it as an intense and rough sport, but still never visited a match in the Netherlands. Having an impressive introduction with all kinds of sounds, lights and music is what triggers her to visit ice hockey events

## VALUES

Honesty  
Openness  
Respect

## SOCIAL MEDIA

During the week she is mostly active at around 1 pm or 2 pm or in the evening, from 8 pm or 9 pm onwards. She is in the weekend barely active on social media





# PERSONA 3



**Juliëtte Hoogendoorn**



## BIOGRAPHY



Is a 22-year old female, who is a real all-rounder with a clear vision on the future



Nowadays, she lives in Tilburg but also lived abroad for her education



Works part-time at a mobile repair shop, finished a HBO-study and just started a new one



Her hobbies are drinking something on the terrace with friends and playing ice hockey itself



Prefers to see more interactive elements and give-aways that gives something valuable away



Likes the events 538 Koningsdag, Mysteryland, ADE and Tommorrowland due to the storytelling

## CONNECTION TO ICE HOCKEY

She plays the sport itself and can be found weekly on the stands of Tilburg Trappers. Not only a big fan of this club but of ice hockey in general. She mostly visits this with her best friend who is also a fan but meets up with fellow players during the match as well

## VALUES

Honesty  
Respect for other people and its cultures

## SOCIAL MEDIA

In the morning she is most active on Facebook, during the day more on YouTube and in the evening more on Instagram and TikTok.

A background image of two ice hockey players in action on an ice rink. The player on the left is wearing a white jersey with yellow and black accents, and the player on the right is wearing an orange jersey with white and black accents. Both players are holding hockey sticks and appear to be competing for the puck. The background shows the rink's boards with various advertisements, including 'UNIS GROUP' and 'Job'.

# 3. STRATEGY

# ADVICE

It is advised to IJshockey Nederland to **establish a more frequently and stronger connection with the target group**. By doing this, the level of engagement goes up. The motivations and preferences of these people need to be taken into account when posting content. Besides, there should be more people invested that have more time to focus on and strengthen the social media image. All in all, more time should be put into creating a better social media image.



# OPERATIONAL STRATEGY

- 1 Focus on Instagram, Facebook and YouTube
- 2 An external social media expert should be hired
- 3 More interactive way of posting content, especially in stories
- 4 Focus more on obtaining a higher engagement rate
- 5 At least three times a week, content on Instagram
- 6 Make a list with important data in order to plan content upfront
- 7 Quickly respond to the newest social media trends

A photograph of ice hockey players on an ice rink, overlaid with a semi-transparent orange filter. The players are wearing orange and white jerseys. One player in the foreground is celebrating with his arms raised. In the background, a referee in a striped shirt and other players are visible. The rink boards have advertisements for 'ISHOCKEY NEDERLAND' and 'TICKETSE'.

# 4. CONTENT PLAN

# CONTENT PLAN

Content comes in every form. It engages, informs, interests and entertains the audience. Online content means that certain messages are expressed via the use of videos or photos in an attractive way. In this case, it means that IJshockey Nederland uses three platforms on which content is being shared.

“

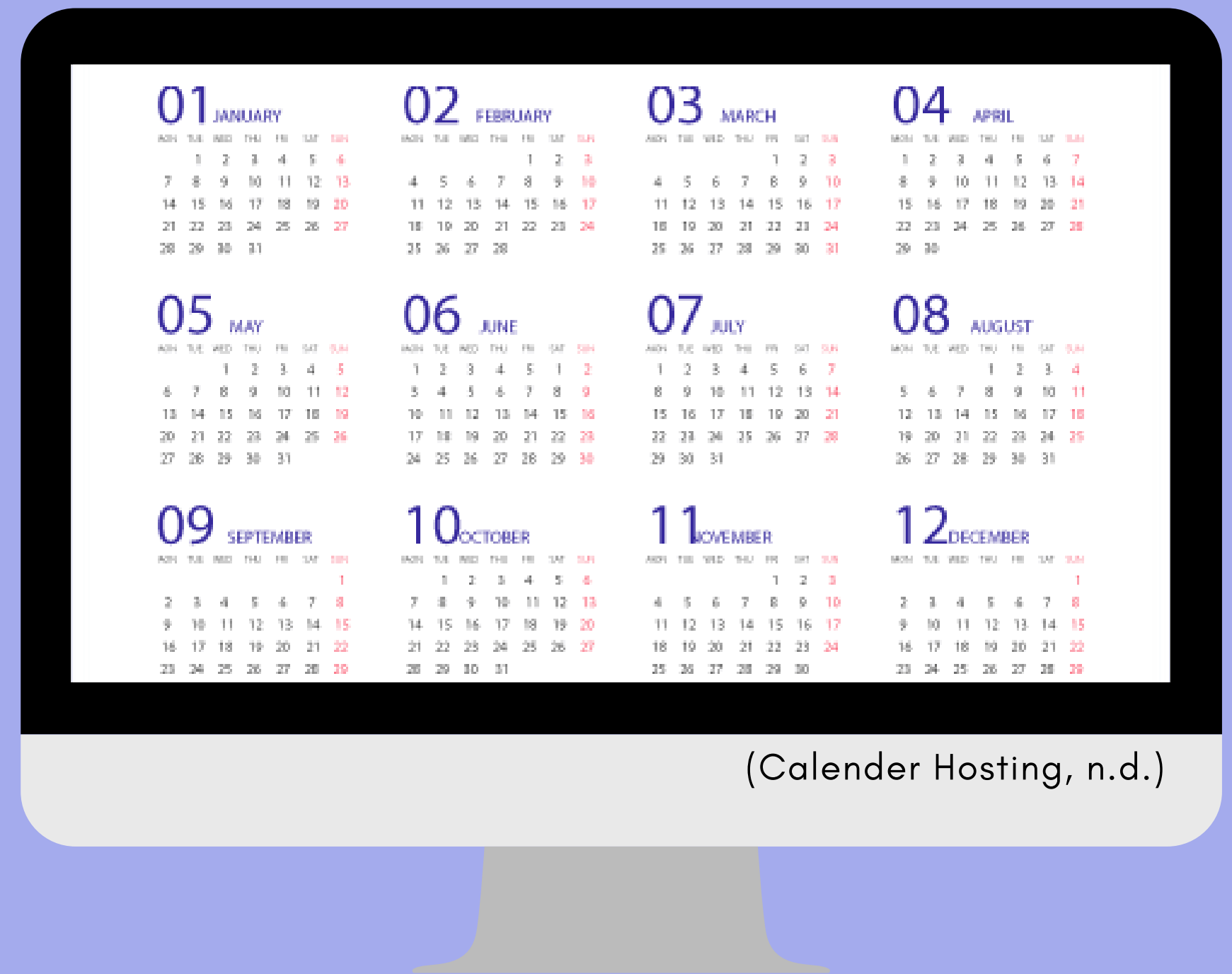
Content, also known as a way to connect with the audience. The world changes throughout the years, just like social media. This means that what is written down further on, could possibly miss out on some new features as this plan is written in 2021. If there is indeed a new feature that Instagram and Facebook introduced, use this as soon as possible. It is a fact that those channels want to promote their newest feature to a large extent (Feoktistova, 2021).

”



# CONTENT CALENDER

It has been advised for IJshockey Nederland to make a concrete list with important data, so that content can be planned upfront. This increases the efficiency and ensures the consistency of three posts per week. Now, there is not enough information known to already start with the calendar of 2022. Therefore, the following two pages will give an example of how IJshockey Nederland could proceed. Firstly, all dates need to be collected. After that, it should be filled in within the calendar. IJshockey Nederland needs to pre-work for at least a month. If the first week of February starts, the team needs to be able to start planning content for the upcoming important dates.



(Calender Hosting, n.d.)





# CONTENT CALENDER

## EXAMPLE

	MON	TUES	WED	THURS	FRI	SAT	SUN
W01					Date 1		
W02	Date 2						
W03					Date 3		
W04		Date 4					
W05						Date 5	
W06							

Table 1



# CHOSEN CHANNELS

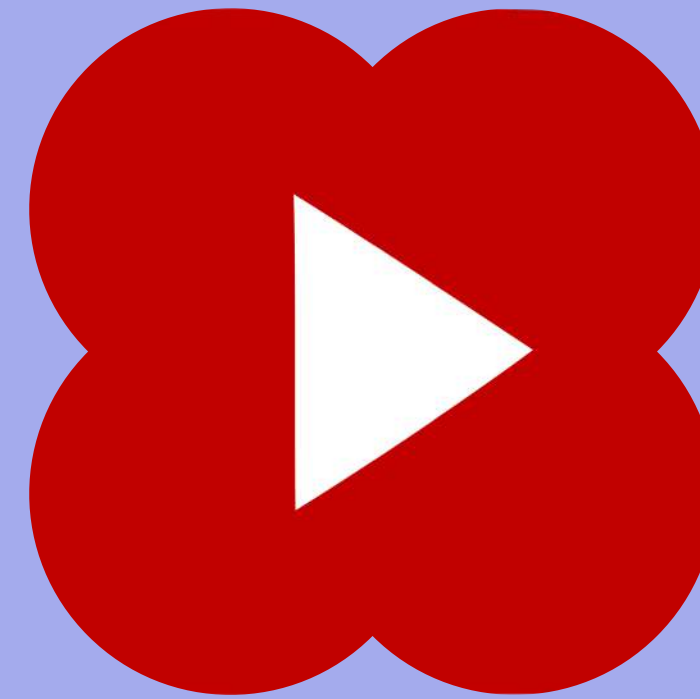
IJshockey Nederland needs to focus on the following channels:



**Instagram**



**Facebook**



**YouTube**

*"The fans are on Facebook and the athletes are on Instagram." (Micola von Fürstenrecht, 2021)*

# NOT CHOSEN CHANNELS



**TikTok** - This is a platform in which short and fun music videos are being made and shared. Especially the younger teenagers are active on this. However, because of the current pandemic, more and more people of all ages are using it for amusement.



**Snapchat** - With this app, you can share photos and video with friends or share them within a story. Nowadays, it is only used for mobile phones. This one as well has mainly teenagers using it.



**Clubhouse** - As one of the few, this platform is audio-only. The users can listen to live conversations and even participate. It is not an accessible app as you must be invited to use it, therefore no concrete target audience is known at this point.



**LinkedIn** - This platform is a social networking app and website, that mainly focuses on professionals. It has a relatively older target group in which people have more interest and experience in the business world.



**Twitter** - With this social networking app, you can share short messages that are called tweets. Other people can respond and share those tweets in order to have a discussion going on. It is fairly divided in terms of the target group, but its popularity has been declining for several years now.

# WAYS OF CONTENT

IJshockey Nederland can use the following ways of content and share it on the mentioned platforms.

## Content

Live broadcast

Tips and tricks

Behind the scenes

Question and answers (Q&A)

Giveaways

Predictions via polls

Introductory rounds

Countdown sticker

Quiz

Never seen footage

1 on 1 interviews

Story takeovers

## Facebook

No

Yes, post

Yes, story

No

Yes, story and post

No

Yes, post

No

No

Yes, post

Yes, post

No

## YouTube

No

Yes, post

Yes, post

No

No

No

No

No

No

Yes, post

Yes, post

No

## Instagram

Yes, story and igtv

Yes, reels and post

Yes, story and highlight

Yes, story and highlight

Yes, story and post

Yes, story

Yes, story and post

Yes, story

Yes, story

Yes, reels, igtv and post

Yes, igtv

Yes, story and highlight

# WAYS OF CONTENT



Figure 1

## 1. Live broadcast

People are able to go live on Instagram at any time, since late 2016. For IJshockey Nederland, it is clever to use this function during matches or other events. All followers will be able to enjoy the live session, without even having to be there. It is even made possible to go live together with someone else. This could be an option for when there is a small break. In those couple of minutes, fans at home can join and ask questions. This way, there is more engagement created.

# WAYS OF CONTENT

## 2. Tips and tricks

This technique is also considered to be quite easy as IJshockey Nederland can record tips and tricks that the athletes already know. By posting this kind of content, the audience is really involved and can even learn some new things. For a video in which for example the snapshot is being explained and demonstrated, only two people are needed. An athlete will have to show this tip or trick and someone else should have to record it.

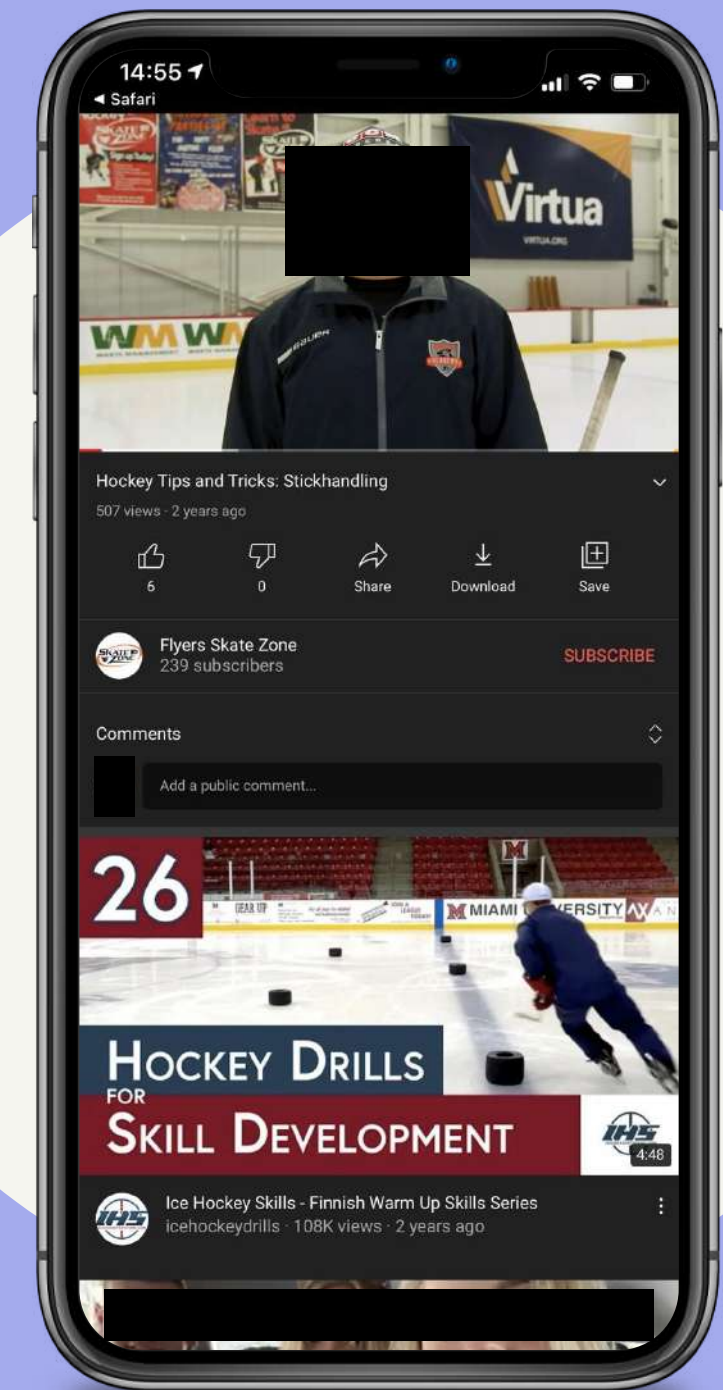


Figure 2

# WAYS OF CONTENT

## 3. Behind the scenes

This technique is a quick way to make effective content, by giving an extra human element to it. The main reason for this to be so effective is that people are interested in other people. Easily said, people buy from people. By showing videos and pictures of behind the scenes, the audience can understand the company more. It can make people feel exclusively involved and even special as there is knowledge shared that not everybody knows (Laurence, 2021).

### Examples:

- The team during the break in the dressing rooms
- The team preparing right before the match
- The enthusiasm of the team or individual athletes after winning
- Weekly pieces of training
- Bloopers during training
- Daily routine at home of the athletes while preparing for the matches
- Sneak peeks of new uniforms or other ice hockey related stuff
- Tours of the venues

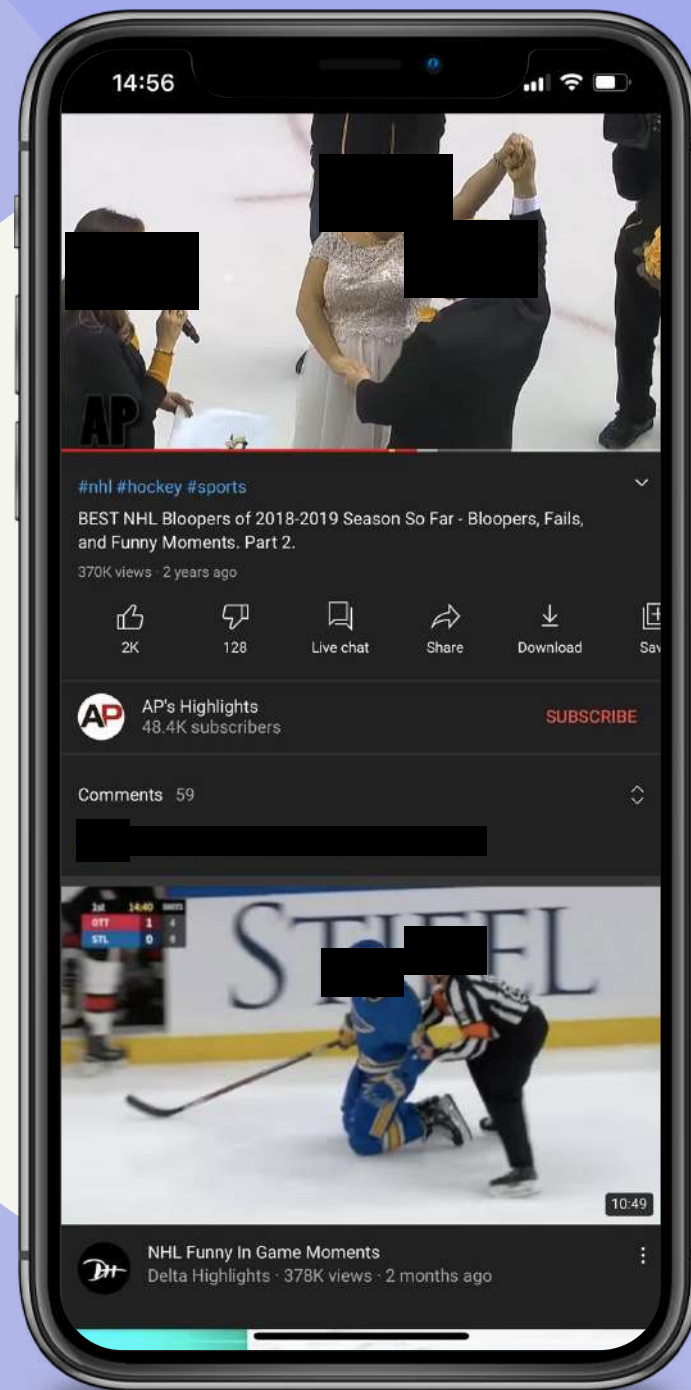


Figure 4

# WAYS OF CONTENT

## 4. Question and answers (Q&A)

The option on Instagram that can be used is called 'questions'. If this story is published online, people can leave questions in the white text box for the full 24-hours. IJshockey Nederland will receive those questions and the person concerned can respond by writing it down on a picture or share a video of themselves in which the answer is explained verbally. The last one is preferred as this creates a more personal way of interacting with the audience.



Figure 5



# WAYS OF CONTENT

## 5. Giveaways

By posting certain giveaways, it is inevitable that the people who win are feeling happy and positive towards the company. However, this is even more beneficial to IJshockey Nederland as giveaways tend to result into people sharing, liking and following the channel more than before (Kuipers, 2019). This means that the engagement increases, which in the end is way more important than having more likes. Having a higher engagement rate means that IJshockey Nederland has a bigger potential reach (Ken, 2014).

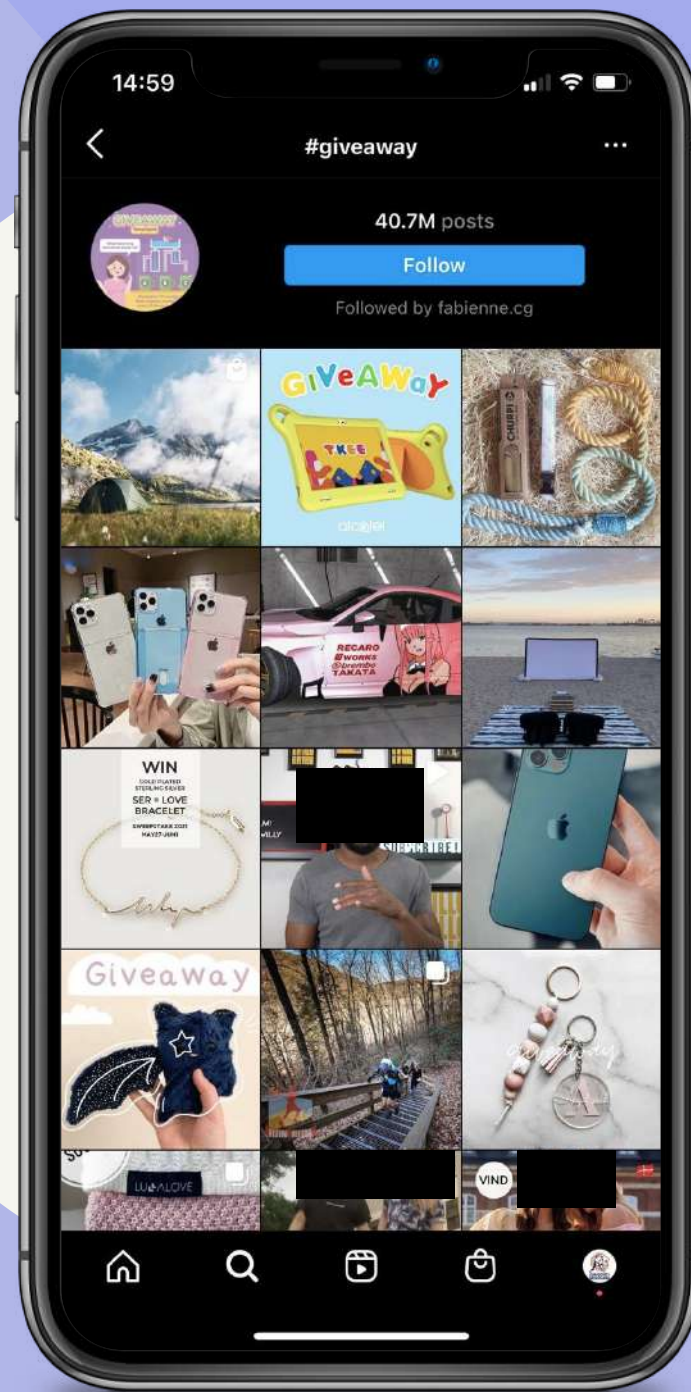


Figure 6

# WAYS OF CONTENT

## EXAMPLE

In the case of IJshockey Nederland, it is most wise to raffle ice hockey gear or tickets. Important to remember is that giveaways need to be of relevance as the followers are already interested in the sport. Otherwise, the audience would not be actively following the channel. Using wrong hashtags can actually do damage, therefore be careful. Do not forget to change the **#GIVEAWAY** to **#GIVEAWAYCLOSED** after the winner has been announced.

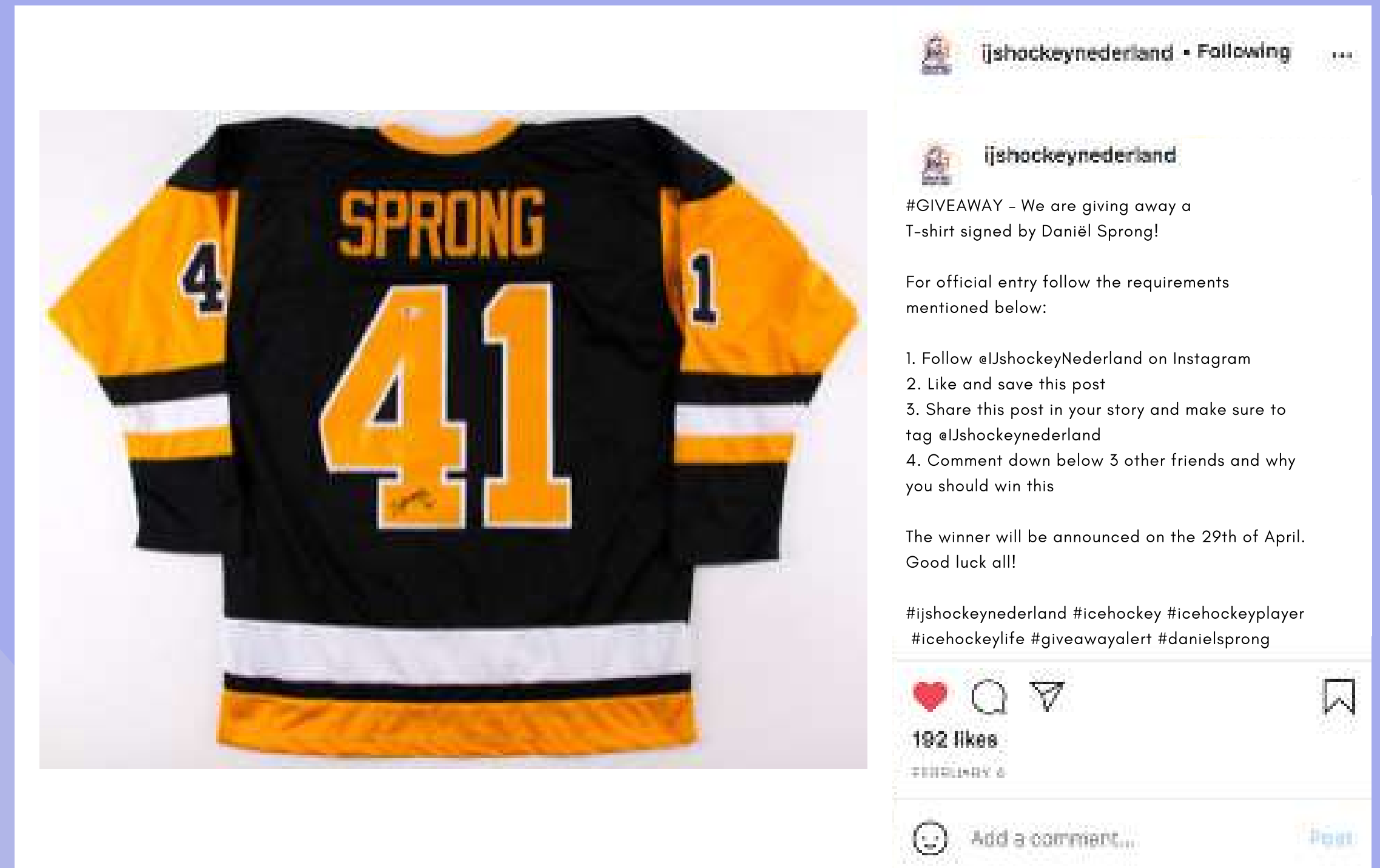


Figure 7

# WAYS OF CONTENT

## 6. Predictions via polls

If there is a match being played, IJshockey Nederland can post a prediction poll on its story. This is a wonderful way of letting the followers interact with the company and therefore engage with the audience. And as will be mentioned later on, when people legit react to this and thus use this interactive slider, Instagram will see that person as a fan. Which will result in the fact that the content of IJshockey Nederland is shown more on that persons' timeline. This is quite an easy way to still post content which could be beneficial for the engagement.

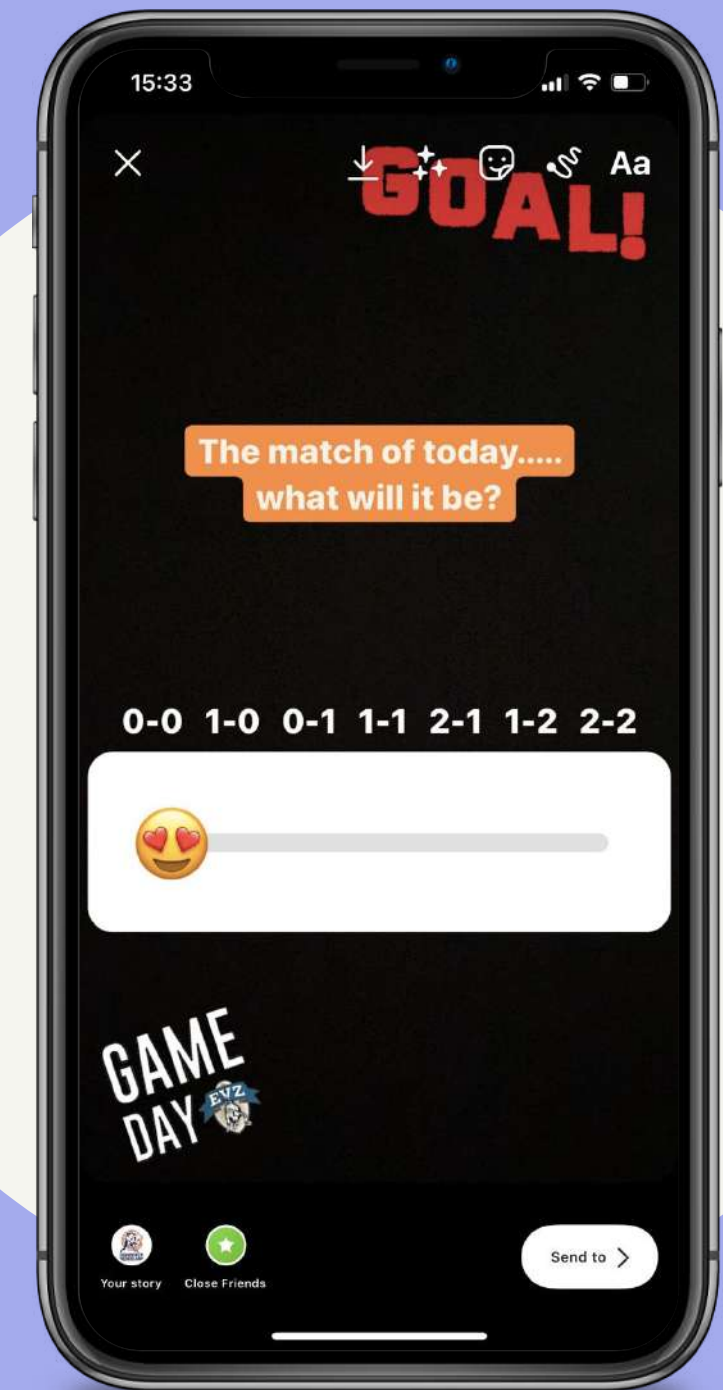


Figure 8

# WAYS OF CONTENT

## 7. Introductory rounds

With this technique, introducing the team and athletes is meant. Honestly said, this way of content is more something for the teams themselves to post. Every month, a certain member is picked out randomly and introduces themselves. It gives the follower a better understanding of who's behind this company. And in addition to that, this also enables the athletes and team members to feel more appreciated. Being able to explain who they are, by showing certain hobbies and interests, and what he or she represents, is a great way for people to feel connected. People following the company read this and can even feel exactly the same as them. Which could give the final push in registering for ice hockey. A nice picture of the person itself, with a well-written 'get to know me' list in the caption is already a good example. Just writing down ten things can already do so much.



Figure 9

# WAYS OF CONTENT

## 8. Countdown sticker

This option is only a minor way of creating content. IJshockey Nederland can use this countdown sticker for when there are exciting matches or other important dates in the near future. E.g.: when there is a European championship on the 18th of December, IJshockey Nederland can start a countdown on its stories with this date. The only thing it does is counting the days, minutes and seconds before this day happens. However, the reason to use this is that people can share this countdown on their own stories. If so, the Instagram of IJshockey Nederland is in there. Which can be seen as a small way of promoting the page and gaining more new followers.



Figure 10

# WAYS OF CONTENT

## 9. Quiz

By using the option 'quiz' in stories, IJshockey Nederland can ask fun and interesting questions with the possibility to give 4 answers. The audience will be more engaged, as more knowledge is gained about the company and the sport. The algorithm of Instagram ensures that people who share, like and follow the page of IJshockey Nederland, will also have more posts appear on their timeline. The more someone likes or shares posts of the company, the sooner they will see the new content. Especially if certain people also respond to the quizzes and q&a's on stories, Instagram thinks that these people are big fans. All in all, the more interaction from the followers on the stories, the better the engagement and the higher chance that people will become fans, in the eyes of Instagram (Feoktistova, 2021). Everyone naturally wants the content to be viewed as much as possible, by both followers as new people. Otherwise, making the content has been for nothing.



Figure 11

# WAYS OF CONTENT

## 10. Never seen footage

This could be a great way to surprise the audience. Especially while looking at the fact that the target group of this research is 18- to 24-year olds. 96% of all 18 till 25-year olds are active on social media (Social concept, 2020). Which is the second most active age category online. Due to these people being online so often, it is harder to create content that has not already been seen. Creating never seen footage content regarding ice hockey can create a surprise element, in a positive way. In particular, when the audience is surprised and sees something funny, in most cases the content will be shared with friends. The more content will be shared, the more engagement is created.

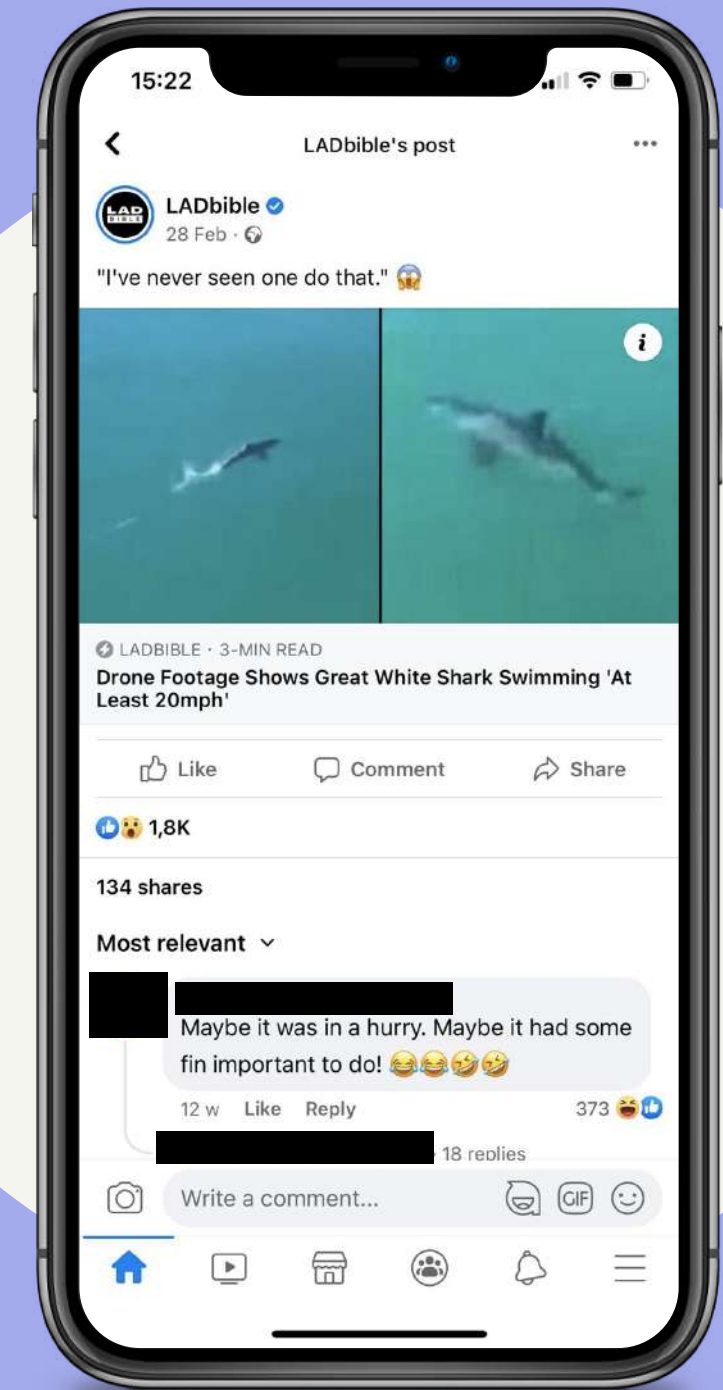


Figure 12.1

# WAYS OF CONTENT

Ishockey Nederland can also make use of 'throwbacks' so to say. These are pictures or videos of certain happenings of the past. Footage of a screaming team that won a legendary match back in the days can be shared. Another thing is a visualisation of important meetings right before the match starts. That specific example goes along with creating behind the scenes content. By using this way of content, he or she will be kept on their toes as it is always a surprise what is posted next time.

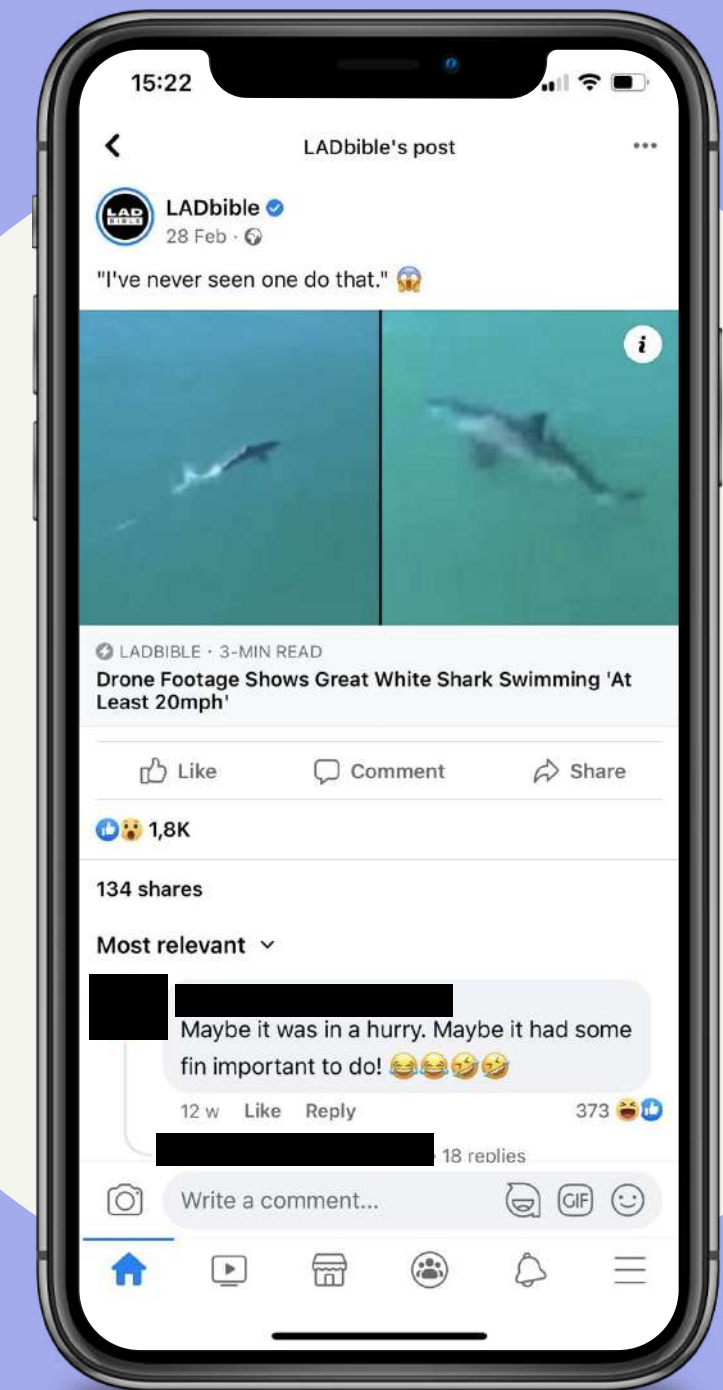


Figure 12.2



# WAYS OF CONTENT

## 11. 1 on 1 interviews

This technique is meant for a more in-depth way of sharing content. By having an interviewer asking the interviewee several questions, the followers are more educated about certain topics. The more educative content is shared by IJshockey Nederland, the higher the chance for people to be more interested in following this account. The questions for an interview are easily determined. What IJshockey Nederland could do, is giving the followers the opportunity to ask specific questions. This could be done via the question option on Instagram or even by posting a spectacular picture of that one legend. This way, the target group will also feel more connected to the company and also more valued. Which is a great way to build a sustainable relationship with the followers, as it increases the chance for followers to stay.

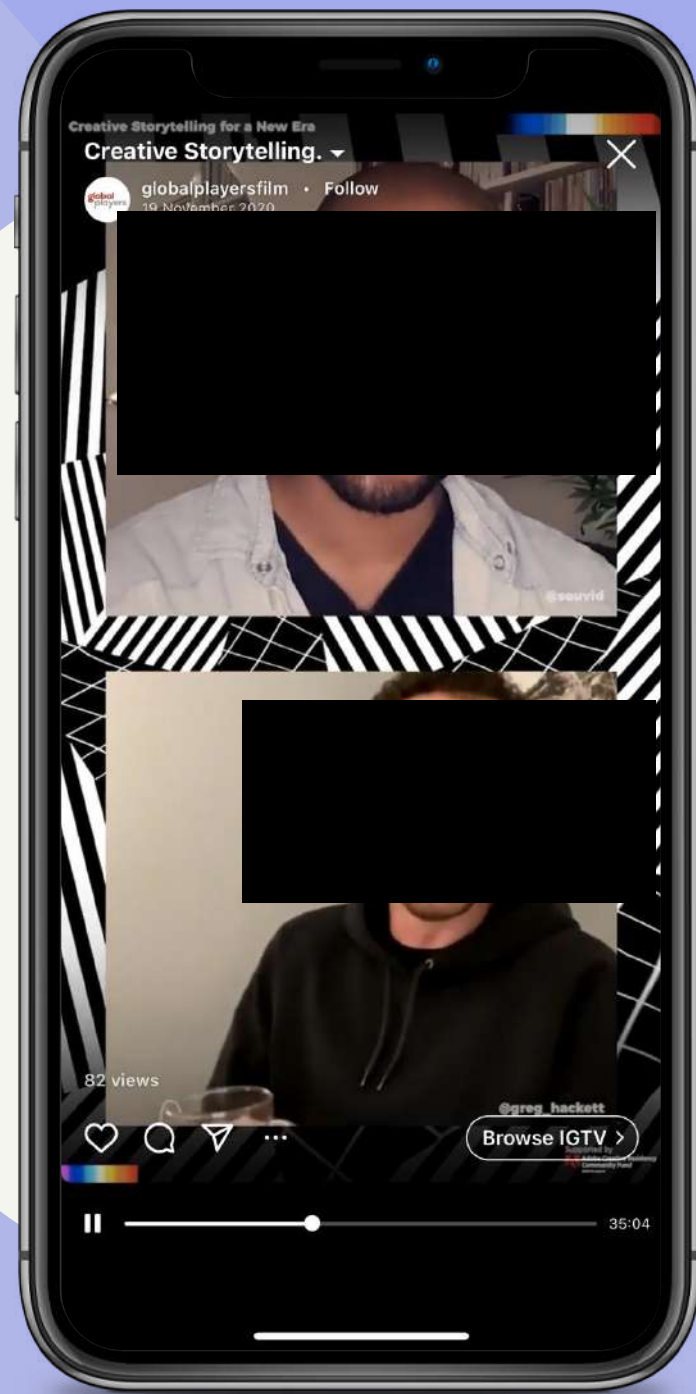


Figure 13.1

# WAYS OF CONTENT

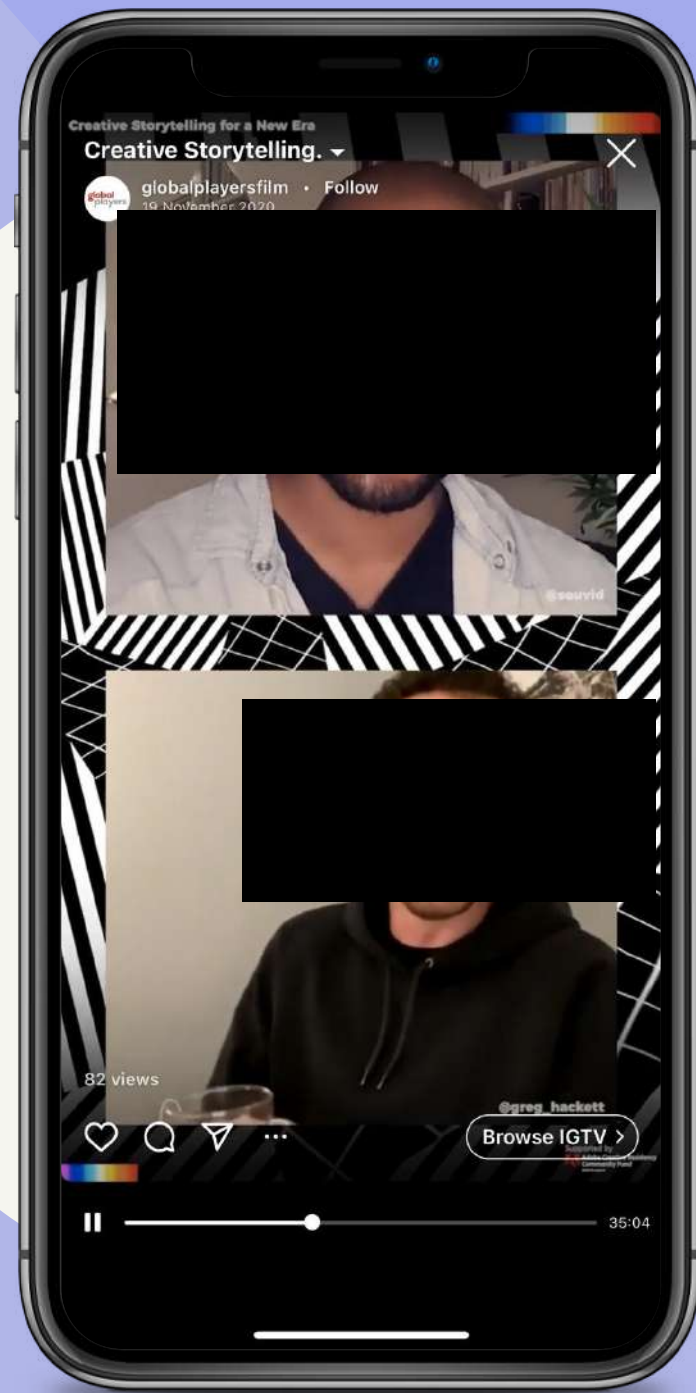


Figure 13.2

Something else that is advised by the researcher, is to use its audience for interviews. It could also be a good idea to have a fan or a fellow ice hockey player, play the role of interviewer. Maybe even combine it with a give-away. With the combination of those two, IShockey Nederland can allow a big fan of the interviewee, to do the interview. By following the giveaway rules, people are obligated to share and comment on the posts. Now, it is already known that this influences the engagement in a good way. Not only the number of followers will arise, but also the quality of the content. A real interview is naturally seen as better content, than posting a funny throwback picture.

# WAYS OF CONTENT

## 12. Story takeovers

The leading reason that this technique should be used once in a while, is to grow the following of IJshockey Nederland. Collaborating with well-known people, famous athletes or other important people in the ice hockey branch can result in gaining new followers. Having a story takeover basically means that instead IJshockey Nederland itself makes stories, another person takes control. This technique can be prosecuted during particular events or an important day (Fitzpatrick, 2017).

E.g.: Ron Berteling who takes over on the day that Amsterdam Tigers exists for 100 years. However, do not forget to firstly announce the fact that Ron will take over. By letting the audience know this in advance, people can incorporate this, planning wise. If this is not done, people may not be aware of it or cannot be present. No doubt, not everyone manages to be there. So, by adding the story takeovers in one highlight, the audience is ensured to watch it at a later time.

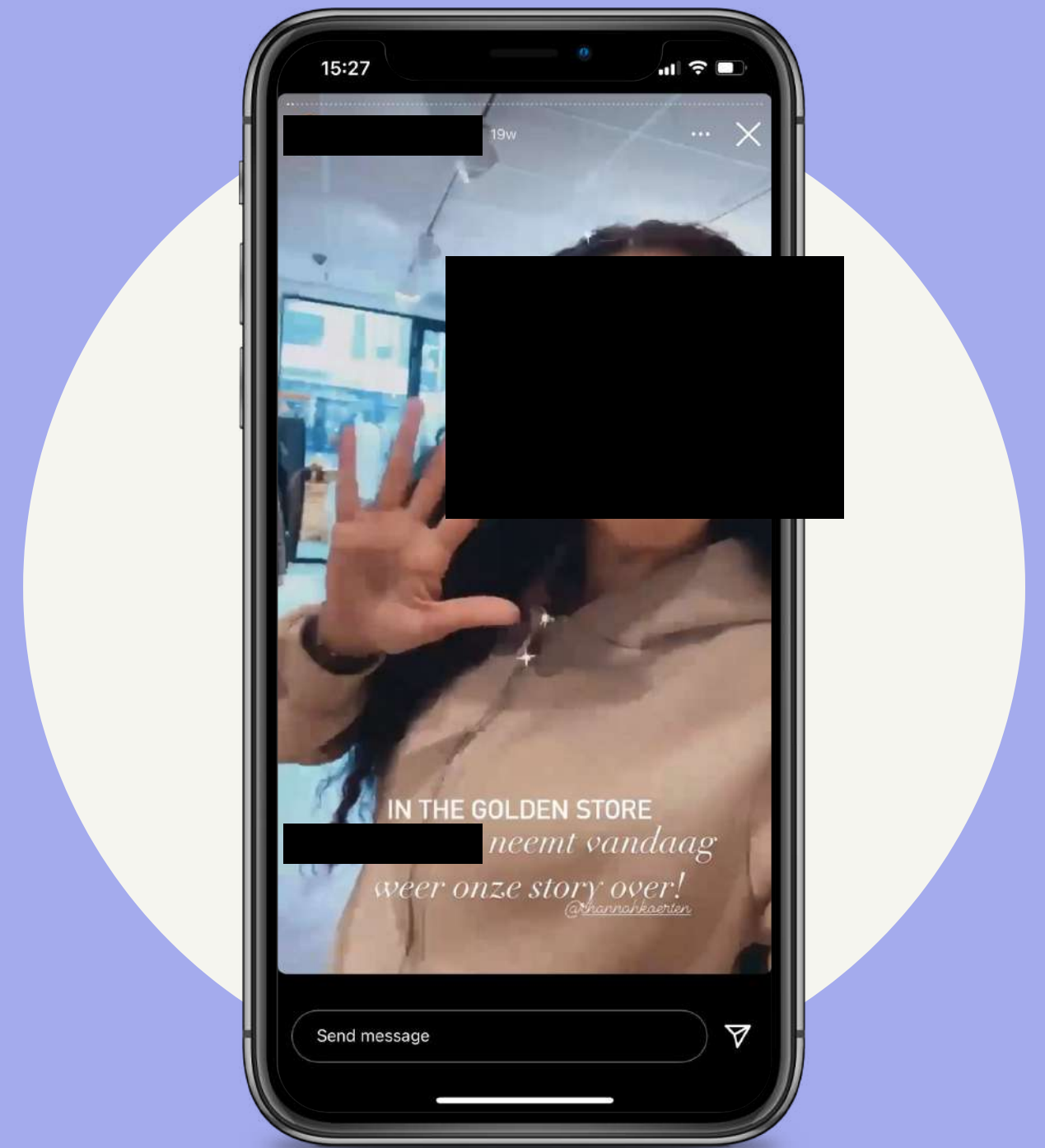


Figure 14.1

# WAYS OF CONTENT

Allow the person involved to use its creativity and talents. This way there is more diverse content shared, which cause people to be surprised and interested again and again. It is not recommended to share the password with the person that will do the takeover, due to safety precautions (Fitzpatrick, 2017). That person involved can make stories on its own Instagram profile, do not post it but save it and send it to IJshockey Nederland. Dropbox is a tool to synchronize files on different devices, while still being able to share it with third parties at any time. It is most easy if the person does a story takeover at home and send the files right after. However, if there is an important match where this person is present at, it is recommended to make sure that he or she has the Instagram account. Whether this is on an external phone or if someone of the team logs in on the phone of the person involved. By all means, it is considered to be quite strange that when a point in the match is made, the story captures the moment an hour later.

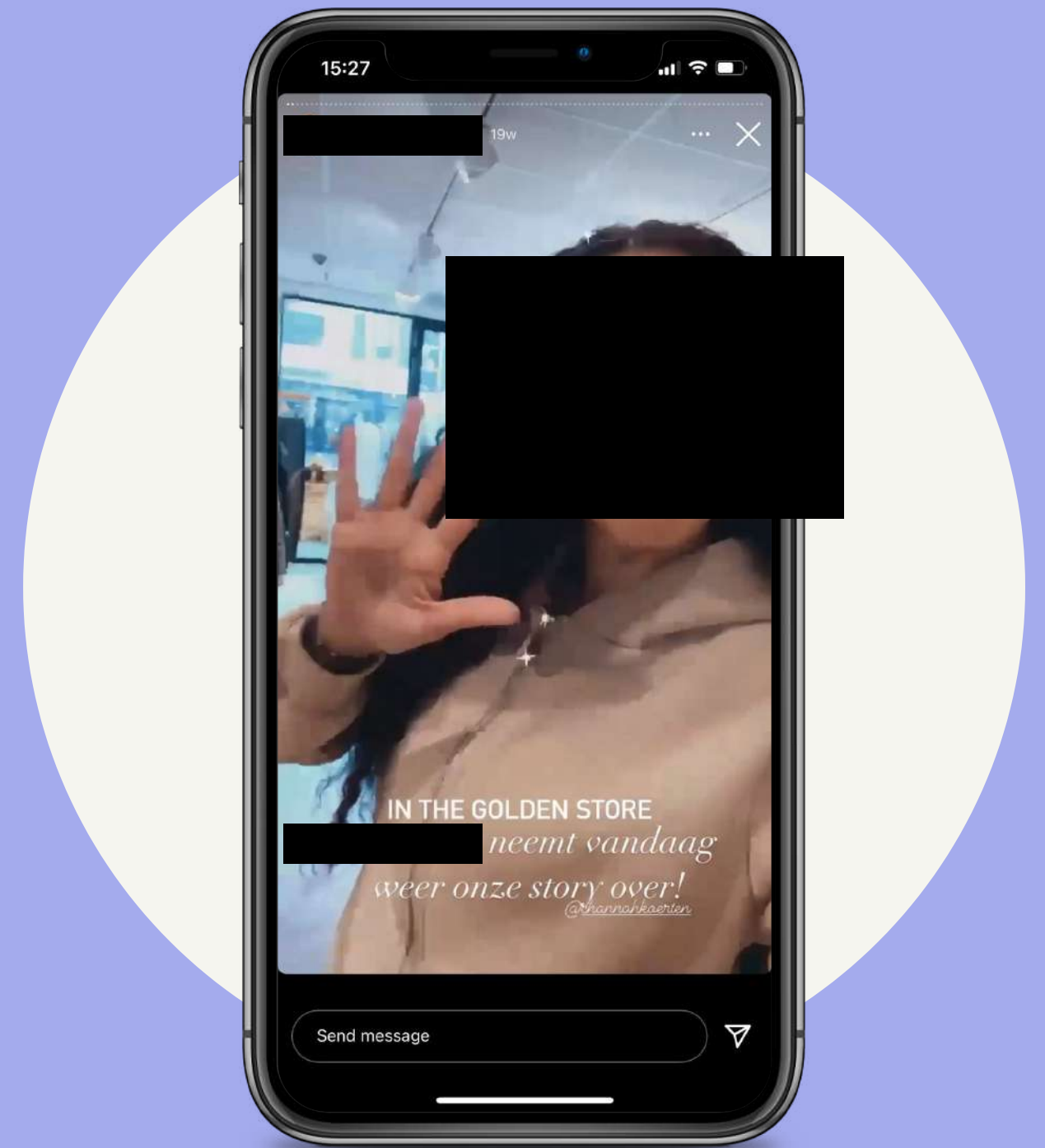


Figure 14.2

# INSTAGRAM

There are five options on Instagram to post content. One thing that could be seen as unfortunate is that Instagram is mostly meant for mobile users. It is fairly difficult to place content on this platform through a computer or laptop, but not impossible. All of those are now shortly being described.





# INSTAGRAM

## STORY

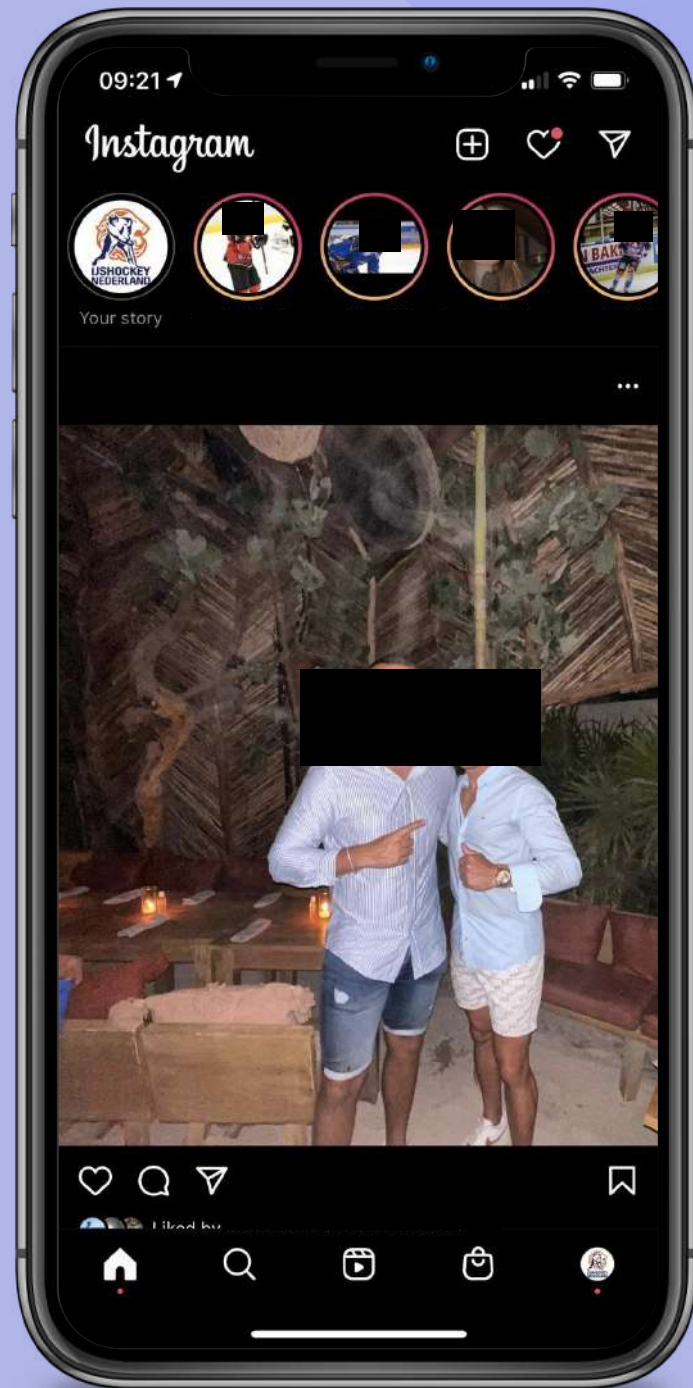


Figure 15



Figure 16

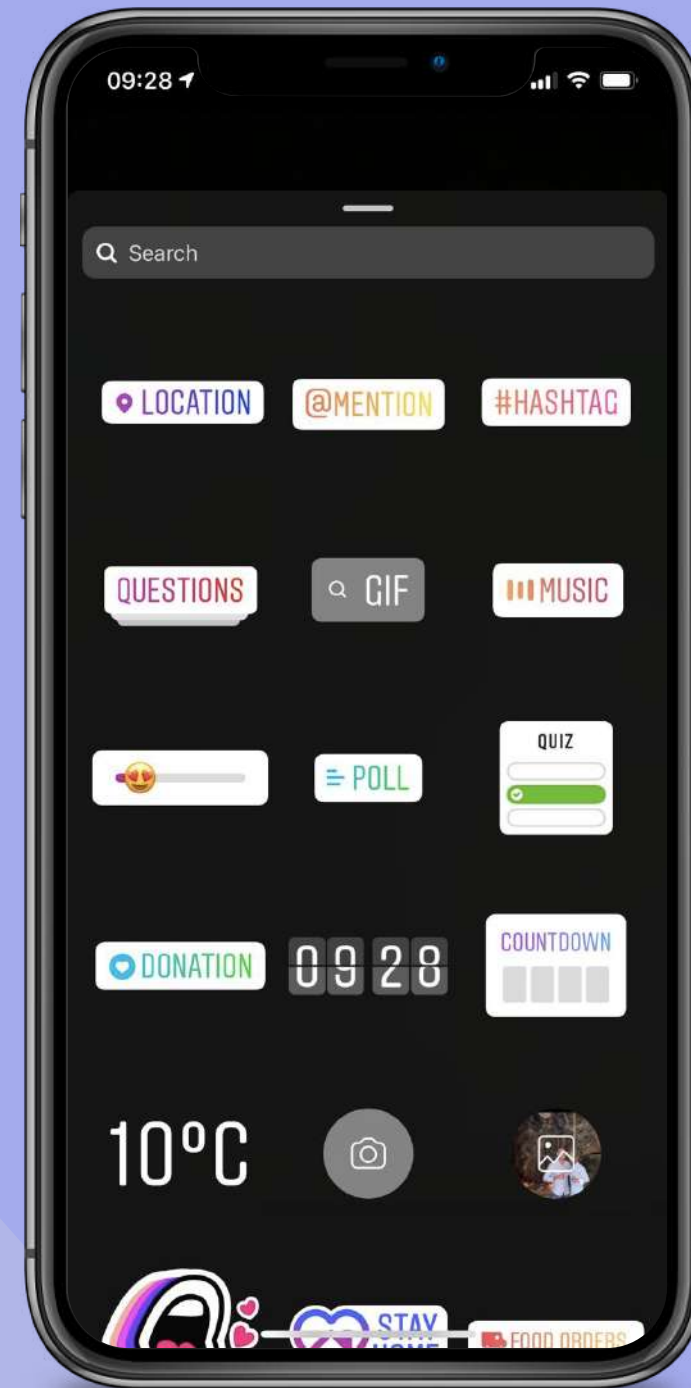


Figure 17



Figure 18

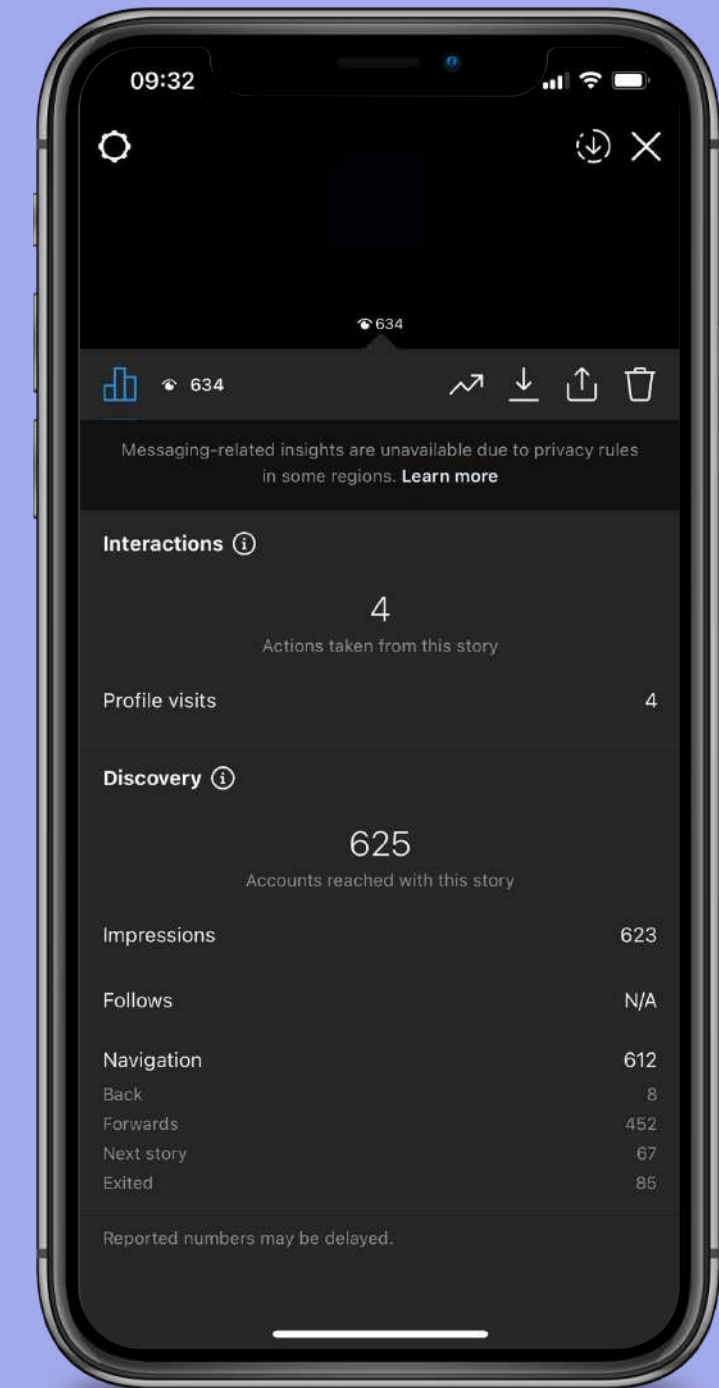


Figure 19





# INSTAGRAM

## REELS

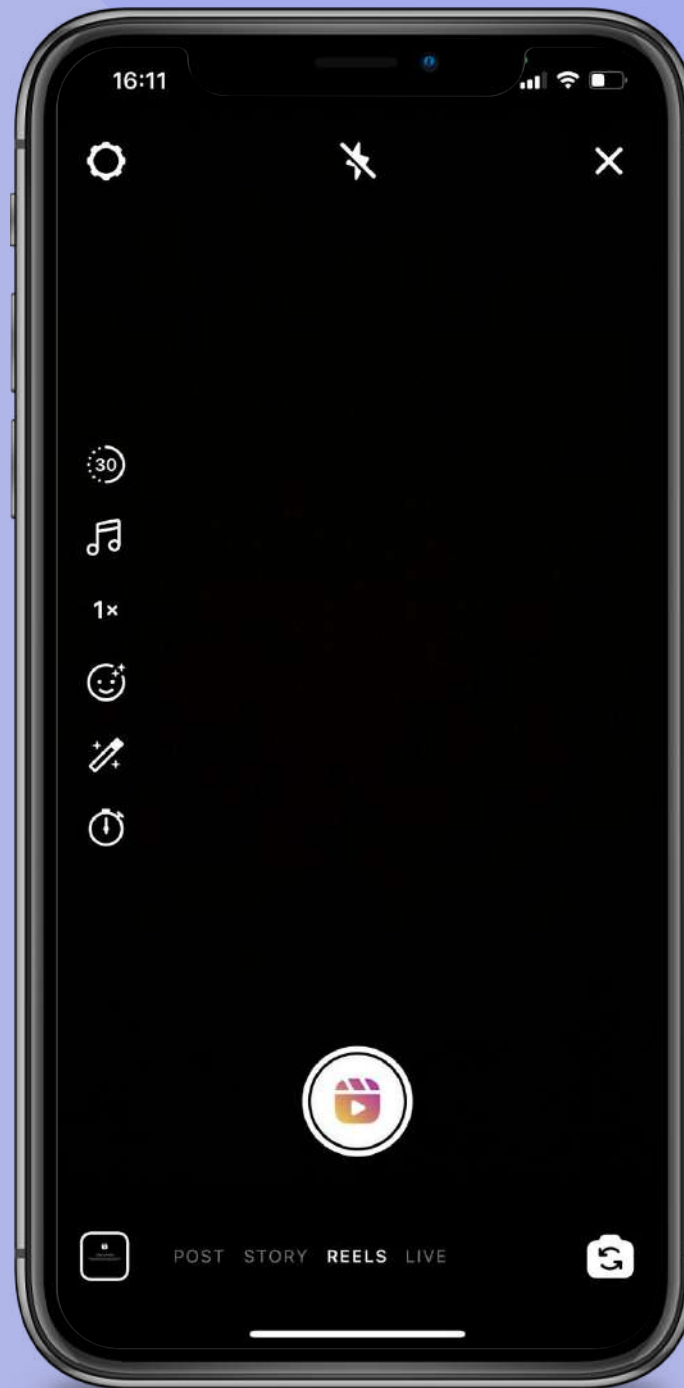


Figure 20

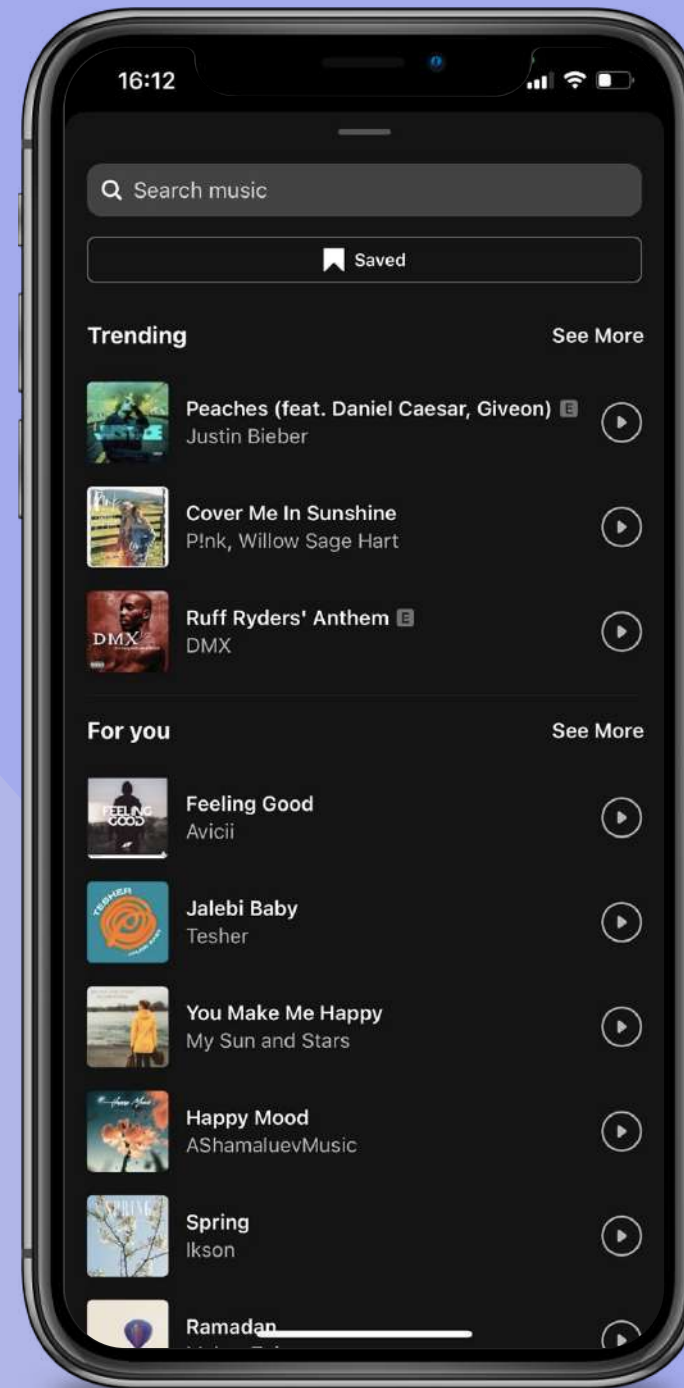


Figure 21

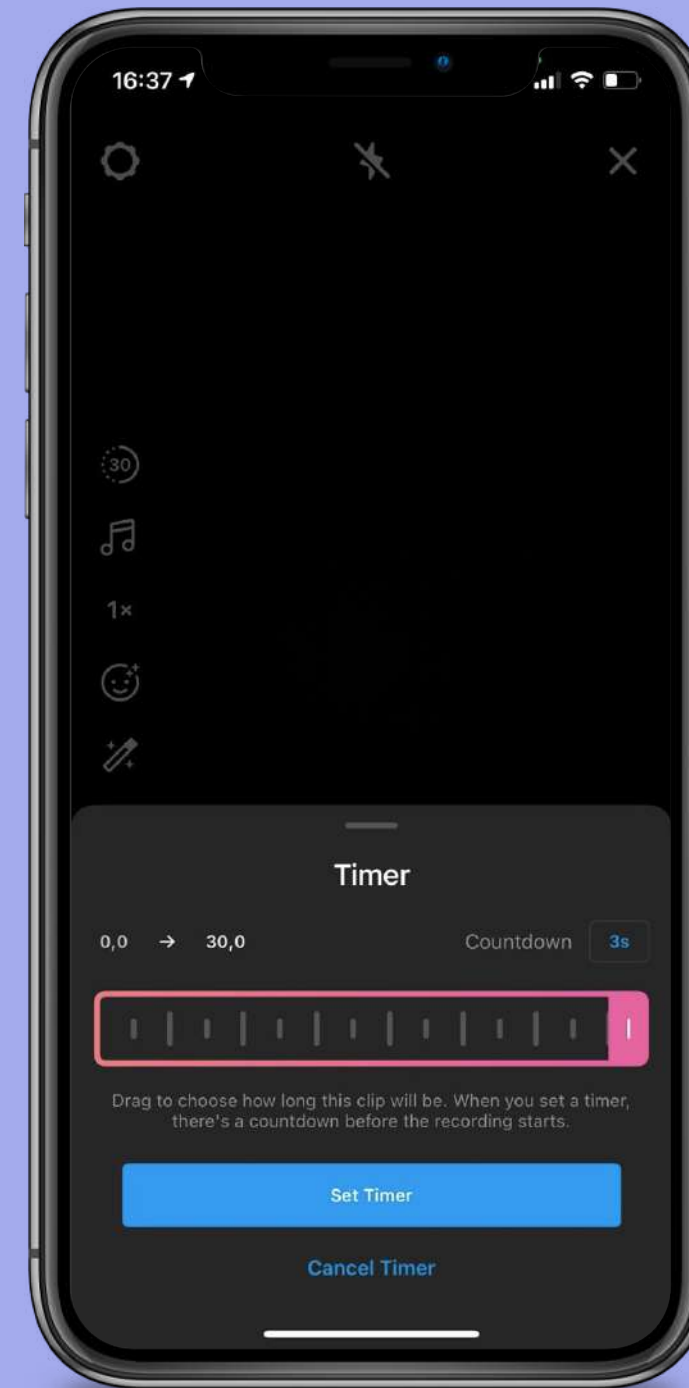


Figure 22



Figure 23



# INSTAGRAM

## HIGHLIGHT



Figure 24

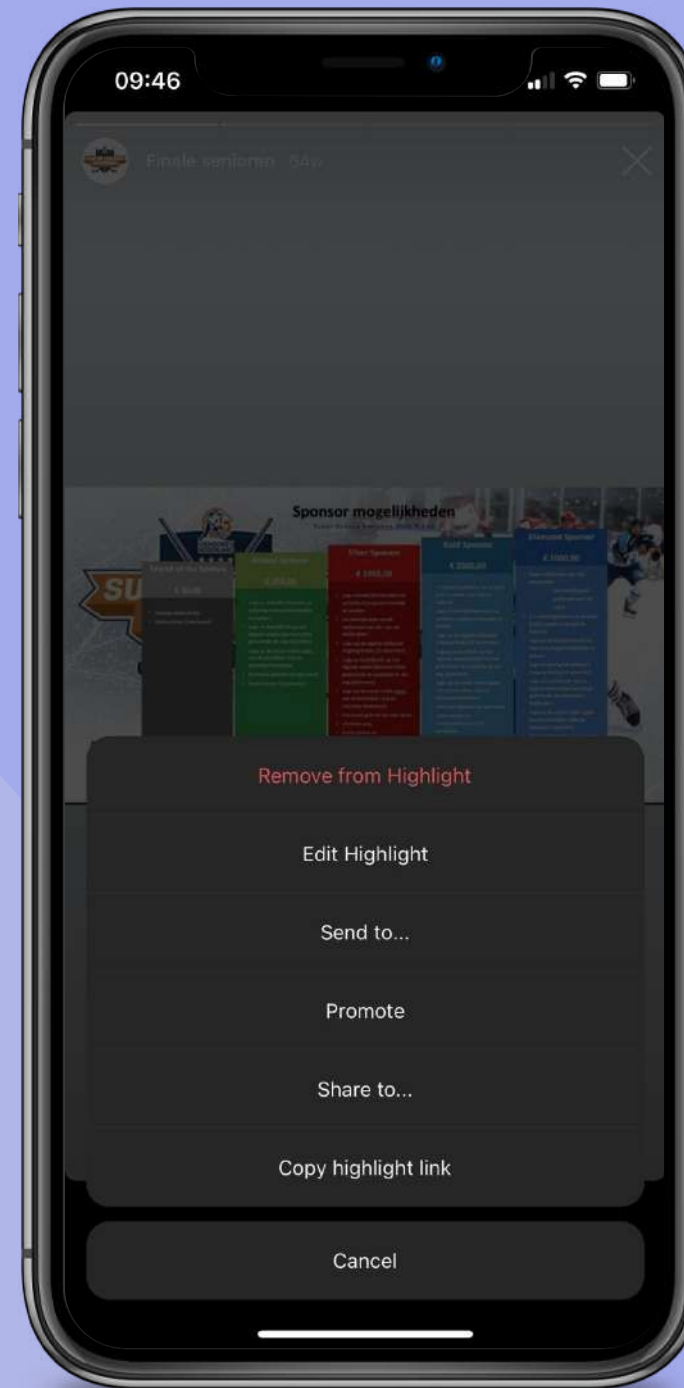


Figure 25

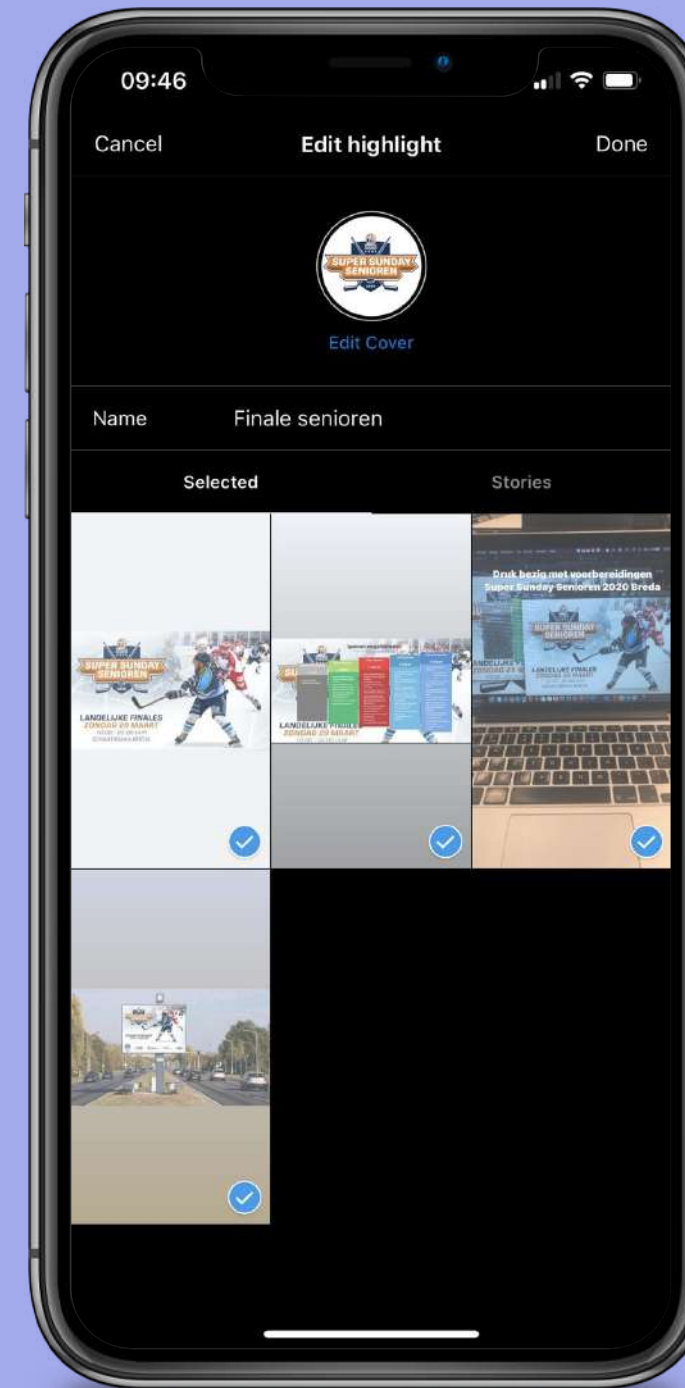


Figure 26

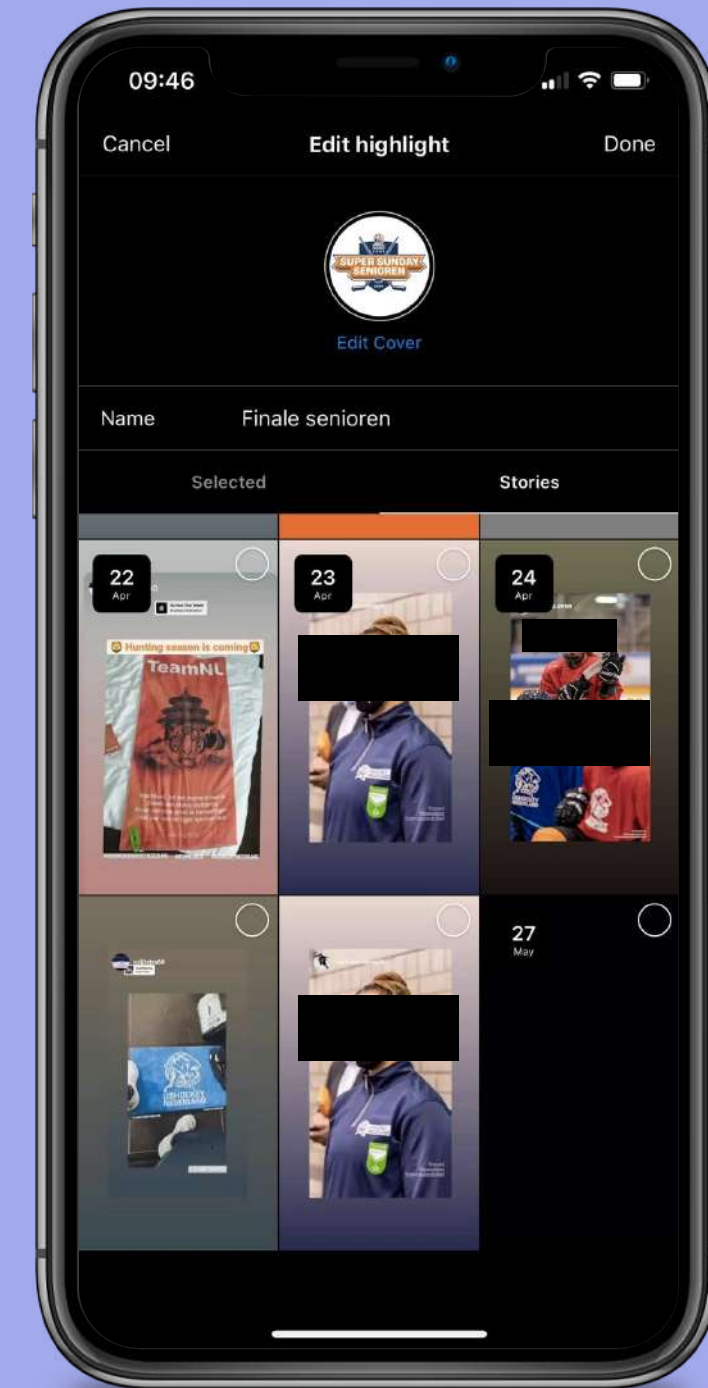


Figure 27



# INSTAGRAM

## IGTV

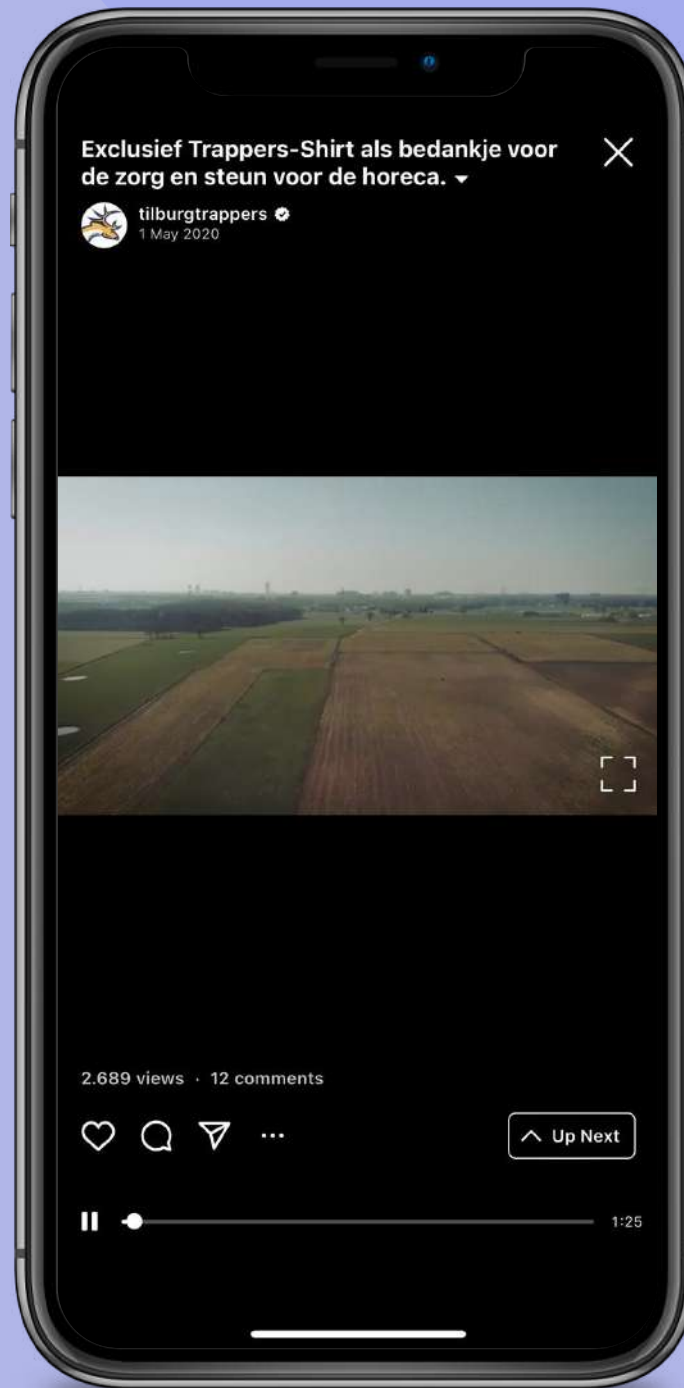


Figure 28

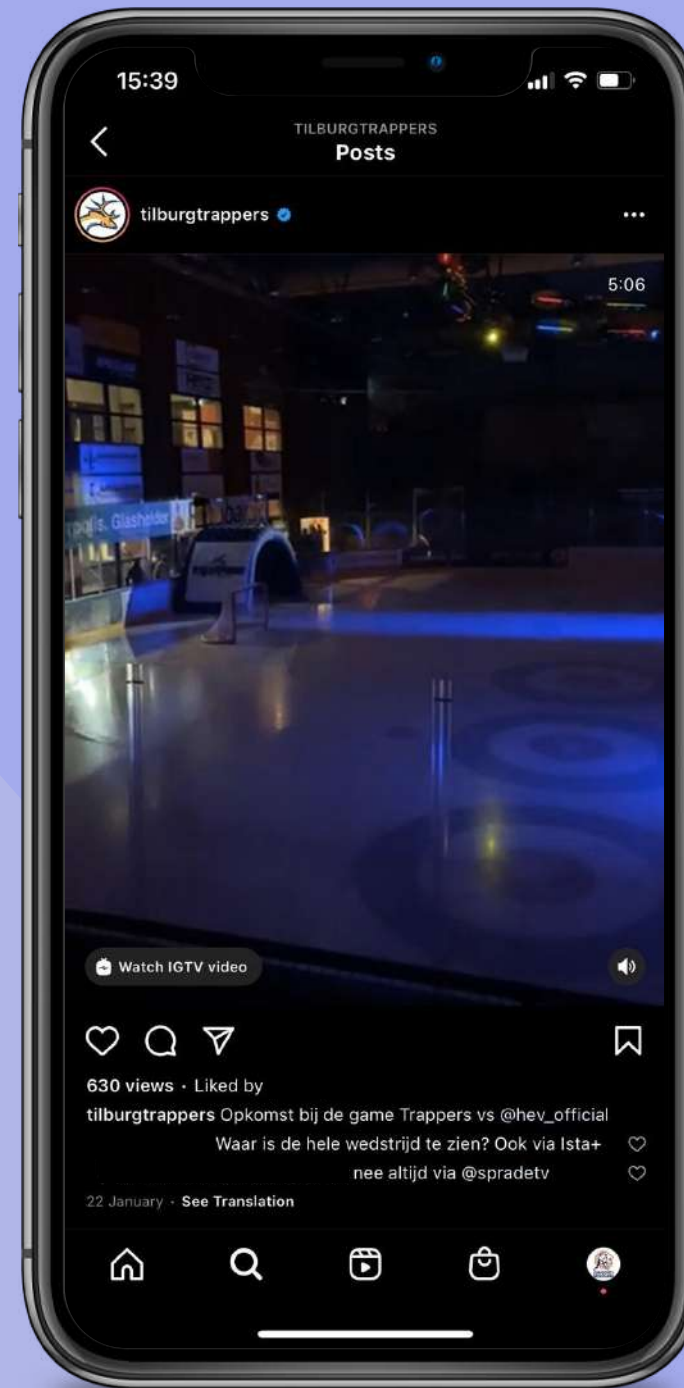


Figure 29

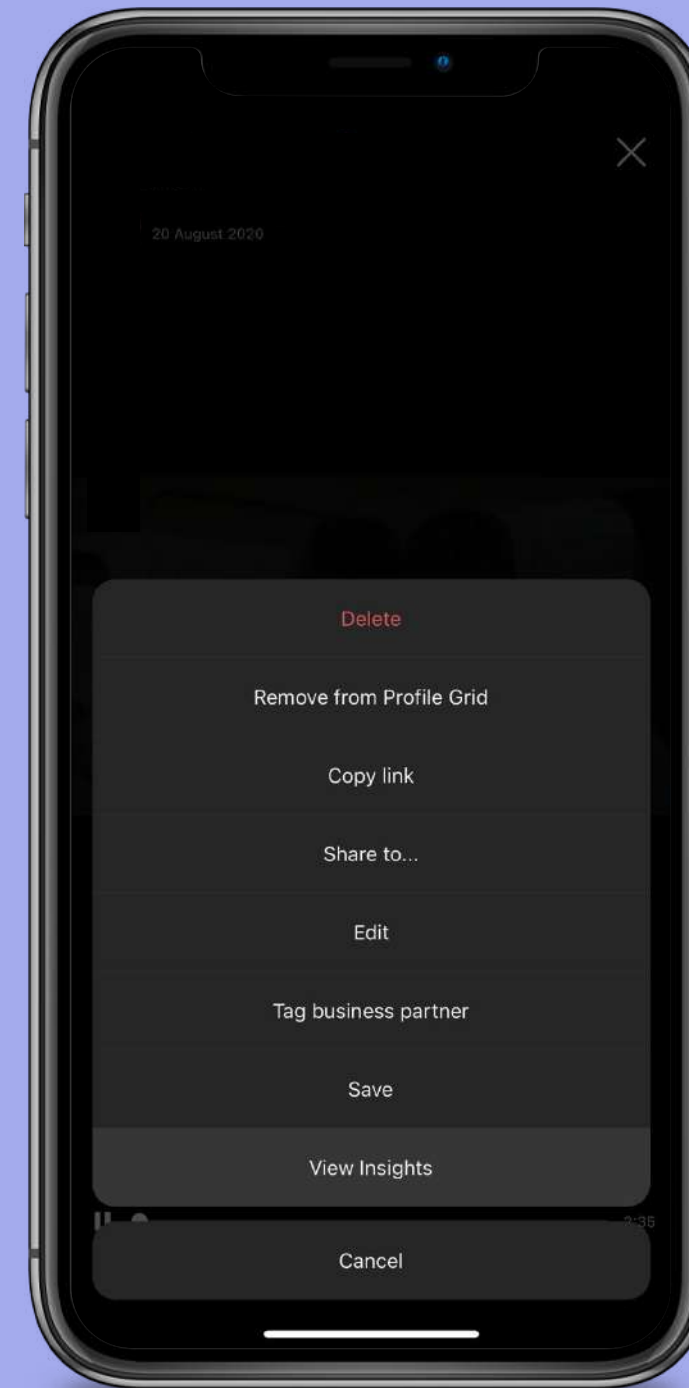


Figure 30

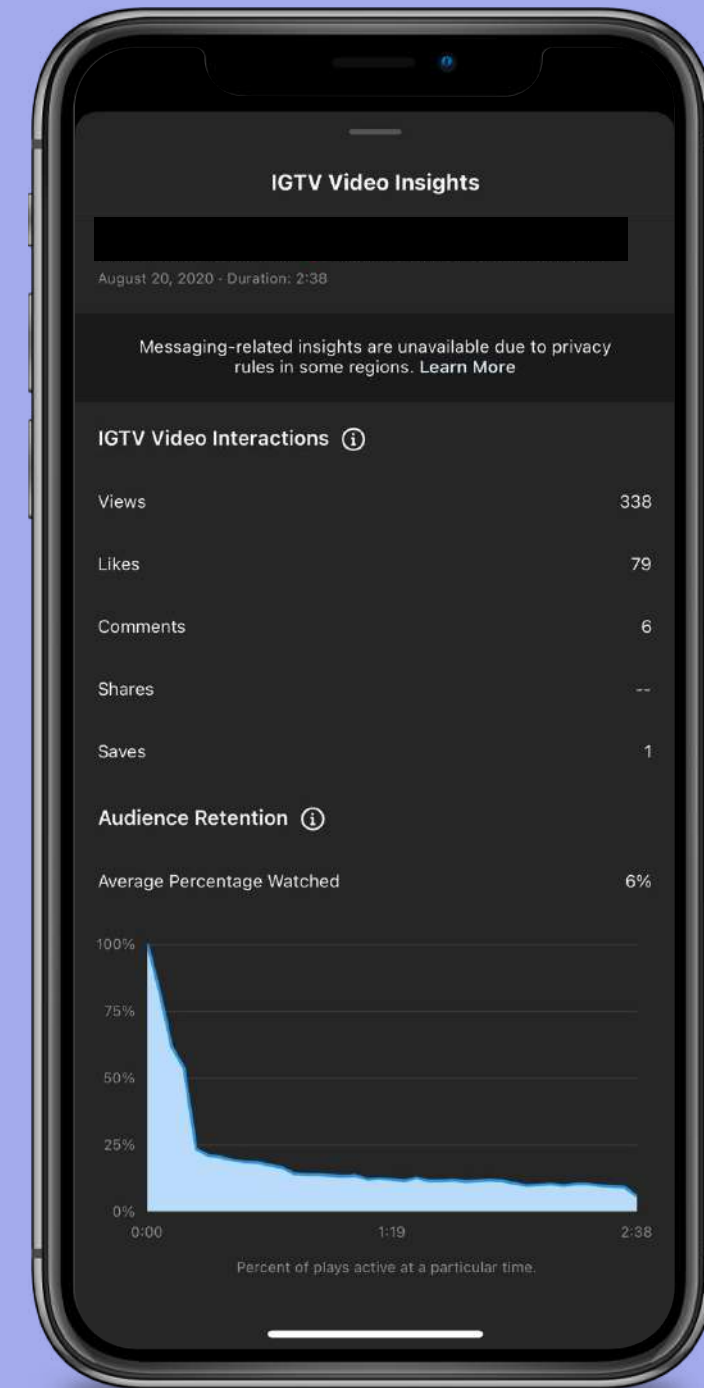


Figure 31



# INSTAGRAM

## POST

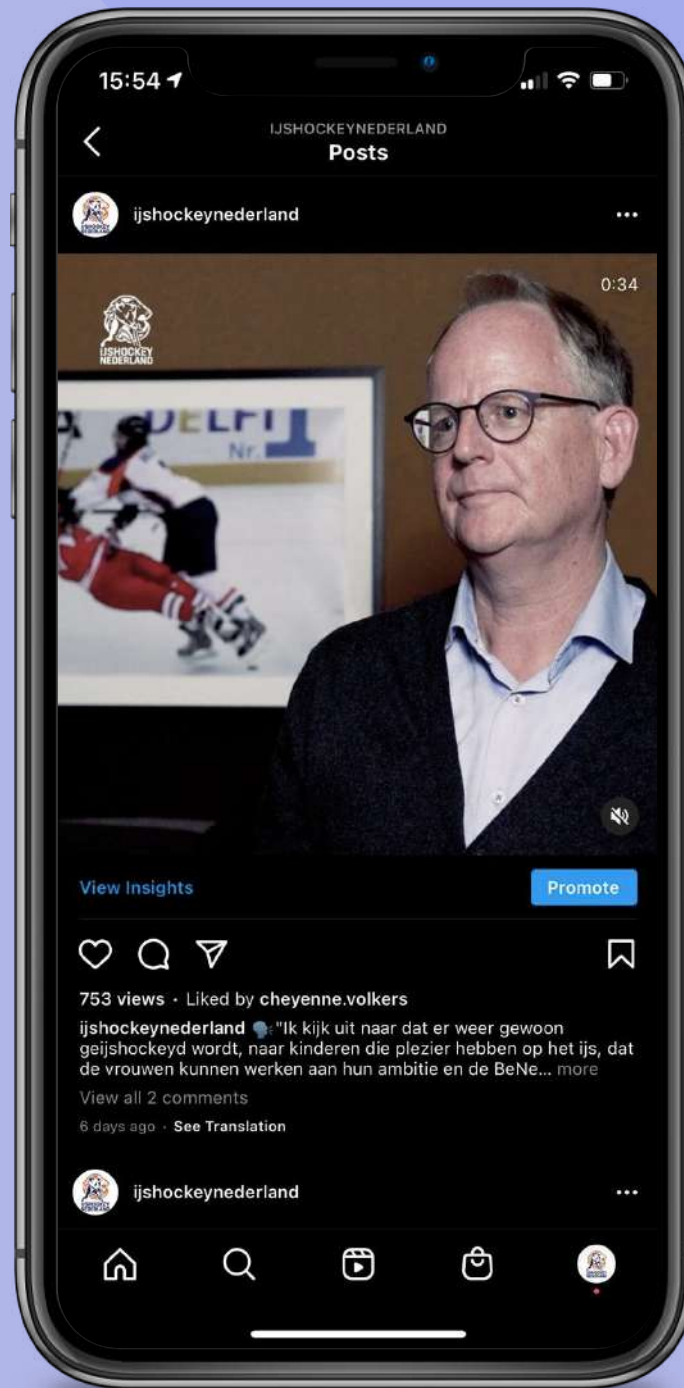


Figure 32

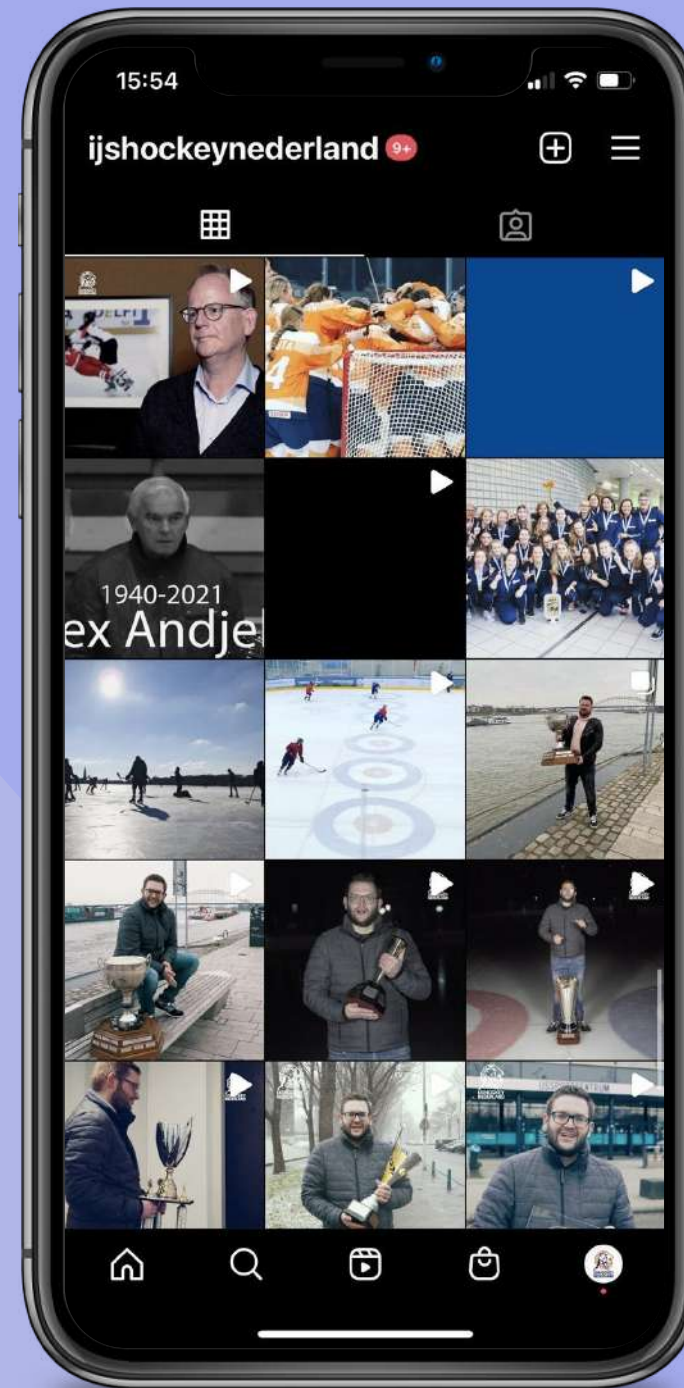


Figure 33

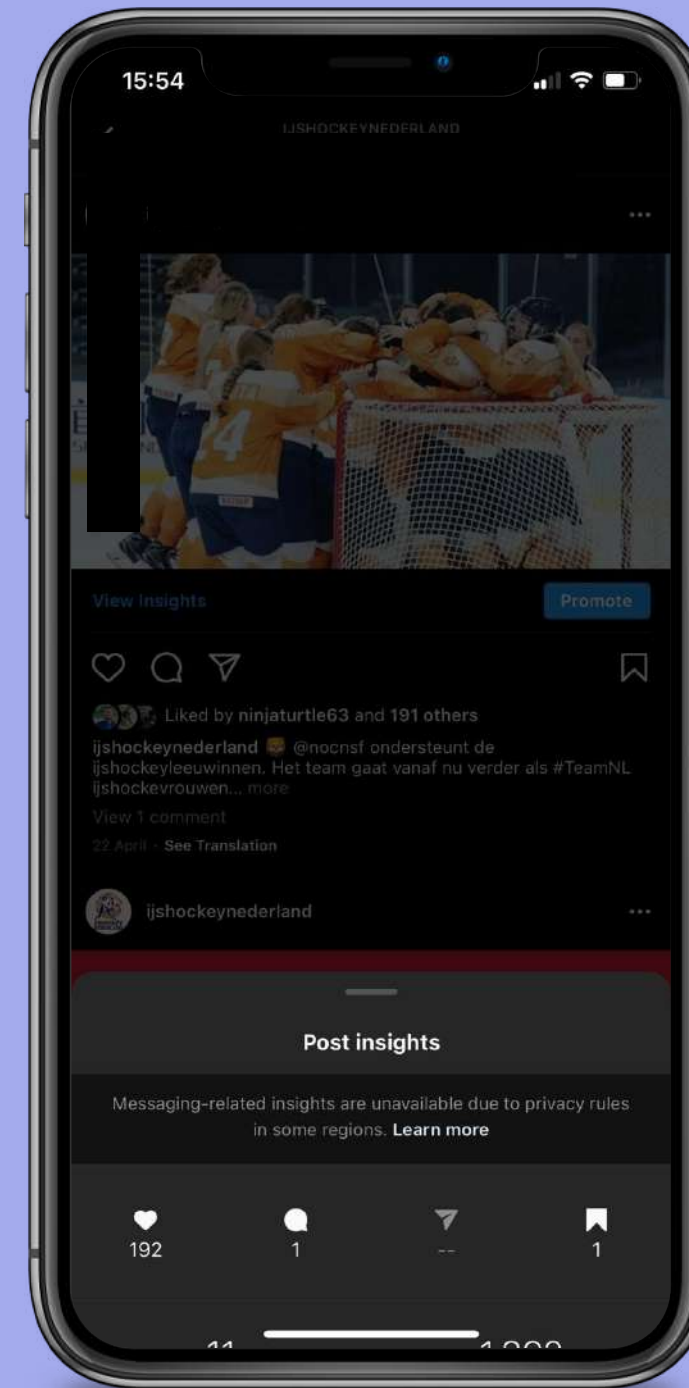


Figure 34

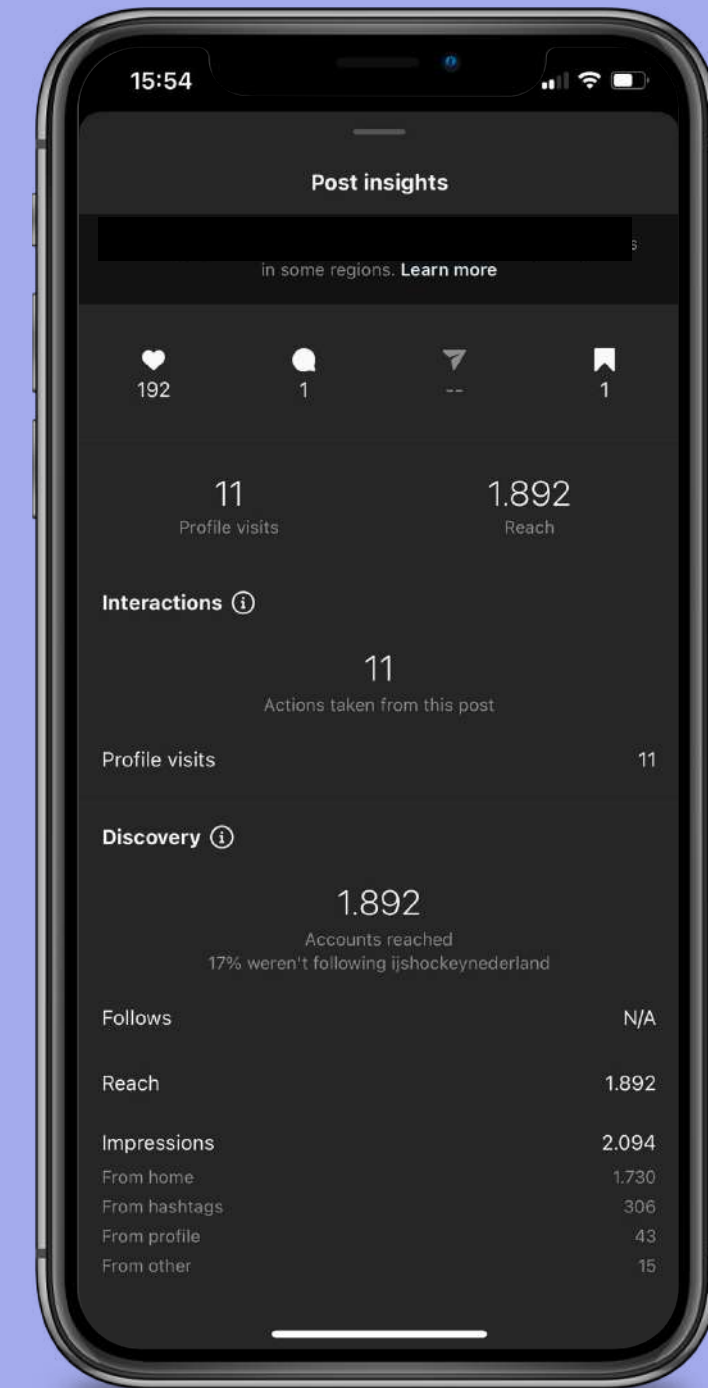


Figure 35

# FACEBOOK

There are only two options on Facebook to post content, a post and a story. A post can be shared and viewed forever and a story disappears after 24 hours. These two are actually pretty the same as the ones on Instagram. Overall, the stories of Facebook are less popular than the Instagram ones. Reasons for this could be that Instagram invented this sooner than Facebook or that the popularity of Facebook has declined over time (Putten, 2021).







# FACEBOOK

## POST

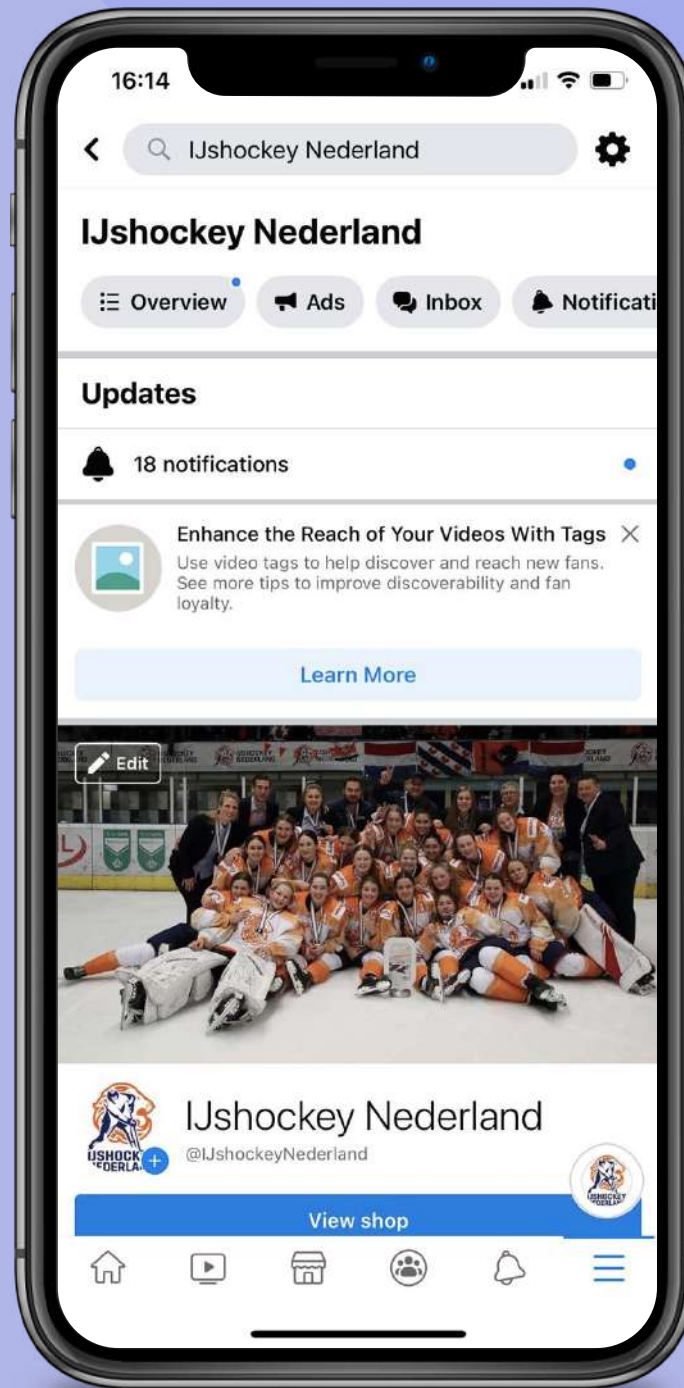


Figure 36

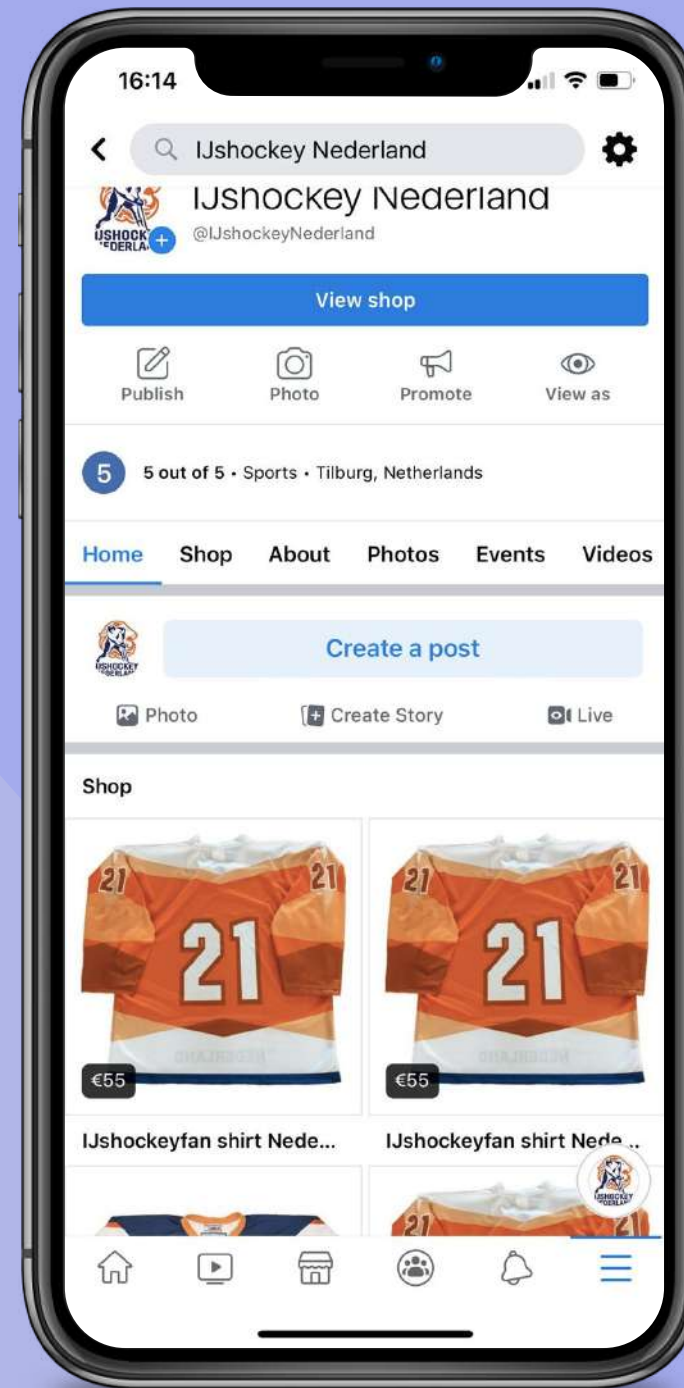


Figure 37

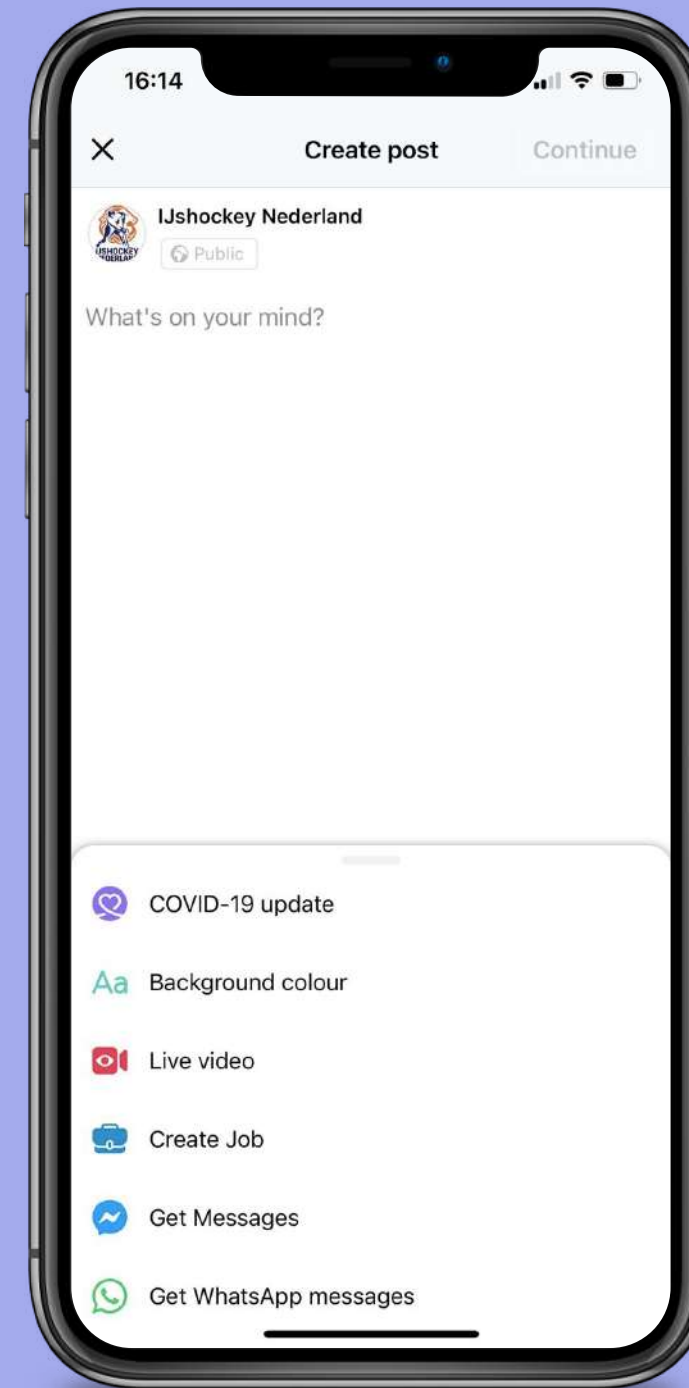


Figure 38

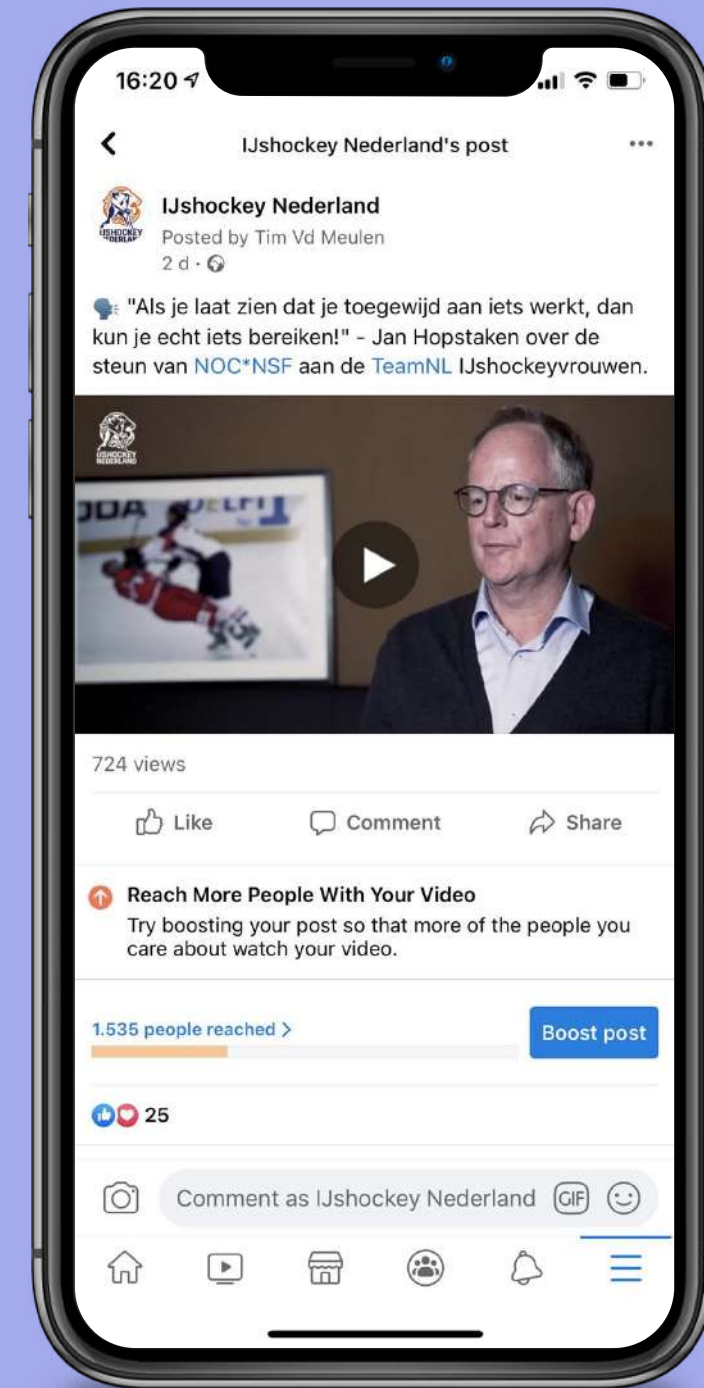


Figure 39

# FACEBOOK

## STORY



Figure 40

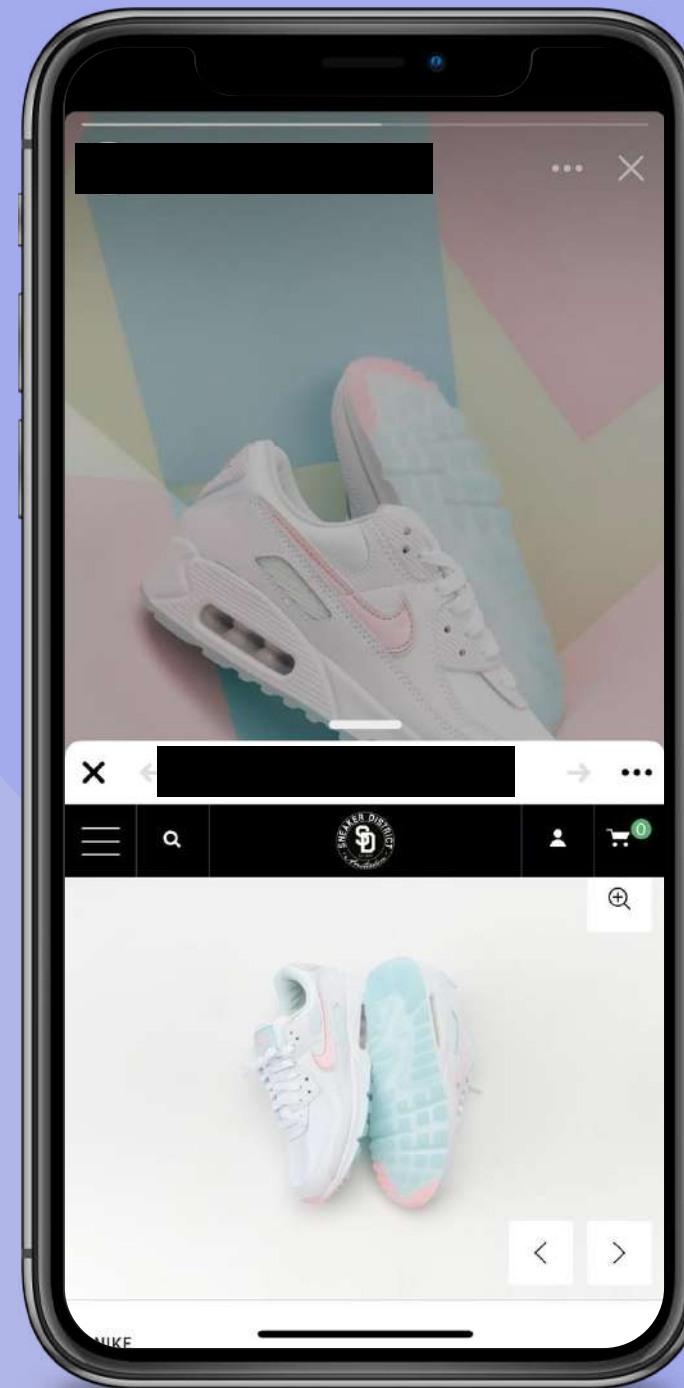


Figure 41

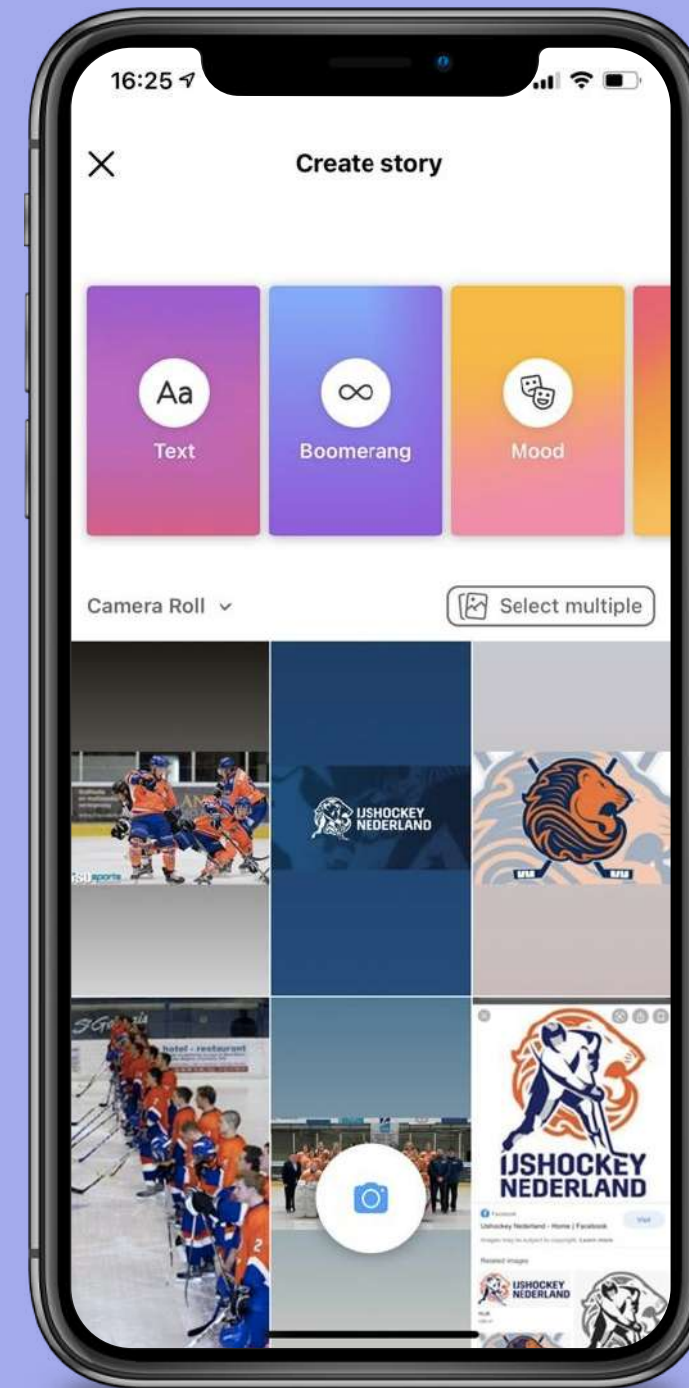


Figure 42

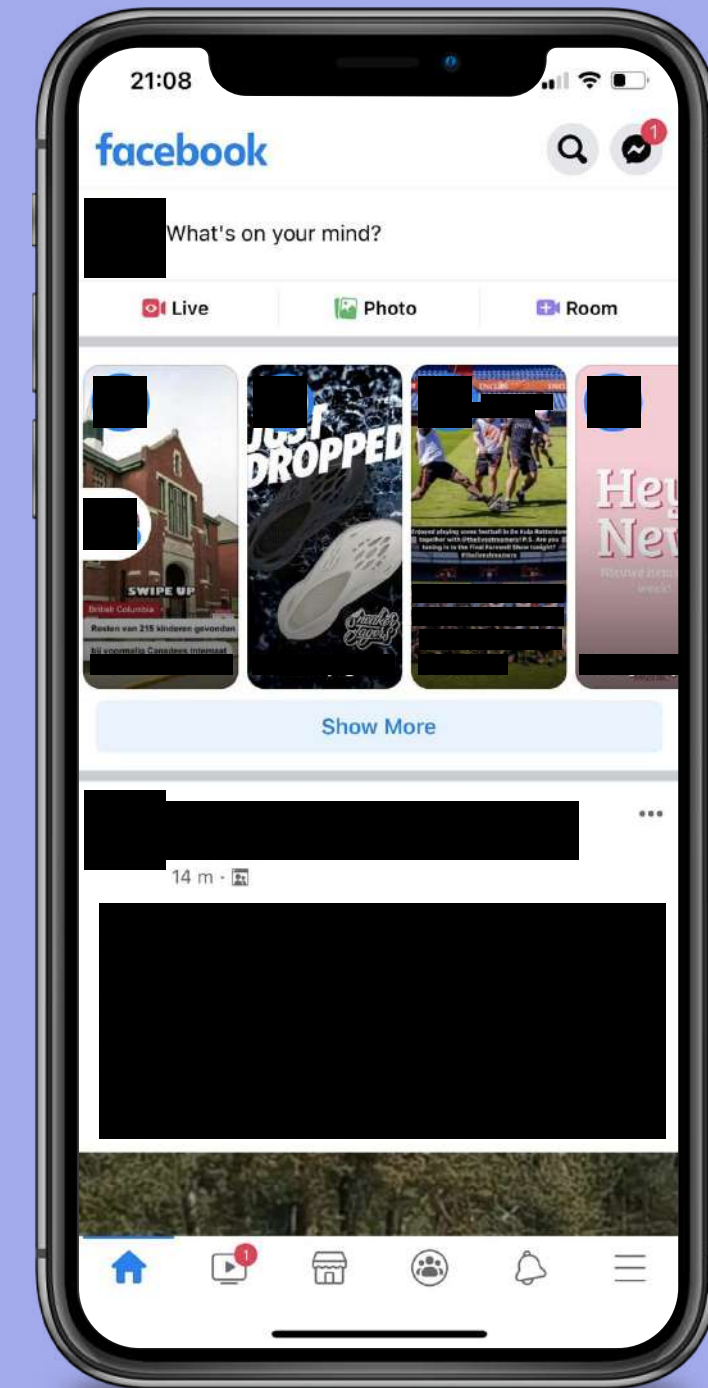


Figure 43

# YOUTUBE

## 1. Post

For this platform, it is only able to post videos. Therefore, a post is meant that certain videos are shared. Make sure that within the biography of this channel, all other platforms and the website is mentioned. This way the people that are viewing these videos can also immediately find IJshockey Nederland.

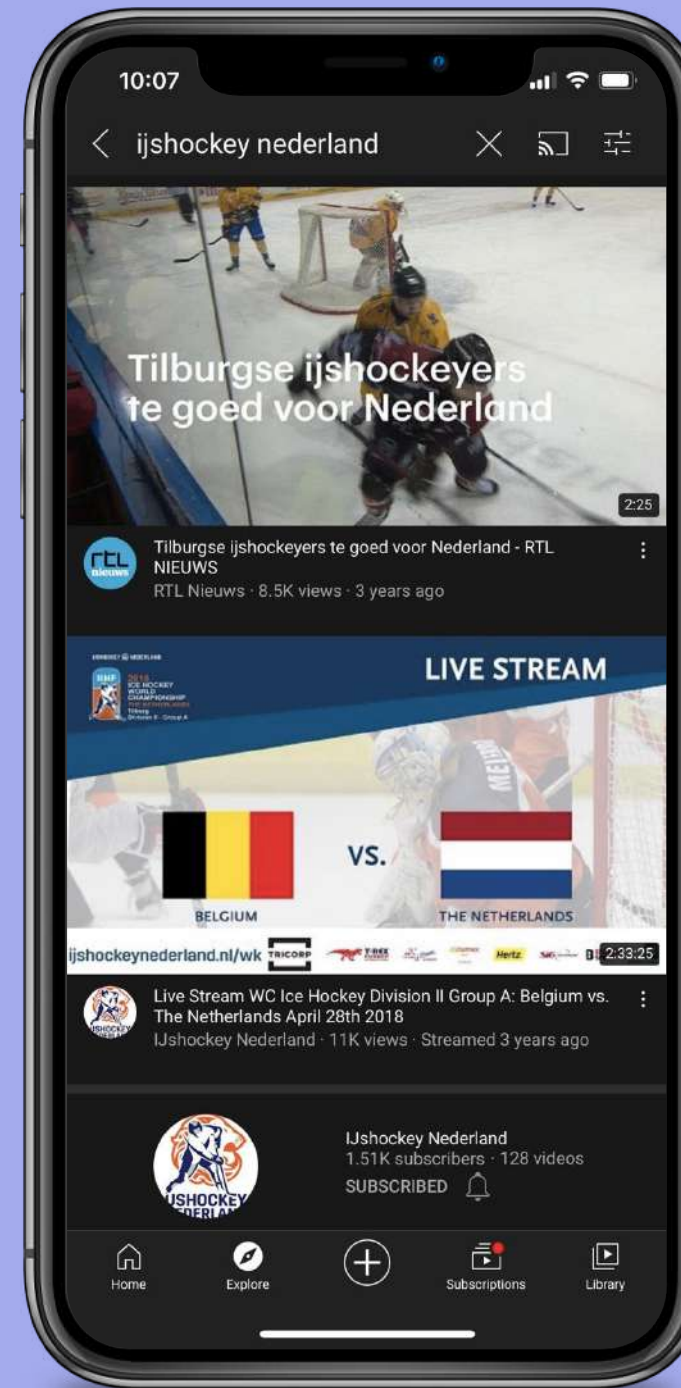
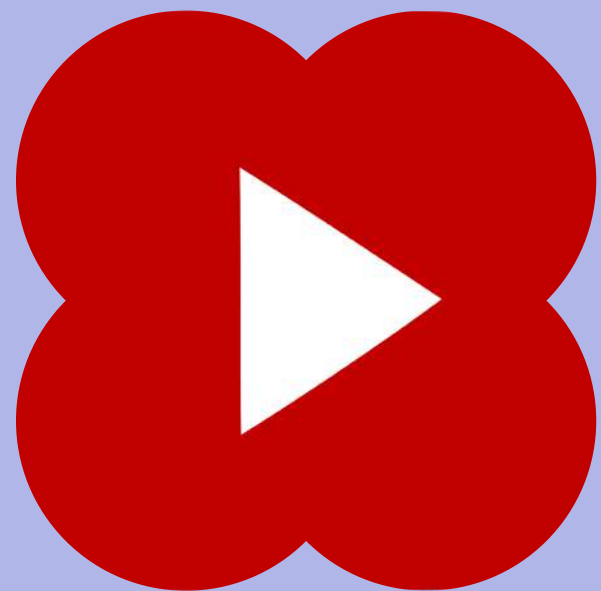


Figure 44

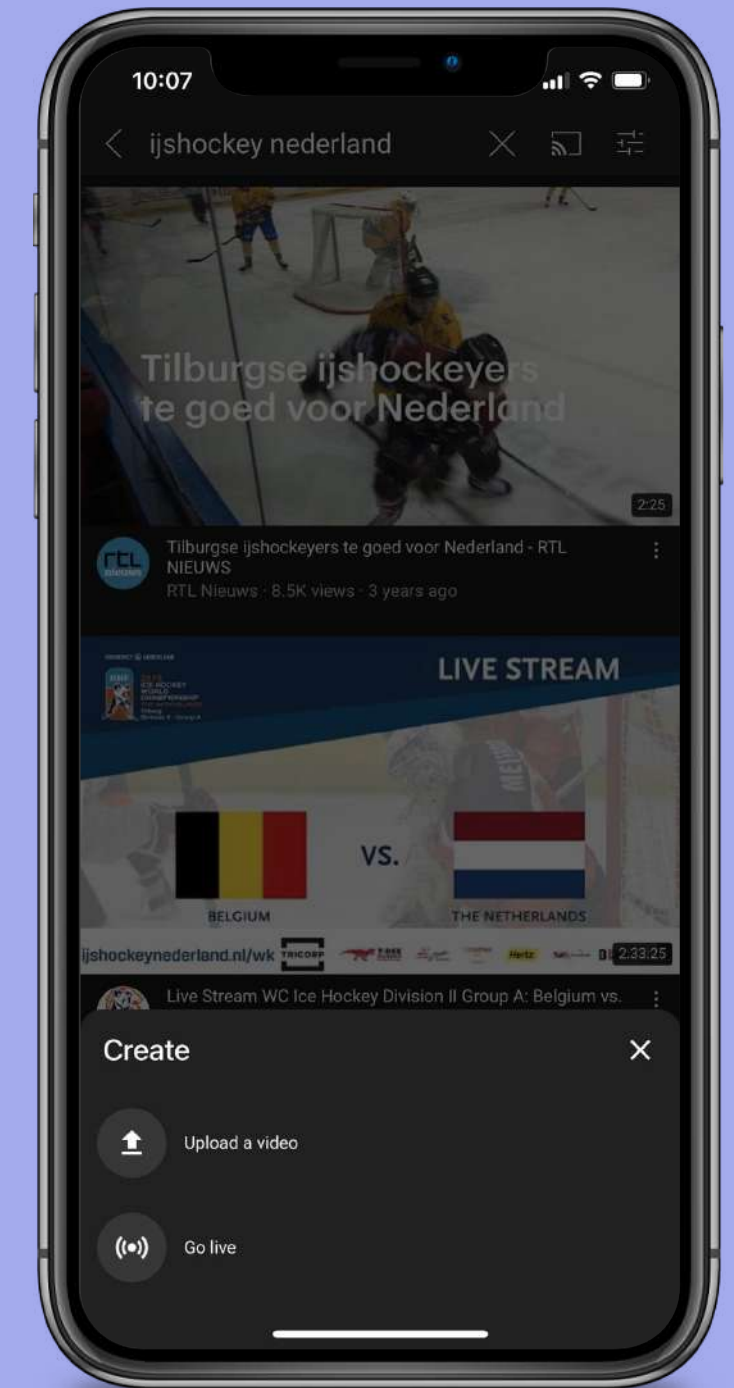


Figure 45

# YOUTUBE

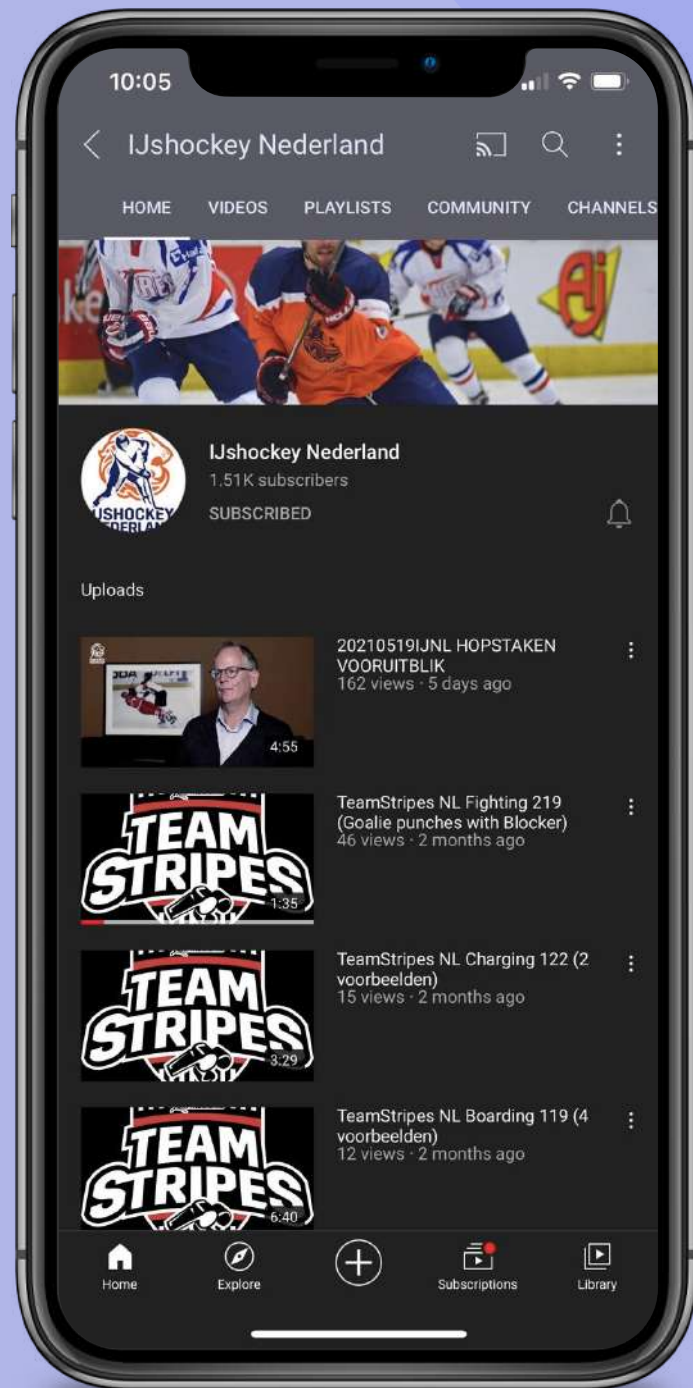


Figure 46

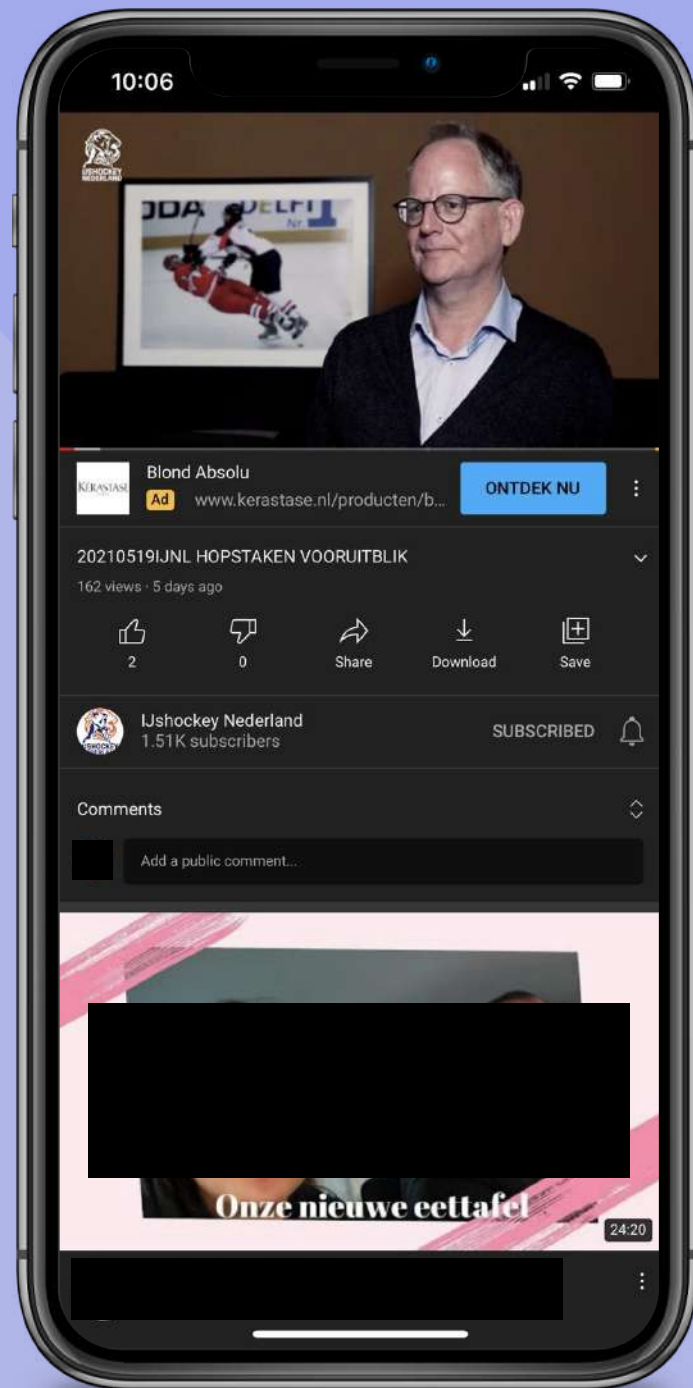


Figure 47

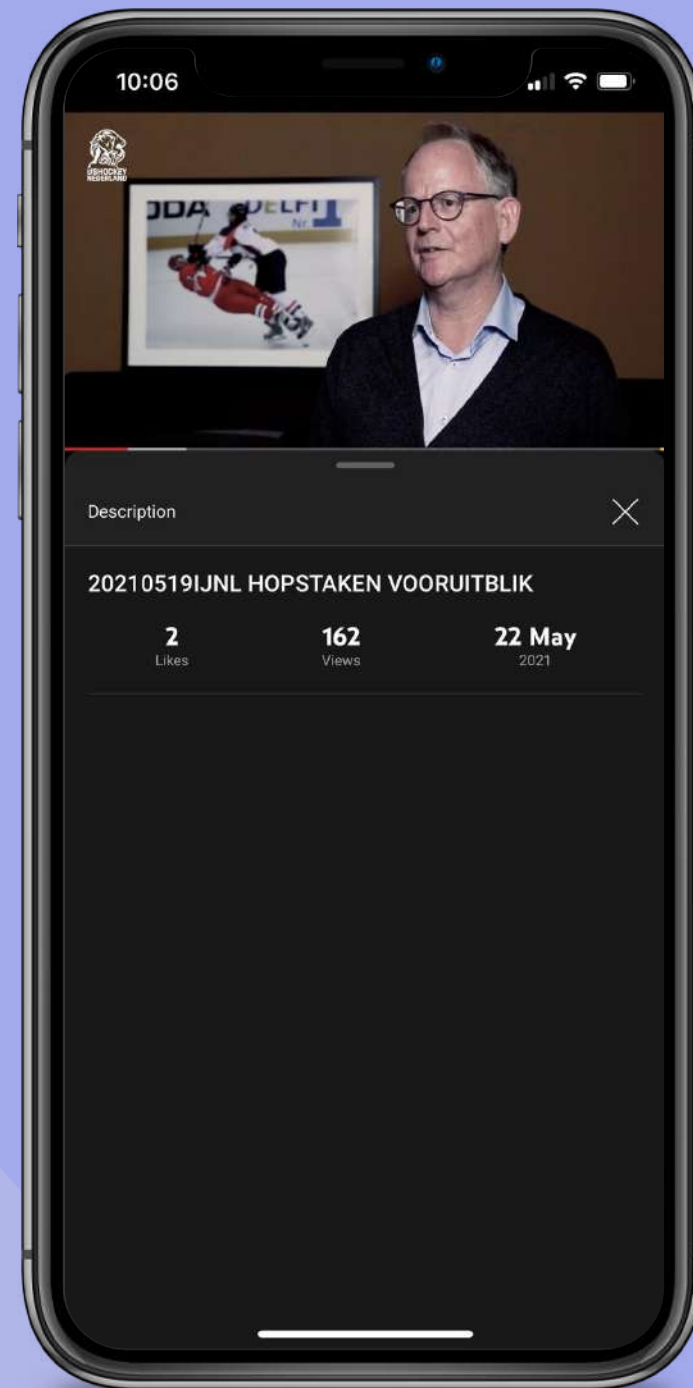


Figure 48

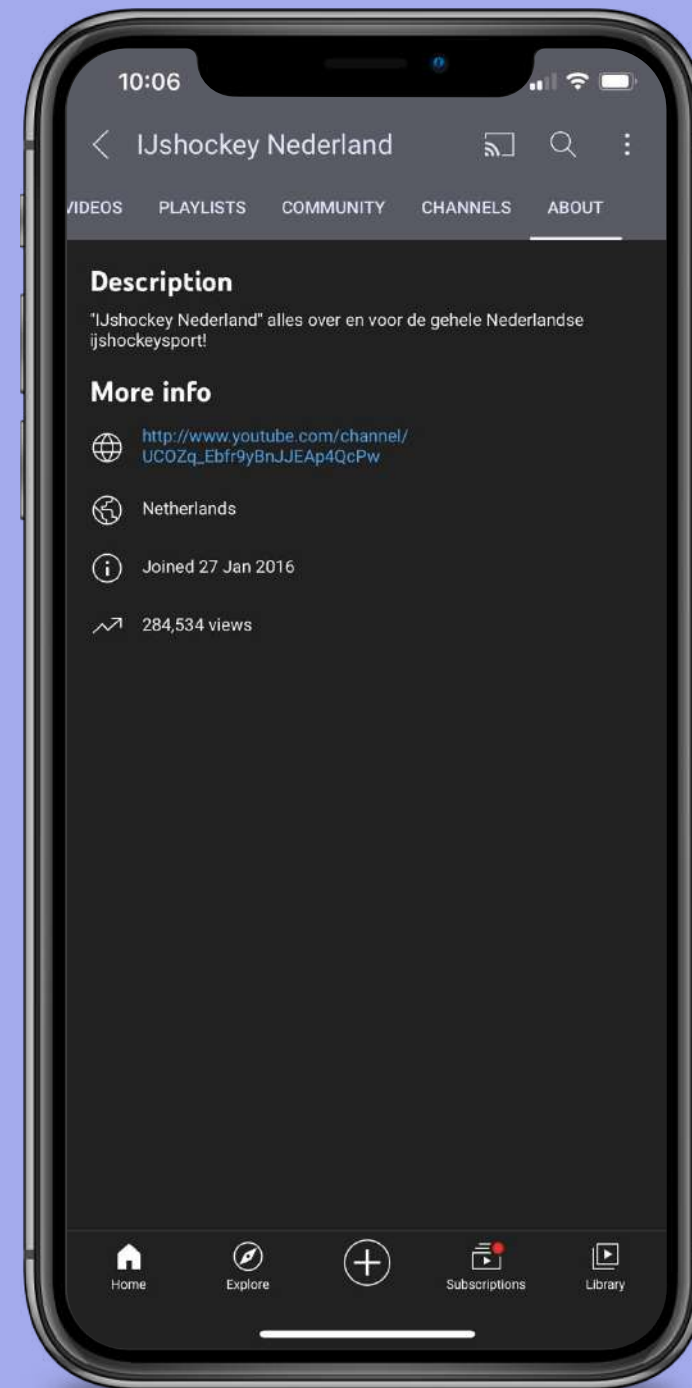


Figure 49

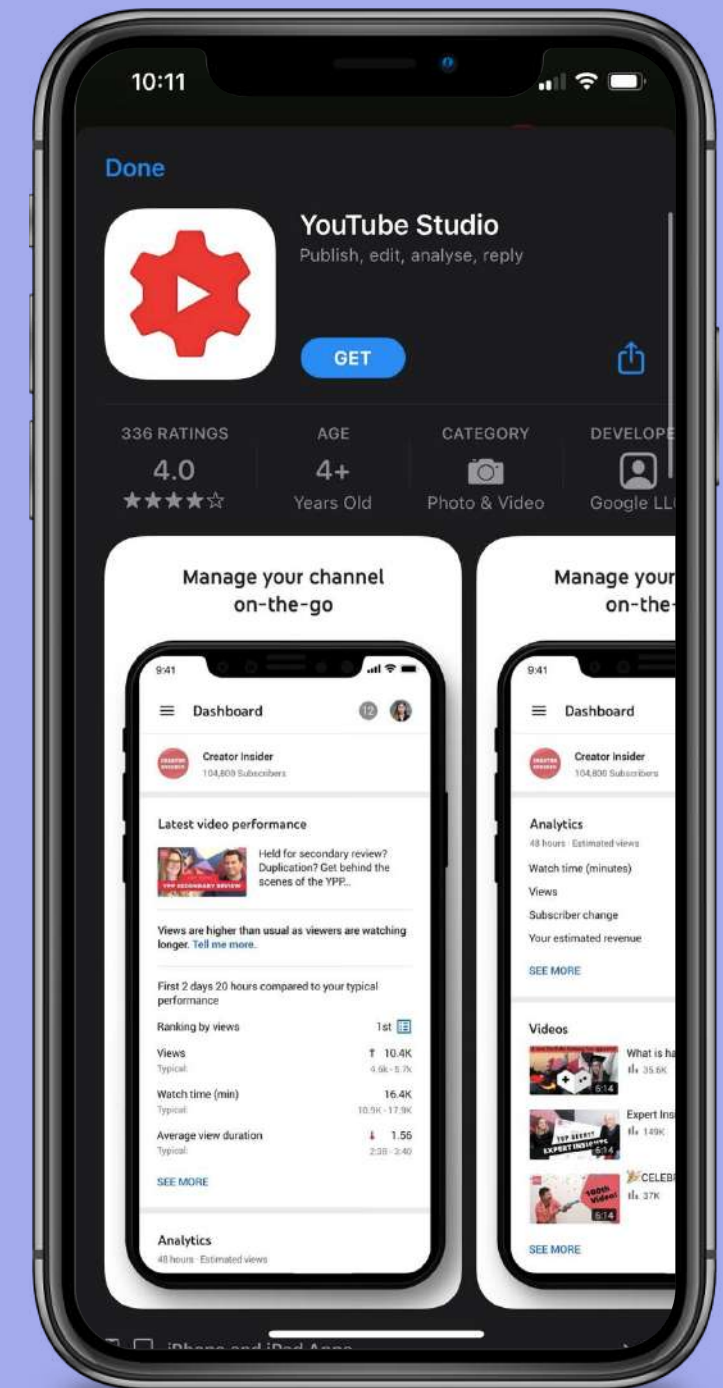


Figure 50

The background is a blurred photograph of an ice hockey game. In the center, a player is seen from behind, wearing a white jersey with red and black accents. The jersey has 'GLIA' on the back, a large number '20', and 'VDL Systems' and 'Leiden Lions' printed on it. The player is wearing a black helmet and is on the ice. In the background, other players and spectators are visible, along with banners for 'ROYAL' and 'IIYS'.

# 5. IMPLEMENTATION



# CAPTION

Having a good caption is also a great way to obtain a higher engagement rate. The longer someone spends reading it and even commenting on it, the better this content will be according to the Instagram algorithm (Warren, 2020). IJshockey Nederland should therefore always use the following 6 elements.

**#01**

**FIRST LINER**

The first sentence should already trigger the people

**#02**

**CALL-TO-ACTION**

Invite the people to comment, follow, like or save

**#03**

**EASY ON THE EYE**

Add line breaks so that people find it more easy and fun to read

**#04**

**CONSISTENCY**

Be consistent in the way you write and post

**#05**

**CATCHY EMOJIS**

Emojis often help with the readability

**#06**

**HASHTAGS**

Using a variety of hashtags will increase the engagement



# CAPTION:

## 1. FIRST LINER

### EXAMPLES

Writing a killer first liner will result in people pressing the button 'see more' more often. And the more time spent on your post, the better this is for your engagement. It is crucial to write something that triggers the audience in a way that they want to read more or even visit your page. Try to always write something that goes along with the type of content that is posted. IJshockey Nederland should make sure that the message of the content is already shown within the first sentence.

- Want to win a VIP ticket for this Saturday?
- Ready for the greatest seasons of all times?
- Once again, Tilburg Trappers for the win!
- Tonight, Ron Berteling will take over our story!

# CAPTION:

## 2. CALL-TO-ACTION



Figure 51

After the one-liner has been written, a call-to-action needs to appear. The main reason IJshockey Nederland should add this is that your caption then invites the audience to comment or like a post. Which we now all know, helps to increase the engagement once again. In giveaways, this is also often used.

Asking a question can already do so much. Ask people to tag friends, visit your website or comment their favourite ice hockey hero in the comments below.

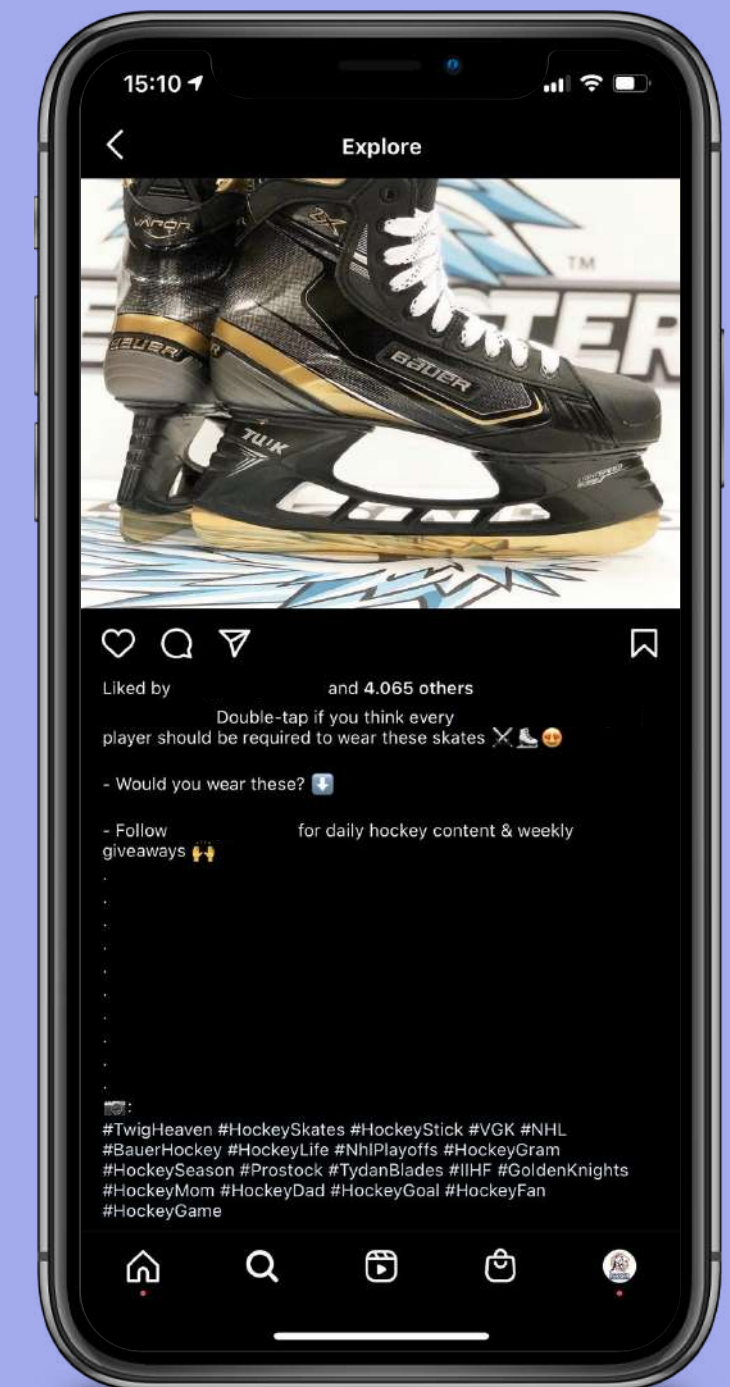


Figure 52

# CAPTION:

## 3. EASY ON THE EYE



Figure 53

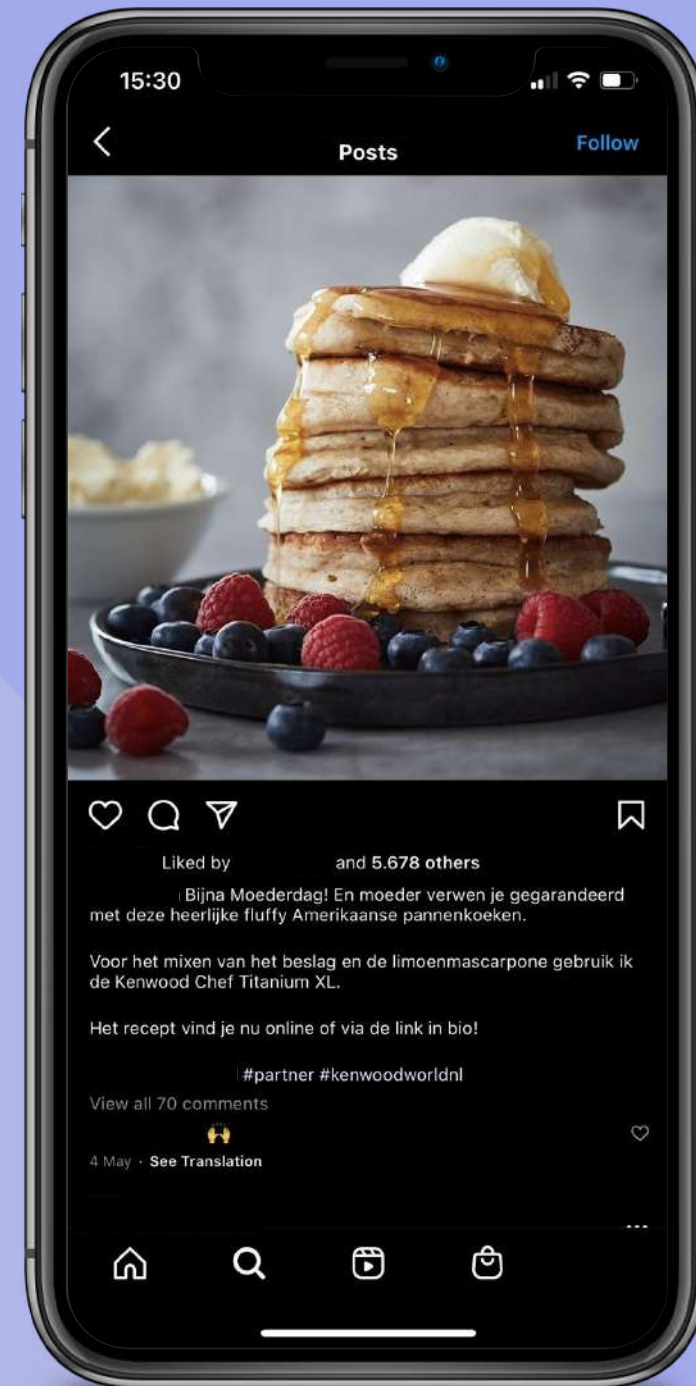


Figure 54

Another important aspect of a caption is that it should be attractive to look at. Therefore, if the caption involves a lot of text, use some line breaks. This is not only easier on the eye but also more pleasant to read.

# CAPTION:

## 4. CONSISTENCY

### EXAMPLES

Being consistent with posting content is key but also consistency within your captions is important. The way you write should show your brand identity. IJshockey Nederland can use sports slang, while still being accessible for people who are not familiar with ice hockey. Keep in mind that writing in an informal tone of voice is recommended in order to feel more personal towards the audience.

- Try to use a lot of the same emojis and hashtags
- Have one person write the final caption. Everyone has their own way of writing which could be embroiled for people
- Using the same colours with the content can also help

# CAPTION:

## 5. CATCHY EMOJIS

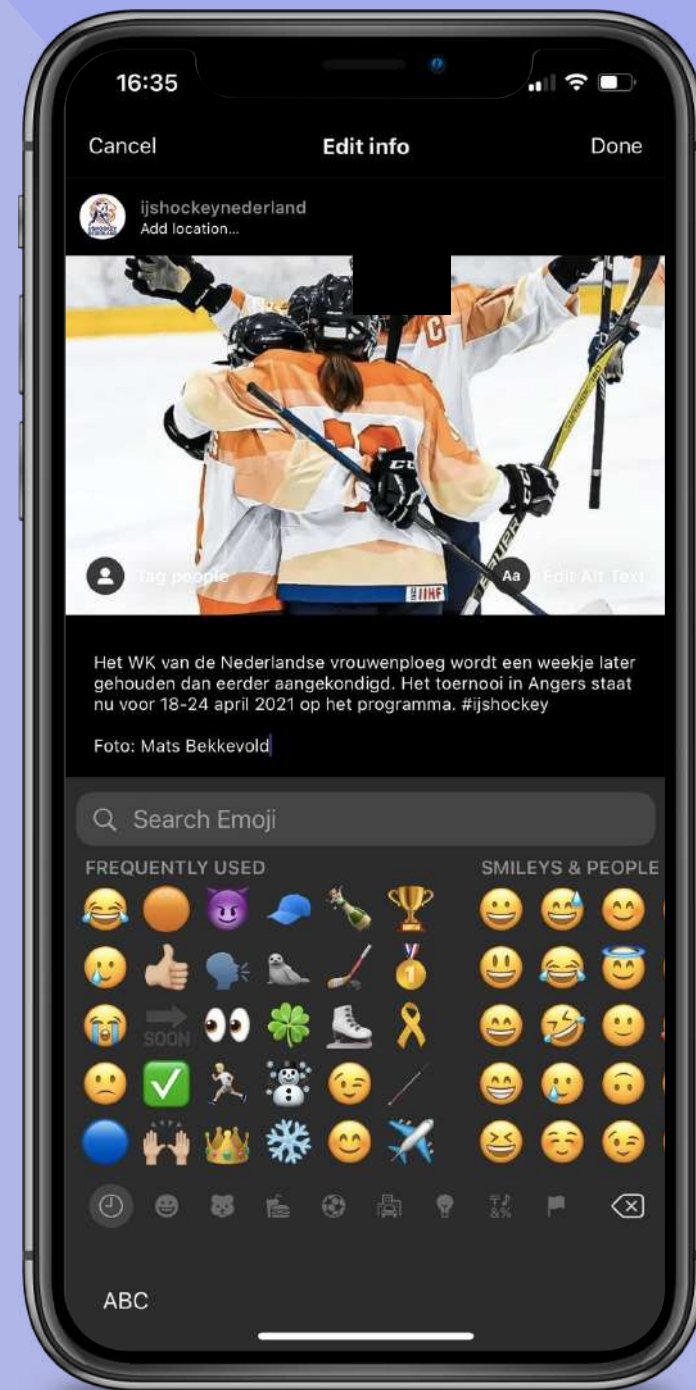


Figure 55

Adding some emojis that are also related to your content can also help to make sure that people are interested. Already using an emoji, in the beginning, can sometimes just be the reason that people look at the photo a second time. However, spamming is never good, not with emojis nor hashtags.

Some of the posts from IJshockey Nederland already starts with an emoji. However, while strolling through the content it became evident that there were more people writing the captions. Even though it is good to use an emoji at first, it is still recommended to only have one person writing it.

# CAPTION:

## 6. HASHTAGS

If IJshockey Nederland uses a variety of hashtags, it can increase the discoverability and number of followers. Of course, you can use the popular ones with the highest usage. However, it is crucial to use hashtags that relate to both your company as your target audience. Remember to write all hashtags at the end of the caption. People tend to leave more quickly if too many hashtags are seen already in the beginning. IJshockey Nederland has to think with every type of content that is scheduled, what kind of hashtags apply. On the next page, there are already examples given that can be used within varied content.

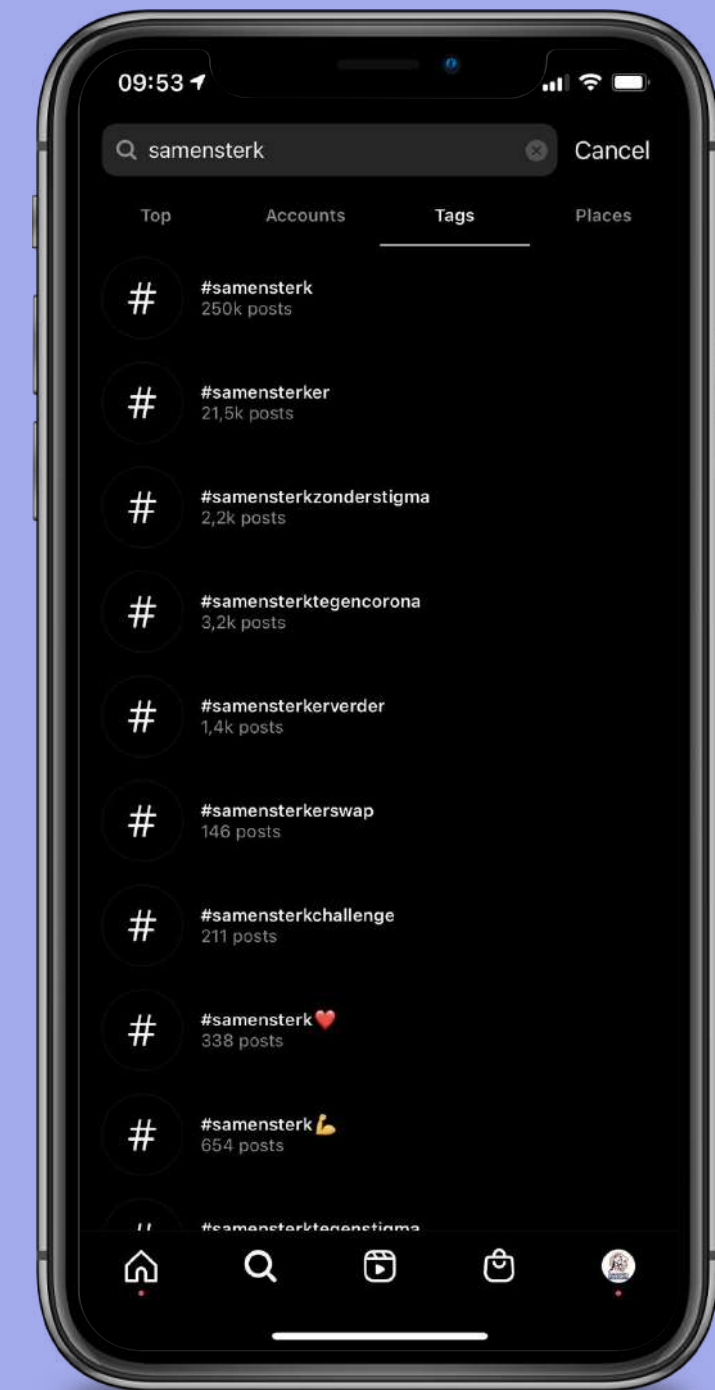


Figure 56



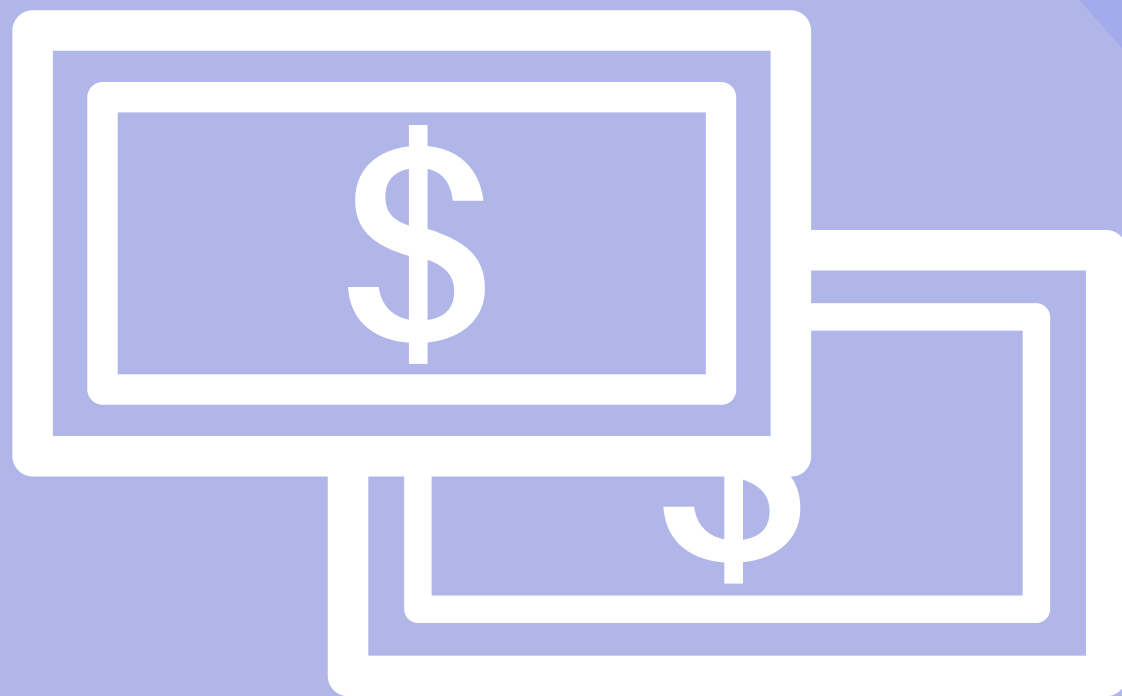
# 6. FEASIBILITY



# FEASIBILITY

IJshockey Nederland has all kinds of teams during ice hockey events, that have their own speciality. However, there is no social media team yet. That must change and therefore the financial feasibility is analyzed to give an expectation for the company. The social media team should consist of several people.

At least two volunteers are required, which can even be an athlete, an old intern or an invested fan. Keep the following in mind: the more volunteers, the better. Besides, a social media expert should be hired externally as well. Having someone externally with knowledge and experience with social media can provide new insights and a better focus that otherwise would not have been there. At least these three people are executing the strategy and Danny will have the responsibility in the end.

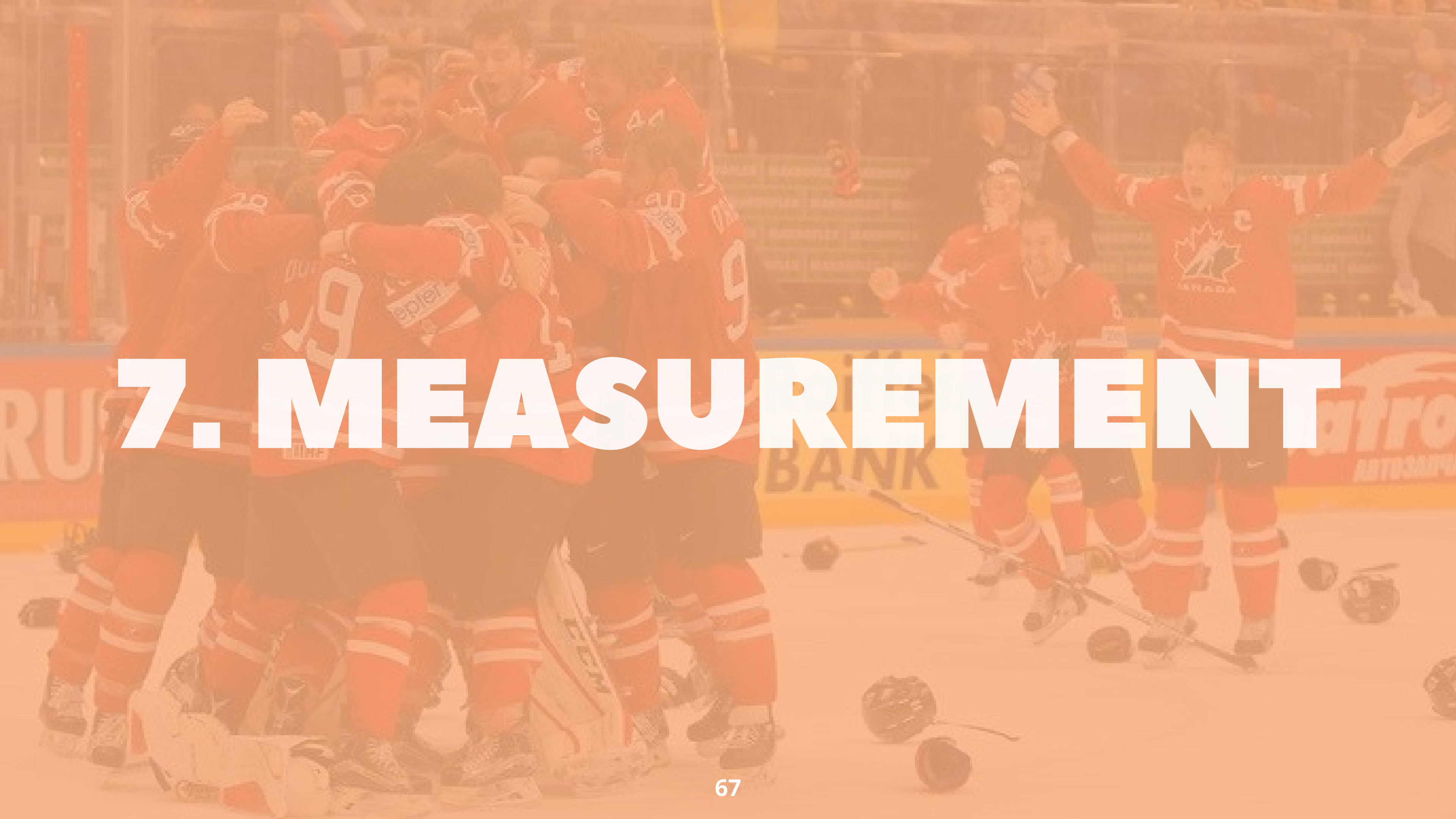


# FEASIBILITY

The following table shows the financial feasibility

INVESTMENT	INCOME PER HOUR	MONTHLY NEEDED HOURS	MONTHLY INVESTMENT
Social media expert	€20,84	6	€125,04
Danny (Board PR & communication)	€26,49	4	€105,96
(2) Volunteers	€0	12	€0
<b>TOTAL</b>	€47,33	24	€231,00

Table 2



# 7. MEASUREMENT

# MEASUREMENT

In order to see growth in the social media strategy, it is needed to evaluate it every four weeks. The calculation that can be used for this is the engagement rate.

$$\text{ER} = (\text{Engagement} / \text{number of followers}) \times 100\%$$

**Engagement:** the average likes on the posted content. While looking at the 10 most recent posted content, only 7 of them will be needed for this calculation. The three most recent ones, will not take part in the calculation. These posts are still generating likes occasionally. Therefore, it should be disregarded (Sociabili-T, 2020). First, add up all the likes from post 4 until post 10. In order to calculate the average number of likes, this number should be divided by 7, as there are 7 posts taking into account. This engagement rate, for the commissioner, is currently 168 likes.

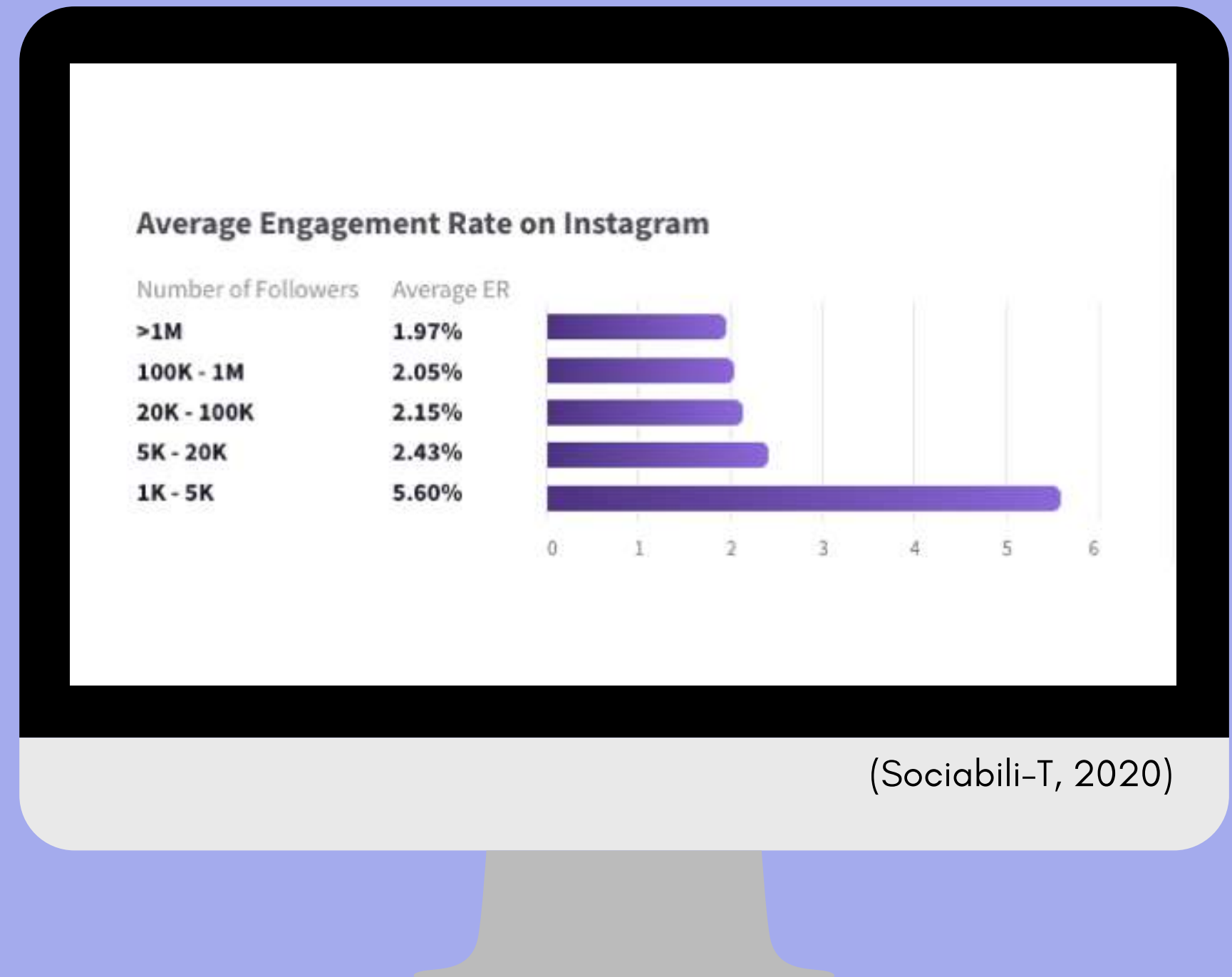
**Number of followers:** This can be easily found on the Instagram page of IJshockey Nederland. At this point, in May 2021, the commissioner has 3.442 followers.

$$\text{ER IJshockey Nederland } (168/3.442) = 4.88\%$$

# MEASUREMENT

The more followers a company gains, the smaller the engagement rate will be on average. In order to measure how IJshockey Nederland is doing, the following picture is used as a benchmark. It is also advised to keep reviewing similar companies online and figure out why what they are doing is so well received.

On the following page, expected and minimal growth percentages are shown for a four-week measurement.



# MEASUREMENT

EXAMPLE

The following table shows the statistics of every aspect on the first day of applicance

03-01-2022	INSTAGRAM	FACEBOOK	YOUTUBE
Followers/subscribers	3442	6992	1510
Number of posts	960	-	-
Engagement rate	4,88%	0,64%	0,86%
Page likes	-	6762	-
Average likes on content*	168	44	-
Check-ins	-	1199	-
Average views on content*	-	-	13

Table 3

\*The average is measured in the same way it is measured within the engagement rate calculation

# MEASUREMENT

The following table shows the minimal growth it should have after four weeks

%	INSTAGRAM	FACEBOOK	YOUTUBE
Followers/subscribers	+0,58%	+0,12%	+0,13%
Number of posts	+12%	-	-
Engagement rate	+11,27%	+12,5%	+38,37%
Page likes	-	+0,11%	-
Average likes on content*	+11,90%	+13,64%	-
Check-ins	-	+0,50%	-
Average views on content*	-	-	+38,46%

Table 4

\*The average is measured in the same way it is measured within the engagement rate calculation

# MEASUREMENT

EXAMPLE

The following table shows the statistics of every aspect after four weeks

31-01-2022	INSTAGRAM	FACEBOOK	YOUTUBE
Followers/subscribers	3462	6930	1512
Number of posts	972	-	-
Engagement rate	5,43%	0,72%	1,19%
Page likes	-	6770	-
Average likes on content*	188	50	-
Check-ins	-	1205	-
Average views on content*	-	-	18

Table 5

\*The average is measured in the same way it is measured within the engagement rate calculation



# CONCLUSION

Ishockey Nederland should definitely invest more time and money in social media marketing. By now, anyone should be able to use it in order to increase the number of 18- to 24-year olds. If this plan is adhered to, this will certainly provide a greater online reach and ultimately more awareness for the sport within the Netherlands.

All in all, knowing your audience is the most important part. Try to keep thinking about the three personas while creating the content. Instagram, Facebook and YouTube are where the focus should lay on. Three times a week posts should appear on Instagram. For Facebook and YouTube, there is no minimum. In order to implement this properly, a higher engagement should be gained. Every four weeks, the analytics and the engagement should be measured and compared. More extensive information can be found within the justification report.

