

Are you an informer or engager?

Inform Content

Purpose:
SPORT DELIVERY

Smooth running of your Little Athletics club or centre.

Description:
ACTION and REMINDER

Inform posts typically include a 'CTA' (Call-to-Action) asking or reminding audiences to take a given action.

Content Mix:
MAJORITY to ALL

For most clubs, the percentage of Inform content starts at around 60% of the total and often extends all the way out to 100%.

Pre, On or Post Event Reporting:
ALL

*Pre-Event; CTA (Call-to-Action) content
On-Event; Livestreaming
Post-Event; Event Results*

Difficulty Rating:
EASY

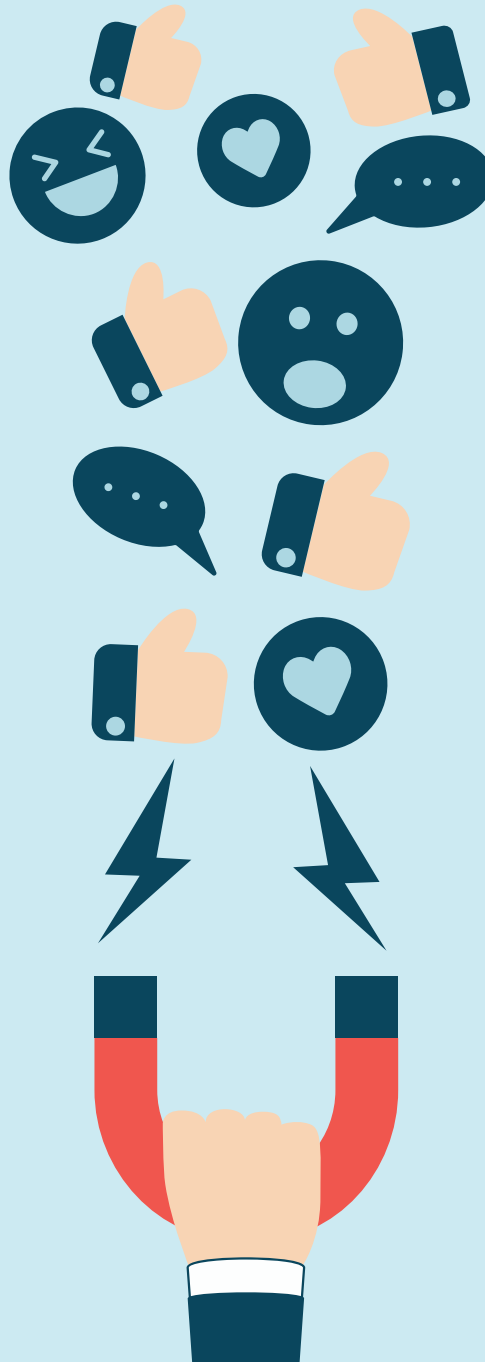
Inform content is integral to the delivery of Little Athletics.

Audience Growth Rating:
LOW

Inform type content is unlikely to translate to high audience growth but this isn't its purpose.

Engagement Rating:
LOW

But this doesn't mean it hasn't worked! The only way to know for sure is to look at related data eg. Registrations, Sign-Up's.



Engage Content

Purpose:
EMOTIONAL CONNECTION

Make an emotional connection with Little Athletics audiences.

Description:
TRIBAL

Engage posts resonate with and reinforce the emotional reasons as to why audiences 'love' their Little Athletics.

Content Mix:
MINORITY

Generating engaging content is a challenge for Little Athletics clubs or centres. As a result percentage mix is low, circa 0-30%.

Pre, On or Post Event Reporting:
ALL

*Pre-Event; Inspiring volunteer award nomination
On-Event; Athlete empathy to a fellow competitor trackside
Post-Event; Motivational athlete result*

Difficulty Rating:
HARD

Getting engage content consistently right is really hard.

Audience Growth Rating:
MEDIUM

If you can crack the code for generating engaging content, significant audience growth is usually the result.

Engagement Rating:
VERY HIGH

When you get this right posts go viral. There is almost no limit to how engaging this content can be!