



# SOCIAL MEDIA MARKETING FOR TODAY'S TENNIS PROGRAMS



 Like us on **facebook**

FOLLOW US ON **twitter**

# PREVIEW

- Social media – who cares, you care
  - YouTube
  - Building your Facebook business page
  - Bonus material!
- 

# SOCIAL MEDIA – WHO CARES





YOUR WALLETS SHOULD CARE

- Fundraising
- Promotion
- Outreach
- Growth
- Relationships

# OK GREAT BUT WHAT TO USE





## Oncourt Offcourt

[Subscribe](#) 2,927

- [Home](#)
- [Videos](#)
- [Playlists](#)
- [Channels](#)
- [Discussion](#)
- [About](#)

### New Product Ideas

This video series is a four-part live workshop with Oncourt Offcourt Founder and President Joe Dinoffer sharing 20 years of lessons in product development and marketing in the tennis industry. Definitely worth watching if you ever think about bringing an idea to market in the world of tennis.



**Part 1 of 4 - Joe Dinoffer speaks on developing and...**

by Oncourt Offcourt  
593 views · 1 year ago



**Part 2 of 4 - Joe Dinoffer speaks on developing and...**

by Oncourt Offcourt  
221 views · 1 year ago



**Part 3 of 4 - Joe Dinoffer speaks on developing and...**

by Oncourt Offcourt  
139 views · 1 year ago



**Part 4 of 4 - Joe Dinoffer speaks on developing and...**

by Oncourt Offcourt  
183 views · 1 year ago

### Related channels



**Top Tennis Trainin...**

[Subscribe](#)

# YouTube



The screenshot shows the Facebook profile of 'Oncourt Offcourt', a business page. The cover photo features a tennis court net and colorful balloons with the text 'Celebrating 20 years'. The page name is 'Oncourt Offcourt' with the tagline 'Retail and Consumer Merchandise'. Navigation tabs include 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. A left-hand sidebar shows engagement metrics: '1,371 likes +6 this week', '4 post reach this week', and a 'Promote Your Page' button. The main content area shows a post from June 1st with the text 'ROLL into summer with a great portable net'. A context menu is open over the 'Create a Page' option, listing actions like 'Save', 'Invite Friends', 'Suggest Page', 'Write a Review', 'Like As Your Page...', 'Remove from My Page's Favorites', 'View Insights', 'Share', and 'Create a Page'.

# Create a FB business page







# LET'S GO THROUGH IT

## Create a Page

Pages I Like

Pages I Manage

Create a Facebook Page to build a closer relationship with your audience and customers.

 <p>Local Business or Place</p>	 <p>Company, Organization or Institution</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>



## Create a Page

Pages I Like

Pages I Manage

Create a Facebook Page to build a closer relationship with your audience and customers.

### Local Business or Place

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

Phone

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

**Get Started**

### Local Business or Place

School

Pius X

600 A Street


Lincoln, Nebraska

68510


402-488-0931

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

**Get Started**




Brand or Product



Artist, Band or Public Figure

Entertainment



Cause or Community

## Set Up St. Pius X Catholic High School

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

**Tip:** Add a description and website to improve the ranking of your Page in search.

Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

42

This is the page for the Pius X boys tennis team. Like us to stay tuned for updates on our practices and matches!

<http://www.spx.org/BoysTennis>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/PiusXBoysTennisTeam>

Need Help?

Skip

Save Info

## Set Up Pius X

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

You're required to add at least one category for your Page.

Add categories, a description and a website to improve the ranking of your Page in search.

Fields marked by asterisks (\*) are required.

High School ✕ Tennis ✕ |

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

66

We're the Pius X Boys Tennis Team. Like our page for updates about practices and matches!

http://www.piusx.net/

Need Help?

Skip

Save Info

## Set Up Pius X

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience



Upload From  
Computer

Import From  
Website

## Set Up Pius X

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience



Upload From  
Computer

Import From  
Website

Next

## Set Up Pius X

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

### FAVORITES

News Feed

Messages

Events

2

Add your Page to your favorites to easily access it anytime.

Pius X

Add to Favorites

## Set Up Pius X

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

### FAVORITES

News Feed

Messages

Events

Pius X

2

Add your Page to your favorites to easily access it anytime.

Remove from Favorites

Next

## Set Up Pius X

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ Include ▾ | Add a country, state/province, city, ZIP, DMA or a location

Everyone in this location ▾

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Interests ⓘ Search interests

## Set Up Pius X

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ United States, Nebraska  
Lincoln + 25 mi ▾

Include ▾ | Add a country, state/province, city, ZIP, DMA or a location

Everyone in this location ▾

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Interests ⓘ Additional Entries

High school

Sports and outdoors > Sports


Tennis

Search interests | Suggestions | Browse

Skip

Save

 Add a Cover



**Pius X**  
High School · Tennis

Create Call to Action   Liked   Message   ⋮

Timeline   **About**   Photos   Reviews   More ▾



**Pius X**  
High School · Tennis

Create Call to Action   Liked   Message   ⋮

Timeline   About   Photos   Reviews   More ▾

Add a Cover



# Pius X

High School · Tennis

Create Call to Action

Liked

Message



Promote

Recent

2015

See Your Ad Here

Timeline

About

Photos

Reviews

More

Invite friends to like this Page

### Get Phone Calls From News Feed



Include a Call Now button so people nearby can call your business right from your promotion.

Promote Local Business

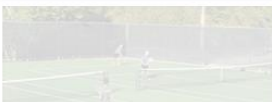
### ABOUT

We're the Pius X Boys Tennis Team. Like our page for updates about practices and matches!

http://www.piusx.net/

Promote Website

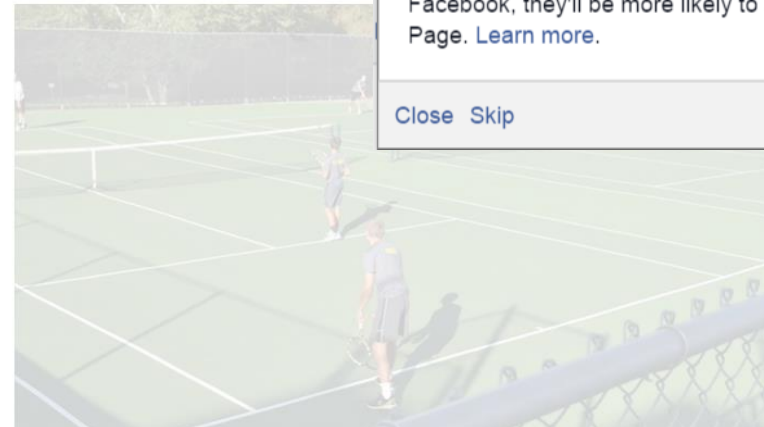
### PHOTOS



Status Photo / Video Event

What have you been up to?

Pius X changed their profile picture 5 mins ·



### Invite Your Friends

The more people your Page is connected to on Facebook, the more active and engaging it will be. Set an achievable goal of getting your first 50 Page likes. Get started by inviting your friends. [Learn more.](#)

Close

Next

### Suggest Page to Email Contacts

Upload the email contacts you'd like to reach. If they're on Facebook, they'll be more likely to see suggestions to like your Page. [Learn more.](#)

Close Skip

Invite Contacts



**Suggest Page to Email Contacts**

Upload your email contacts to suggest your Page to them on Facebook.

	<b>Contact List File</b>	Upload Contacts
	<b>Constant Contact</b>	Upload Contacts
	<b>MailChimp</b>	Upload Contacts
	<b>VerticalResponse</b>	Upload Contacts
	<b>iCloud</b>	Upload Contacts
	<b>Outlook.com (Hotmail)</b>	Upload Contacts
	<b>Yahoo!</b>	Upload Contacts
	<b>Other Email Service</b>	Upload Contacts

Cancel

Message ...

- View as Page Visitor
- Save
- Invite Friends
- Suggest Page**
- Write a Review
- Like As Your Page...
- Share
- Create a Page

Page Messages Notifications Publishing Tools S

**About Pius X**

Overview

**Page Info**

PAGE INFO	
Category	Companies & Organizations : School
Name	Pius X
Subcategories	High School and Tennis
Facebook Web Address	<a href="#">Enter a Facebook web address</a>
Address	600 A Street, Lincoln, Nebraska 68510
Start Date	<a href="#">Joined Facebook</a>
Hours	<a href="#">+ Enter hours of operation</a>
Short Description	We're the Pius X Boys Tennis Team. Like our page for updates about practices and matches!
Impressum	<a href="#">Input Impressum for your Page</a>
Long Description	<a href="#">Write a long description for your Page</a>
Mission	<a href="#">+ Enter mission</a>
Founded	<a href="#">+ Enter founding date</a>
Price Range	<a href="#">+ Enter price range</a>
Awards	<a href="#">+ Enter awards</a>
Products	<a href="#">+ Enter products</a>
Parking	<a href="#">+ Enter type of parking available</a>
Phone	402-488-0931
Email	<a href="#">Enter your email address</a>
Website	<a href="http://www.piusx.net/">http://www.piusx.net/</a>
Official Page	<a href="#">Enter the official brand, celebrity or organization your Page is about</a>
Facebook Page ID	1474197689557313

Category	Companies & Organizations : School
Name	Pius X
Subcategories	High School and Tennis
Facebook Web Address	<a href="#">Enter a Facebook web address</a>
Address	600 A Street, Lincoln, Nebraska 68510
Start Date	<a href="#">Joined Facebook</a>
Hours	<a href="#">+ Enter hours of operation</a>
Short Description	We're the Pius X Boys Tennis Team. Like our page for updates about practices and matches!
Impressum	<a href="#">Input Impressum for your Page</a>
Long Description	<ul style="list-style-type: none"> <li>• Head coach – Nolan DeWispelare</li> <li>• Assistant coaches – Sarah Buescher &amp; Nick Vuko</li> <li>• Varsity and junior varsity teams</li> <li>• Will compete in NSAA Class A in the 2015 season</li> <li>• 2014 Class B state runners-up</li> <li>• 2013 Class B state champions</li> <li>• Tryouts are August 10 (9-11:30 am and 3:30-6:00 pm) and August 11 (9-11:30 am and 3:30-6:00 pm)</li> <li>• Our usual team size is 14-16 players, not a set number, just depends on where the natural cut is.</li> <li>• We practice every day from 3:40-6:00 pm throughout the season</li> <li>• Competitions start on August 27 and end with the Class A state tournament October 15-16</li> </ul>

Page Messages Notifications Publishing Tools **Settings** Help ▾

Promote ▾

Recent  
2015

See Your Ad Here

Pius X


Boost Post

Timeline About Photos Reviews More ▾

Page Messages Notifications Publishing Tools Settings Help ▾

<b>General</b>	<b>Favorites</b>	Page is added to Favorites	Edit
Post Attribution	<b>Page Visibility</b>	Page published	Edit
Notifications	<b>Visitor Posts</b>	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
<b>Page Roles</b>	<b>News Feed Audience and Visibility for Posts</b>	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Preferred Page Audience	<b>Expiring Posts</b>	Ability to set posts that expire is turned off for my Page	Edit
Apps	<b>Messages</b>	People can contact my Page privately.	Edit
★ Featured	<b>Tagging Ability</b>	Only people who help manage my Page can tag photos posted on it.	Edit
⊖ Banned Users	<b>Country Restrictions</b>	Page is visible to everyone.	Edit
fb Page Support	<b>Age Restrictions</b>	Page is shown to everyone.	Edit
☰ Activity Log	<b>Page Moderation</b>	No words are being blocked from the Page.	Edit
	<b>Profanity Filter</b>	Turned off	Edit
	<b>Similar Page Suggestions</b>	Choose whether your Page is recommended to others	Edit
	<b>Comment Ranking</b>	Most recent comments are shown for my Page by default.	Edit
	<b>Merge Pages</b>	Merge duplicate Pages	Edit
	<b>Remove Page</b>	Delete your Page	Edit

Page Messages Notifications Publishing Tools S



**Pius X**  
High School Tennis

Create Call to Action Liked Message

Timeline About Photos Reviews More

Page **Messages** Notifications Publishing Tools Settings Help

**Messages**


- Inbox
- Other
- Archived
- Spam

Invite Friends to Like This Page

Invite your friends to like Pius X

**Inbox** All Unread Flagged

Select All Deselect All



You have no messages in your inbox.

**Notifications** 37

Requests

Invite Friends to Like This Page

Invite your friends to like Oncourt Offcourt



Lori Lathan Evans

Invite



Gary Cimperman

Invite



Diane Deaton

Invite



Angie Marian Nozaleda

Invite

See All Friends

Promote Page

Suggest Page

Share Page

**Get Phone Calls From News Feed**



Include a Call Now button so people nearby can call your business right from your promotion.

**Promote Local Business**

**Recent Notifications**

[Mark All As Read](#)

**July 20**

Cristiano Bordonni Silva likes Oncourt Offcourt. 11:55am

**July 8**

Andreas Georgiades and Horacio Lagioia like Oncourt Offcourt. 7:47am

**July 5**

Enrique Jara Herrera likes Oncourt Offcourt. 2:55pm

**June 30**

Junior Tennis and Dr-Ahmed Al-Ashwah like Oncourt Offcourt. 6:08pm

**June 24**

Robert Jimenez and Anne Davis like Oncourt Offcourt. 3:49pm

**June 22**

Petar Racic likes Oncourt Offcourt. 6:57am

**June 21**

Rob Gurden likes Oncourt Offcourt. 4:30am

**June 20**

Mike Friedman and Thomas Daniels like Oncourt Offcourt. 11:22pm

Overview Likes Reach Visits Posts Videos People

**1,381** Total Page Likes  
▲0.1% from last week

---

**2** New Page Likes  
0%

**30** You can now view Page Insights for videos.  
▼38%

---

**4** Post Reach  
▼60%

**4** People Engaged  
▲100% from last week

---

**0** Likes

---

**0** Comments

---

**0** Shares

---

**4** Post Clicks

Your 5 Most Recent Posts >

■ Reach: Organic / Paid 
 ■ Post Clicks 
 ■ Likes, Comments & Shares



Published	Post	Type	Targeting	Reach	Engagement	Promote
06/01/2015 3:44 pm	ROLL into summer with a great portable net	🔗	🌐	48 <span style="display: inline-block; width: 20px; height: 10px; background-color: orange;"></span>	0 2 <span style="display: inline-block; width: 20px; height: 5px; background-color: purple;"></span>	<a href="#">Boost Post</a>
05/18/2015 12:08 pm	May newsletter!	🔗	🌐	58 <span style="display: inline-block; width: 20px; height: 10px; background-color: orange;"></span>	0 0	<a href="#">Boost Post</a>
05/04/2015 1:14 pm	FLEX your way into summer tennis!	🔗	🌐	57 <span style="display: inline-block; width: 20px; height: 10px; background-color: orange;"></span>	0 0	<a href="#">Boost Post</a>
04/17/2015 12:05 pm	MultiTask with the NEW MultiTarget	🔗	🌐	49 <span style="display: inline-block; width: 20px; height: 10px; background-color: orange;"></span>	2 1 <span style="display: inline-block; width: 20px; height: 5px; background-color: blue;"></span>	<a href="#">Boost Post</a>
04/01/2015 4:01 am	Spring savings from Oncourt Offcourt!	🔗	🌐	58 <span style="display: inline-block; width: 20px; height: 10px; background-color: orange;"></span>	1 1 <span style="display: inline-block; width: 20px; height: 5px; background-color: purple;"></span>	<a href="#">Boost Post</a>

See All Posts

Page Messages Notifications **Publishing Tools** Settings Help ▾

**Published Posts** + Create

Search...  Actions ▾

<input type="checkbox"/>	Posts	Reach	Likes, Comments...	Published
<input type="checkbox"/>		0	0	Jul 21, 2015 at 10:35am
<input type="checkbox"/>		0	0	Jul 21, 2015 at 10:25am

Page Messages Notifications Publishing Tools Settings Help ▾

**Scheduled Posts** + Create

**Create New Page Post** ×

Status  Photo / Video

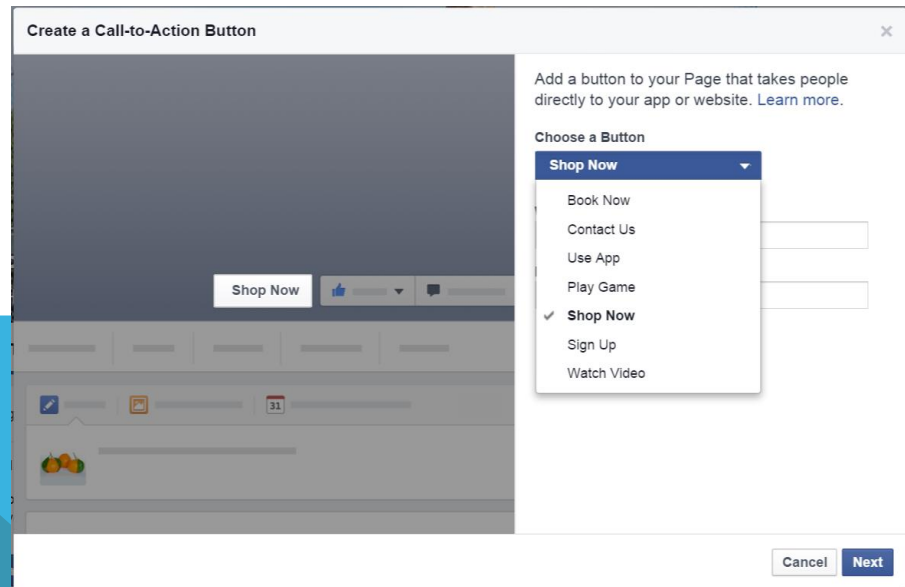
What have you been up to?

▾

- Schedule
- Backdate
- Save Draft

About Create Ad Create Page Developers Car

Facebook © 2015  
English (US)







The header of the Facebook page features a large background image of a young man in a grey polo shirt and dark shorts, holding a tennis racket and looking towards the left. In the top left corner of the header area is a camera icon. Below the main image, on the left, is a smaller square thumbnail image showing a tennis court with several players. To the right of the thumbnail, the page name "Pius X High School Tennis" is displayed in white text. Further right are three buttons: "Create Call to Action", "Liked" (with a blue thumbs-up icon and a dropdown arrow), and "Message" (with a speech bubble icon and a dropdown arrow). At the bottom of the header is a navigation bar with the following tabs: "Timeline", "About", "Photos", "Videos" (which is underlined and highlighted), and "More" (with a dropdown arrow).

**All Videos**

[Add Video](#)

No videos to show

Facebook interface for the Pius X page. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a large cover photo of a tennis player with the page name 'Pius X High School Tennis' and a 'Create Call to Action' button. Below the cover photo are tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. The left sidebar contains sections for 'Invite friends to like this Page', 'Get Phone Calls From News Feed', 'ABOUT' (with a 'Promote Website' button), 'PHOTOS', 'POSTS TO PAGE', and 'REVIEWS'. The main feed shows a status update: 'What have you been up to?' followed by a photo of the tennis player and a 'Boost Post' button. Below that is a notification: 'Pius X updated their cover photo. 4 mins · 🌐'. The bottom of the page includes 'EARLIER IN 2015' and 'HIGHLIGHTS'.

Facebook interface for the Pius X page, viewed from a visitor's perspective. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a large cover photo of a tennis player with the page name 'Pius X High School Tennis' and a 'Promote Page' button. Below the cover photo are tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. The left sidebar contains sections for '1 person likes this', 'Invite friends to like this Page', 'ABOUT', and 'PHOTOS'. The main feed shows a notification: 'Pius X updated their cover photo. 16 mins · 🌐'. The bottom of the page includes 'EARLIER IN 2015' and 'HIGHLIGHTS'.

# FUNDRAISE, FUNDRAISE, FUNDRAISE

- Funding
- Turnout
- Boosting image
- Facebook events → community events

# CREATING A FACEBOOK EVENT

The image shows a Facebook 'Create New Event' dialog box overlaid on a page for 'Oncourt Offcourt'. The dialog box contains the following fields and options:

- Name:** ex: Birthday Party
- Details:** Add more info
- Where:** Oncourt Offcourt
- Tickets:** Add a link for guests to get tickets?
- When:** 6/24/2015 (with a calendar icon) and Add a time?
- Weather:** Clear 91°F
- Category:** None
- Only admins can post to the event wall
- Audience:** Narrow Audience (with a dropdown arrow) Potential Audience: 1,373

At the bottom of the dialog box are 'Cancel' and 'Create' buttons. The background page shows the 'Oncourt Offcourt' logo and navigation tabs for 'Timeline', 'About', and 'Photos'.

Oncourt Page does not have any upcoming events. These are the events that it has hosted in the past.

**BONUS MATERIAL!**

# OTHER FORMS OF SOCIAL MEDIA

Twitter

Instagram

LinkedIn


Blogging

Hootsuite

**QUESTIONS?**

# Twitter

Home Notifications Messages Search Twitter Tweet



**OCOC**  
@OncourtOffcourt

TWEETS	FOLLOWING	FOLLOWERS
136	30	71


Trends · Change

**#HotDogPizza**  
Everyone's talking about Hot Dog Bites Pizza  
Promoted by Pizza Hut

**#BBUK**  
Big Brother is doomed by the return of Helen Wood, writes @couchpot...  
38.2K Tweets about this trend

What's happening?

**USTA Texas** @USTATexas · 14m  
#USONPTexas15 Day 3 men's & women's singles photo gallery via @USTATexas ow.ly/OLrsW



View photo

Who to follow · Refresh · View all

- Tennis Recruiting** @Tennis...  
Followed by MCB Tennis and...  
Follow Promoted
- Novak Djokovic** @Dj...  
Followed by USTA Texas an...  
Follow
- USTA College Tennis** @ust...  
Follow

Find friends

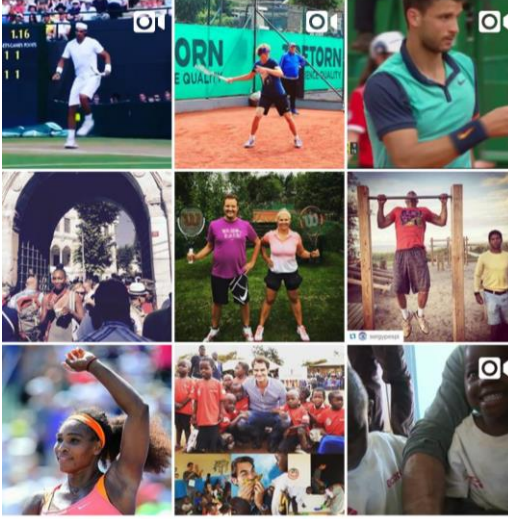
© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers



# Instagram


← #TENNIS

Top Posts



Most Recent

3,003,529 posts



Home Search Post Add Direct Profile

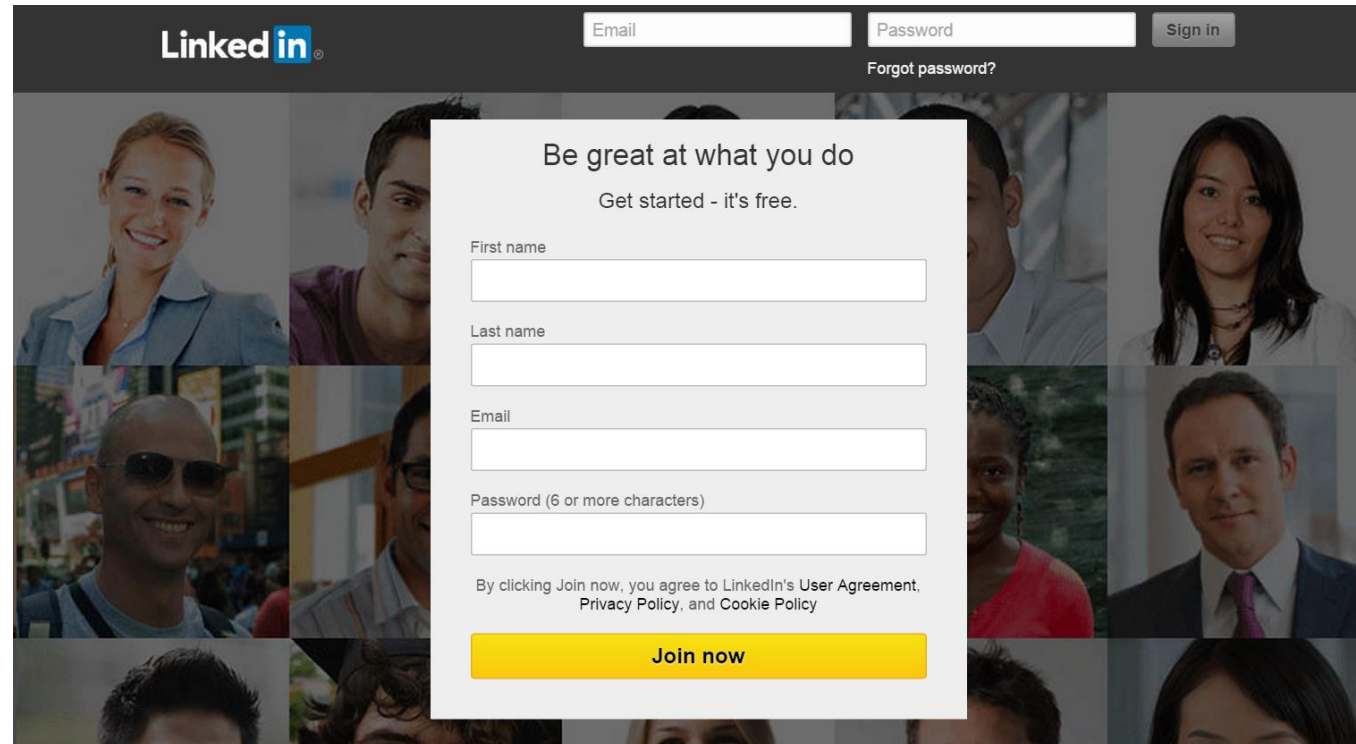
← 🔍 tennis ✕

USERS TAGS

- #tennis  
2,986,380 posts
- #tenniscourt  
95,780 posts
- #tennisball  
118,483 posts
- #tennisplayer  
78,220 posts
- #tennisshoes  
56,689 posts
- #tennislife  
40,983 posts
- #tennistime  
23,875 posts

Home Search Post Add Direct Profile

# LinkedIn

The image shows a screenshot of the LinkedIn website's sign-up page. A dark grey header contains the LinkedIn logo on the left, and input fields for 'Email' and 'Password' on the right, with a 'Sign in' button. Below the header is a grid of diverse people's faces. A white modal form is centered over the grid. The form has the heading 'Be great at what you do' and the sub-heading 'Get started - it's free.'. It contains four input fields: 'First name', 'Last name', 'Email', and 'Password (6 or more characters)'. Below the fields is a line of text: 'By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy'. At the bottom of the form is a prominent yellow 'Join now' button.

LinkedIn

Email Password Sign in

Forgot password?

Be great at what you do

Get started - it's free.

First name

Last name

Email

Password (6 or more characters)






By clicking Join now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#)



Join now

# Blogging



# Hootsuite

Send to... 0 ▾ Compose message...     

 **Kalindi**  
kalindi@oncourtoffcourt.com 

**My Social Networks**

