Social Media: Ways to Increase Your Sanctioned Competition Reach

Basics

- Make sure your content is clear, consistent, and engaging
- Good photos and video need: **contrast** (light/color variation so the image/video pops), **lighting** (natural lighting over harsh flash), and **focus** (clear subject with clear story).
- Logos : When using the logo on content, make sure it's use the official "Move United Sanctioned Competition" logo on any post you brand. Do not use full color logo on colored backgrounds or alter the logo colors.



Content & Collaboration Posts

- **What it is**: Invite to collaborate (IG) / tag (FB) up to 5 accounts as co-authors so the post shows on everyone's profile and reaches everyone's followers. *Tip: Tell partners exactly when you're posting so they can accept right away.*
  - Use It For
    - Event recaps • Registration pushes
  - Skip It For
    - Routine reminders • Low-stakes posts • A partner who can't accept in time
- **Why it works**: Larger reach, higher engagement, cleaner feeds, and stronger partnerships and storytelling.
- **Move United's Monthly Cadence**: For Move United Sanctioned Competitions, Move United posts once a month spotlighting upcoming events as a call to register and tags/invites the member organization on FB/IG to collaborate on the post.
- **When tagging Move United**: Use collaboration posts for key moments, recaps and registration pushes, to extend reach beyond your own channels and tap into trusted community voices.

Working with Athlete Influencers

- Ask a local athlete to post on their own page about why they're attending, and collab/tag.
- Their story reaches their followers and yours combined.
- A real athlete voice beats a branded post every time.
- Choosing influencers: Pick voices that align with our values; influencers reflect the brand, so credibility and connection to the adaptive sports community matter more than follower count.

Cross-Promotion & WOW Factor

- Spotlight post: Highlight 2-5 WOW factors and end with a Register / Learn More Call to Action (CTA)
- Next stop teaser: After a recap post, tease the next upcoming event in the caption or final carousel image to keep momentum
- Community shoutout: Spotlight volunteers, sponsors, or partners and invite followers to tag a friend to attend.
- WOW factor angles: scale, variety of sports, venue / location, access & impact, people & emotion, behind-the-scenes credibility.

Content Ideas & Templates

- Pick one WOW factor to spotlight: how many athletes / sports, venue, athlete story, etc.
- Two go-to post types: **Spotlight** post before the event (with a Register CTA) OR **Recap** post after the event (what's next)
- Use Free Canva Templates: Pick a template, drop in photos/video, update the text, and publish. Reuse the same template to keep look consistent.
  - **Template A**: 3-card/photo carousel: "3 reasons to attend competition"
  - **Template B**: 15-30 sec reel: ask people why they're there
  - **Template C**: Post-event recap best moments/what's next