

Last Word On Sports Social Media Campaign



By Jordan Gibberman

Introduction

Last Word On Sports (LWOS) is an independent sports media organization that provides coverage of professional sports via written articles and digital content. As an experienced sports writer for this site, among others, I'm specifically interested in LWOS because it demonstrates how independent sports media brands can compete with larger organizations by building communities through niche sports coverage.

The main goals of this social media campaign are to increase brand awareness and audience engagement, drive website traffic, and make LWOS a trusted source of sports news and analysis. It will focus on utilizing multiple social media platforms to connect with sports fans through engaging content, discussions, and multimedia storytelling.

Below are screenshots that show LWOS's social media accounts.

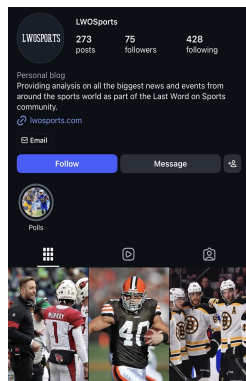
Facebook



X



Instagram



LinkedIn



Social Media Audit

Key Findings

Strengths

- Consistent publishing schedule across platforms
- Strong coverage of multiple sports leagues
- Content frequently includes breaking news, analysis, and opinion pieces

Weaknesses

- Lower engagement compared to larger competitors
- Limited video content
- Brand recognition remains significantly lower than that of major sports media organizations

Competitive Benchmarking

Last Word On Sports; Instagram; Smaller niche audience; approx. 1%

Bleacher Report; Instagram; 22M+; approx. 0.16%

FanSided; Facebook; 967K+; approx. 6.9%



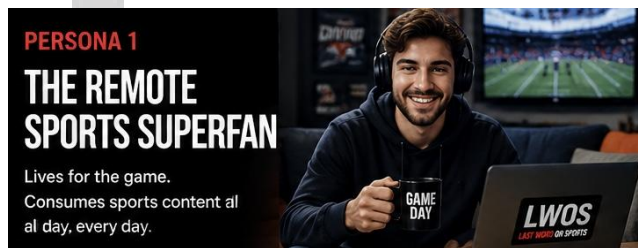
Strategic Insights

- LWOS performs well within its niche but lacks the reach of major competitors
- Increased use of short-form video content could improve visibility
- Community-focused engagement can help differentiate LWOS from larger companies

Target Audiences

Persona 1: Alex Carter – The Remote Sports Superfan

- Aged: 22
- Occupation: College Student
- Interests: NFL, NBA, Fantasy Sports
- Platforms: Instagram, TikTok, X
- Behavior: Consumes sports content daily; watches highlights and short videos; participates in sports debates online



Persona 2: Taylor Jennings: The On-Point Sports Professional

- Age: 35
- Occupation: Marketing professional
- Interests: NFL, MLB, NHL
- Platforms: Facebook and Instagram
- Behavior: Reads long-form sports analysis; shares articles with friends; engages in game-day discussions



Persona 3: Michael McDonald: The Biggest Sports Media Enthusiast

- Age: 28
- Occupation: Journalist and/or Content Creator
- Interests: sports journalism and analytics
- Platforms: LinkedIn; X
- Behavior: follows sports industry news and shares professional insights



Campaign Strategy

Campaign Theme:

“JOIN THE CONVERSATION”

LWOS will adopt this motto to position itself as a place where fans can expand on their highlight viewing by joining a meaningful sports conversation.

SMART Goals

- 1.) Increase social media engagement by 20% within three months
- 2.) Increase website traffic from social media by 25% within three months
- 3.) Increase Instagram followers by 15% within three months
- 4.) Increase video views by 30% within three months

Key Messages: Sports coverage beyond headlines and join a community of informed fans

Desired Actions from the Audience: visit LWOS articles; follow social media accounts; share content and comment on posts

Platform Selection

Instagram

- Reason: popular among younger fans
- Content: reels; infographics; polls; game-day updates

X

- Reason: real-time sports discussion platform
- Content: live commentary, polls, and breaking news

Facebook

- Reason: Strong engagement among older sports fans
- Content: articles, discussion questions

LinkedIn

- Reason: Useful for sports media professionals and writers
- Content: industry insights and contributor highlights

LWOS

Content Strategy

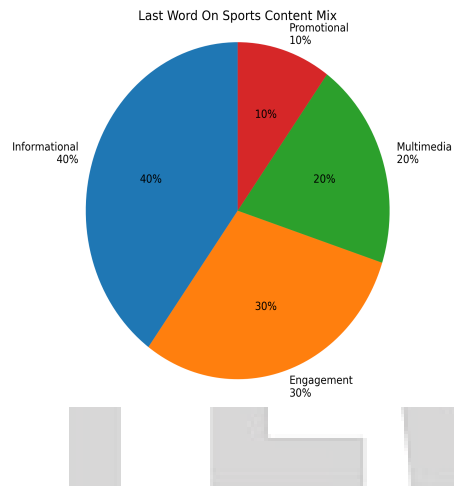
Content Mix

40% informational – news updates and article analysis

30% Engagement – polls; trivia; predictions

20% Multimedia – reels; video clips; podcasts

10% Promotional – featured articles; contributor recruitment



Paid Advertising

Instagram Boosted Posts

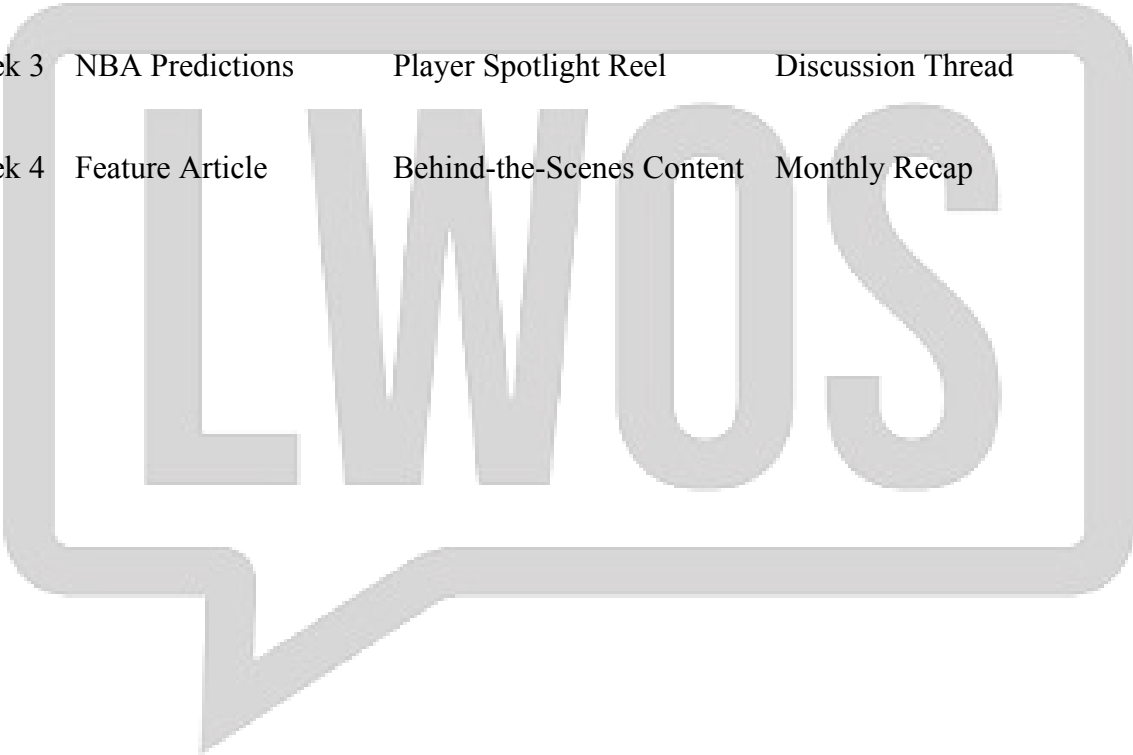
Budget: \$300/month – to increase website reach and traffic

Facebook Ads

Budget: \$400/month – to prompt featured content and audience growth

One-Month Content Calendar

Week	Monday	Wednesday	Friday
Week 1	NFL Analysis Article	Instagram Reel	Fan Poll
Week 2	MLB Power Rankings	Podcast Clip	Trivia Post
Week 3	NBA Predictions	Player Spotlight Reel	Discussion Thread
Week 4	Feature Article	Behind-the-Scenes Content	Monthly Recap



LWOS

Sample Posts

Sample 1: Instagram post



Caption: Who is the most underrated player in the NFL? Drop your answer below, or read the analysis on Last Word On Sports. #NFL #Football #SportsTalk

Sample 2: Instagram post



Caption: MLB power rankings are here. Which team is too high? Which team is too low? Read the full rankings here.

Sample 3: X post



Caption: Which NFL team made the biggest offseason improvement? Rams, Bengals, or Titans.

Vote below!

Sample 4: X post



Caption: BREAKING: New power rankings released. Who belongs at #1? Read more at LWOS.

Sample 5: Facebook Post



Caption: Who is your early MVP candidate? Tell us why in the comments.

Sample 6: LinkedIn post

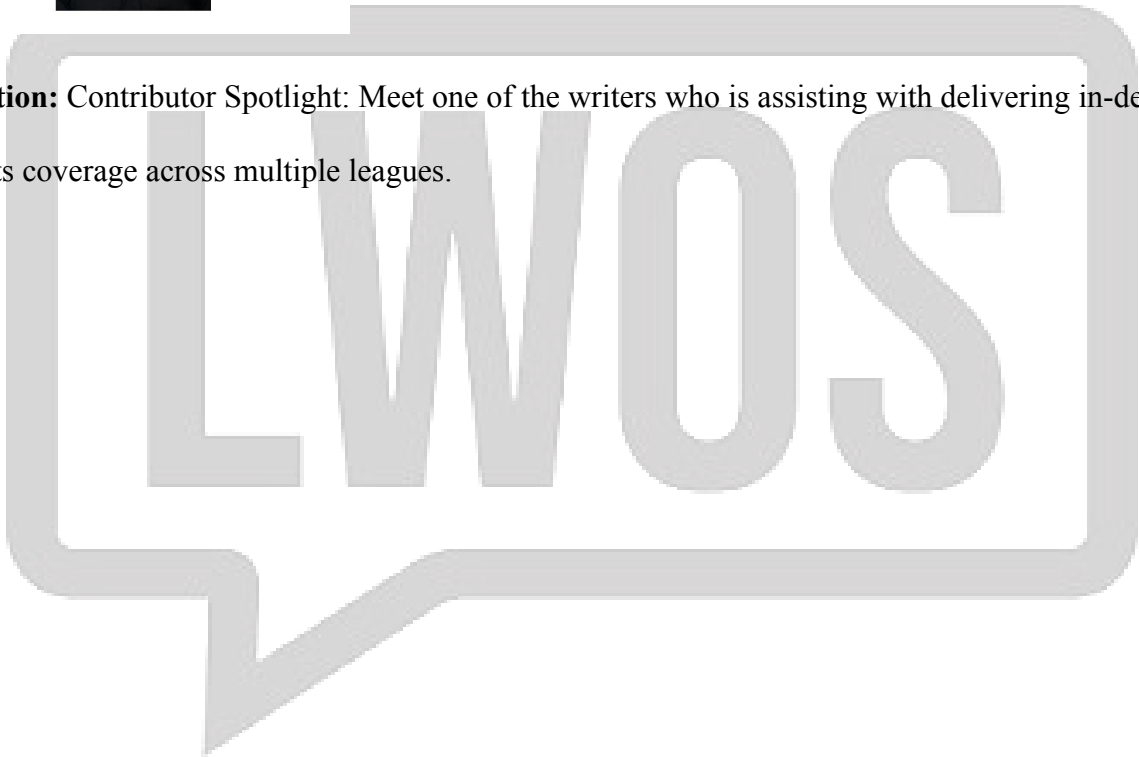


Caption: Sports media continues to evolve largely through digital storytelling and audience engagement. Here's how LWOS is adapting to change expectations.

Sample 7: LinkedIn post



Caption: Contributor Spotlight: Meet one of the writers who is assisting with delivering in-depth sports coverage across multiple leagues.



Campaign Evaluation

Success Metrics:

Awareness

- Reach
- Impressions
- Follower growth

Engagement

- Likes
- Comments
- Shares
- Engagement Rate

Traffic

- Website clicks
- Referral Traffic

Conversions

- Newsletter sign-ups
- Contributor applications

Measurement Timeline: Record baseline metrics before the campaign. At the 6-week midpoint, evaluate engagement and traffic. At the end of the campaign, compare the results based on SMART goals.

Optimization Strategy:

If it underperforms, increase video content. If it overperforms, increase content frequency.