**MEMORANDUM**

TO: Minnesota State University, Mankato, English 271W class

FROM: Salem Wafi, Electrical Engineering student salem.wafi@mnsu.edu

DATE: March 23, 2017

SUBJECT: Social media plan about on-campus sports club

Soccer Lovers, Mankato Club is an on-campus sports club at Minnesota State University, Mankato. The goal of this club is to gather all the soccer sports lovers in the university, who wants to be a part of soccer events that organized by the board of this club. The events that this club coordinating varies depends on the members' favorites. There are the weekend matches where the interested members of this club who wants to play soccer indoors at Schellberg Gym come and play in different coordinated matches by the club board. Besides, there are Watch & Chill events and that is when there is a big match take a place in one of the international championships such as Europe champions league. In this kind of events, the club board organizes a proper place to put a big screen or a data-show to display the match and the club members come and watch the match together with their friends in a friendly atmosphere.

The effective way to reach to all the club members through the club boards is a Facebook page since most if not all the students nowadays they have Facebook accounts. Also, Facebook as a social media network is the best network that serves the club needs to announce new events and reach out to the members in a quick and effective way. Plus, Facebook pages has the feature that allows the member of this page to invite new people to be members of this page, and that helpful to reach to new members and new soccer lovers at the University.

Usually, this kind of pages should be simple and precise and not complicated and has over details. Hence, it is better to describe the main goal of this club in the "About" section in the page with the same amount of information that I did in the first paragraph of this memo. The goal of that, just to make it easy to the person who browses this page to understand the aim of this club, and if what described in the introduction of the page, fits some of his interests or not. In addition, it is always good to have a number or email address to let anyone who has an inquiry about an event or other matter related to the club can contact. Besides, try to make the page active always by not only posting announcements for the next events but also by uploading pictures to the events that already took place; and by that, you encourage the page members to be part of the next events and participate in them.

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