

# Social Media Content Management

**Applies To:** All Franchise Clubs

**Departments:** Marketing, Operations, Coaching, Centre Management

**Platforms:** Instagram, Facebook, TikTok (optional), YouTube Shorts (optional)

**Purpose:** To provide a unified and professional social media process across all UAC franchises—ensuring consistent branding, high-quality content, safe posting practices, and clear responsibilities for planning, creation, approval, and publishing. This SOP ensures every club communicates UAC's athlete-first, high-performance identity while avoiding reputation, legal, or compliance risks.

## Scope

This SOP applies to:

- Centre Managers
- Coaches involved in academy content
- Marketing agency partners (Kode0)
- Franchise Owners
- Staff managing in-club filming or posts

Platforms included:

- Instagram (primary)
- Facebook Page
- TikTok (optional, content approved by HQ)
- YouTube Shorts (optional)

## Responsibilities

Centre Manager

- Oversees all club social media activity
- Ensures posts align with brand guidelines
- Approves content before publishing
- Coordinates with HQ or Kode0 for campaigns

Staff / Coaches

- Capture raw content during sessions
- Submit content for approval before posting
- Follow privacy protocols

## Marketing Agency (Kode0)

- Creates paid ads and high-quality campaign materials
- Provides monthly content guidance
- Maintains brand consistency

## HQ Support

- Provides templates, brand guidelines, and content calendars
- Reviews escalated posts or sensitive content
- Handles national brand campaigns

## Content Categories

UAC content must fall under one of the approved categories:

### 1. ***Athlete Training Highlights***

- Basketball drills
- ADP strength and conditioning
- Testing highlights

### 2. ***Member Experience***

- Testimonials
- Class snapshots
- Recovery area usage

### 3. ***Educational Content***

- Coaching tips
- “Why we train this way” posts
- Injury prevention / recovery education

### 4. ***Promotional Content***

- Pre-sale campaigns
- Trial offers
- Academy enrolments
- Seasonal promos

### 5. ***Behind-the-Scenes***

- Staff introductions
- Facility improvements
- Community involvement

## Content Creation Guidelines

### Filming Standards

- Clean, well-lit space
- Avoid cluttered backgrounds
- Staff in UAC uniform
- Clear audio; avoid loud background noise
- Use landscape for YouTube, portrait for social media

## Brand Guidelines (Mandatory)

- Use UAC colors: Red (#C8102E) and Dark Gray (#2E2E2E)
- Use approved UAC fonts from your Canva kit
- No pixelated or low-quality graphics
- Uniform caption tone:
- Direct, athlete-first, supportive, high-performance

## Privacy & Consent

- No minors filmed without parental consent
- Avoid filming faces of non-participants
- Do not post injury content without approval
- No recording in bathrooms or change rooms

## Posting Process

### Step 1 – Capture Content

Staff/coaches record training clips or photos following brand guidelines.

### Step 2 – Upload to Shared Drive

Place content in:

 Google Drive → Social Media → Raw Footage

### Step 3 – Draft Content in Canva

Use the official UAC Canva templates:

- Training posts
- Academy promo
- Test results
- Event announcements

### Step 4 – Centre Manager Review

CM checks for:

- Branding
- Safety
- Accuracy
- Tone
- Compliance

### Step 5 – Schedule in Meta Business Suite

- Post during peak times (4–9 PM weekdays, 9–12 weekends)
- Ensure copy is error-free
- Assign relevant hashtags (UAC global hashtags provided by HQ)

### Step 6 – HQ Review (for major campaigns)

HQ must approve:

- Pre-sale
- Grand opening
- Seasonal promotions
- Major academy announcements

## Response & Engagement Protocol

All comments & messages must receive a response within 4 hours (staffed hours):

### ✓ DM Handling

- Answer inquiries promptly
- Direct leads to booking link or CRM capture form
- Move hot leads into Go High Level

### ✓ Comment Management

- Hide offensive comments
- Remove spam
- Never argue publicly
- Report harassment to HQ

### ✓ Negative Feedback

Move to private messages immediately.

If unresolved → escalate to Centre Manager → HQ.

## Prohibited Content

- ✗ Sharing private member information
- ✗ Posting minors without written consent
- ✗ Injury or medical advice
- ✗ Offensive language or music
- ✗ Negative interactions with competitors
- ✗ Posting without CM/owner approval
- ✗ Mentioning pricing inconsistently
- ✗ Filming in recovery tubs/sauna without protocol

## Monthly Planning & Reporting

Content Calendar (Monthly)

Must include:

- 8–12 posts per month
- Mix of training, educational, community, promos
- 2–4 reels
- Weekly story templates
- Major seasonal events

Performance Review (Monthly)

Centre Manager reviews:

- Engagement
- Reach
- Growth
- Lead conversions

Report sent via:

- 📁 Google Drive → Monthly Reports → Social Media KPI

### Crisis Management Protocol

If a post is flagged as:

- ⚠ Controversial
- ⚠ Misleading
- ⚠ Violating policy
- ⚠ Legally risky
- ⚠ Injuring brand integrity

Actions:

1. Remove immediately
2. Notify Centre Manager
3. HQ reviews and advises next steps
4. Repost only after approval