



USSSA CONTENT PLAN

This content plan outlines the day, discipline, activities, content time and the person responsible. The person responsible ensures the calendar is honoured.

This is the simplest way of linking all our social channels with content that can help to promote our activities.

Objectives:

The objectives of this Calendar include:

- Increase awareness of USSSA.
- Enhance engagement and participation in USSSA activities.
- Foster loyalty among USSSA's fans and stakeholders.
- Showcase USSSA's achievements, stories, and values.
- Attract sponsorships, donations, and partnerships for USSSA

Day	Sport	Activity	Content	Time	Responsible
Monday	Football Beach soccer	History Upcoming events Fixtures & results	Blogs Articles Videos Highlights	Football – 8am-4pm Beach soccer 4pm-8pm	Julius - TL Jude John Catherine
Tuesday	Netball Handball Woodball	History Upcoming events Fixtures & results	Blogs Articles Videos Highlights	Netball – 8am-12pm Handball – 2pm -5pm Woodball- 5pm – 8pm	Julius - TL Jude John
Wednesday	Rugby Lacrosse Hockey	History Upcoming events Fixtures & results	Blogs Articles Videos Highlights	Rugby – 8am-12pm Lacrosse – 2pm -5pm Hockey - 5pm – 8pm	Aisha - TL Stuart Catherine Jude Stuart



