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Social Media Marketing Plan for Kajaanin

Honka



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The aim of the thesis was to provide an easy to use and clear social media marketing guide that the club can use with their existing resources. It is a PDF file with a list of social media channels chosen, specific instructions for each social media channel and simple information on their user dashboards. The guide can be utilized by other similar sized small clubs regardless of their sport category.

The world of marketing has been switching from traditional to digital channels in the past decade and as a result, small businesses have had the chance to release or publish their message to their audience. Social media marketing has grown dramatically in the sports business in efforts to engage with fans and build interaction.

This thesis was written for a small basketball club from Kajaani, Finland in the form of a social media marketing plan. It analyzes PASTA and SOSTAC models for creating a marketing plan and uses PASTA model to develop a social media marketing guide for the club Kajaanin Honka to effectively be present in social media. It studies social media usage in Finland and identifies the social media channels to be used based on the commissioning party's targeting. Academic books and online resources were used for social media marketing literature.

The club will evaluate their social media marketing program by using analytics tools of the channel.

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1 INTRODUCTION

The target of this thesis is to create a social media marketing guide to assist Kajaanin Honka effectively establish their social media presence. As the only sports club in Kainuu region offering basketball, Kajaanin Honka has commissioned the writer to create a social media marketing plan which will be used to interact with the region's residents, gaining more visibility and raise an interest on the sport of basketball as a result. The need for the social media marketing plan for Kajaanin Honka arises from the fact that there are no social media marketing guides focused on small basketball clubs. This thesis will fill in this gap once completed.

I am a basketball enthusiast myself and I played in Kajaanin Honka for a season therefore I am familiar with the club, its activities and ambitions. I see this social media marketing guide task as a way to put my digital marketing skills into good use by filling in this gap where there is not enough material available on sports clubs' social media marketing. I see many great fan engagement examples on social media, and I would like to test the idea how social media can be utilized to promote basketball and increase club awareness.

The social media usage numbers increase year on year as internet access and capable mobile devices become available to a wider audience around the globe. It is believed that this has transformed the marketing industry completely and created a new sector called digital marketing. As sports clubs' main commodity to offer their customers is the experience, there is no better way than being present on the social media platforms to engage with their supporters. According to Eventility (as cited in Taylor, 2017), "76% of sports organizers use social media to promote their events, though this figure is only 50% for smaller events." Kajaanin Honka offers sports activity and competition through basketball. The product here is the quality time spent with other people sharing the same hobby. The club offers the sport of basketball to both genders and all age groups and its main aim is to promote growth & development of the game of basketball among all age and gender groups in Kajaani. The club offers everything that a basketball club should have; however, without effective marketing it is not possible to reach the desired target audience. What Kajaanin Honka lacks is their absence in the social media platforms which could be the golden tool to promote the club's activities for free or to little financial investment. At the time this thesis is written Kajaanin Honka is present on Facebook with only 125 followers and has no activity at all on other social media platforms such as Instagram, Youtube and Snapchat.

1.1 Limitations

In Kajaanin Honka's social media marketing plan, the guide will be limited to the most popular social media channels in Finland and paid advertising/content is not considered. A social media marketing action plan will be developed for the club's use based on Zweers' PASTA method.

Social media channels were selected in relation to popularity in Finland and they were analyzed in light of sports organizations in Finland, therefore outcomes might not be consistent with other geographies with different demography, population, internet access and digital user habits.

Assuming Kajaanin Honka will not have a full-time digital marketing manager, the number of channels to be used will be limited to the most popular ones in order to achieve maximum results with moderate effort.

1.2 Objectives

The target of this thesis is to create a social media marketing guide to assist Kajaanin Honka effectively establish their social media presence. The question here is: "How to obtain more supporters and participants, create club's awareness and support the youth activities with tight resources?". The answer to this question justifies the club's need for a social media marketing plan in the form of a guidebook that can be used by anyone, preferably by a dedicated digital marketer. The aim of this social media marketing plan is to define the guidelines of how social media channels will be used in an effective way that will increase the follower numbers and engagement. The thesis will identify potential social media channels to use, and how to use them in terms of content and style while bringing minimal financial requirements to execute. Finnish second tier football club JS Hercules which was founded in 1998 successfully uses social media as a tool to reach the community with zero to minimal investment using self-made content.

There are earlier works supporting the idea that social media marketing is a useful tool when it comes to sports organizations and it boosts supporter interactions. David Malerk's (2012) work "Understanding Social Media Use and Its Marketing Implications" claims that social media's unique characteristics allow sport organizations to meet the many wants of their fans. Erika Ikäheimonen (2015) from Aalto University has studied the relationship between social media activities and increase in the Finnish men's basketball team's spectators in her master's thesis "The

role of social media in enhancing spectator sports fan phenomenon - Case Finnish men's national basketball team Susijengi” and as a key finding of her research, she suggests that “Sport organizations can enhance fan phenomenon by affecting fans' attitudes and behavior in two ways. First, social media can be utilized as an additional channel for organizational communication through which the brand awareness and brands associations of a fan can be effected and consequently leading certain behavior.” (Ikäheimonen, 2015) This is very relevant to Kajaanin Honka.

Previous studies and research focus on creating a social media marketing plan (SMM plan) for small businesses, hotels and other organizations. This justifies the need for social media marketing plan dedicated for small sports clubs as there are no dedicated social media marketing guides available for lower league level sports clubs. Once produced, SMM plan for Kajaanin Honka could be a versatile tool for all sports clubs in Finland which can be used as a guide and to create an effective plan with minimal costs.

2 DEFINITIONS

Basketball club Kajaanin Honka is the only sports club offering basketball in the region of Kainuu, Finland. Kajaanin Honka wants to attract more people and spread basketball in the region. Club management wants to utilize social media in order to reach the new generation and raise an interest. In my thesis work, I will try to create a social media marketing guide to help Kajaanin Honka attract more people to basketball increase fan engagement by using social media channels.

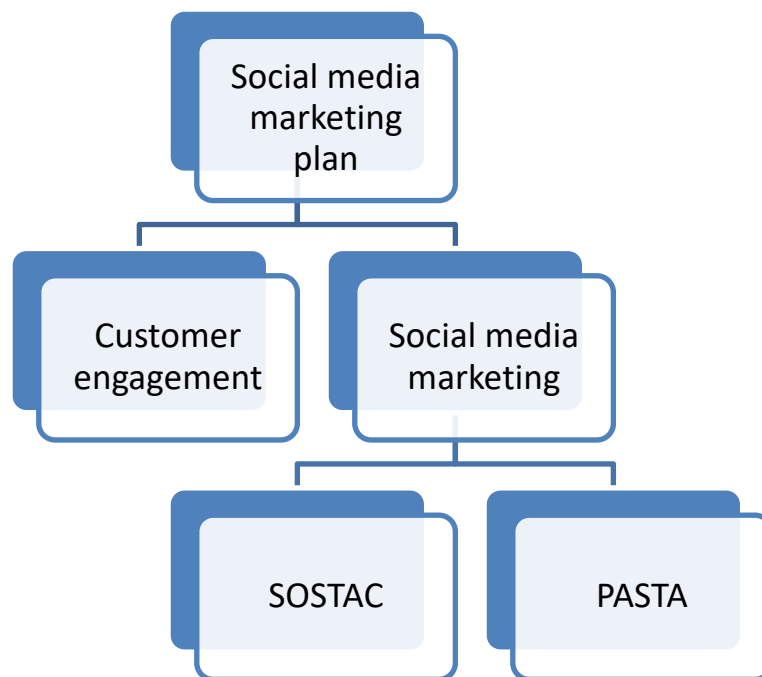


Figure 1. Frame of reference

Customer engagement and **social media marketing** play a major role in social media marketing planning and theoretical framework is based around these key concepts.

Customer engagement is defined by Bansal (Bansal & Chaudry, 2016) as the “emotional attachment that a customer experiences during the repeated and ongoing interactions. Engagement occurs through satisfaction, loyalty and excitement about your brand.” CRM Expert Paul Greenberg defined customer engagement as the ongoing interactions between company and customer, offered by the company, chosen by the customer in an interview with Hubspot (Hussain, 2014).

According to Clarabridge, an American company offering customer experience software as a service, customer engagement is the emotional connection between a customer and a brand. Highly engaged customers buy more, promote more, and demonstrate more loyalty (Clarabridge,2021).

Bansal's definition is the most relevant to the aims of this thesis since it is related to customer engagement via emotional attachment which is similar to the relationship between sports clubs and fans/members. Kajaanin Honka wants to increase engagement which will only happen through creating an emotional bond with Kainuu region's residents and the sports club.

Social media marketing includes the promotion of one's services and products to their desired target group by gaining their attention and creating a connection with the use of social media channels that are chosen on the basis of popularity and availability in the area of operation. Will Kenton on Investopedia defines social media marketing as the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are. (Kenton, 2018)

While Henderson agrees Kenton's definition, he believes it misses something important and adds that social media marketing is the process of creating tailored content for each social media platform to drive engagement and promote the business. Social media marketing means connecting with the audience or customers and helping them understand the brand better. (Henderson, 2020)

For this thesis, Kenton's definition is more suitable because it fills in the missing gap that is key for sports clubs, connecting with the audience on an emotional level.

3 THEORETICAL FRAMEWORK

There are two popular models used in social media marketing planning and strategic and operational planning: SOSTAC and PASTA. The SOSTAC methodology is a planning model, developed in the 1990s to help PR Smith's marketing organization (What is the SOSTAC methodology?2019). PASTA is a planning method that can be used for developing an operational plan developed by Theo Zweers.

SOSTAC's steps are situation, objectives, strategy, tactics, action and control.



Figure 2. SOSTAC method (What is the SOSTAC methodology?2019)

According to Smart Insights, "existing planning systems or methods such as the PR Smith's SOSTAC method have proven to be particularly strategic by nature; however, such methodologies can be insufficient for answering the more practical questions. In an operational plan, (Marketing communications planning using the PASTA model.2017) objectives are part of the strategy. In addition, the SOSTAC method is not practical because problem recognition is not an explicit part of the method."(Marketing communications planning using the PASTA model.2017). The plan for Kajaanin Honka's social media marketing strategy will be based on PASTA method as the aim is to find a solution to a practical problem.



Figure 3. PASTA method (Zweers, 2015)

In Kajaanin Honka's social media marketing plan, the guide will be based on Zweers' PASTA method as we seek to find a solution to a practical problem.

4 SOCIAL MEDIA TRENDS, RISKS AND BENEFITS

In this thesis, I will focus on the most popular social media channels among the 18-24 age group as this constitutes a large portion of Kajaanin Honka's target audience.

According to Statistics Finland, 82% of Finnish population between 18-89 used internet often in 2020 and the use increased by 3% compared to previous year. 69% of the Finnish population follows social media channels whereas this is 92% among the 16-34 age group. (Melkas, 2020) The favorite channels among the youth (16-24 age group) are Instagram (80%), WhatsApp (78%), SnapChat (71%) and Facebook (67%). TikTok usage is at 34% and growing while Twitter usage is at 27% in this age group. (Valtari, 2021) While Youtube is not included in these statistics, it is important to consider it in the social media marketing mix as it is suitable for sports clubs where video content and live broadcasts is a key.

Based on this data, we will utilize Facebook, Instagram, SnapChat, TikTok and Youtube in the social media marketing plan. TikTok is added as a social media platform that has a huge growth potential in the coming years and YouTube for being very suitable for sports events broadcasts.

4.1 Current Social Media Trends

As social platforms introduce new features and change their algorithms, social media trends likewise undergo an evolution. Take Instagram Stories, for example. Some years ago, Snapchat was known for its disappearing, FOMO (The Fear of Missing Out) inducing content, but there did not appear to be a wide appetite for similar features on other networks. Now, over 500 million people use the feature daily on Instagram, and more and more platforms are adding equivalent features. (Zote, 2021)

Video content is one of the most engaging forms of content and will soon dominate social media, a clear winner over all other content types. Whether it is short-form videos such as those popular on TikTok or Stories or long-form content on YouTube, videos are the future of social media content. According to a Cisco study, by 2022 82% of all online content will be video content. This clearly shows how important it is to start utilizing video content to stay relevant in the social media domain. (Social media trends for 2021 and beyond. 2019)

One of the best social media trends is to maintain brief content and vanish later. Snapchat stories and Instagram are an ideal example of this content type. These days, people have a shorter attention span and the way they look at content. Hence, many new content formats such as stories, videos have become quite popular these days. These content formats are short, addictive, and engaging in a way that people can spend many hours to scroll from one story to another. (Sharma, 2020)

In order to create successful social media marketing campaigns, it is important to follow the latest trends in social media channels and adapt to the audience. The key to successful social media marketing is targeting the right audience, keeping the content brief and simple, being present on popular social media platforms such as Instagram and Facebook while keeping an eye out for the newcomers such as TikTok. This platform has started during the year 2016 and has instantly gained much popularity among the youngsters. Most of the B2B companies favor LinkedIn for their initiatives with social media. There are many social media platforms that are launched very often and they gain popularity as well. The various social media trends will continue during the current year 2021 and beyond. (Sharma, 2020)

According to an article on Digital Information World, “Facebook, YouTube, Instagram continue to be the most widely used social media platforms among U.S. adults.” Another survey found that many of the users have claimed that they are now spending less time on these platforms, still the majority of the Facebook, Snapchat and Instagram users visit these sites on a regular basis. (Rasool, 2019)

4.2 Benefits of Using Social Media in Marketing

There are hundreds of millions using social media and 92% of Finns between the ages 16-34 use social media daily. (Melkas, 2020)

Social media channels give anyone access to reach out to millions with little or no budget and those millions have a chance to access products otherwise they would not. Being present on the right social media platforms will lead to more website visitors, better customer interactions and stronger fan engagement.

Social media marketing is means connecting with the audience or customers and helping them understand the brand better. It is incredibly beneficial to business growth. (Henderson, 2020)

The key benefits of social media lie in relationship building. Relationships build trust and trust builds sales. (What are the benefits of social media marketing?, n.d.)

There are more benefits of being present on social media platforms than being absent. While this is true for any business or organization, being present on social media is crucial for sports organizations since sports clubs offer experience and engagement. In times of digital age, users consume experiences digitally and engage with their favorite organizations over social media.

Social media marketing increases **brand awareness** and as a result, existing and potential customers will hear Kajaanin Honka's story and find a reason to engage if the content is relevant to them. Kajaanin Honka will be able to reach not only Kajaani but also the whole Kainuu region, potentially the whole country by using social media marketing.

Social media helps create **brand loyalty** in time when the content is consistent and relevant to the target audience. While being an established organization is key to brand loyalty, social media engagements will strengthen brand loyalty. Sports and sports clubs are all about community. Social media marketing helps organizations **build a community** by being relevant and engaged, creating natural promoters. Social media **creates a direct, uninterrupted connection between organizations and customers**. Organizations will be able to offer their products directly to their target audience and the audience is able to react easily without any intermediaries.

Sports clubs and some organizations have limited financial resources. Social media marketing gives organizations a chance to create brand advocates and drive **word of mouth** marketing as a result. The organization will be able to promote its activities and offerings with word-of-mouth marketing by staying active and relevant on social media platforms.

All these benefits of social media marketing will lead to one result, **increased sales**. Whether the product is a service, a commodity or an experience, more engagement means more audience and that means more potential customers. The audience will see the value and have the desire to obtain it provided that the offering is relevant.

4.3 Risks of Using Social Media in Marketing

The online environment creates not only opportunities, but also complications and challenges for the social media marketing process. The transparency of the web makes online information

available to all audiences, and reinforces the need for consistency in the planning, design, implementation and control of online marketing communication. (Hart et al., 2000, as cited in (Yazdani-fard & Nadaraja, 2013)

Especially through social media sites, news can spread like wildfire and especially in situations of negative connotation. When Netflix announced it was changing its pricing structure, its customers revolted, posting 82,000 negative comments across its blogs and on Facebook and Twitter. Within months the company lost 800,000 customers and two-thirds of its market value. (Benioff, 2012, as cited in The benefits and risks of social media marketing. 2018)

In social media marketing, content is crucial as copyright infringements, re-sharing another user's content without permission or credits may cause damage to the organization's image and lead to financial consequences. User generated content is another potential risk as the organization will have no control over the shared content nor will be able to take action against it.

Apart from all these, the most basic but biggest risk is hidden between the lines. Despite the fact that the social media account belongs to the organization, one can easily confuse it with their personal social media account and make simple mistakes. In order to ensure a successful and engaging social media marketing campaign, the organization must avoid sharing offensive, political and sensitive content, ensure the texts are grammatically correct, there are no invalid links in the post and the information given in the content is accurate.

According to Christopher Tompkins, "Social media can help a brand reach new heights of online visibility and have access to an audience they wouldn't have otherwise. However, if you send out poor quality content, you'll have the same type of results. Engagement will go down, customer satisfaction will drop, and you will lose a very powerful tool." (Tompkins, 2017)

As stated earlier, social media marketing has more benefits than risks. Organizations can easily avoid facing the risks of social media marketing efforts by paying close attention to these risk points and taking necessary precautions.

5 SOCIAL MEDIA CHANNELS TO BE UTILIZED

Facebook, Instagram, SnapChat, TikTok and Youtube social media platforms were chosen to be employed in Kajaanin Honka's social media marketing activities. The selection of the channels was performed considering the target audience of the club and the social media channels target group uses.

5.1 Facebook

Facebook is a social networking site that makes it easy to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide. (Facebook: What is facebook?)

The most important aspect of Facebook marketing is consistency of communication. Creating a Facebook page and then leaving it alone will net a business nothing. To attract fans, a business should regularly post new content in a variety of different formats, so that more people will see and share the page. Content can announce upcoming promotions, spot-light specific products or people, share fun facts, provide incentive codes for discounts on products and services, and anything else that will catch the interest of fans. (Facebook marketing.2020)

Facebook Pages are the gateway for businesses to market to this holy grail of users. A Facebook Page is a public presence similar to a personal profile, but allows fans to "like" the business, brand, celebrity, cause, or organization. Fans receive content updates from the Page on their News Feed, while the business is able to raise brand awareness, deploy and track advertising, collect detailed audience insights, and chat with users who seek customer service. (Facebook marketing: The ultimate guide.2021)

Facebook supplies a high level of access to potential customers, which is hard to find elsewhere. What's more, this social media platform offers a wide variety of marketing options that you can take advantage of. (Hughes, 2019)

5.2 Instagram

Instagram is a social media platform that emphasizes photo and video sharing via its mobile app. You can take, edit, and publish visual content for your followers to interact with through likes, comments, and shares. (Forsey, 2020)

Instagram is like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Like other social networks, one interacts with other users on Instagram by following them, being followed by them, commenting, liking, tagging, and private messaging. One can also save the photos seen on Instagram. (Morenau, 2021) According to Nikita Kwatra (Kwatra, 2018) "Instagram beats Facebook among the post millennials, or Generation Z, reflecting an increasing urge for self-promotion." (Barnhart, 2021) has written on Sprout Social that Instagram's user growth has been steady and consistent, especially among the younger crowd and Instagram users are among the most dedicated in terms of how frequently they log in.

5.3 TikTok

TikTok is a video-sharing social network that allows its users to create, share, and discover short videos. TikTok's easy-to-use video tools are now being embraced by users of all ages, with brands, celebrities, and influencers jumping in on the hype. (Ahamadi, 2020)

Users can customize their videos with filters, stickers and background music, and then share them with the TikTok community. Once shared, people can like, comment on or share a video. (Zote, 2020) As of June 2020, users in their teens accounted for 32.5 percent of TikTok's active user accounts in the United States. According to App Ape, users aged 20 to 29 years were the second-largest user group, accounting for 29.5 percent of the video sharing app's user base on the Android platform. (Tankovska, 2021) TikTok is available in over 150 countries, has over 1 billion users, and has been downloaded over 200 million times in the United States alone. (Doyle, 2021)

5.4 YouTube

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones. (Explained: What is YouTube?, 2015)

According to (Press - YouTube.), "Over 2 billion logged-in users visit YouTube each month, and every day people watch over a billion hours of video and generate billions of views." YouTube also offers live streaming option for users where organizations and individuals can live stream anything using camera equipment. YouTube has mobile applications, TV-embedded applications and is accessible on desktop computers as well. While live streaming on mobile requires minimum 1000 subscribers, there are no restrictions on desktop equipment. A person who creates video content for YouTube is called "YouTuber." YouTubers often promote items in their videos and receive sponsorship from brands apart from getting paid by Google based on their content views.

5.5 Snapchat

Snapchat is a mobile app for Android and iOS devices. It is headed by co-founder Evan Spiegel. One of the core concepts of the app is that any picture or video or message sent - by default - is made available to the receiver for only a short time before it becomes inaccessible. This temporary, or ephemeral, nature of the app was originally designed to encourage a more natural flow of interaction. (Tillman, 2021)

Snapchat is a popular messaging app that lets users exchange pictures and videos (called snaps) that are meant to disappear after they're viewed. It's advertised as a "new type of camera" because the essential function is to take a picture or video, add filters, lenses or other effects and share them with friends. (Elgersma, 2018)

According to (Snap inc. - investor relations.), 265 million daily active users (DAUs) use Snapchat every day on average and Over 5 billion Snaps created every day on average.

6 FUNDAMENTALS OF SOCIAL MEDIA MARKETING

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising. (Social media marketing for businesses.)

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts. (Hayes, 2018)

Social media is a marketing channel that requires precisely calculated targeted groups with consistent message communicated to the targeted audience on a regular basis. This helps build followers over time, then into brand awareness which can then be turned into loyal customers by sharing relevant content and interacting with users.

7 PLANNING SOCIAL MEDIA MARKETING

By reading the guide, the social media marketer will understand the concepts and mechanics of social media and will be able to use the suggested social media channels to the club's advantage. The reader will know what kind of content is best for each channel such as Facebook, Twitter, things to avoid and how often to share content on social media channels such as Youtube, Instagram and Snapchat.

Kajaanin Honka's social media marketing plan will be based on Theo Zweers' PASTA method. PASTA method is a framework for creating marketing communications plans. SOSTAC method has been considered as well however PASTA method is chosen as PASTA is more focused on operational planning rather than strategic planning. Strategic plans cover the vision of a broader timeframe while operational plans are aimed at current tasks. Kajaanin Honka's social media planning plan is an operational one. PASTA solves operational marketing and communication issues. PASTA stands for problem definition, analysis, strategy, tactics, action.

7.1 Problem Definition

First, there must be a clear definition of the problem: Which goal does the client want to achieve? What issues are involved? What strategic objectives underlie the development of a plan? There must be knowledge about the organization, product or service. But also, knowledge about what the client is really asking for. When an organization indicates low brand recognition, it is justified in asking more questions to seek out the reason why. (Zweers, 2015)

Kajaanin Honka has a unique offering for the region of Kainuu, the sport of basketball for the ages 4 and above. The club offers competitive sports, basketball training for the youth as well as physical activity for the ones who do not prefer to take place in competitions but use basketball as means of physical activity. The basketball club Kajaanin Honka wants to utilize social media channels more effectively in order to increase brand awareness and drive more interest to the club and the sport of basketball, eventually gain more members who actively practice basketball. There are no social media marketing guides for small sports clubs and there is a gap. The club needs a social media marketing guide that will define the most suitable social media platforms for the club and provide easy to follow instructions in order to utilize those channels.

This guide will help Kajaanin Honka deliver their message on social media consistently and help them reach out to their target audience within the Kainuu region. At the moment, the club and its activities are known by circles that are already interested in basketball and the club has little to none marketing efforts in place.

7.2 Analysis

The second step is to analyze the market and the environment in which the organization or the product exists. To create an operational plan, there must first be an examination of the organization, consumers or customers, the product (supply) and competition. (Zweers, 2015)

Kajaanin Honka is the only basketball club in the region of Kainuu which had a population of 72306 at the end of 2019. (Väestö.2020) At the end of 2019, 57.5% of Kainuu's population was between the ages of 15-64 and 14% was under 15 years old. (Tunnuslukuja-kainuun-vaestosta-2010-20192020)

Being the only basketball club and the region and Kainuu's demographics make a prominent opportunity for Kajaanin Honka to spread the sport of basketball and creates the need for an effective social media marketing plan.

7.3 Strategy

The term "strategy" is comprehensive and confusing. It should be regarded within the context of an operational plan. The term "concept" can also be used in place of strategy. The development of a strategy or concept within an operational plan consists of four modules, which are interdependent. These building blocks are: target group, objectives, proposition and positioning. (Zweers, 2015)

The target audience for Kajaanin Honka's social media marketing plan is residents of the Kainuu region between the ages 4-65 who are interested in basketball or have not tried basketball before. In such broad age group, there are different motivations why one might be interested in what Kajaanin Honka offers. The club has different propositions for each age group such as offering game basketball for the youngest age group, youth system for talented young players to progress and become professionals, activities for groups that see basketball for hobby and physical

exercise basketball for the older generations. The target audience of Kajaanin Honka uses social media channels frequently and the club will publish content on the most suitable channels chosen.

7.4 Tactics

The next step is to determine which devices, tools and techniques are to be used. What communication tools and devices (channels) are used to achieve the goal? The channels are the traditional channels such as print (newspapers and magazines) and television, augmented by digital devices (desktop, laptop, tablet and especially the smartphone with internet access). (Zweers, 2015)

The social media marketing plan should be easy to implement without the need of a professional marketer and should rely on the club's niche position in Kainuu rather than paid advertisement. For this reason, the social media marketing will be conducted on popular platforms in Finland, by sharing relevant content. The chosen social media platforms for the social media marketing plan are Facebook, Instagram, SnapChat, TikTok and YouTube. The club will deliver their message through these selected platforms by sharing consistent and relevant content to the target audience.

7.5 Action

Once all the tools and resources have been established, the content for the tools must be developed to convey the messages. The ads (e.g., AdWords) must be created, the e-mail campaign must be designed, the website should be developed. This step includes creating a schedule, determining a budget and designating people. (Zweers, 2015)

The guide provides types of content to be shared, how to choose content, publishing schedule and tools that can be benefited from in order to share content over different social media platforms.

These social media management tools offer features such as content planning and scheduling, choosing the best time to publish content according to geographic location. The effectiveness of the social media marketing plan can be measured with the relevant analytics tools so that changes to the content can be made accordingly.

This chapter gives brief information on the background of Kajaanin Honka, the goals to be achieved with the proposed social media marketing plan and how it supports the club's brand image and promise, as well as a short comparison of Kajaanin Honka's current social media efforts to a similar sized football club from Oulu.

Introducing Kajaanin Honka

Kajaanin Honka is a basketball club from Kajaani, Finland. The club was established in May 14th, 1981 and junior activities started in the 2005-2006 season and by 2014-2015 season the club already had over 50 junior players. Finnish basketball federation awarded the club for their activities. In addition to men's and women's teams, Honka also has teams in C-boys, B-/A- boys, C-/B-/A- girls and a common mini / micro age groups team as well as game basketball for 4–6-year-olds. (Kajaanin honka.2016)

Target Audience

Kajaanin Honka basketball club's target group are individuals between 4-65 years old. The club wants to involve the residents of Kajaani whether young or not, as a player or a supporter. It also aims to spread the sport of basketball to the whole city, and it has developed several tools to reach out. In order to reach out to this group, the club has created sports teams in categories per gender and age group.

Brand Image and Promise

Kajaanin Honka is a sports organization with the purpose of promoting the growth & development of the game of basketball among all age and gender groups in Kajaani as well as Kainuu region. The club's brand image is active, competitive, welcoming and offering health and wellbeing through active participation, as the team of Kainuu. The club promises its audience physical exercise, socializing, while having fun though participating in the game of basketball.

The club works together with the city to help with the integration of foreigners & asylum seekers into society by engaging them in the game of basketball which also gives them an embracing image.

Comparison of SMM Activities vs. JS Hercules

In order to have an understanding of an effective social media marketing campaign's impact on fan engagement, Kajaanin Honka's social media presence and follower numbers are compared to JS Hercules', a similar sized Finnish 3rd tier football club which also performs its activities on a voluntary basis.

The table takes into account three social media channels for benchmark, the number of social media posts each club has published between 27.3.2021 and 27.4.2021 and each channel's follower numbers are included.

Social Media Channel	Number of posts (27.3-27.4)		Number of followers (as of 27.5)	
	Kajaanin Honka	JS Hercules	Kajaanin Honka	JS Hercules
Facebook	None	42	186	2800
Instagram	None	26	Not present	1236
YouTube	None	4	Not present	450

Figure 4. Comparison of social media activity

As the figure suggests, consistent social media activity leads to a better fan engagement as well as brand adoption.

While Kajaanin Honka stopped posting content on Facebook in September 2020 which is the only social media channel they are present on, JS Hercules consistently posted content about their upcoming and past games, interviews with players, game announcement and highlights. JS Hercules posted 26 times on Instagram and did 4 live match streams on Youtube with an

average of 1000 viewers per stream. In return, they have 450 subscribers on their YouTube channel.

JS Hercules manages their social media efforts with 2 part time social media marketers with one of them managing YouTube only. The duties are voluntary.

9 CONCLUSION

The main goal of this study was to create an easy to understand and implement social media planning guide for Kajaanin Honka that enables the club to raise its brand awareness, support their activity by bringing in new fans and increase community engagement using the most popular social media channels in Finland and covering their target group. The social media planning guide is based on marketing theories, theoretical research, analysis on Kajaanin Honka's current social media presence and the social media presence of a similar sports club within the same region area in Finland.

The reader gains basic theoretical knowledge on social media marketing by reading the theoretical part and prepares the user to utilize the social media planning plan. Kajaanin Honka is present only on Facebook and does not post regularly as suggested. The study suggests the club which social media channels to utilize, what type of content to post and on what intervals to post new content in order to maximize the benefits.

The goal of this thesis was to create a simple but effective social media marketing guide that gives practical information for the social media channels that the club's target audience use frequently. It is important that a regular computer and internet user is able to understand the instructions without straining club's resources. The social media marketing plan is short, clear and easy to implement. In order to utilize it, no special training is needed and the user can benefit from it as it is. The objectives of the social marketing plan and the social media channels to be utilized are predefined in this guide, which makes it easier for the user to implement. More advanced features of the social media platforms have been left out in order to keep the guide as simple as possible.

During the research, it was discovered that available social media channels keep developing and constantly new ones become available. New features are added, and some features are removed which means the content of the social media marketing plan may become outdated after a certain period of time. This is why the social media marketing plan gives information only on the fundamentals and general features of each social media channel to be utilized rather than going into detailed features which may change or be removed over time. Since Kajaanin Honka is not present in social media except Facebook, it limits the ability to determine which channels are more popular among their audience. Another limitation is that this thesis was written solely based on the

club's needs, research and analysis, which makes it difficult to determine how effectively the social media channels were chosen and make changes to the campaign along the way.

The goal of the thesis was to create a practical social media marketing guide based on theory and research which was accomplished. The guide will serve as a solid starting point for Kajaanin Honka and other similar sized sports clubs in Finland in their social media marketing efforts. It is suggested that the user follows the developments in social media marketing industry on a regular basis and tweak their social media activities based on their findings.

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APPENDIX: SOCIAL MEDIA MARKETING PLAN FOR KAJAANIN HONKA



Social Media Marketing Plan for Kajaanin Honka

Merih, Arikkök

June 2021

1 SMM PLAN FOR KAJAANIN HONKA

A social media marketing plan is the summary of everything the Kajaanin Honka intends to do in social media marketing and wants to achieve for the business using social networks.

The main thing to consider before launching a SMM plan is if the target audience uses social media. It is essential for Kajaanin Honka to use SMM as its target audience uses social media effectively and often.

According to Statistics Finland, 82% of Finnish population between 18-89 used internet often in 2020 and increased by 3% compared to previous year. 69% of the Finnish population follows social media channels whereas this is 92% among the 16-34 age group which is the same age group Kajaanin Honka targets.

1.1 Objectives

Kajaanin Honka has several goals to accomplish with this social media marketing plan:

- Getting the families sign their young children up for the basketball schools
- Penetrate the sport of basketball to wider population
- Build club awareness in the Kainuu region, increase reputation and gain fans
- Increase engagement with the region's residents and adoption rate
- Generate income to spread basketball by club's activities

Having set the goals for the SMM plan, the social media channels deemed to serve the club's needs best will be utilized.

1.2 SMM Plan Outline

In this section, information will be given about what kind of content should be posted on the chosen social media channels, what kinds of content to use more and what to avoid, frequency and types of content such as news, videos, photos and events. As a general rule of thumb, content consistency among different social media channels is important. Consistency refers to being consistent with the theme of the content, color scheme of texts and publishing content consistently around the same time each day or week.

Each social media channel provides its own analytics tools where user can get insights on how well the social media efforts are progressing. User can benefit from integrated social media management tools that allow publishing media and analyzing results for various social media channels from one single website. Hootsuite as an example, is one of the most well-known of these paid social media management platforms and it is integrated with Facebook, Instagram, Youtube, LinkedIn, Twitter, Pinterest.

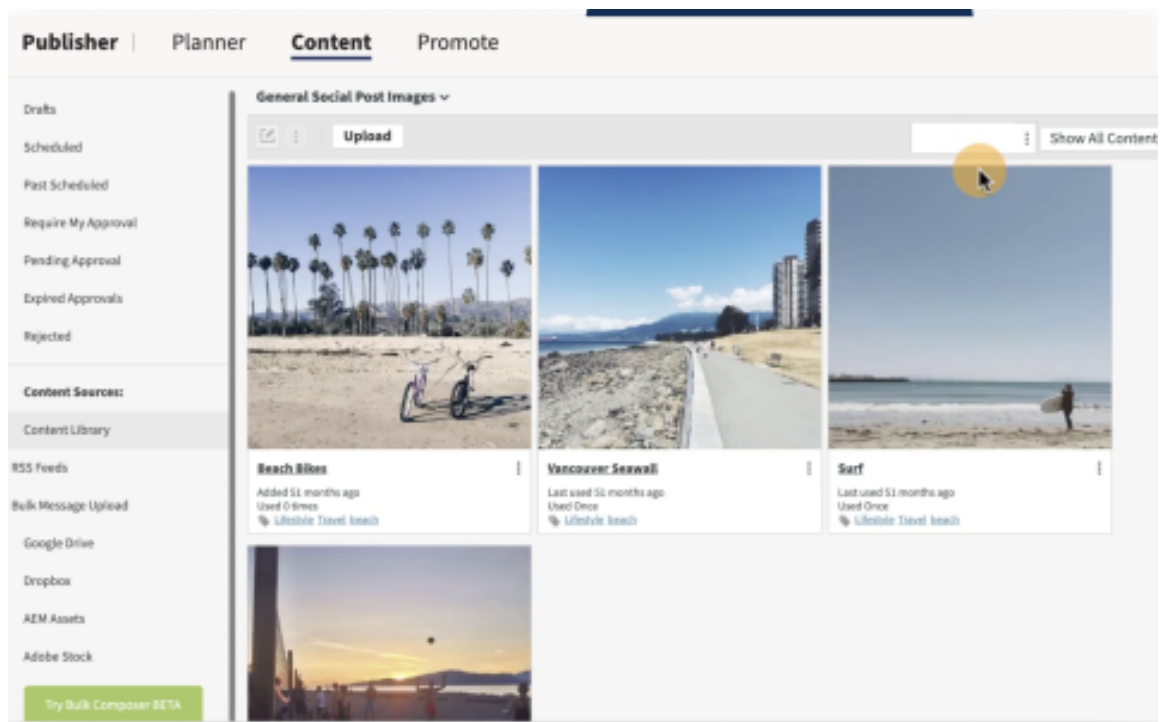


Figure 5. Hootsuite Publisher (Hootsuite, 2021)

1.3 Social Media Channels and Instructions

In this social media marketing guide for Kajaanin Honka, 5 social media channels will be used based on the club's target audience. The instructions on the relevant content and publishing frequency will be described for each social media channel. It is important to use the same username/account name and logo across all channels. In all channels, club should inform their target audience about recent developments, upcoming games and club activities such as player selections.

1.3.1 Social Media Mix

Here, the social media platforms to be used are listed and their suggested usernames to ensure consistency among different social media channels.

Facebook: Kajaanin-Honka

Instagram: @Kajaanin-Honka

TikTok: Kajaanin-Honka

Snapchat: Kajaanin-Honka

YouTube: Kajaanin-Honka

1.3.2 Facebook

Facebook is a social media platform that is used by more than 3 billion people around the globe to share ideas, offer support and make a difference (Facebook company info.2021). Facebook is free to use and it is not necessary to be a member in order to view a company's/ sports club's page as it is visible to anyone. Videos and live videos are the best type of contents to publish on Facebook as they can be consumed rapidly and without heavy concentration. The best time to publish content on Facebook is at 8:00 AM to 12:00 PM on Tuesdays and Thursdays.

Short, 3-5 minutes video clips from basketball trainings, junior basketball activities and important moments from games are good examples of content to be shared. In addition, basketball related

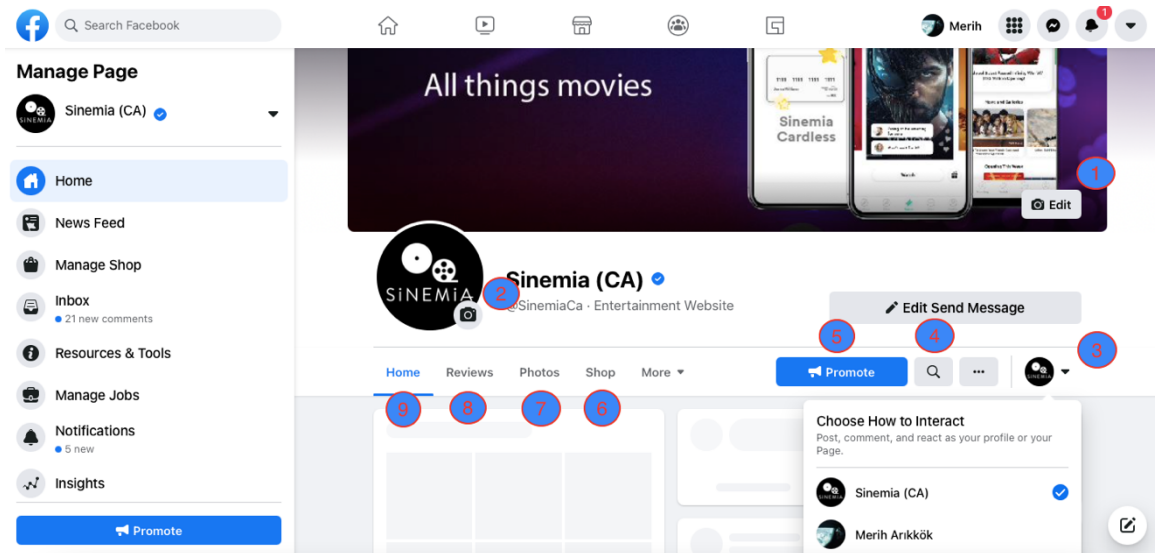
news and updates from around the world, club announcements and articles about basketball fundamentals for beginners can be shared. Live videos from pre-games, travelling to away games are also a good opportunity to engage with fans and followers.

Use hashtags that are relevant to basketball and include links to Kajaanin Honka's webpage in posts so users can easily visit and get more information about the club's activities and how to join them. Sharing 3-4 posts a week is optimal for Facebook.



Figure 6. Social media post on Facebook from JS Hercules

As seen in the example post from JS Hercules, a similar sports club to Kajaanin Honka, the post is informative, clear and uses relevant hashtags.



An example screen of a company profile in Facebook can be seen above. Basic navigation is explained below.

- 1- Change cover photo
- 2- Change profile photo
- 3- Change how you interact
- 4- Search within your content
- 5- Create paid promotion
- 6- Create online shop
- 7- View your photos
- 8- View your reviews

1.3.3 Instagram

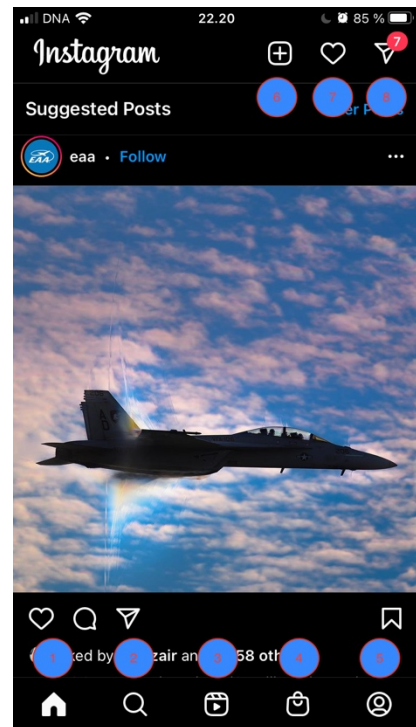
Instagram, originally being a photo sharing app for mobile devices was recently acquired by Facebook and it is used for taking, editing and sharing photos & videos. It offers AR (augmented reality) face filters to share which adds to the level of engagement. It is possible to share live videos on Instagram as well as publishing stories where the user can ask questions, create polls as well as selling items on company profile.

In addition to the content that is published on Facebook, short stories can be published on Instagram where Kajaanin Honka asks their followers which of their new season jersey looks better, what is going to be to score of the game along with a photo from their game or trainings. In Instagram posts keep content short and simple, use relevant hashtags to basketball and post new content 3-4 times a week.

The best time to post on Instagram is 11:00 AM on Wednesdays.

Buttons:

- 1- Home screen
- 2- Search
- 3- Reels
- 4- Marketplace
- 5- Profile & Settings
- 6- Create post
- 7- Likes
- 8- Messages



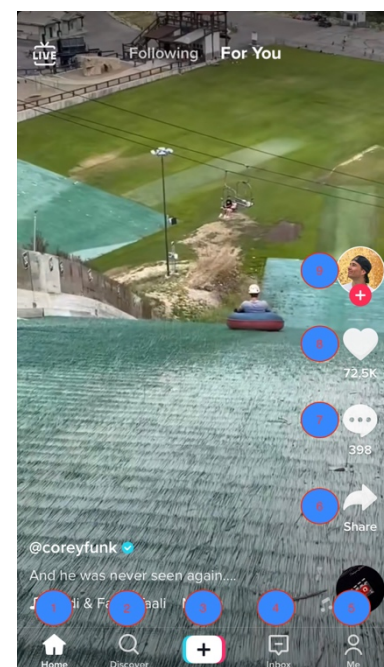
1.3.4 TikTok

TikTok is the address of viral videos and grab the attention of young audience. It is important to browse and analyze the most current video trends on TikTok and share content relevant to what is popular. 30-60 seconds videos are best for TikTok as well as occasional live streams where club members can invite followers to event and join popular challenges such as Ice Bucket Challenge.

It is advised to post short content on TikTok 1-3 times a day due to the fast-changing environment of TikTok in order to stay relevant and engaged.

Buttons:

- 1- Home Screen
- 2- Discover content
- 3- Create content
- 4- Inbox
- 5- Profile
- 6- Share current content
- 7- Comment
- 8- Like



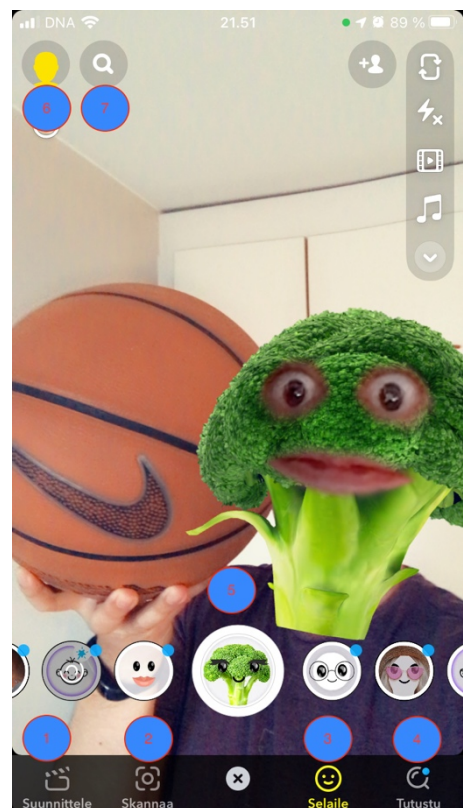
9- Content creator's profile

1.3.5 Snapchat

Snapchat, which is similar to TikTok is a great way to engage younger audience by using short videos- snaps that are specially created for the audience. It offers AR face filters called Lenses and Kajaanin Honka should post short, 10 seconds videos using those Lenses or stories. It is possible to publish similar or the same content used for Instagram. The best time to publish on Snapchat is late at night between 10 p.m. and 1 a.m .

Buttons:

- 1- Create a new Snap.
- 2- Scan a user's Snap code.
- 3- Browse different SnapChat filters
- 4- Explore filters
- 5- Change between filters
- 6- Profile page
- 7- Search

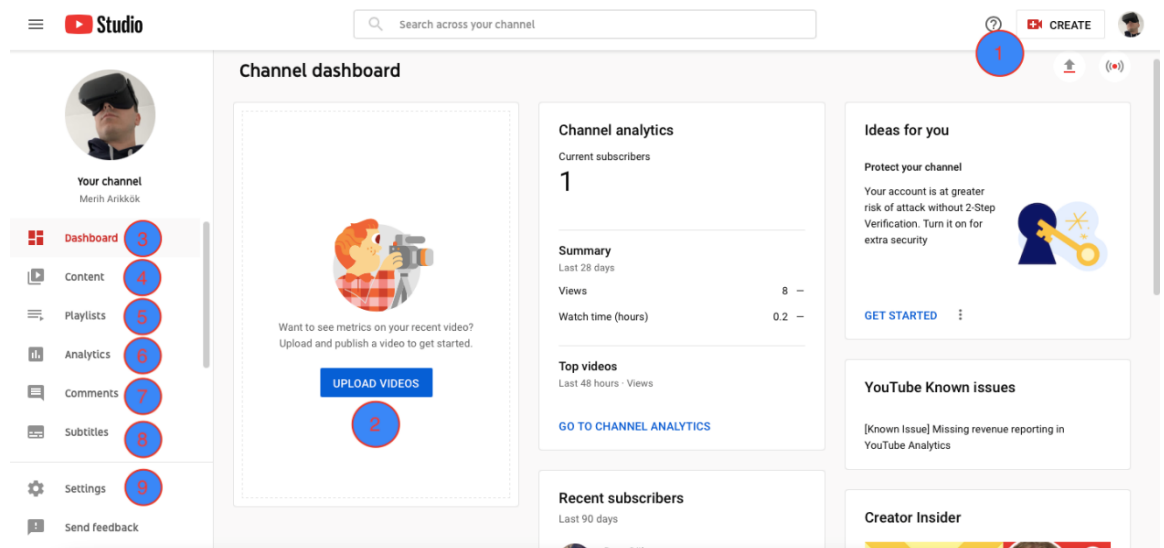


1.3.6 YouTube

Youtube provides comprehensive video upload options for Kajaanin Honka and serves as an archive. The club can live stream their basketball games on Youtube using streaming cameras, archive past games, create a loyal audience and gain followers by publishing relevant video content. Basketball drills as well as basketball tips & tricks videos are good examples of what Kajaanin Honka can share. Youtube provides a chat option during live streams which is a great opportunity to engage fans during basketball games. It is good to add text and images such as "Subscribe our

channel” when publishing pre-recorded videos. Since videos always stay under the club’s account, anytime is a good time to share content.

When creating content for YouTube, it is important that videos look professional and are of high quality. There is no need to share new content as often as in other social media platforms, 1-3 videos per month is optimal.



The main YouTube dashboard screen is above. It is easy to use and the information below can be used for starters.

- 1- Create content
- 2- Upload video from computer
- 3- Access your main YouTube Studio dashboard
- 4- Check your overall content
- 5- Edit/Manage your playlists
- 6- Access video analytics
- 7- Access comments
- 8- Edit/manage subtitles
- 9- Account settings

1.4 Implementation and Staff Contribution

Kajaanin Honka continues its activities on a voluntary basis and relies on club members' contribution of their time. This brings a challenge when there is a need to assign tasks to club members where frequent action is needed. Taking on the tasks of a social media marketing manager can mean a busy day full of work and become demanding.

The optimal way to utilize this social media marketing plan is to assign a person the duties of a social media marketing manager and schedule content on a weekly basis for each social media channel to be utilized. The club may consider taking interns from Kajaani University of Applied Sciences as part of compulsory training twice a year and serve their needs. This creates a win-win opportunity as the marketing students will have a chance to apply their theoretical knowledge learned in class on practical matters that create an impact in Kajaanin Honka's brand awareness.

In cases where internship is not possible, it is best to divide social media marketing tasks among management, preferably on a social media channel basis. Given the nature of the social media channels involved and commonality of the content, the channels can be divided between 2 or 3 members with Youtube having its own responsible person as it involves live streams and edited videos. Facebook, Instagram, Snapchat and TikTok can be assigned to the same person or a separate responsible person can be assigned for Facebook considering same video/photo content can be shared across all these 4 channels.

It is essential there is a dedicated person to follow analytics of each social media channels in case the work is divided between club members in order to measure effectiveness of social media content. The key to social media marketing success is relevant content and consistent posts.

1.5 Content Calendar

Scheduling social media posts, dividing tasks between team members and planning what type of content will be shared on which social media channel on what day will help maintain a consistent social media campaign in Kajaanin Honka.

There is no best way to keep a social media planning calendar, each person and organization may choose what suits them best. There are several tools to create social media marketing calendars

such as Microsoft Excel, Microsoft Teams Calendar, Google Calendar and Trello. Hubspot also offers a free, downloadable Excel which can be easily customized to one's own social media plans.

[INSERT MONTH + YEAR]							KEY:
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Holiday Campaign
		New Product Launching		Holiday SlideShare Holiday Blog Post			Ebook
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		Webinar
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Blog Post
		Social Media Ebook Social Media Blog Post					SlideShare
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		Product Launch
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Experiment
				Holiday			Other
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	

Monthly Planning Calendar | Content Repository | Twitter Updates | Facebook Updates | LinkedIn Updates | Instagram Updates | Pinterest Updates | Google+ Updates

Figure 7. Hubspot's content calendar in Excel

Here is an example of what Kajaanin Honka's own social media calendar could look like. This has been created using the free template provided by Hubspot.

Kajaanin Honka- September '21							KEY:
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Holiday Campaign
Facebook: Relevant post		Basketball game TikTok video post		Weekend Basket Event Holiday Blog Post Instagram post- Related			Ebook
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Facebook: Relevant post		Last week's game on Youtube TikTok video post		Instagram post- Related	Trip to Helsinki for game. Instagram stories- Road tr	Game day Live YouTube Stream	
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Snap about the game	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Instagram Publish photos of the game Facebook: Game photos YouTube: Post-game interview		TikTok video post		Holiday Instagram post- Related All channels- Happy holidays post Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Facebook: Relevant post		TikTok video post		Jersey release day Post photos of new jerseys Instagram post- Related Post the jerseys			
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Facebook: Relevant post		Live webinar with coach Instagram Live Stream		Instagram post- Related			

It is important to review next month's important dates and events in the beginning of each month before making entries into the social media calendar. The questions to be asked before scheduling next month's social media content can be decided by the user.

Here are some questions to give an idea:

- Think about next month's theme and main events.
- Is there a significant event next month something important such as team travel, games, new jerseys becoming ready? Mark them on the calendar.
- Is there any content coming up or have been published already that needs fans' attention such as newspaper article etc.?
- Is it going to be a silent month in July because people take their holidays? Decide how less you are going to share content. Decide if you would like to share content about the holiday season, and another one in August once everybody is back.

1.6 Suggestions

1. In the beginning, try to figure out what type of content works best for the audience on each social media platform. In time, you will narrow down your content and start posting more accurate content that engages your audience.
2. **Be consistent.** It is important to stick to the social media marketing plan, post relevant content in correct intervals.
3. **Organize** using social media marketing calendars. Make a schedule and stick to it.
4. **Respect cultures** and avoid posting content that may make certain people and groups feel uncomfortable.
5. **Review** each social media channel's metrics regularly to keep track of efficiency. See what works and what does not.