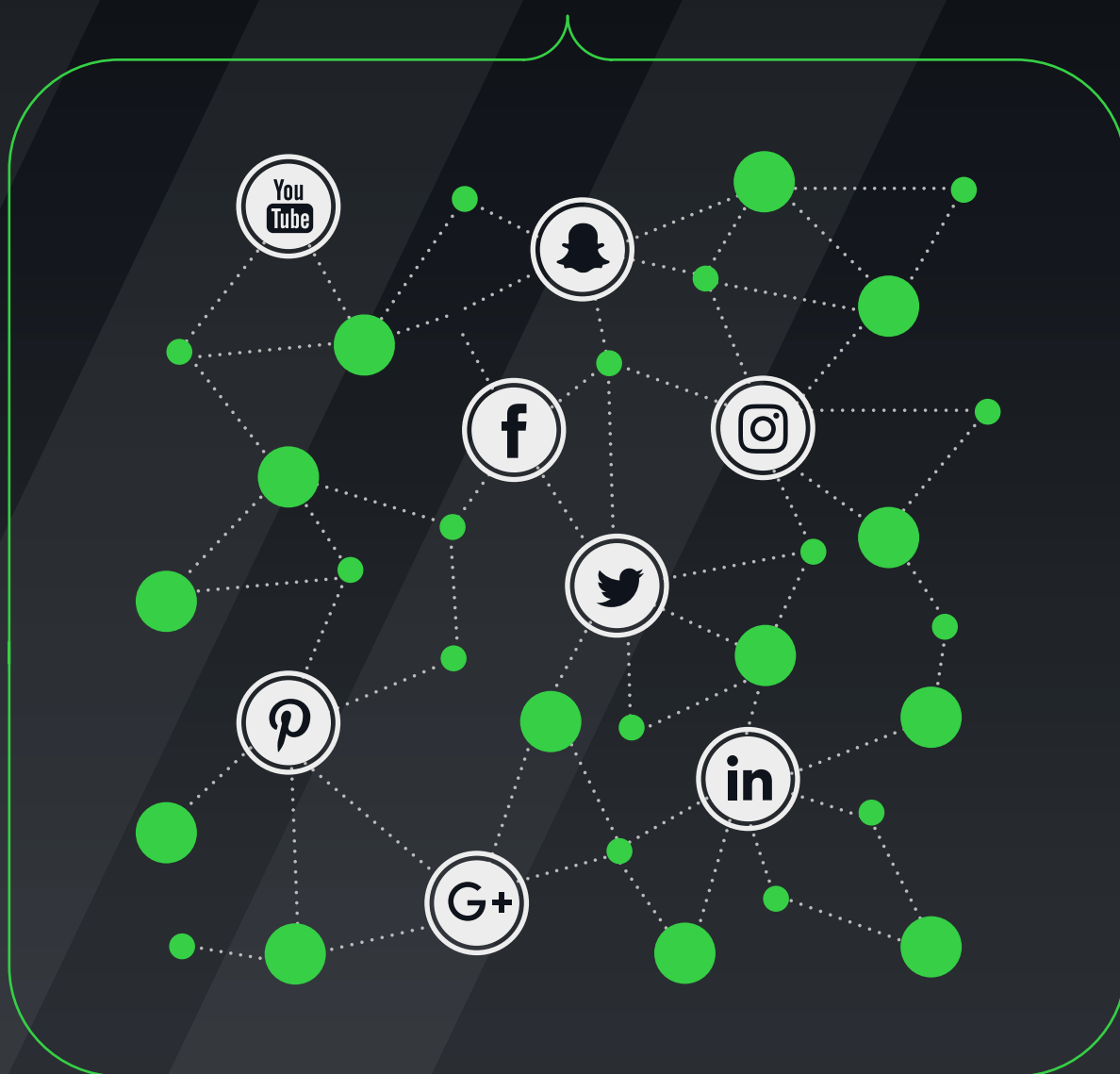


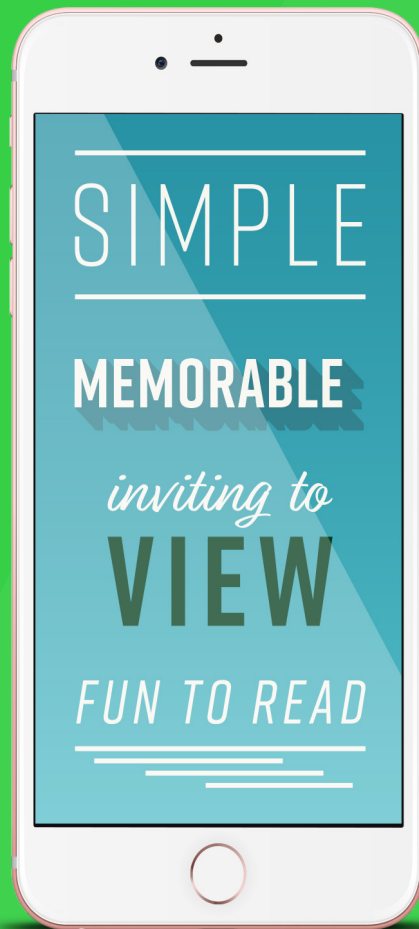
IPLAY SPORT

SOCIAL MEDIA GUIDE



A BIT OF SOCIAL WISDOM

▶ **MAKE IT**



- "Gary Vaynerchuk – CEO Vayner Media"

 **Iplay**
UNITING THE WORLD OF SPORT

DEAR IPLAY USERS

A major success of our Iplay Sport Platform is down to you, our Iplay Users.

The purpose of the Iplay Platform was to help our members develop their sporting careers on and the pitch, court or ring. We want to help athletes both before, during and after their careers.

This Social Media Guide is to help our Iplay Users understand the potential impact both positive and negative your social media interaction have on your brand, and if done correctly the positive impact both personally and financial the top platform including Iplay Sport can deliver your brand and partners.

Warmest Regards

Per Malmqvist (CEO – Co Founder)

per@iplay.global



THE BIG 4 PLATFORMS



When you make a post on Iplay, you can choose to share it on Facebook and/or Twitter. In a few weeks also on Instagram and eventually on Snapchat as well.

WHEN? WHERE?



*All too often, we ask the question, “**When is the best time to post on social media?**” Here is our ultimate guide compiling data from 16 studies from companies such as Co-Schedule, Hubspot and Forbes to give you the absolute best times and days to reach your audience on Facebook, Twitter, Instagram, Snapchat and Iplay.*

FACEBOOK POSTS

MONDAY

THURSDAY

8PM

! FRIDAY

People seem to be happier on Fridays (small wonder), so funny or upbeat content will fit right in to that “happiness index.”



QUICKTIP

Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.



Iplay

UNITING THE WORLD OF SPORT

TWITTER POSTS

WEDNESDAY

12PM !

3PM

5PM !

*Wednesday around noon and 5-6pm
are peak moments during workers' breaks.*



QUICKTIP

*Use Twitter Analytics and Followerwonk, to track data
on your own followers to find the best times to tweet.*



Iplay

UNITING THE WORLD OF SPORT

INSTAGRAM POSTS

MONDAY

2AM, 8AM, 3PM

TUESDAY

7PM

THURSDAY

2AM, 8AM, 4PM

FRIDAY

3PM

SATURDAY / SUNDAY

GO LIVE AROUND YOUR
MATCH DAY EXPERIENCE



*Posting a video on Instagram at 9 pm
gets 34% more interactions.*



QUICKTIP

*Post content more during off-work hours than
during the work day , aside from peak times.*



Iplay

UNITING THE WORLD OF SPORT

SNAPCHAT POSTS

MONDAY

10PM - 2AM

TUESDAY

10PM - 2AM

THURSDAY

10PM - 2AM

FRIDAY

8PM - 4AM

SATURDAY / SUNDAY

ALL DAY AROUND YOUR
MATCH DAY EXPERIENCE



*Snapchat is driven by 12-25
year old male and females.*



QUICKTIP

*Go LIVE and build the story around your health,
training and behind the scenes match day experience.*



Iplay

UNITING THE WORLD OF SPORT

IPLAY POSTS

MONDAY	7AM – 10AM, 3PM – 10PM
TUESDAY	7AM – 11AM, 3PM – 12PM
WEDNESDAY	7AM – 10AM, 1PM – 6PM, 10PM – 2AM
THURSDAY	ALL DAY
FRIDAY	ALL DAY
SATURDAY / SUNDAY	ALL DAY AROUND YOUR MATCH DAY EXPERIENCE 

To reach our die hard fans on Iplay you can post at a time that is convenient to you based around your training and match day commitments.

The team here at Iplay want to offer you support in working through this guide so please feel free to contact us within the app if you require assistance.



QUICKTIP

*Videos get the greater response on Iplay and you can interact with your team mates in a private session of our application in the **TeamChat** section.*



Iplay

UNITING THE WORLD OF SPORT