

Promoting Your Content on the NFHS Network

Reaching our target audience is best done through your Association and in conjunction with your member schools. Why? While 40% of our visitors enter the NFHS Network directly into Association profile pages, another 40% enter directly into School pages.

HERE IS THE PLAYBOOK:

NO NEED TO REINVENT THE WHEEL. We have created an entire website for you and you can access all of the templates, creative elements, and pre-made messaging at partners.nfhsnetwork.com.

We are updating it all of the time and if you don't see something here that you need, we'll create it for you. Please bookmark it!

USE THE CHECKLIST. We have created a checklist that will help you with each promotion concept and that you can use for every event. See next page.

PROMOTION ON YOUR ASSOCIATION WEBSITES. The best way to connect your fans to your events on the Network is from your Association website. Period. Fans from your sites that reach the Network are 3X more likely to buy a subscription. Three keys:

CALL TO ACTION MESSAGES - The Network logo is not enough. You need to also tell someone to *"Watch the TSSAA Basketball Finals on the NFHS Network"*.

HOME PAGE - We need to be permanently built in to your homepage, above the fold.

TOURNAMENT AND BRACKET PAGES - People head straight to the specific information they need – date, time, location, ticket price. Make sure the specific broadcast information is right in the same place. General messages are not as effective – people often don't make the connection.

PROMOTE THE BROADCAST IN YOUR VENUE. Everyone in the stands has family and friends that they wished were there with them. We have solutions:

PA ANNOUNCEMENTS – They are simple. And they work.

PROGRAM ADS – Just let us know how much space we have to work with.

VIDEO BOARDS – If the venue has a video board, we have great Network promo videos.



INVOLVE THE PARTICIPATING SCHOOLS AND LOCAL MEDIA OUTLETS. The best path to parents and the school community.

MEDIA ADVISORIES – Send them out for every event with team names included. We have all of the templates. Remember, Schools are now media entities too- and they are “the last mile” to our fans!

ASSOCIATION DATABASES – If you’re facing time and resource constraints, we can do the do the communications work for you on your letterhead. Just give us your lists and we will send out advisories with your approval.

SOCIAL MEDIA - TWEET. RETWEET. REPEAT. It might sound obvious, but the world is moving more and more in this direction as the chief communications tool that people use in their lives.

NFHS NETWORK SOCIAL MEDIA – make sure you Like the Network Facebook page and Follow the Network on Twitter and Instagram. We will also connect with all of your social networks.

PROMOTE EVERY ONE OF YOUR EVENTS ON THE NETWORK – when others see their school names with specific event information, they are more likely to Retweet or Share.

SCHOOLS PRODUCING CONTENT IS THE PATH TO NETWORK SUCCESS. Take an active leadership role in promoting the School Broadcast Program in your state. Especially important is helping us convert schools already producing content on other platforms. Content is king!