2021 SCHOOL GAMES
at Loughborough University
THE NATIONAL LOTTERY
SPORT ENGLAND
change 4 LIFE
Loughborough University
YOUTH SPORT TRUST
SCHOOL GAMES NATIONAL FINALS
NATIONAL GOVERNING BODY TOOLKIT
at Loughborough University
SPORT ENGLAND
LOTTERY FUNDED
WELCOME

INTRODUCTION

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CONTEXT

Youth Sport Trust is hosting the School Games National Finals 2021 and despite the adjustments due to Covid-19, the event has the same stature within the sporting calendar, the same importance to the individual sports and the same significance to the athletes and their families.

That's why we'd like to collaborate with you to:

- Support YST to raise the profile and awareness of the Games to a broader audience
- Excite the athletes and their network to drive live streaming of the event among family, friends and peers
- Look to further educate those involved on the wider benefits of sport and competition – physical, mental and social wellbeing being at the forefront.
- Emphasise our 'Resilience Unleashed' overarching theme for the campaign

PROCESS

This toolkit will show you the various assets and example social copy available to use across your social channels.

Once you have looked through the themes and assets, and identified those that are appropriate for your social channels, please follow the process to the right.

This way we can ensure you are receiving the content you need in the most efficient and easy way possible!

<u>Process</u>

#1: Pick the content themes you'd like to get involved with

#2: Let us know out of the following channels you'd like the assets and copy for:

- Facebook
- Twitter
- Instagram
- Snapchat

#3: We'll personalise the assets and copy for your approval (bespoke to your sport)

#4: Post when ready!

CONTENT THEMES

All social posts will fall under the below key themes, which combine to effectively raise awareness for the National Finals, build excitement ahead of the event, and educate audiences on the holistic benefits of sport and competition.

The following slides include general examples of the assets and social copy per theme, however bespoke copy and assets will be provided upon request.

The content themes are:

- Details of each sport + profile of the venue at Loughborough University
- Linking to other championships
- Meet the athletes
- Countdown + sign-posting to YouTube

ASSET MENU

1a. MEET THE ATHLETES

Asset overview: Since our campaign for this year's National Finals is rooted in the athletes, we want to spotlight them on social ; how they have persevered over the last year, how they have built their resilience, and how they are ready to unleash this at the competition.

Social post example:
MEET THE ATHLETES 🚴‍♀️🏑🔥

Swipe to get to know our athletes competing at the National Finals this September!
Make sure to follow @_SchoolGames to keep up to date with how they've stayed motivated ahead of the Finals this September!
#2021SG

*Please note, due to safeguarding measures, we must not provide the location of these athletes.

1b. MEET THE ATHLETES

Asset overview: We are also exploring the development of videos which introduce a small selection of athletes and will be hosted on the YST YouTube channel.

Social post example:
Ever wondered what makes a young athlete tick?

Ahead of the #NationalFinals this September, the @_SchoolGames has shone a spotlight on our wonderful young athletes to discover all about their experience in sport, training in lockdown, and everything in between.

Watch the video to meet them! #2021SG

2. DETAILS OF EACH SPORT

Asset overview: In the run-up to the National Finals it is important to build excitement surrounding the venue, Loughborough University, and to highlight key stats connecting the event to each individual sport to emulate the heritage of the event and SGNF's longstanding commitment to sport and athletes.

Social post example:
Did you know that XX of Team GB Athletes once competed in the National Finals? [Insert sport] has been at the #NationalFinals for XX years, and we can't wait to return to the inspiring @lborouniversity once more. #2021SG

3. LINKING TO OTHER CHAMPIONSHIPS

Asset overview: Posting on key ‘to-go’ dates for major sporting events such as Tokyo 2020 allows us to keep the National Finals on everyone’s minds while potentially engaging new audiences to the event.

Social post example:
🚲 30 days until the Paralympics 🚲

Not long after is the #NationalFinals, which XX competed in at the start of their career. You can watch this year’s selection of young athletes on @YouthSportTrust’s YouTube channel on the 2nd to the 5th of September 🤩 #2021SG

4. COUNTDOWN

Asset overview: Periodic ‘countdown’ posts on social aim to remind audiences of the event and gradually build excitement as the date draws closer, as well as driving traffic to the YST YouTube channel.

Social post example:
XX days to go until #2021SG at @ @lborouniversity!

We can’t wait to see the young athletes get back into competing mode especially after the difficult year we’ve all had.

Tune into the event on [tag YST]’s YouTube channel [link channel if possible] and make sure you subscribe so you don’t miss out! See you there!

NUTS & BOLTS

HASHTAGS & HANDLES

The campaign hashtag for this year's National Finals is #2021SG, please use this whenever posing about the National Finals.

If looking to tag SGNF specific accounts please use the following:

- Facebook – @SchoolGames
- Twitter - @_schoolgames
- Instagram - @schoolgames
- Snapchat - @schoolgamesuk

ESTIMATED TIMELINE

JULY
- Launch assets (as provided)
- Details of each sport and venue
- Linking to other championships

AUGUST
- Meet the athletes
- Countdown

SEPTEMBER
- Sport-specific highlights/winners

FINAL WORD

We understand that it may not be possible to feature all of the content discussed on your social channels due to busy summer schedules.

But, your support in making three posts during the build up to the event, will make a huge difference in helping the athletes feel special, also provide inspiration for younger sports people and raise the profile of the National Finals.

Our top priority themes would be:

- Meet the athletes
- Details of each sport
- Countdown

Please contact your Playbook contact with any questions or requests for bespoke assets/copy.

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THE NATIONAL LOTTERY

SPORT ENGLAND

TEAM GB

ParalympicsGB

Department for Digital, Culture, Media & Sport

change 4 life

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