

META SPORTS PARTNERSHIPS

# Content tips for athletes

# Content tips for athletes

## Content franchise

A content franchise is consistent, thematic, episodic content that fans can look forward to tuning into. This content brings your fans closer to your life as a student and an athlete.

- Day in the Life
- Get ready with me
- Teammate interviews
- Cross-sport challenges
- Q&As

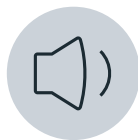
## Content ideas

You're not limited to creating a content franchise. Great content doesn't always fit into a format. Here are other content types to consider.



### Behind the scenes

You have access to spaces many people don't. Create content that takes them along.



### **Add audio.**

Create content using music and sounds from the audio section of Instagram.



### **Ask your fans.**

They will tell you what they want to see.



### **Reels**

Reach an audience beyond your current following.



### **Stories**

Share everyday, informal and conversational content with those who follow you.



### **Live**

Bring your community into big moments at the moment.



### **Broadcast Channels**

Build community at scale in real time while reaching and engaging your followers

# Increase your reach by cross-posting.

## What is cross-posting?

Instagram cross-posting is a feature that enables content posted on Instagram to be posted on Facebook without manually uploading the content to both apps.

## Why cross-post?

When you cross-post from Instagram to Facebook, you reach an entirely new audience than those who see your content on Instagram. All you need is a Facebook account and to toggle on one button when you post on Instagram.

1 Open Instagram on your mobile device.

2 Click the three lines on the upper right corner to go to Settings.

3 Click Privacy.

4 Click Reels and remix controls.

5 Under the Facebook section, select Share to your Facebook profile.

