

## **2022 APTA BOARD MEETING VIDEO + DIGITAL CONTENT FOR MEDIA COMMITTEE**

### **MISSION STATEMENT**

To provide compelling content for APTA membership geared towards driving greater awareness of our tournaments, professionals, and the sport overall to increase brand loyalty and create a more emotional relationship with the sport.

### **ACCOMPLISHMENTS**

This committee engaged a formal relationship with Mark Innes to elevate our weekly video content in terms of quality and consistency.

#### **What went well:**

- Quality of video significantly increased.
- Repeatable cadence of tournament promotion, tour recaps, and highlights establish a consistent output of content.
- High level professionalism of video should result in a more satisfying consumer experience.
- Stills of professionals libraried and accessible.
- Player teasers of upcoming tournaments bring players and fans closer to the personalities of our top athletes.

#### **What didn't go well:**

- Overambitious in terms of breadth of content and cadence of alternative programming—best ofs, deeper libraried content.
- Facebook remains the primary distribution outlet. Experiments on Twitter and LinkedIn never really took hold.
- New Chair spent most time managing up and out to stand up new video production, could have leaned into committee more for greater understanding focus on other areas outside of this initiative.

### **GOALS**

- Onboard Mark Innes as acting video General Manager to oversee production and distribution of all content.
- Transition magazine content from print publication to evergreen/drip distribution for more consistent engagement with the APTA membership.
- More attention to ongoing data to measure impact of content strategy with views and engagement as key performance indicators.
- Consider engagement with other paddle related content creators to cross-pollinate content opportunities and expand audience. Critical to make sure any relationships consider appropriate editorial and brand sensibility.
- Develop consistent cadence with committee meetings; consider adding volunteers that have experience in media and are passionate about the sport.

Submitted by Chair Nick Johnson