✦ ATHLETES · TEAMS · CLUBS · ATHLETIC DEPARTMENTS ✦

GAME-DAY POST CHECKLIST

Before, during and after: a simple routine for athletes and programs.

BEFORE THE GAME

- [ ] Schedule graphic: opponent, date, time, location and how to watch
- [ ] Tag the team, venue and partners (only partners you really work with)
- [ ] Story countdown or poll to build interest
- [ ] Confirm the team, school or league media policy for what you can post

DURING THE GAME

- [ ] Assign one person to capture content so athletes can focus on playing
- [ ] Short clips of warmups, crowd and key moments
- [ ] Live score updates on Stories or the team's main channel (programs)
- [ ] Respect privacy: don't post close-ups of minors without permission

AFTER THE GAME

- [ ] Final-score graphic within an hour, win or lose
- [ ] Thank fans, opponents, officials and volunteers
- [ ] Highlight clip with captions
- [ ] Sponsor thank-you post or tag, if part of an agreement
- [ ] Save the best photos and clips into a shared folder for recaps and recruiting

GAME-DAY PLAN

Opponent _____ **Date · Time** _____

Location _____ **How to watch** _____

Who is capturing content _____ **Partners to tag** _____

Post	Platform	Who posts	Time	Done
Schedule graphic				☐
Countdown / poll				☐
Live updates				☐
Final score				☐
Highlight clip				☐
Thank-you post				☐

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.