



360 Academic Sports Academy Social Media Strategy

Social Media Audit:

Facebook

Handle - The 360 Academy

Followers - 48

Likes - 39

Overview:

360 Academic and Sports Academy has an official Facebook account The 360 Academy. The account was created on Oct. 31, 2020. They published its first post on Oct. 31, 2020 and inconsistently published posts throughout 2020, 2021, 2022 and 2023. The account has a total of 46 followers with very little engagement. Many of the posts receive 2-5 likes. The posts are related to what 360 ASA is, events that it hosts, donation campaign updates and 360 athletes. The posts utilize many hashtags such as #success #givingtuesday2022 #community #academics #athletics #excellence, which helps the organization reach their target audience.

Audience Analysis:

- The primary audience of 360 ASA on Facebook is the parents of prospective and current 360 athletes. The organization's Facebook account caters towards parents because a lot of its content is informational. The content intends to provide parents with information on 360 and its mission, special announcements, etc.
- Age: The target audience is classified as Gen X and Millennials, aged 27-56. 360 ASA is heavily associated with young student-athletes, so parents play an important role in being informed on what's happening in the organization.
- Sex: 360's target audience consists of male and female, since it's committed to reaching and informing the parents of many student-athletes.
- Characteristic: Baseball surrounds the lifestyle of 360's target audience as they support their children in achieving their baseball goals. Engagement, or lack thereof, is based on the audience seeking information on how to continue supporting their children's baseball goals.
- Content preference: The content posted on Facebook enriches the audience's knowledge on the organization and how they can help their student-athletes, which is the content that the audience seeks. They value content that informs them on what's going on with the organization, while also highlighting its successes.

Instagram

Handle - the.360.academy

Followers - 858

Likes (Average) - 70

Overview:

360 ASA's Instagram account, @the.360.academy, is the primary social media platform for the organization and has the most engagement. Despite some inconsistencies, the Instagram account provides its followers with a lot of informational content and visuals, showcasing 360 athletes and organization events. The Instagram account is updated much more frequently, but not consistently. There are currently 837 followers with 43 posts. A link to 360's website is provided in the bio, along with the organization's mission statement.

Audience Analysis:

- The primary audience of 360 ASA on Instagram is prospective and current 360 student-athletes, parents of prospective and current 360 athletes and high school, boarding school and college coaches. The content is geared towards providing the audience with posts about current 360 student-athletes, important news and visuals on events that 360 student-athletes participate in.
- Age: The age of 360's target audience on Instagram ranges from 15-42. There is a wide range because young student-athletes and parents make up the target audience. Young student-athletes follow the account to learn more about 360 and possibly become a 360 student-athlete. They may also follow the account to keep up with news about the organization or see if they've been featured on a post, especially if they are with 360. Parents follow the account to find a way to sign up their child to join 360, stay informed on news and see if their child has been posted on the account.
- Sex: Both male and female are the target audience on 360's Instagram.
- Characteristics: The followers of 360's Instagram love baseball and are a part of or interested in 360. They are affiliated with a baseball team, interested in advancing their baseball career or supporting their child in achieving their baseball goals. The segment of parents and adults are very supportive of the organization and its mission, since its engagement is very cheerful. Many parents comment on posts with supportive language.
- Content preference: The account's content is a mixture of photos/videos of 360 student-athletes, infographics and important news/dates for events. Consistent updates of the account would greatly improve the audience's engagement, as they prefer more consistency so they aren't waiting too long to hear news about the organization.

SWOT Analysis

Strengths:

- Engaged Community on Instagram: Instagram is clearly 360's primary social media account, since it has more followers, engagement, posts and consistent updates. Followers of the account like and comment on the content, which suggests that Instagram is a major strength for 360. Compared to 360's other social media accounts, Instagram should be its main focus.
- Reaching the NYC baseball community: Since 360's main target audience across all of its content is young student-athletes, it's extremely important for young student-athletes to recognize 360 as a viable resource to help their career. So far, 360 has done a good job in accumulating more activity among the young student-athletes.
- Celebratory content: 360 posts content celebrating news about its student-athletes, such as college commitments or showcase participation
- Informative content: 360's content is extremely informative, especially for parents. Graphics about events and important news is posted, which is greatly appreciated from a big part of the target audience.

Weaknesses:

- Extremely inactive on Twitter and LinkedIn: 360's presence on Twitter and LinkedIn is almost nonexistent. They should consider deleting their account on those platforms. They have minimal posts and almost no followers.
- Inconsistent updates on Instagram and Facebook: Though Instagram is updated much more frequently than Facebook, it's still very inconsistent. The account is updated 5-7 times each year, which is not good. With Instagram being its best social media platform, it should be updated a lot more frequently, especially if it continues to hold events throughout the year.

Opportunities:

- Post more content about the organization's academic enrichment classes
- Interview 360 student-athletes about their career, experience, etc.
- Invite guest speakers/athletes to classes/programs
- Community events

Threats:

- "Competition" with other youth baseball development programs
- Student-athletes losing interest in being a part of an organization like 360

Weekly Social Media Calendar

Weekly Engagements:

- #WorkoutWednesday
 - Remind student-athletes to workout on Wednesday and every day
- #FlashyFriday
 - Tell athletes to post a highlight of them “flashing the leather.”
- #ShowDaySaturday
 - Most showcases are hosted on Saturdays, so athletes post a picture/video of them performing at a showcase. It’s also the weekend. Take some time to relax and play MLB The Show (video game).

National Holidays:

Jan. 1: New Years Day
3rd Monday in January: MLK Jr. Day
3rd Monday in February: Presidents’ Day
Last Monday in May: Memorial Day
June 19: Juneteenth
July 4: Independence Day
1st Monday in September: Labor Day
2nd Monday in October: Indigenous Peoples’ Day
Nov. 11: Veterans Day
4th Thursday in November: Thanksgiving Day
Dec. 25: Christmas

Endemic Holidays:

Feb. 2: National Catchers Day
Feb 7: National Signing Day
Feb. 24: Spring Training starts
March 5: National Sportsmanship Day
March 28: MLB Opening Day
April 6: National Student-Athlete Day
April 15: Jackie Robinson Day
April 22: National Baseball Day
April 27: Babe Ruth Day
May 24: Launch Anniversary of 360
July 1: Bobby Bonilla Day
July 2: World Sports Journalists Day
Third Wednesday of July: National Hot Dog Day
July 16: MLB All-Star Game
August 1: Play Ball Day

August 15: Baseball Fans Day

Sept. 2: Spalding Baseball Day

Sept. 15: Roberto Clemente Day

Last week of October: MLB World Series

Nov. 3: National Jersey Day

Social Media Content



Merry Christmas from the 360 family to yours! We are blessed to be able to give our tremendous student-athletes the best 360 hs to offer. #MerryChristmas #HappyBirthdayJesus #GodBless #360Christmas #Merry360



Grateful for the opportunity to make a change in our community. Thankful for all of the families we serve. Happy Thanksgiving to all!! #Grateful #Thankful #Thanksgiving #Thanks360 #360giving



Your child can carve a path to success by developing their athletic and academic potential. We'll walk along their 10-year journey from middle school through college graduation and support them academically, emotionally, and athletically. #leveltheplayingfield #support #community #academics #athletics #success #excellence #360ASA



Thank you @asapfoundation for including us in this year's Back to School Drive. This sense of community directly aligns with our mission and sets a great example of how working together can create positive change. Thank you to all of the sponsors for making this day a memorable one. Looking forward to next year! 🙏



#FBF

A special thank you to @coachMcKillop and the staff at @loomischaffee for hosting our 2nd annual Boarding School Showcase.

This year's class was led by @coachMcKillop, two upperclassmen and Loomis Freshman and 360 member, @ulyssesmpjr as they walked us through the beautiful campus and impressive facilities.

After the tour it was off to the field where the 360 boys showcased their skills in front of a crowd of eager boarding school coaches. This year's group showcased well and gained tons of interest as they begin their journey through the high school admissions process with the guidance and support of 360 ASA.

We were also surprised to see a few special guests as members from our 2020 and 2021 classes made their way to show their support and share their experiences.

Caiden P. (2026), Gabe R. (2025) and Noel R. (2024) of @suffieldacademy graced us with their presence as they shared stories of their journey and their experiences navigating the high school admissions process and the role 360 played.

It was a proud moment for us to witness the growth of these fine young men. Thank you again to the staff and student-athletes of Loomis and @coachMcKillop for hosting us and to all of the coaches who joined us for yet another successful showcase.

#leveltheplayingfield #community #change #support #success



Day 1 of off-season workouts in the books!

360 members are on winter break but there's no break for champions. This off-season, student-athletes will be joined by several college players who will be sharing their stories and some tips on the college recruiting process. We're looking forward to a high-energy, competitive atmosphere filled with plenty of laughs and moments that'll last a lifetime. #community #offseason #workouts #live #360excellence #360student-athleteOffseason



🎉 What an incredible achievement! Thanks to the efforts of 360, three talented kids had the opportunity to shine in the championship game against @polyprebase, representing @stonybrookbears with pride!

☀️ In a hard-fought battle that went down to the wire, our boys showcased their skills and determination, even though the final score was a close 2-1 loss. The journey was nothing short of remarkable!

👏 Congratulations to these amazing young athletes for their outstanding performance in the NYSAIS championship game! We're thrilled to have played a part in their journey and are excited to witness their continued growth, both academically and on the ball field. 📚🏆 #ProudMoment #TalentedAthletes #GrowthandSuccess #AcademicExcellence #AthleticJourney



🔥 Exploring the Impressive John Jay Campus in Park Slope! 🔥 Our #360ASA middle school scholar-athletes recently had the honor of touring the incredible facilities of John Jay High School, accompanied by the fantastic Coach Friedman and Coach JP! 🏆🏈

📍 Located in the heart of Park Slope, Brooklyn, John Jay Campus boasts state-of-the-art facilities that have played a significant role in building one of the city's BEST sports programs! 🌟 From top-notch basketball courts to cutting-edge training areas, we were blown away by the commitment to excellence and the opportunities it provides to student-athletes like ours! 💪🎓

💙 As we strive for #AcademicExcellence and #AthleticSuccess, this inspiring visit reminded us of the importance of creating an environment that nurtures growth and achievement. 📚🏈 John Jay Campus truly embodies the values we cherish at #360ASA: Accountability, Character, and Excellence (A.C.E)!

🎉👏 A special shoutout to Coach Friedman @coach_friedman for spending the day at camp with us and Coach JP @turn2pineiro14 for being exceptional hosts and sharing their insights with us! 🙌🙌



🙏 A heartfelt thank you to our incredible volunteers who lit up the room at last night's Essay Writing Program kickoff!

🌟 Your dedication to our scholar-athletes' academic journey is truly inspiring.

📚🌟 Want to join this amazing team?

👉 We're welcoming more volunteers onboard!

🚀 Click the link in our bio to sign up. Let's make a difference together! 💙

#VolunteerLove #EmpowerTheirDreams
#AcademicExcellence

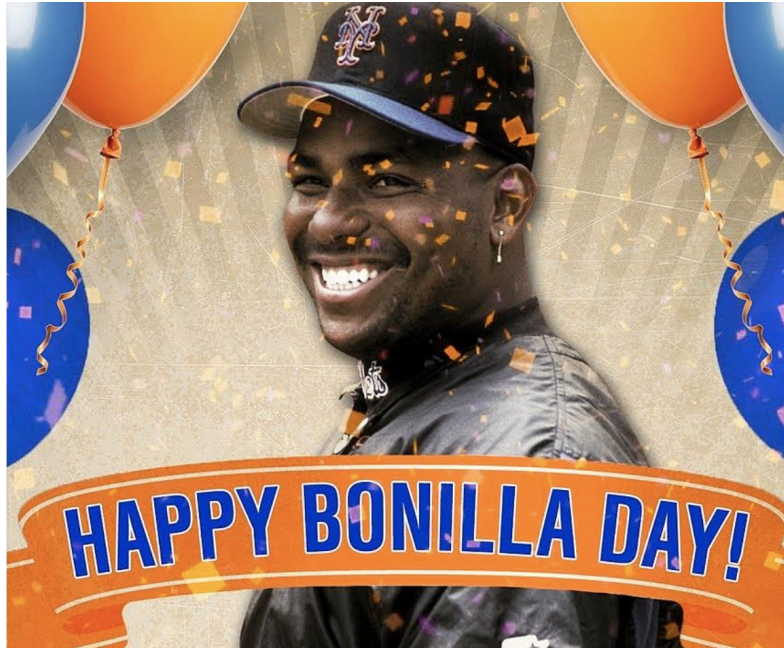


You may have heard that a young man named Abner Doubleday invented the game known as baseball in Cooperstown, New York, during the summer of 1839. Doubleday then went on to become a Civil War hero, while baseball became America's beloved national pastime. Not only is that story untrue, but it's also not even in the ballpark. Baseball's real origins date back way further, to at least the 18th century. In September 1845, a group of New York City men founded the New York Knickerbocker Baseball Club. One of them—volunteer firefighter and bank clerk Alexander Joy Cartwright—would codify a new set of rules that would form the basis for

modern baseball, calling for a diamond-shaped infield, foul lines and the three-strike rule. In 1846, the Knickerbockers played the first official game of baseball against a team of cricket players, beginning a new, uniquely American tradition.



We wish our student-athletes and their families a very Happy New Year! We hope everyone has a safe and amazing new year, filled with success. 360 ASA is extremely excited to continue its mission and help our student-athletes achieve their goals this upcoming year. #HappyNewYear #NewYearSame360 #Itsa360Year



Happy Bobby Bonilla Day!! The Mets pay the 57-year old \$1,193,248.20 every year on July 1 through 2035... when he will be 72. He hasn't played in the major leagues since 2001... 🤔👏 If you're a New York Mets fan, this probably isn't your favorite day #LGM #BobbyBonilla #newyorkmets

We're thrilled to share that 360 Academic Sports Academy is accepting applications from prospective 360 student-athletes. We're so excited to welcome new members to the 360 family

IMPORTANT ANNOUNCEMENT

360 ACADEMY
SPORTS • ACADEMICS • SUCCESS

Applications are now being accepted for the 2022-2023 school year! Spots are limited and they're coming in fast! We're looking for our next class of rising 6th, 7th and 8th grade student-athletes. Student-athletes who are currently in high school are welcomed to apply. Link in bio for more info. #morethananathlete #success #community #academics #student #athlete #studentathlete #impact



Our student-athletes are the reason for 360's existence. Our mission and goals impact the lives of our student-athletes and we are truly blessed to help these amazing young men. We are tremendously proud of everyone in the 360 family, as we continue to help the student-athletes in their academic and athletic career paths. #Go360 #Become360 #360athlete #360student #360ASA



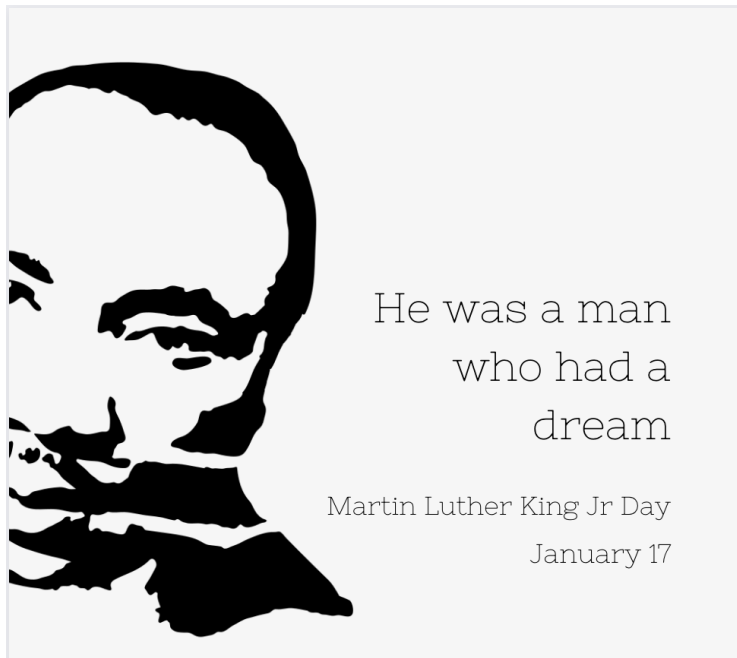
WE ARE 360!

Our Summer Scholar-Athletes Campaign will support camp scholarships allowing our next class of 6th and 7th-grade student-athletes to prepare for the full-year school high school placement program as well as to continue our work with the student-athletes we just placed in high school.

Summer Camp Program highlights include student and family workshops on high school and college admission, weekly how to be successful in school workshops, ongoing mentorship from coaches, peer leaders, and academic tutors, test prep, essay writing, book club, and daily athletic strength and skills training.

Students attending the summer program will be transitioned to our year-round program. Please help us in supporting our student-athletes by donating using the link in the bio.

#support #give #mission360 #change #dogood #sports #develop



On this day, we remember the great Martin Luther King Jr. One of the most important figures in American history and his dream and legacy will never be forgotten. #MLKday #HaveADream #AchievetheDream #IHaveADream



Today, we remember the men who led this amazing country and wish a happy birthday to the first leader, George Washington. Their leadership has given us the freedom to support our student-athletes in achieving their goals and allowing them to live freely, while playing the sport they love. #USA #PresidentsDay #leadership #history



“How important it is for us to recognize and celebrate our heroes and she-roes.” –Maya Angelou
#remember #veterans #usa #freedom #redwhiteandblue #patriotic #honor #grateful



What's the best way to celebrate the 4th of July? A BBQ? A beach trip? A party? Sure, those are good options, but nothing is better than America's pastime itself, BASEBALL. Go to a ballgame or play a wiffle ball game. Baseball is the best way to celebrate. Happy 4th of July from the 360 family! #4thofJuly #americaspastime #summerball

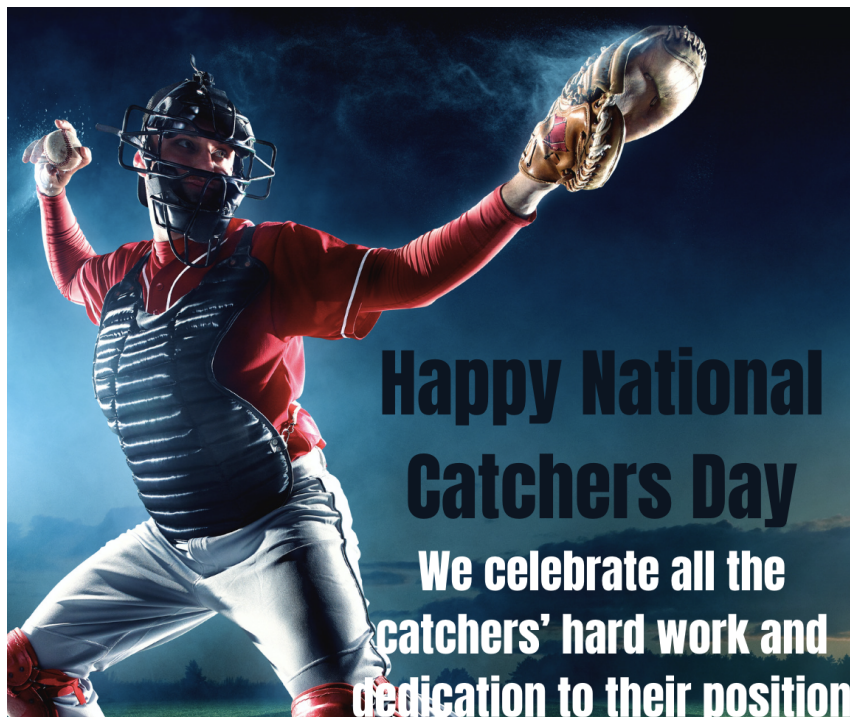
HAPPY LABOR - DAY -



360 wants to thank all the hard workers out there and appreciate everything they do. God Bless all the hard-working men and women in the world, we are grateful. #laborday #workhardplayharder #reflect #hardwork



We are grateful for our veterans who have dedicated their lives to protecting our country. We celebrate all United States Armed Forces military veterans. Learn more about this important day, and join us in thanking all veterans for their service, commitment and dedication on this day and throughout the year.



To all the catchers out there, we celebrate your hard work, education and leadership. You play a tremendously important role on the field and we recognize that today. Thank you for what you do for the game of baseball and continue your success. #catchers #baseball #frame #ballsandstrikes #poptime #throwemout



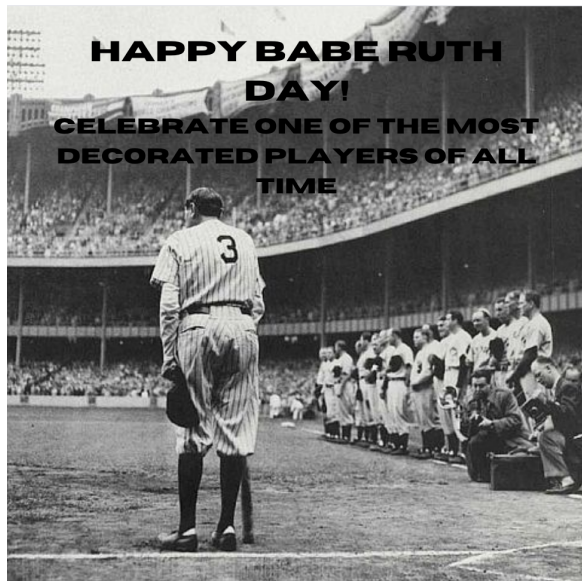
Finally! It's Spring Training! Baseball is back and we are happy. The best sport in the world is back and better than ever. We are excited for this new year of baseball. Root for your favorite team and hate on your rival. Let's get ready to play ball. #mlbspringtraining #springtraining #baseballisback #majorleaguebaseball



Trust us, this is a real day and a great day. You can't enjoy sports without sportsmanship. Competition can be intense, but we must respect opponents. If you hit a game-winning home run or pitch a bad outing, keep your head up and support your team and opponent. 360 ASA wants you to showcase sportsmanship in anything you do. It may be hard at times, but hard times don't last forever. Go out there, play your heart out, and shake everyone's hand, win or lose.

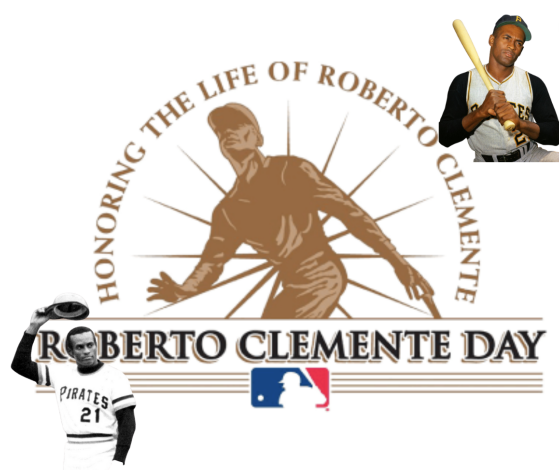


In 1947, Jackie Robinson stood up in front of thousands of people who were rooting against him & did what he did best - played ball! He was a pioneer and a representative for all that is great about our game. 42 means anything is possible. #Jackie42 Happy #jackierobinson day. #hero #pioneer #legend #42 #breakingbarriers



How to observe Babe Ruth Day:

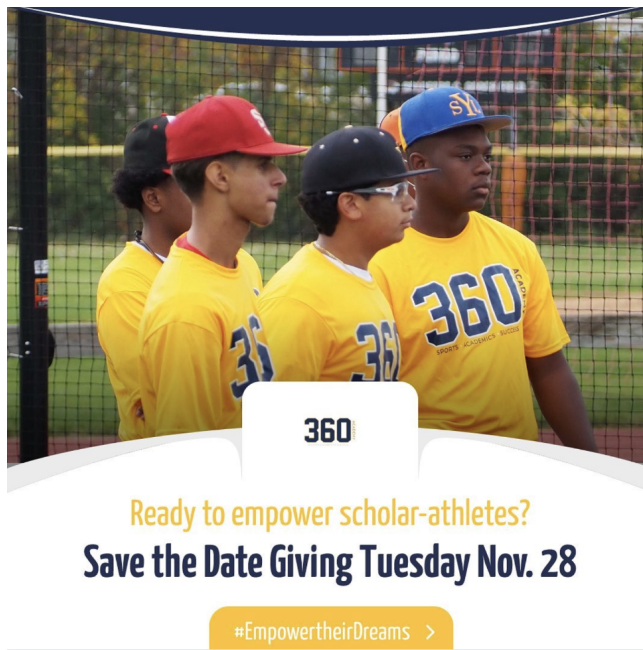
1. Play a game of catch in the backyard. Go to the batting cages and try slugging a few Babe Ruth-style.
2. Buy some peanuts and Cracker Jacks and head out to the ball game!
3. Watch a Babe Ruth documentary or read up about this legendary baseball player.
4. When you do, be sure to invite someone to celebrate the day with you.
5. Use #NationalBabeRuthDay to share on social media.



Every September, Roberto Clemente Day is celebrated around the baseball world. His storied name is synonymous with moral excellence, compassion and charitable work. Whether it was in his adopted home of Pittsburgh, his native soil Puerto Rico, or even the largest country in Central America, Nicaragua, the fans and followers have never forgotten this selfless living

soul. Our memories are not only of a proud ballplayer who had an extraordinary career but also about the character and courage of a human being affectionately called ‘The Great One,’ Hall of Famer Roberto Clemente Walker. The final story is well known. The life led before the tragic end, however, reveals the depth of Clemente’s strength. The people he touched are numerous.

“His hands were large and beautiful and I believe that more than anything else, his hands reflected his spirit”



Giving Tuesday is almost here!

Help us #LevelthePlayingField by providing a gift that will help bridge the gap for talented student-athletes and enhance their academic and life outlook.

Link in bio

#givingtuesday #success #excellence #academic #community #support



Our student-athletes were excited to begin their off-season workouts last night @primetime_baseballcomplex The night began with strength and conditioning led by the guys @aao_training and their amazing new sports performance space (check out the walkthrough video). Our student-athletes learned the importance of a good warmup and got a small taste of what's to come for the rest of the off-season.

Following their strength and conditioning was hitting instruction with our Hitting Director Sal @400ftclub The student-athletes got their swings broken down as we began to complete their individualized plans that will guide each athlete and take out the guess-work in their training.

We are excited to see what comes out of this off-season as we expect huge improvements from all of our athletes. More to come! #baseball #nooffseason #hitting #hittingmechanics #hittingpost #hittingcoach #highschoolbaseball #collegebaseball swing #swingcoach #studentathlete

360
#SHOWCASESATURDAY



It's another Saturday, it's another showcase. Let's get the ball rolling. Good luck to our 360 student-athletes performing in the showcase today. #showcase #baseball #360showcase #showcasesaturday