



E SCOW SOCIAL MEDIA TOOLKIT

Why Are We Here?

The following presentation outlines our proposed social strategy for NCESA.

Given the season kick off in April, the following months allow us to thoughtfully update existing platforms and launch new platforms while conducting creative and targeting tests on existing platforms.

1

Define social goals & objectives

2

Assess what we want to communicate for impactful engagement.

3

Develop a platform strategy that all content and activations can be built from.

4

Provide a regatta toolkit for clubs

E MEDIA TEAM



Lon Schoor
MASTER OF ALL THINGS
Lon@e-scow.org



Jon Schloesser
REPORTER Editor
Come to me with recaps and
photos of your events to be
included in the magazine.
jon.schloesser@oecgraphics.com



Ashley Byrne
Social Media Reporter
Come to me for regatta support
and coverage.
ashleyhahnbyrne@gmail.com
(917) 288-7537

Our Purpose:

Give E-Scow sailors of all kinds a
harbor to call home





REGATTA/EVENT PLANNING

How We Suggest Planning For Events

The commitment toward event communication depends on the importance of the event, with prominent events now requiring updates to be provided. The information below is listed in order of importance. Three people would be needed if you intend to include all four areas in your plan.

ANNOUNCEMENT

Announce your event with a Notice of Race at least 1 month out so people have time to make plans. Include pictures of the location, past sailing and or fun events to encourage attendance. Follow up with posts (using different pictures) two weeks and one week in advance of the regatta. *When possible, include you Sailing Instructions as early as possible. (References: [Event Press Release](#) & [Event Checklist](#))

UPDATES

The hottest piece of information is how everyone did. Our sailors get antsy about seeing results, so make sure to post daily updates for scoring as soon as they are available. This can be done as easily as taking a picture of the results. If there are any changes to the course, make sure those are shared out in real time.

RECAPS

Knowing that a recap will be sent in for REPORTER magazine, assign someone each day to take notes on the day or to draft an outline of major events. After the event, use this outline to draft your full recap. Submit this to Ashley Byrne and Jon Schoesser shortly after the event.

What You'll Need

PHOTOGRAPHER & CHASE BOAT

Having a photographer for a big event is important as they can capture images at a high resolution that look good whether online or printed at scale. Ensure you have the person's information and that you work out permission/rights for the class to use the photos. Ensure the photographer has a chase boat that can get in position and be coached about what the photographer needs.

DEDICATED SCORING PERSON

Whether this person is on the water or helping RC, assign one person who is familiar with scoring to be responsible for this each day of the event. Submit your scoring to Ashley Byrne via text to have it posted. Make sure this is also posted at your events so boats can review.

RECAP WRITER

Capture information from each day: the weather, high & lows of each race, scoring and fun activities. Taking notes on a daily basis will help you to post a daily recap AND to collect your article for the REPORTER.

CONTACT FOR NCESA SOCIAL

Ashley Byrne is here to support your events, but you have to keep in contact with her during your event. This will allow for coverage on the national pages for Facebook, Twitter, Instagram and more. Please reach out a few weeks in advance for national support.

ashleyhahnbyrne@gmail.com
(917) 288-7537
IG: @ashleyraehahn

E

REGATTA PHOTOGRAPHERS



Gus Scmiege
[Regatta Shots](#)
Gus@gustavfoto.com
(929) 888-7245



Steve Bernstein
steve.bernstein@me.com
(612) 202-7162



Peter Slack
[Peter Slack Photography](#)
pslack11@gmail.com



Nick Bowers
[Kettle Cinema](#)
(847) 502-8227



Matt Knighton
[MKnighton](#)
matt@mattknighton.com



Jack Behrend
[Lake Country Aerial](#)
[Photographer](#)
(262) 490-3125

PHOTOGRAPHY GUIDELINES

PEOPLE

- Focus on close ups of faces
- It's all about people having fun!
- Should be something the sailors want to share with friends & representative of the class
- Showcase a variety of genders & ages

BOAT

- Boat should look FAST, furious and fun
- Aim for a 45 degree shot off the back of the boat
- Don't be too zoomed out
- Boat should be well heeled (never over heeled)
- Sails should be trimmed (never luffing)
- Don't cut off the top of the mast
- Boat should be upright (never capsized or wrecked)
- Feature a variety of boats sailing (best at starting line), but newer boats photograph better (when in doubt, look for black masts)
- With aerial shots, make sure details can be seen

EVENT

- Showcase the location, experience and the story of the event
- Trophy photos should be on a white background; try to make them fun (champagne spray is always top notch)
- Make sure there is lighting on people's faces



EXAMPLE PEOPLE SHOTS



EXAMPLE BOAT SHOTS



Good fleet shot -
(Would be better if I-2
wasn't luffing)

EXAMPLE EVENTS SHOTS



MESSAGING GUIDELINES

INNOVATIVE

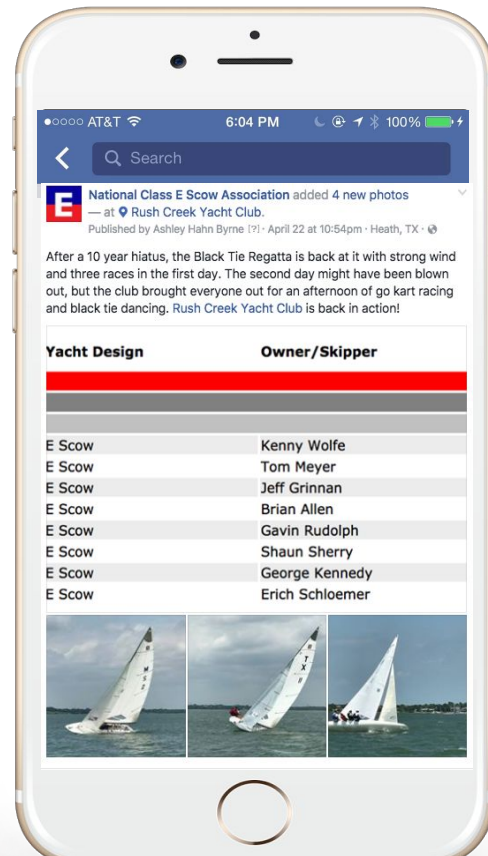
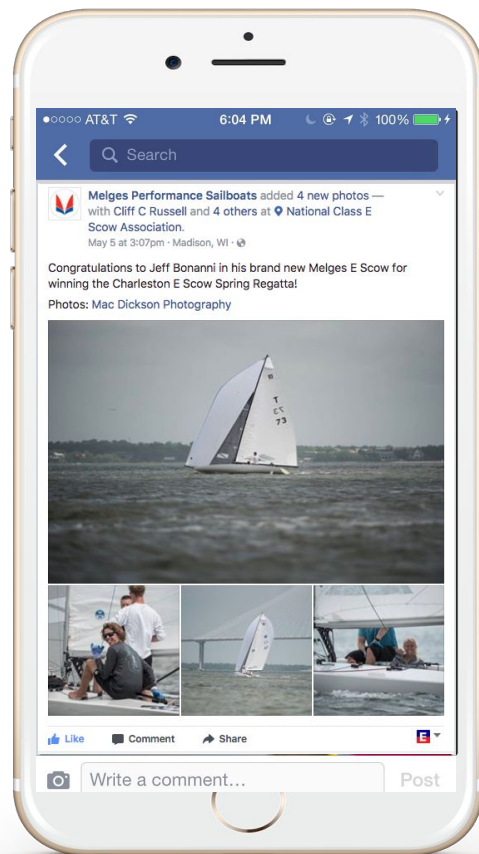
- Unlike other one designs, E Scows are always innovating to keep the boat interesting and high performance focused

POWER OF THE MASSES

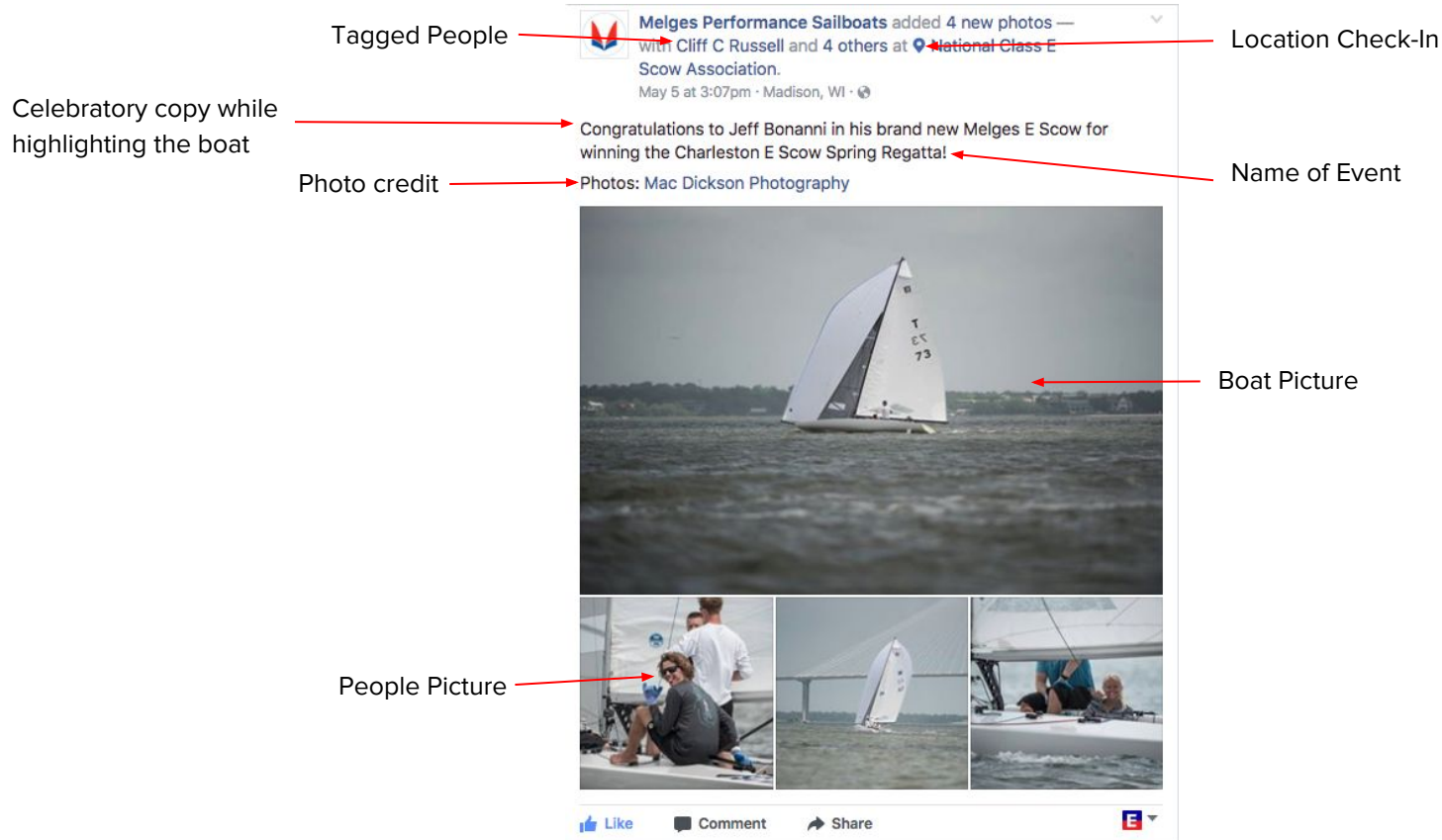
- Due to the innovation, the E Scow fleet is ever growing and we want to continue growing the fleet
- It's exciting to highlight some of the really talented sailors in the class

CELEBRATORY

- While we have great sailors and new boats, we also want the class to be accessible to new members of the fleet
- Make sure that you celebrate the new sailors and juniors along with the really talented sailors



ANATOMY OF A GOOD SOCIAL POST



THANKS!!

