



KSHSAA

Social Media AS A MARKETING TOOL



Scan and answer the
two simple questions.

WHAT WE USE AT THE KSHSAA...

TWITTER

@KSHSAA

FACEBOOK

KSHSAA
KSHSAA Officials

INSTAGRAM

@kshsaachamps

WHO HAS ACCESS TO SOCIAL MEDIA AT KSHSAA...

TWITTER

All directors

Staff Writer

FACEBOOK

Most directors

Staff Writer

INSTAGRAM

A few directors

Staff Writer

WHAT ARE WE MARKETING.....

STUDENTS

COACHES

MEMBERSHIP

HOW WE USED TO DO IT.....

SCORES

SCORES

BAD NEWS



KSHSAA ✓
@KSHSAA

...

The 2020 KSHSAA State Basketball Tournament will conclude after the quarterfinal round.

After the conclusion of the quarterfinal round, the 2020 KSHSAA State Basketball Tournament will be canceled. Given the escalating concerns regarding COVID-19, the best decision for the safety of the student-athletes and spectators was to cancel the remainder of this championship tournament. The KSHSAA regrets the lost opportunity for teams and players that have worked to achieve their goals.



8:34 PM · Mar 12, 2020 · Twitter Web App

||| [View Tweet activity](#)

460 Retweets **331** Quote Tweets **610** Likes

HOW DO WE GET TO.....

GOOD NEWS

STUDENTS!

HUMANIZE



Capitol
Federal®

kshsaacovered.com

CAPITOL FEDERAL

COMMUNITY

NON-STAR

RELATIONSHIPS

KSHSAACOVERED.COM

Why

- To tell the story of the KSHSAA

What

- The members schools are the story
- But also what happens in Topeka?
- Officials
- Sportsmanship
- Multisport

Where

- KSHSAACovered.com

Who

- A dedicated team
- Most powerful resource is people

How

- Financial Support
- Good partners

www.kshsaacovered.com

**COVERED**

[Athletics](#) | [Activities](#) | [True Blue® Student of the Week](#)



< > || > Archives

June 22, 2022 Women's Wrestling

Coaches laud additions, changes for 2022-23 wrestling season



Turner RB
GKCFCA A
Jun 17



Kansas H
Associatio
Jun 15



Member S
Classifica
Jun 15



50 for 50:
Jun 15

ARCH



ATTENTION FANS, EACH WEEK KSHSAA COVERED IS RECOGNIZING A TRUE BLUE STUDENT OF THE WEEK. READ ALL ABOUT THE ACHIEVEMENTS OF STUDENTS IN ACTIVITIES AND GET IN DEPTH STATE CHAMPIONSHIP COVERAGE AT WWW.KSHSAACOVERED.COM PRESENTED BY CAPITOL FEDERAL.



PRESENTING SPONSOR - CAPITOL FEDERAL SAVINGS

BRAND VISIBILITY

- Presenting sponsor of kshsaacovered.com.
- Onsite branding
- Logo on weekly admin email.
- Live PA Announcement

AWARDS

- Ability to help hand out awards.

EXCLUSIVITY

- Financial category

SCHOLARSHIP

- Thirty-four \$2,000 scholarships were distributed.

MEDIA

- Thirty seconds on each NFHS Network event.
- Gameday program
- Social Media

welcome to the
STATE

CHAMPIONSHIP

Scan the code for in-depth coverage of your favorite Kansas High School Activities
from **KSHSAA Covered**, presented by **Capitol Federal®**



www.kshsaacovered.com



Capitol Federal® Congratulates You on a Great Season

capfed.com |     

Congratulations
Aleah Netherland
True Blue® Student of the Week



She's one of those students who is an excellent role model. She is outgoing, she's into everything. She's just that model student, model daughter, student, kid. Period."

--F.L. Schlagle volleyball head coach LaVonne Williams



**Capitol
Federal**



Congratulations!!

True Blue KSHSAA

Scholarship

Graduating Seniors | 34 Activities | \$2,000/activity



General 5/6/2022 7:27:00 AM KSHSAA Staff

Congratulations to the KSHSAA True Blue® Scholarship Recipients

Thirty-four students to receive \$2000

• [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

Related Videos



Play Video

03.31.22

March's Minute or two from KSHSAA

TOPEKA, Kan. — The Kansas State High School Activities Association is proud to announce the 34



Brent Maycock

@BrentKSHSAA

Class 6A Girls State Championships photo gallery. @BlueJays_AD captured the team championship.

#KSHSAACovered x @CapFed
kshsaacovered.com/galleries/gene...



KSHSAA

@KSHSAA

KSHSAA officials clinic gives referees opportunity to learn alongside hoopers at Bill Self Team Camp

#KSHSAACovered x @CapFed
kshsaacovered.com/news/2022/6/22...



Kansas State High School Activities Association

Published by SIDEARM Sports · June 1 at 10:19 PM ·

Valley Heights' Yungeberg claims 2A shot put record on her way to sweep of throws titles / Girls State Outdoors field standouts

#KSHSAACovered x Capitol Federal



KSHSAACOVERED.COM

Valley Heights' Yungeberg claims 2A shot put record on her way to sweep of throws titles / Girls State Outdoors field standouts - Kansas State High School...

14,397
People reached

679
Engagements

↑ +1.2x average
Distribution score

Boost

97

11 S

OPERATION

FOUR DEDICATED WRITERS

Cover events, people and interesting stories in their region. Remote employees.

Equip the resource. Laptop, camera.

Travel expenses.

Freelance help for busy weeks.

Each story is read by another before posting.

WEEKLY MEETINGS

Preview and review. Daily texts.

SIDEARM SPORTS

CMS website to display the stories.





KSHSAA

@KSHSAA

NEW PODCAST EPISODE: KSHSAA Covered writers recap results from KU Relays and other recent track and field meets, as well as top standouts for baseball, softball, boys golf and girls soccer.

#KSHSAAcovered x @CapFed

soundcloud.com/kshsaa-covered...



 Brent Maycock and 3 others

9:58 AM · Apr 21, 2022 · 18 Views

MEET THE TEAM



BRENT MAYCOCK
North East/North Central



SCOTT PASKE
Central/South Central



RICKIE PETERSON JR.
Western



MAC MOORE
East/Southeast



WHAT WE ARE PROUD OF

“When is my
KSHSAA Covered
interview?”

See outside

 Kansas Historical Society Nature Trail

Kansas State High Schools Activities Association

Website

Directions

Save

1.7 ★★☆☆☆ 27 Google reviews

Non-profit organization in Topeka, Kansas

Address: 601 SW Commerce Pl, Topeka, KS 66615

Hours: Open · Closes 4:30PM ▾

Phone: (785) 273-5329

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[See all questions \(7\)](#)

Send to your phone

Send

Reviews ⓘ

Write a review

Add a photo



"Just about the dumbest **place** on earth"

★☆☆☆☆



"Absolutely awful....does not care about public school **athletes** at all."

★☆☆☆☆



"Weak **leadership**, poor decision after poor

See outside

 Red Robin Gourmet Burgers and Brews
SW 6th Ave
Kansas Historical Society Nature Trail

Kansas State High Schools Activities Association

Website

Directions

Save

2.0 ★★☆☆☆ 32 Google reviews

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Questions & answers

[See all questions \(6\)](#)

Send to your phone

Send

I just wanted to thank you (KSHSAA) for hiring Brent to promote our kids. He's doing an amazing job. I'm an assistant girls tennis coach, head girls basketball coach, and my son runs track. All 3 are sports that don't get a lot of attention but he is getting our kids' names out there. I, and I'm sure others, truly appreciate it.--

Michael Wahlmeier

Chapman High School

Math Teacher

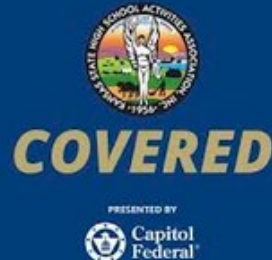
Head Girls Basketball Coach

Assistant Girls Tennis Coach



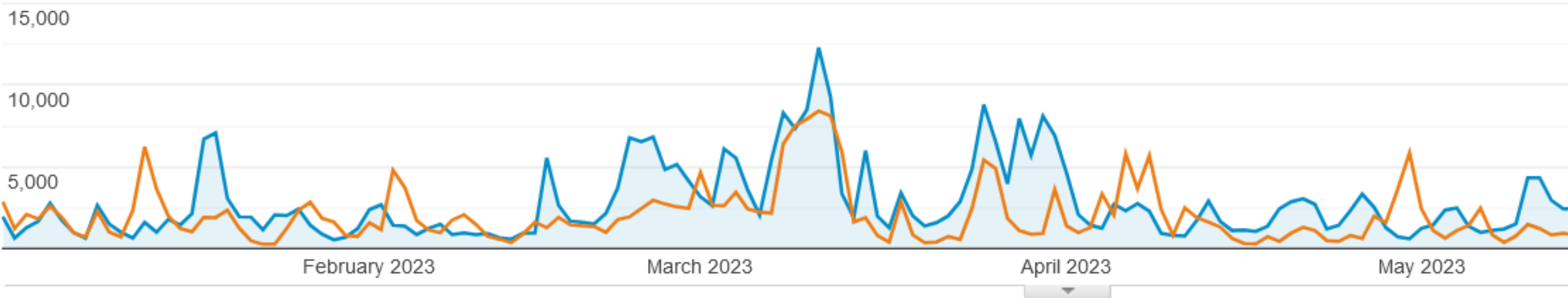
WHY?

For those kids, that was the first time anyone outside of their own school newspaper has covered them. It means a lot for them to have someone include them like the other sports and activities.



Jan 1, 2023 - Jun 27, 2023: ● Users

Jan 1, 2022 - Jun 27, 2022: ● Users



Users

22.20%

353,754 vs 289,486



New Users

24.20%

352,291 vs 283,655



Sessions

23.39%

502,584 vs 407,311



Number of Sessions per User

0.97%

1.42 vs 1.41



Pageviews

191.00%

1,797,426 vs 617,664



Pages / Session

135.84%

3.58 vs 1.52



Avg. Session Duration

17.38%

00:00:53 vs 00:00:45



Bounce Rate

-99.35%

0.56% vs 86.10%





kshsaachamps



kshsaachamps KSHSAA Covered All-State Top 5 Girls Basketball Selections

#KSHSAACovered x @capitolfederal

Find full All-State girls basketball teams and other state coverage at: kshsaacovered.com/sports/womens-basketball

13w

[View insights](#)

[Boost post](#)



Liked by [bigmac_nocheez](#) and 94 others

MARCH 27



Add a comment...

[Post](#)



Sophia Takeover 7w



SOPHIA WEBER TAKEOVER

2A STATE FORENSICS



SUMMER MEETING - MARKETING LUNCHEON



kshsaachamps
Hartman Arena



kshsaachamps PHOTOS: Class 5A Boys Wrestling State Championship matches

📷: Chloe Cook / @chloecookphotos

#KSHSAACovered x @capfed

Full gallery: kshsaacovered.com/galleries/bwrest/class-5a-state-finals-boys/236

15w



cooper.r.smith @aydenflores34 they didn't show you L



15w Reply



08nicky_t hey that's me!



15w Reply



rylee hackmann @cadenigallet07

[View insights](#)

[Boost post](#)



Liked by **bigmac_nocheez** and **411 others**

MARCH 15

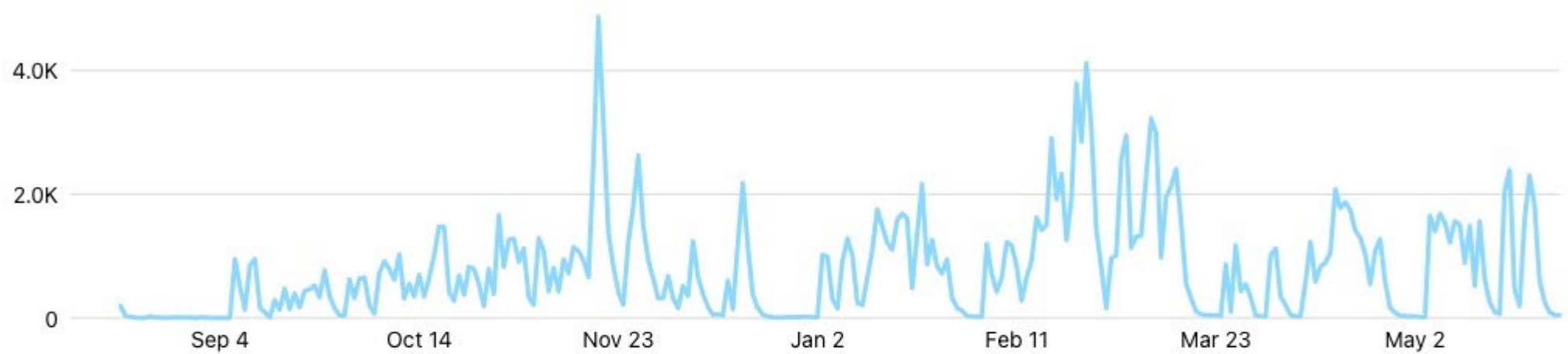


Add a comment...

[Post](#)

Instagram reach ⓘ

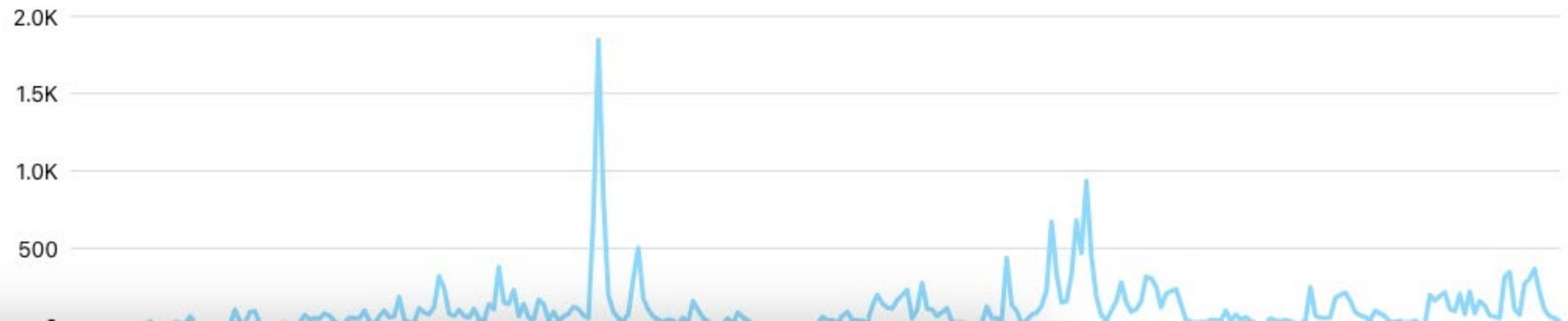
44,884 ↑ 936.1%



↓ Export ▼

Instagram profile visits ⓘ

30,165 ↑ 501.5%





Search Facebook



KSHSAA Officials

Private group · 662 members

+ Invite



Browse

Manage 2



Community home



Overview

Admin tools



Community chats

4 chat suggestions for your group



Admin Assist

2 actions, 3 criteria



Member requests

1 new today

2



Badge requests

0 new today



Membership questions

+ Create a chat



Edit

KSHSAA Officials



+ Invite

Discussion

Featured

Rooms

Members

Events

Media

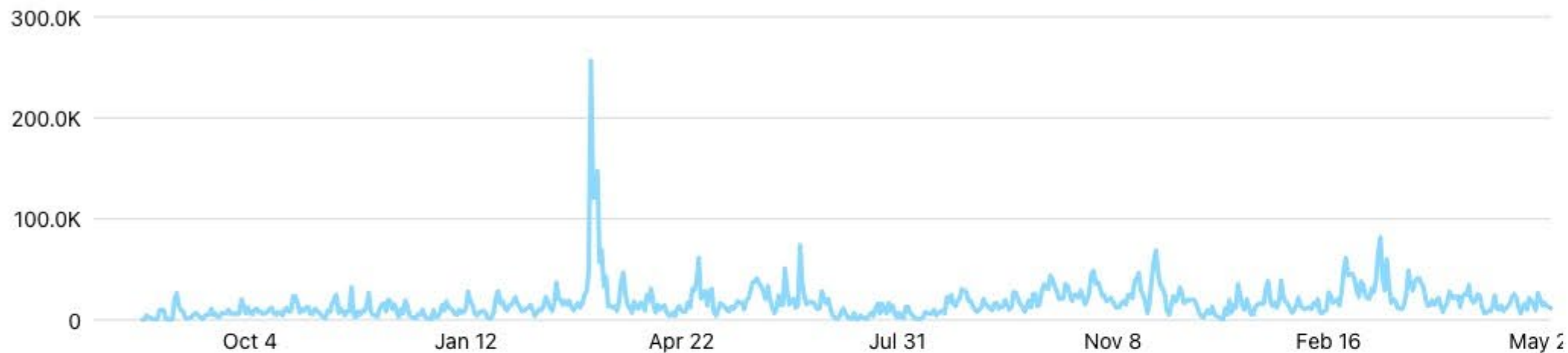
Files



Reach

Facebook reach ⓘ

2,192,944 ↑ 3.0K%



Page and profile visits

Facebook Page visits ⓘ

147,311 ↑ 14.5K%



Tweet activity

Feb 27 – May 28, 2023

Export data

Your Tweets earned 6.0M impressions over this 91 day period



YOUR TWEETS
During this 91 day period, you earned 66.4K impressions per day.

Tweet activity

Mar 1 – May 30, 2023

Export data

Your Tweets earned 1.2M impressions over this 91 day period



THANK YOU

Jeremy Holaday

KSHSAA

jholaday@kshsaa.org

785-273-5329