



FRISSON

# THE HOME OF GOLF

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## Scope of work

Day to day management of the Football Club's social media accounts (Twitter / Facebook / Instagram)

## Challenges and tasks

To remain consistent with their tone of voice

To engage with Palace fans during the week and on matchdays

Live match coverage (home and away)

Manager and new player announcements

BTS coverage of Player Awards

To pass over expertise to the new social media team, and to train them in best practices

Strike up relationships with players and coaching staff



FRISSON

# CRYSTAL PALACE

## Results

Engaging content that performed well on the club's official social channels

Crystal Palace F.C. @CPFC

What a way to finish the season 😊

#CRYBOU

4:52 PM · May 12, 2019 · TweetDeck

245 Retweets 1.1K Likes

Crystal Palace F.C. @CPFC

☀️ That winning feeling.

#ARSCRY

5:56 PM · Apr 21, 2019 · TweetDeck

206 Retweets 1.4K Likes

Crystal Palace F.C. @CPFC

📱 Not a single phone in sight...

#ARSCRY

7:38 PM · Apr 21, 2019 · TweetDeck

292 Retweets 2.1K Likes

Crystal Palace F.C. @CPFC

👏 shots 🙌 goals...

#CRYBOU

3:56 PM · May 12, 2019 · TweetDeck

83 Retweets 1K Likes