

Category	Social Media Feature	Youth Sport Trust	Sport In Mind	Spoted UK	Active Fusion	Greenhouse Sports	The Daily Mile UK
First Impressions	Photography	Good use of imagery	Poor use of imagery	Good use	Good use of imagery	Satisfactory use of imagery	Inconsistent quality
	Hashtags	Limited	Regular	Minimal	None	Good use of popular hashtags	Good use and often
	Video content	Limited	Next to none	Limited	None	Most recent video was 4 months ago	Not many videos posted but TV advertisement is very good
	Regularity of posts	Irregular and no consistency	Regular , kept up to date	Limited facbook, Primarily X	Regular, kept up to date	Good in the early summer months. Dries up around July time	very good
	Motion Graphics	Poor use of motion graphics	No use of Motion Graphics	No use of Motion Graphics	No use of motion graphics	Recent rebranding makes use of slick motion graphics, but sparse use previously	infrequent but good quality
	Graphic Design	Satisfactory use of graphic design	Very Basic	Satisfactory	Satisfactory use of graphic design and infographics	Recent rebranding has good graphic design on display	satisfactory quality irregular use
Content quality	Photography	HD quality, with photography from a professional outside source	Very poor quality	High Quality	HD quality, with photography from a professional outside source	High quality, some phone pictures taken but taken at a satisfactory level	some professional shots, some low quality phone captures
	Hashtags	Limited and irrelevant	Revelant use	Poor	No usage of hashtags	Good relevancy with athletes also using personal hashtag	Frequent use of #DailyMile which is generic and has 17,000+ posts
	Video content	Inconsistent quality	Poor, shot on phone	High Quality	No usage of video content	Okay quality in places, poor self taken videos mostly	Very little

	Regularity of posts	Inconsistent across platforms	Good consistency	Poor on Facebook. Good on X	Good consistency	Consistent across platforms but inconsistent in general	very good usually 2-3 days between but no longer than a week
	Motion Graphics	Poor quality, similar to slide show	Irregular and poor use	Minimal use	No usage of Motion graphics	Rebranding motion graphics are good. No use beforehand	very good quality slick use of motion graphics
	Graphic Design	Good quality	Basic	Good	Good quality	Low quality	fairly good use
Variety of content	Photography	Good use of imagery	Poor	Good	Good variety of imagery from different sports and events	Wide range of styles	a lot of imagery but varying in quality
	Hashtags	Poor variety	Good use of hashtags	Poor use of Hashtags	None	good variety	good variety
	Video content	Good variety	Poor - Filmed on phone	Good - High Quality	None	very little videos posted	very little video content
	Regularity of posts	Inconsistent across platforms	Posting regularly	Poor on Facebook, X is priority	Good variety of posts	Many posts in short spaces of time but not a consistent stream	great variety and frequency
	Motion Graphics	Poor variety	Little Motion Graphics	No Motion Graphics	None	Could see great variety in the coming months but as of now very little	infrequent
	Graphic Design	Good use of different graphic design elements	Basic	Good Variety	Good variety of graphic design, with infographics as well	very poor and little use	irregular
Score%		33%	33%	44%	50%	50%	50%