This guide include an overview of the tasks to complete for a smooth day to day activity. It covers general goals and specific actions in an easy to read list.

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Goal / Mission: Be the everything-Battlefield, from tournaments, news, events, interviews, to podcast, giveaways, daily play, and more. Be a community centred organization bridging the gap between the competitive and more casual world of Battlefield.

- Build strong powerful eSports communities at amateur levels.
- Unite our efforts.
- Building successful amateur esports communities.
- Simplify their process. Improve their rewards. Promote their success stories.
- Ensure that all interested players have the resources they need to get involved.

Our strategy main goal is to get community retention because esports are about viewership and playership.
Amateur esports = Playership.

Why people watch? : Matches + Epic plays + Strategy + Fanship.

Social Priority : Daily content + Twitter Facebook Instagram Discord.

Content amount:

Twitter (4-6 tweets a day max) FB (3-4 posts a day max) IG (1 post per day max) Discord (when there is news)

Social Media : Our main objective is to showcase BFNations tournaments. Another goal is to produce quality content around Battlefield (Tutorials, Guides, Top Plays, Match Highlights. Due to the lack of Spectator Mode in BF2042, the goal is also to stream quality entertaining fun interactive regular content between and during tournaments.

Our social media content pillars are

Educational:
- Tutorial
- Guides
- Interview
- Podcast
- Articles
- Surveys
- Documents

Entertaining:
- Matches
- Highlights
- Top Plays
- Events
- Daily Streams
- Funny Moments
- Bloopers

Things to cover:

- Battlefield 2042 News
- BFNations Community Updates (new videos, important livestreams, internal events such as "The Battlefield Survey")
- Giveaways
- Providing extra content on each platform
- Interacting with the audience & responding to DMs

Instagram:

- Pictures from events (EA Play, Gamescom etc.)
- Cinematic Battlefield V shots
- Fun/epic cinematic videos
- High quality photos related to Battlefield (for example from our interviews)
- Giveaways
- Update about the latest BF news (reposts from Battlefield/EA/Dice for example)
- Updates about BFN and the community (NOTM, community events, giveaways, pictures from EA Play/Gamescom etc)

We will use our BFN social networks to amplify our message.
We also want to help community organizers tournaments to keep track of events they might be interested in, by putting together some sync-friendly calendars that display all the active community tournaments and unofficial leagues happening across all regions and platforms.
Arriving in 2024, Tournament Organizer Document (How to create BFN tournaments, how to find BFN tournaments, etc).

Our Social Media Platforms:
- Twitter
- Facebook
- Instagram
- Discord
- YouTube & Posts
- TikTok
- LinkedIn

Twitter:

- Most recent Battlefield News
- BFNations videos & livestreams
- Community events
- Retweeting stuff worth noticing
- Giveaways

Facebook:

- Summarizing most recent Battlefield News in longer posts (due to max daily post limit)
- BFNations videos & livestreams
- Community events
- Giveaways

Twitter & Facebook: Short engaging posts relevant to the audience.

- Remember about the use of hashtags to increase the visibility in search (#BattlefieldV, #BFV, #BF2042, etc.).
- Put hashtags into the text naturally (example below). Clear call to action if we want people to do something (example below). Reasonable usage of emojis, we don't want too many of those in the tweets, but sometimes they are good to highlight call to action (example below) .
- Use the Buff.ly link shortener (default Buffer shortener) to make links look a lot cleaner and allow us for tracking the amount of clicks. Tag people in the Tweet if they are relevant to the subject of it (example below).
- For new YouTube videos, livestreams and articles make sure to attach the graphic directly to the post (increases tweet visibility & engagement)
- Remember that tagging on Facebook works differently than on Twitter, so you can't copy paste tweets to both platforms without tweaking the mentions. Remember about double checking the grammar and typing before posting (quite obvious but hey, it happens to the best of us ;).

Now that the mapping is made on the page above, this page is to plan things on a day-to-day 'What-To-Do-when' Checklist. This page gather a checklist of things to do depending of the day or context. This page is subject to change if new people join the task during 2024.

Type of content 1:
- Tournament Matches
- Tournament Matches Highlights
- Tournament Top Plays Compilation (1 per Tourney)

Type of content 2:
- Community Event & Stream
- Community Event Stream Highlights
- Funny Moments
- Bloopers

Type of content 3:
- Articles
- Podcasts
- Surveys

Type of content 4:
- Interviews
- Video Weapon Guides
- Video Gameplay Tutorials
- Documents

Type of content 5:
- In-Game Images / Photography
- Daily Steams
- Highlights Daily Streams
- Others Social posts and Announcements

Type of Day 1:
- Tournament Day
- Tournament Stream Day
- Tournament Content Day

Type of Day 2:
- Community Event Day
- Community Event Stream
- Community Event Social Media Posts

Type of Day 3:
- Educational Content Day
- Educational Content Writing
- Educational Content Video Making

Type of Day 4:
- Social Media Day
- Social Media Covering of latest news
- Event Preparation related to news
- Complete Social Media loop workflow if required

Type of Day 5:
- Daily Stream day + Highlights
- Surveys, Articles, Events, Tutorials, Podcasts, Event
- Preparation related to news or any other ideas to test
- Complete Social Media loop workflow if required

We want consistent stream for 2024, quality tutorials, document guides content, enjoyable articles to read on the website from time to time, solid tournament organization and fun community activity.

Checklist depending of what we want to produce, double-check page one to make sure no important tasks was missed.

In-Between & During Tournaments :

- Either YouTube short or post of shorts made for the week (YT + TikTok). Once content uploaded, ping Discord roles. Then post using the Wix Social Media post tool (Twitter, Instagram, Facebook, Liked In, YouTube + YT posts) Once posts made, ping remaining Discord notifications roles.

- Daily Stream and Content. Don't over sweat it, the goal is consistency. Check OBS, ping Discord role when live.

- During Stream, remember Highlights & Fun/epic cinematic clips, clip them or note the time stamp for next video edition (use replay Buffer).

- Starting 2024, post 1 image in IG once a month or so, from BF. Add text thematically under it.

- Discord Activity, Ping Vocal Invitation, Ping Community Event

- Think about other tasks and content, then focus music during afternoon + evening.

During and After Tournaments :

- Post BFNations Tournaments videos & livestreams, daily Tournament Highlights and content following the same workflow of the Daily Stream content.

- When required, summarize the most recent Tournament Results before Playoffs and after Tournament. Make MVP poster + Website Page during 2024.

- Summarizing most recent Battlefield News in longer posts. Write Article if required.

- Community events and sometimes Giveaways.

- Voice Chat and stream post of people playing in Community Events. Maybe make new Website section for it in 2024

- Think about other tasks and content, then focus music during afternoon + evening.

Other Type of Content :

- Pictures from events, Cinematic Battlefield shots, Fun/epic cinematic videos, High quality photos related to Battlefield (for example from our interviews or Podcasts)

- Update about the latest BF news (reposts from Battlefield/EA/Dice for example)

- Updates about BFN and the community (NOTM, community events, giveaways, pictures from EA Play/Gamescom etc) Twitter:

- Most recent Battlefield News

- Tutorial BFNations videos & Documents

- More Community events

- Retweeting stuff worth noticing

- Giveaways

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