



## **Client Summary Report**

By: The Golden Gate Agency

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Presented to the North County Basketball Program

May 15, 2023

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## Background

According to their website, “North County Basketball was formed in 2011 and played its inaugural game on June 8th of 2012 in Yorba Linda. North County Basketball is a DBA of North County Sports Association, Inc. Tax ID #38-3857389.” Since their inaugural game in 2012 in Yorba Linda, they have expanded to have between 150 to 250 teams each season where “teams come from Los Angeles, Orange, and Riverside County to play in what many people say is the best league in Orange County and Southern California.” Typically these games are played at “Yorba Linda High School, Esperanza High School, Lasorda Field House, Travis Ranch Middle School, and occasionally El Rancho Middle School in Anaheim Hills.” Their seasons are Summer between June to August, Fall between September and November, Winter between November and February, and Spring from March through May.

Their mission statement is “Our goal is to make recreational basketball competitive by teaching the concepts of competition and teamwork in a positive environment while building self-esteem, learning the fundamentals of the game, having fun, and making lifetime friends.” As a non-profit that serves the youth in the community, its goal is to create a basketball experience that enriches the lives of the youth learning the game. On their website, they have access to the rules for each league and how games are conducted. The registration fee is \$175 per player for each season.

Additionally, North County Basketball does have a social media presence. They are on Instagram and Facebook, frequently posting photos celebrating their league champions. They currently have 490 followers on Instagram and 289 followers, and 239 likes on Facebook. They do not appear to have a Twitter or TikTok account.

## Research

### S.W.O.T Analysis

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"><li>• Serves the local youth</li><li>• Experienced coaching staff</li><li>• Good reputation in the community</li><li>• Strong relationships with local schools</li><li>• Social media presence</li></ul>	<ul style="list-style-type: none"><li>• Social media presence</li><li>• Dependent on volunteers</li><li>• Social media presence and engagement</li><li>• Limited funding</li><li>• Limited resources</li><li>• Difficult to navigate website</li></ul>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"><li>• Local school events</li><li>• Growing demands for youth basketball programs</li><li>• Partnerships with local businesses to secure funding</li><li>• Expansion to other nearby communities</li><li>• Summer is approaching, and parents are looking for activities for children to remain engaged outside school.</li></ul>	<ul style="list-style-type: none"><li>• Other local youth basketball leagues</li><li>• Budget cuts impacting participation and funding</li><li>• Changes in regulations for youth sports</li><li>• Lack of available volunteers</li><li>• Other youth basketball leagues do not require evaluations, more accessible for registration.</li></ul>

## P.E.S.T Analysis

<i>Political</i>	<i>Economical</i>
<ul style="list-style-type: none"><li>● Local city government elections</li><li>● State government elections</li><li>● Safety regulations</li><li>● Public support/perception of the program</li></ul>	<ul style="list-style-type: none"><li>● Supply chain</li><li>● Inflation rates</li><li>● Employment rates</li><li>● The cost of living is high</li><li>● Requires staff/mentors and specific supplies to function</li></ul>
<i>Social</i>	<i>Technological</i>
<ul style="list-style-type: none"><li>● Gymnasium use at schools for other groups</li><li>● Large population</li><li>● Strong sense of community</li><li>● High-quality public schools</li><li>● Summertime activities are beginning</li></ul>	<ul style="list-style-type: none"><li>● Social media</li><li>● Scorekeeping machine advancements</li><li>● Sports bracket website advancements</li><li>● Located in Orange County, part of Oc's tech hub</li><li>● Supplies required such as gear, first aid, uniforms, etc.</li></ul>

## **Situational Analysis,**

Our team conducted a SWOT and PEST analysis of the North County Basketball organization to understand better how best to reach our target audiences. We found that North Country Basketball has several strengths, including an experienced coaching staff and a well-established reputation in the local community. To maintain these strengths, the organization has established relationships with local schools and serves the local youth community. However, the program needs more resources, funding, and a better social media presence. Fortunately, they are opportunities for growth through expanding the program to other local cities and securing more partnerships with local businesses. There are also opportunities presented in attending local school events to broaden outreach and build awareness. Additionally, with the summer approaching, parents will look for activities for their children. Evaluating current social media platforms and increasing engagement with target audiences would also be beneficial. At the same time, the program must also be mindful of the possible threats, such as competition from other local basketball programs and budget cuts impacting funding, as well as changes in regulations or requirements that could affect the normal operations of the program. Maintaining a regular influx of volunteers is essential to avoid a lack of assistance when needed.

Through our PEST analysis, our team can see the macro-environmental factors affecting the organization based on location. North Orange County, specifically Yorba Linda, is governed by the City Council, allowing local city elections. The city has a strong economy with high median household incomes. However, inflation and employment rates can negatively impact registration rates. The high cost of living in North Orange County could affect the city's businesses and real estate development, fluctuating the participation of local companies in the program. Socially, gymnasiums are easy to come by with large numbers of schools in the area,

but it is essential to be mindful of other events in these spaces. North Orange County has a large population and is culturally diverse with a strong sense of community. Several high-quality public schools in the area offer opportunities for engagement and participation in the program. Additionally, summer is approaching, which increases the demand for more programs tailored to youth. North Orange County's premier location in Orange County allows it to be in the heart of social's technology and innovation. The high-speed Internet and social media enable more opportunities to engage with possible participants online across different social media platforms. Also, there is the possibility of advancement in online sports brackets websites and scorekeeping machines.

## Primary Research

### **Introduction:**

To conduct an effective Public Relations campaign, it was crucial to understand the target audience to strategically direct communications efforts toward our audiences. The North County Basketball program must utilize trends, influences, and external factors to understand the needs and interests that attract these audiences. To understand the communications program for North County Basketball, we conducted primary research to create a problem statement and a communications goal to develop our strategies and tactics.

### **Method:**

We surveyed to draft a problem statement to see how we can best curate our communications goal toward North County Basketball players and parents. We created various questions that helped us understand each individual we surveyed and curated questions about this program and their current means of communication about North County Basketball. Through these questions, we created a generalization that allowed us to make this plan toward improving parent and player engagement with this program.

### *Questions Included in The Survey*

1. Are you a parent or player?
2. How long have you been a part of North County Basketball?
3. Do you or your player participate on a girls or boys team?
4. How do you receive information from North County Basketball? (Select all that apply)
5. Does the player currently attend a PYLUSD school?
6. If the player does not attend a PYLUSD school please write what school they attend.
7. What do you believe is the best way to reach parents and players of North County

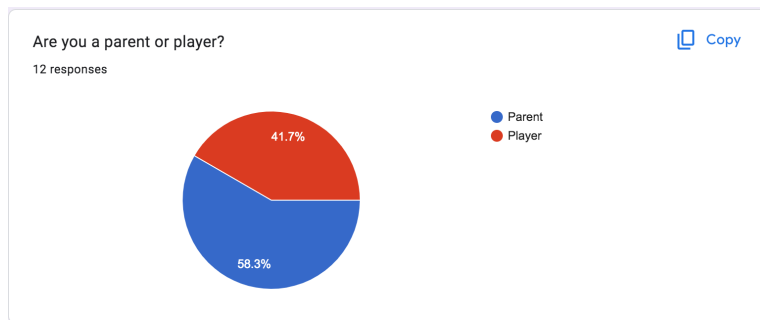


## Basketball?

### **Results:**

Through these results, we could assess the current communications needs of North County Basketball parents and players. We received twelve responses that helped us understand how to shape our objectives, strategies, tools, and tactics to reach our target audiences.

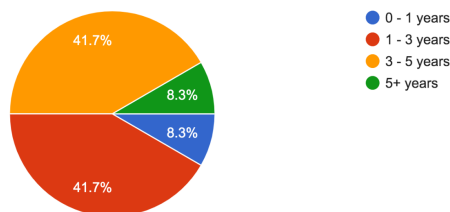
### **Question 1: Are you a parent or player?:**



When we conducted this survey, we received seven respondents as parents and five respondents as players. This is essential information for us to know because even with the survey, we received more engagement from parents than we did from players. Although both are crucial to the functionality of North County Basketball, it is essential to know how each audience receives communication best.

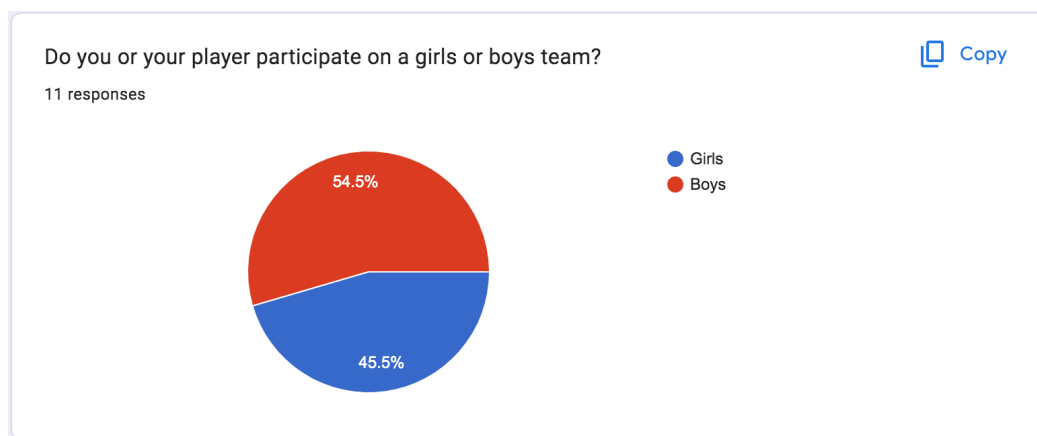
### **Question 2: How long have you been a part of North County Basketball?:**

How long have you been a part of North County Basketball  
12 responses



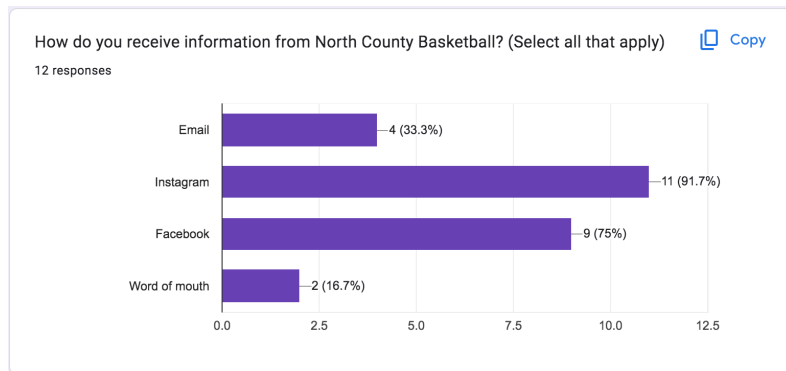
This question is vital to understand how long the respondents have participated in the North County Basketball program. To better understand the communications needs of our target audiences, we needed to analyze the different time commitments each individual has been a part of this program. We were able to determine that one respondent has been a part of North County Basketball for zero to one year, five respondents have been a part of the program for one to three years, five respondents have been a part of the program for three to five years, and one respondent has been apart of the program for five or more years. Through this information, we determined that most of those parts of the program are most likely new or relatively familiar with the program.

**Question 3: Do you or your player participate on a girls or boys team?:**



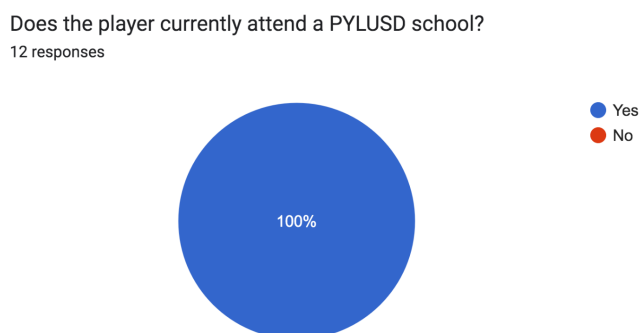
This question helped us analyze whether we had more boy or girl teams participating in our survey. Based on our respondents, we had six individuals claim they were connected to one of the boys' teams, and five respondents said they were connected to one of the girls' teams. This helps us determine the demographics within the survey to assess who is responding to our survey. Through this, we have an even split, but with the boys' teams having one more respondent.

**Question 4: How do you receive information from North County Basketball? (select all that apply):**



This question helps us understand the current channels of communication North County Basketball participants are gaining their information. Based on our feedback, four respondents received information from their email, eleven from their Instagram, nine from their Facebook, and two from word of mouth. This helped us understand that social media through Instagram and Facebook was the best way for us to reach our target audiences, and it was important when drafting our communications goal, strategies, and tactics.

**Question 5: Does the player currently attend a PYLUSD school?:**



This question helped us understand the current school district zone of North County Basketball games and see if it was worth targeting school districts within our strategies. Based on the responses, we found that all twelve respondents are currently connected to a school in the

Placentia Yorba Linda Unified School District. This response helped us draft our strategy of conducting a summer league registration PYLUSD flyer campaign.

**Question 6: If the player does not attend a PYLUSD school please write what school they attend.:**

If the player does not attend a PYLUSD school please write what school they attend.

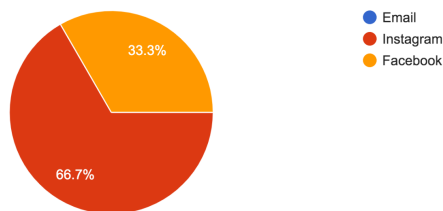
0 responses

No responses yet for this question.

This question was created as a response for those not connected to the PYLUSD schools. Based on the previous question, we found that all respondents attended a PYLUSD school, so this question received no responses.

**Question 7: What do you believe is the best way to reach parents and players of North County Basketball?:**

What do you believe is the best way to reach parents and players of North County Basketball?  
12 responses



This question helped us analyze the preferred communication method for our current North County Basketball respondents. We found that eight respondents preferred Instagram, four preferred Facebook, and zero preferred email. These responses shaped our communications goal, strategies, and tactics around Instagram and Facebook engagement. We conducted social media management tactics that created consistent and engaging content that would attract our viewers.

Social media engagement was crucial to solving the communications problem, and to do that, we had to create groundwork that made a consistent and engaging brand for North County

Basketball.

## **Problem Statement**

North County Basketball League is not effectively utilizing its current social media platforms in a way that will grow membership or awareness.

## **Planning**

### **Communications Goal and Objectives**

#### **Communications Goal**

We aim to increase stakeholder engagement with the North County Basketball program by May 17, 2023. Our social media campaign will accomplish this goal by implementing increased outreach and social media initiatives. Achieving this goal will increase awareness and knowledge surrounding the North County Basketball program.

#### **Objectives**

Our first objective is expanding the North Country Basketball Leagues' social media presence. Our objective with this is to have more informative posts on Facebook, Instagram, and NextDoor multiple times each week. The program currently uses social media pages to shout out teams for their accomplishments. We aim to see more schedule updates and registration dates while still shining a spotlight on the team. Posting more information will help achieve our long-term objective of retaining more players for the league. In order to grow the social media presence and obtain more league players, more posts need to be made by May 10th. May 10th is the last day to register for the summer league, starting July 2nd.

Our second objective is to increase enrollment numbers. To do so, we will hang fliers around the schools and surrounding areas leading up to May 10th. The flier distributions will happen the week before the deadline closes. We will check again to ensure the fliers are still up. By doing this, we aim to increase enrollment because parents and students not present on social media can see the fliers and consider enrolling.

## Key Audiences/Public

The first key public we target is parents of children within the elementary schools of the PYLUSD school district. The goal of this audience is that if we recruit children early on, they are more likely to stay in the program longer. Children in the K-6th grade are likely to join the Program and remain committed consumers. Kids who join 7th-12th grade are more likely to not stay within the program long term. In order to reach our first key audience, we will target moms and dads of elementary school children who are of the ages of K-6th grade in Placentia and Yorba Linda. Parents in these areas are likely to have children in the PYLUSD. We will focus our efforts on parents by posting on Facebook, Instagram, and NextDoor. Posting on these platforms will aid in spreading the word to parents who do not go onto school grounds often.

Our second key audience will focus on the students of PYLUSD. Focusing on the students will allow us to focus on acquiring children interested in playing basketball. By hanging up flyers around schools, we will focus on outreach to students and parents on campus. Students K-6th grade, boys and girls, will be able to see the flyers around their school and tell their parents about the league and potentially play. With this audience, students interested early on will likely stay in the program longer. Focusing on elementary school students will allow us to focus on obtaining children who already play and children who are interested in playing. The flyers help reach the student as many younger students will not have social media to see the flyers and updates posted online about upcoming sign-ups.



## **Demographics and Psychographics**

### **Demographics**

Parents in the PYL school district may fall within a wide age range, typically between their 20s and 50s. The median age is 40 (US Census Bureau, 2021). This range encompasses parents of children from preschool to high school. The PYL school district has a diverse community, including various ethnic backgrounds, such as Caucasian and Hispanic/Latino. Asian, African American, and others (US Census Bureau, 2021). The school district's parents are predominantly white and Hispanic. The district has a mix of socioeconomic backgrounds ranging from lower-income households to middle-class and upper-income families. The median household income is \$101,252, about 20% higher than the California average (US Census Bureau, 2021).

### **Psychographics and Self-Interests**

Parents in the PYL school district may value education highly and prioritize their children's academic success. About 43.7% of adults in the area have a bachelor's degree, and 89.8% have a high school degree or higher (US Census Bureau, 2021). According to Niche, residents of Placentia/Yorba Linda enjoy that it is a nice quiet suburban area (2021). People enjoy walking trails, indicating they enjoy being outdoors and active (Niche, 2021). The residents also enjoy the parks and various activities offered in the area. The residents value having options for recreational activities (Niche, 2021). Considering this, our team can assume that parents in the area would be interested in more recreational activity options.

### **Importance of Children's Involvement in Sports**

Engaging children in recreational sports can teach children valuable life skills and teamwork and help children stay active. Children can make lifelong friends and memories

through recreational sports and learn about their passions. Engaging children in recreational sports can lower rates of anxiety and depression among adolescents and is proven to lower stress which high academic stress can often cause (Kb, 2020). Also, starting children in a sport from a young age can improve their academic success by teaching them time management, goal setting, and work ethic (Kb, 2020). Finally, a lifelong participation in sports leads to a healthy lifestyle in adulthood (Kb, 2020).

## Key Messages

### **Primary and Secondary Key Messages for parents of children within the elementary school in the PYLUSD school district**

#### *Primary Key Message*

The North County Basketball is a local youth league for boys and girls to learn how to play and compete.

#### *Secondary Key Messages*

- Boys and girls of all levels are welcome to check out the league and join.
- North County Basketball is locally run and has been around for 12 years.

### **Primary and Secondary Message for Students of PYLUSD**

#### *Primary Key Message*

Youth girls and boys interested in playing a sport have the opportunity at North County Basketball League.

#### *Secondary Key Messages*

- North County Basketball is a great way to meet new friends and be active
- More information for parents is available on the website or with email inquiries (provide links/addresses).

# Implementation

## Strategies, Tactics, and Tools

### Strategies:

- Create a consistent North County Basketball brand to increase our reach with our primary and secondary audiences.
- Communication and partnership with the local Placentia Yorba Linda Unified School District to establish awareness of North County Basketball.

### Tactics:

- Utilize Instagram and Facebook to establish our brand with our primary and secondary audiences to spread awareness about the upcoming summer league and North County's mission.
- Create a social media calendar with scheduled posts and stories to ensure brand consistency and engagement are being implemented.
- Establish a partnership with local schools in the PYLUSD by hanging flyers on and near campuses to increase engagement with our target audiences.

### Tools:

- Instagram
- Facebook
- Next Door
- Google Sheets
- Canva

## **Social Media Management - Primary and Secondary Audiences**

For our first strategy, we have established Instagram and Facebook deliverables where we have created eight graphics to post and twenty-eight stories to post. With each post, we also created captions and a series of hashtags to add to each post. Upon studying the current state of the North County Instagram and Facebook pages, they had a significant lack of consistency which led us to establish a brand image that is in correlation with their brand's color scheme and mission. To promote the summer session registration link, we created several posts centered around reminding followers that May 10th was the deadline to sign up before it was too late. In addition to these reminders to sign up for registration, we created posts and stories centered around educating followers about North County's mission and its primary purpose as an organization. We created a story spotlight alert series, a share your why story series, an about us story series, rules in review series, and a team spirit series. These story series will allow North County Basketball to continue the brand well after this campaign and be able to interact with its audiences in an engaging manner. Our story spotlight alert series highlighted Coach Pietsch, a founder of North County Basketball, and Kobe Pietsch, son to Coach Pietsch and alums North County Basketball player. The share your why story series consisted of a player and a parent edition to allow parents and players to comment on why they chose to be involved with North County Basketball. Through this story series, our goal was to interact with our stakeholders in an innovative way that allowed their voices to help us share the North County mission. We designed the about us story series with questions that allowed our followers to answer questions that educated them about the history of North County Basketball. The questions helped North County Basketball share more about how it became one of the leading basketball programs in the county. We implemented the rules in the review session after the summer league registration link closed.

as a way for us to educate our current and new players and parents about league rules before stepping on the court for the upcoming season. Then, the team spirit story series was an interactive way to share the excitement with the North County Basketball community surrounding the summer season as the new teams were just released. We created a two-week content calendar for North County Basketball to ensure our client could remain consistent with posting. This two-week content calendar was a Google Sheet document that included posts and stories from May 1st through May 14th. On the first page of the content calendar, we created an important links page that included the Canva stories graphics, the Canva posts graphics, the post instructions, and the stories instructions. Then, on the second and third pages, we included our content calendar's scheduled posts for each week. Each day we included the where, when, what, and a direct link to the post instructions. This content calendar was a great resource for our client to have a clear roadmap of when, where, and what they post to their social media platforms. Overall, through the social media management strategy, we provided the client with thirty-six social media graphics, associated captions, and a content calendar with instructions on how to post to these platforms.

### **Summer League Registration Flyer Campaign - Primary and Secondary Audiences**

For our second strategy, we created a flyer to promote the North County Basketball summer league. Through this campaign, we hung up flyers around the Placentia Yorba Linda Unified School District schools to promote basketball summer registration within the local area. Through this flyer campaign, we targeted schools in the PYLUSD because the program plays most basketball games within this region. We hung flyers near Fairmont Elementary, Glenknoll Elementary School, Bernardo Yorba Middle School, Yorba Linda Middle School, and Travis Ranch Middle School. We could target the most vital age groups through these schools to

become long-term North County players. In addition to targeting players through this campaign, we could target parents strategically. Upon drop off and pick up times for school, we could hang flyers on light posts within the parking lot that were in the direct eye line of cars picking up their children. With this in mind, as parents wait to pick up their children from school, they can read the North County Basketball flyer to encourage them to register their children for the summer league. In the future, North County Basketball can expand its communication with the local schools to have their information read on the loudspeaker during school announcements and included in essential school newsletters. Overall, through this campaign, we connected with the school to reach the students and parents we are targeting.

## **Communications and Actions**

The calendar below details our planned schedule for May. The strategies and approach for the media are weekly scheduled posts. The scheduled posts will happen seven days a week. The daily posting does not account for daily engagement with followers through replying to comments and reposting stories. The Golden Gate Agency's strategy is to build engagement and following on social media accounts to reach more audiences. We will meet with the client weekly on Mondays to review what events or announcements we recommend they post on social media accounts.

To help aid our community outreach, we have posted flyers at the local schools in the PYLUSD. The flyers target the interest of school-age children who want to play basketball. Also, the flyers could engage parents looking to register their children for recreational activities in the summer.

Ways in which we will reach parents of the PYLUSD will be through daily posts on Instagram and Facebook. These posts will help update the community, post registration deadlines, and engage the community on team achievements. We will also make two Next Door Neighbor posts that will contain information on how to register for the program and what services the program offers. These Next Door Neighbor posts help us reach parents of children in the PYLUSD who do not have regular Instagram and Facebook accounts.

We will be providing a social media content calendar. The content calendar has detailed descriptions of the goal and purpose of each post, where to post it, and includes a link to the material for posting. The content calendar includes captions for use on the post and additional links to alternative captions for future posts. The content calendar makes posting simpler and more time efficient.



## Calendar

# MAY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1	2	3	4	5	6
	2 Instagram story posts	2 Instagram Story Posts	Instagram Post	2 Instagram Story Posts	Instagram Post	Instagram Story
	Meet with Client		Share IG posts on Facebook.	Share IG posts on Facebook	Instagram Story	Share the story on Facebook
	Share IG posts on Facebook	Share IG posts on Facebook	Next Door Post		Share IG posts on Facebook	
7	8	9	10	11	12	13
Instagram Story Series	2 Instagram Story Posts	Instagram Post	Summer Registration Closes	Instagram Story	Instagram Post	Instagram Stories
Share IG Stories on Facebook	Share IG posts on Facebook	Instagram Story Post	Instagram Post, Story Post	Facebook Post	Facebook Post	Facebook Posts
	Meet with Client	Share posts on Facebook	Share IG Posts on Facebook			
		Post Flyers at Schools in PYLUSD	Next Door Post			
14	15	16	17	18	19	20
Instagram Post						
Facebook Post						
21	22	23	24	25	26	27

28	29	30	31	1	2	3
	Memorial Day					

## Budget

Below is our proposed budget for the month-long campaign for the North County Basketball Program for a total of **\$23,503.99**.

**Social Media Management** strategy costs \$2,103.99, including a monthly daily monitoring and management team, a Canva subscription to support brand development, FaceBook ads, Instagram Ads, Hootsuite Analytics, and a monthly content calendar.

**PYLUSD Flier Campaign** strategy costs \$300, which includes the Canva subscription to support brand development, QR code development service, flyer development and design, and 200 printed flyers.

**Golden Gate, Agency Publicity Fees Strategy**, costs \$21,100. It will include a press kit containing press materials with documents, photos, and newsworthy information, media monitoring services to track mentions of North County Basketball in the press, and a month-long hourly rate for the five PR professionals executing this public relations campaign.

Direct Program Cost	April 14th - May 14th	
<b>Social Media Management</b>		
Daily Monitoring and Management	\$1,200	\$1,200
Canva Brand Subscription	\$14.99	\$14.99
FaceBook Ads	\$30	\$30
Instagram Ads	\$30	\$30
Hootsuite Analytics	\$129	\$129
Monthly Content Calendar Development	\$700	\$700
<b>PYLUSD Flyer Campaign</b>		<b>\$2,103.99</b>
Canva Brand Subscription	-	-
QR Code	\$35	\$35
Flyer Development and Design	\$100	\$100
Flyer Printing (200)	\$165	\$165
<b>Golden Gate Agency Publicity Fees</b>		<b>\$300.00</b>
Press Kit	\$1,200	\$1,200.00
Media Monitoring Services	\$400	\$400.00
Employee rate (\$65 per hour) (5 PR employees)	\$65 X 5 employees X 2 hours per day X 30 days	\$19,500.00
		<b>\$21,100.00</b>
<b>TOTAL</b>		<b>\$23,503.99</b>

## Results/Evaluation

We aimed to increase North County Basketball's social media presence and enrollment numbers. To achieve this, we curated flyers to hang up at various schools in Orange County, social media posts for both the company's Instagram and Facebook accounts, and a posting schedule for said posts.

When conducting our initial research, we found that the North County Basketball Instagram had 490 followers on Instagram. By the end of the campaign, this number grew to 509 followers. Additionally, their Facebook profile boasted 289 followers and 239 likes at the beginning of the campaign. The numbers have since increased to 306 followers and 243 likes.

Although the numbers increased, our client did not use any materials we sent them. However, they were still posting on their accounts during the campaign. These posts were similar to what they had previously been posting. The increase in followers could be due to their summer registration sessions. When new families register for the program, they might follow the company on social media. However, we cannot state that we caused the growth with unique branding and materials.

When working with the client, we knew the tension between the company's co-presidents. The knowledge of the tension impacted our ability to achieve our goals, as we were only working with one leadership team member and advised against communicating with the other. Additionally, we were unaware of the aspects each member was involved in, making it challenging to communicate with the company as a whole. This strain in communication is the main issue. Our plan could have been more successful than it was.

If we continue working with the client, we would want to communicate with all company parties to achieve our goals effectively. Additionally, we would like to check in with the client

more frequently to ensure they post the approved materials. If they continue not to post them, we would want to check in to address any concerns with the materials provided.

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## Materials

The materials we developed through our public relations campaign with North County Basketball were through our social media management strategies and the summer league registration flyer campaign.

We developed thirty-six social media graphics for posts and stories on Instagram and Facebook. We also provided the client with instructions on what caption they should include and how to post the graphics to specific platforms. The platforms we prepared materials for were Instagram, Facebook, and Next Door.

We also developed a flyer for the summer league registration campaign, which we distributed this flyer near local schools in the Placentia Yorba Linda Unified School District.

After this month-long campaign, we provided the client with resources to continue the brand development past our public relations efforts. We provided them with the direct Canva links and our graphics for future use. In addition, we also provided them with a how-to-continue the brand document with tips on how to further the communications momentum we started.

To review the [North County Basketball Materials](#), please utilize this link.