

**Portland Trail Blazers**  
*Internal Communications Proposal*

**Objective:** To encourage Portland Trail Blazer players and coaches to engage in the social media strategy that is currently in place.

**Issue:** Currently, the Portland Trail Blazers are attempting to increase its presence in various social media communications such as Facebook and blogging. One of the proposed ways to increase traffic to the Blazers social media communications is to approach the idea from a different perspective. One perspective to achieve the goal of the social media strategy is to engage current players to create and maintain a blog throughout the season. A second perspective is to create a YouTube video channel that highlights the daily lives of players and coaches. However, communication with players and coaches tends to be rather difficult given the intensity of the NBA season.

**Target Audience:** The focus of this internal communications piece will be on the players and coaches of the Portland Trail Blazers. In order to successfully achieve the organization's social media strategy, targeting those who can have a direct impact on the plans success will ensure its implementation.

**Internal Communications Piece:** Given the intense schedule of NBA players throughout the season, communication lines become significantly more difficult to relay information. In order to combat the extremely time-consuming schedule of NBA players, this internal communications piece will consist of a video newsletter that will be distributed to players via the thumb drive that players receive each week to prepare for their upcoming games. By issuing this communications plan through the thumb drive each player receives, we can assure that players are receiving the information and are understanding what we are trying to accomplish. Also the leisure-ness of listening, as apposed to reading, will make it more desirable for players to intake the information. The video newsletter will be rather brief, running no longer then a minute.

**Video Newsletter Script**

**Screenshot:** "A Message From The Communications Department"

***Narrator:*** As you know, the Portland Trail Blazers take pride in its ability to connect and engage fans through social media. Currently, we have been nominated for the award of best social media strategy for a sports organization. Although we have a superior and strong social media presence, we feel that we can still improve and enhance the perception of our social media campaigns.

***Narrator:*** Recently, we have implemented a new social media strategy to help further our goal of increasing your presence among these communication methods. Two areas that we are looking to improve are blogger relations and video productions. We are planning to improve these areas by engaging you to partake in their production and development.

***Narrator:*** We are looking for players who are interested in creating and maintaining a blog throughout the upcoming season. We are also looking for players who would be interested in being apart of our new YouTube video series that documents the daily lives of the Portland Trail Blazers called, “Behind The Jersey”.

***Narrator:*** In order to continue with the success the Portland Trail Blazers have had as an organization, we must remind you that engaging with our fans will strengthen our relationships and help us improve overall as a dominant franchise. If this type of communications is something of interest to you, please feel free to email me at [zbrown@blazers.com](mailto:zbrown@blazers.com) or call me at (503) 797-1234.

***Narrator:*** It is important that we all stay united with our fan base. Through social media, we can achieve this and help strengthen our relationships to ensure our continued success. I hope to hear from you very soon. Thanks for taking the time to listen to this video newsletter and good luck this week. Go Blazers!