

Brand Audit

This brand audit evaluates The Women's Sports Network (WSN) based on its current digital footprint and your research data. As a 3rd party observer, I am analyzing how the brand's mission- "*We just needed our own network. Game on.*"-translates into its public identity. While WSN positions itself as a "network," much of its digital execution currently functions like a social content distributor, creating a gap between brand promise and public perception.

1. Brand Identity & Visual Audit

The Problem: Fragmented recognition.

- Logo Confusion: You noted that multiple logos are hindering brand recognition. This is a "Brand Architecture" issue. WSN is positioning itself as a "Network," but by using different visual identities for PWHL, LOVB, and its own channel, it looks like a fan account rather than a media authority.
- The "Driving Sport" Mystery: The lack of a clear "hero" sport makes it difficult for a new user to understand the value proposition in the first 3 seconds of a profile visit.
- Graphics Quality: While "heavy graphics" are being used, they appear to be template-driven. They fill space but don't always build *narrative*.

2. Platform-Specific Audit

Instagram (The "Growth Engine")

- Followers: 11.8K (Strongest presence)
- Content Mix: High reliance on Collaborations (LOVB/PWHL).
- 3rd Party View: This is your only platform currently "winning." However, the engagement is mostly coming from the *athletes'* fans, not necessarily *WSN* fans.
- Video Form: Primarily Short-Form (Reels). Average time: 15–30 seconds.

Twitter/X (The "Engagement Gap")

- Followers: 1,183 (Very low for a national network)
- Copy Analysis: "Cringy" and "Wordy." Sports Twitter thrives on punchy, reactive, and meme-literate content. If WSN is posting long, descriptive text with graphics that look like corporate brochures, the audience will ignore it.
- Reach: ~250 is extremely low. It suggests the algorithm is suppressing the posts because there is no "X-factor" (replies, retweets, or hot takes).

LinkedIn (The "Untapped Authority")

- Followers: 2,033 (7 posts)
- Status: "Ghost Town." Having 2k followers with only 7 posts is actually a massive opportunity. It shows people *want* to follow the business side of the network.
- Copy: Purely informational/graphic-heavy. It lacks "Thought Leadership."

Youtube (The "Missing Foundation")

- Subscribers: 223K (low relative to WSN's network positioning and cross-platform reach)
- Role Misalignment: Currently positioned as a supporting channel, when it should function as a core, foundational platform for storytelling and audience ownership

- Content Mix: Highlights and short-form clips dominate, with limited and non-consistent long-form (narrative shows or series)
- External Perception: WSN has the access and ability to win on youtube, but currently lacks consistent content (last post a year ago) and investment into long-form series to establish network-level presence
- Content Depth: Shallow compared to audience demand for analysis and storytelling in women's sports
- Conversion Issue: Views are not consistently converting into subscribers or repeated viewers
- Consistency Gap: Inconsistent posting and lack of recurring formats limits algorithm reach and habit formation from viewers

3. Content Strategy: Long-Form vs. Short-Form

- Current State: 90% Short-Form.
- The "Network" Paradox: A "Network" implies long-form programming (interviews, documentaries, full games). However, their YouTube and social channels are not currently showcasing this.
 - Without a recurring long-form series, WSN cannot train audiences or platforms to treat it as a true network
- Video Times: * Socials: 15–45 seconds (Highlights/Graphics).
 - YouTube: Missing the "Middle Ground" (5–10 minute athlete profiles).

4. SWOT & SOAR Analysis

SWOT (Current State)

Strengths	Weaknesses
Loyal IG base; access to PWHL/LOVB talent.	"Wordy" copy; multiple logos; low Twitter reach.
Opportunities	Threats
LinkedIn B2B growth; Long-form YouTube storytelling.	Established competitors (Just Women's Sports/Togethxr).

SOAR (Aspirational State)

- Strengths: Leveraging 11.8k followers to drive linear network viewership.
- Opportunities: Becoming the "ESPN of Women's Sports" through the "Own Network" mission.
- Aspirations: Creating a unified visual brand that fans recognize instantly across any sport (Volleyball, Hockey, etc.).

- Results: Increasing Twitter engagement by 300% through conversational (non-creaky) copy.

5. 3rd Party Verdict: "The Outsider View"

The Copy: The tweets feel like they were written by a marketing department, not a sports fan. To fix the "creaky," the brand needs to adopt a "fan-centric" voice. Stop *explaining* the sport and start *celebrating* it.

The Audience: You are targeting Gen Z and Millennial female sports fans. This demographic is allergic to "wordy" graphics. They want authenticity. The mission "Game On" is aggressive and exciting, but the current social media posts are safe and quiet.

Final Recommendation:

1. Kill the extra logos. Pick one master WSN brand and stick to it.
2. Shorten the copy. If a tweet has more than 2 sentences, need to shorten it
3. Humanize the Network. Use more videos of "people talking" and fewer "static graphics."

Questions to Answer

1. Look up all of their social accounts
2. Watch videos, look at their follower count, posts, is it most long form or short form videos, average time of videos?
3. Do a SWOT and SOAR analysis
4. 3rd party outside view: someone who is not working for the company that
5. Look at the copy that they are using
 - a. Are tweets good or cringy?
 - b. Who is the audience they are trying to connect with?

Research

We just needed our own network. Game on.

Social Media Pages

LinkedIn

- [Link](#)
- Posts: 7
 - [Most Likes](#): 94
 - Least Likes: 4 (multiple posts)
 - All pictures and graphics
- Followers: 2,033

Instagram

- [Link](#)
- Posts: 503
 - Collaborations w/ LOVB that are getting lots of likes and exposure
 - [Own Post](#) : 463 likes and several comments
 - Combination of videos, photos, and minimal graphics
 - Heavy graphics for PWHL
- Followers: 11.8K

Twitter

- [Link](#)
- Posts: lots of graphics and minimal likes
- Reach is about 250ish
- Followers: 1,183
- Very wordy tweets.

Facebook

Youtube

- [Link](#)
- Videos: 878
- Subscribers: 223k
- Primarily long-form, but also posts shorts.
 - [Most views](#): 679k
 -

Tik Tok

- [Link](#)

Strengths

- Strong Instagram following

Weaknesses

- Multiple logos
- A little hard to fully understand the driving sport
- Has not posted on most platforms in several months to a year.