

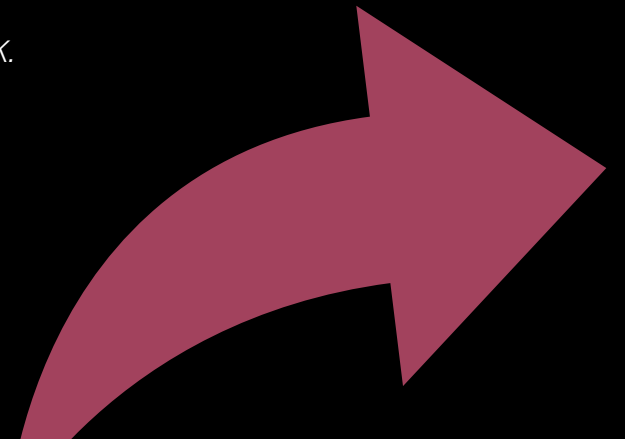
ABOUT DITTOE PUBLIC RELATIONS

- Dittoe Public Relations is a national PR and social media agency based in Indianapolis. They focus on media relations, thought leadership, social media, content creation, and crisis communications. They prioritize owned and earned public relations and social media strategies that drive brand awareness, market share, website traffic, investors, talent, sales and objectives.



INDY DRIVERS MARISSA MAXEY'S PORTFOLIO

All edits/review/approval throughout were made by: Digital Marketing Manager Paige G. & Social Media Manager Mia K.



ABOUT INDY DRIVERS

A professional pickleball team located in Indianapolis, associated with NPL (National Pickleball league).



Dittoe PR Social Media Intern
Account Longevity: August 2024 – October 2024

MY ROLES & RESPONSIBILITIES

- Outline and draft biweekly content.
- Edit videos as needed.
- Find content/trends to implement and create shot-lists for on-site events.
- Perform follower acquisition on all their social platforms (X, IG, FB).
- Pull metrics on a monthly basis.



SOCIAL COPY EXAMPLES



"I can't stop playing, it's still addicting, even now."

What a great conversation with [#ARCSeattle](#) and our very own Chris Miller about the world of professional 50+ age group pickleball!

With sharp skills, fierce plays and great teamwork—we make it happen! 🔥 🏓

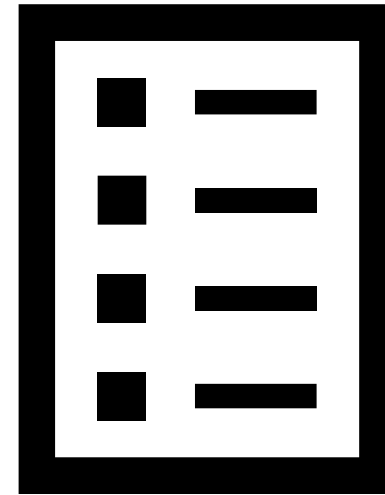
Breaking down that winning feeling one phase at a time. 🙌 🎉

As a force in the professional pickleball league, our very own Moira Roush inspires those around her with her passion and dedication.

Discover her journey from tennis player to pickleball champion and uncover her inspiring perspective on the sport:

Respecting the game = respecting the players. We love getting to see and play with our fellow NPL teammates!

CONTENT PLANNING



Week 1

Monday, Sept. 16: Houston tournament post

- Format: Photo carousel
- Pictures taken of matches, trophies, team photo, etc

Wednesday, Sept. 18: Reel post

- Format: Video
- Pickleball 101 or post-match interviews

Thursday, Sept. 19: Reel post

- Format: Video
- Reel trend: “I feel like you’re just here for the team dinner”

Friday, Sept. 20: Championship countdown

- Format: Creative asset
- Weekly countdown to the final championship, Countdown: 4 Weeks Away

Saturday, Sept. 21: Reel post

- Format: Video
- Reel trend: “POV: You’re playing pickleball at Pickleball Country Club”

Week 2

Monday, Sept. 23: Reel post

- Format: Video
- Who’s on your fantasy football team this year?” or “Who’s the Joe Burrow of the Indy Drivers?” (Football Sunday)

Tuesday, Sept. 24: Teamwork post

- Format: Photo carousel
- Action shot photos or team bonding photos

Thursday, Sept. 26: Reel post

- Format: Video
- Pickleball 101

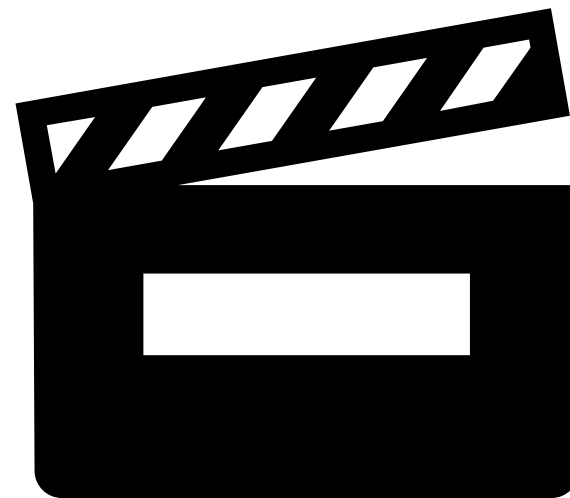
Friday, Sept. 27: Championship countdown

- Format: Creative asset
- Weekly countdown to the final championship, Countdown: 3 Weeks Away

Saturday, Sept 28: Community engagement

- Format: Photo/Creative asset
- “Comment using gifs only, what made you a pickleball fan”

VIDEO REELS



Video #1

Video #2

Video #3

Video #4