Race weekend social media plan (FREE printable resource)

A free plan for racers: seven posts per race weekend that keep sponsors visible without taking over your weekend.

The plan

#	When	Post	Tag sponsors?
1	Mon–Tue before	"Next stop: [track]" with a car photo and race dates	Yes, all
2	Thu or Fri	Packing the trailer or travelling, behind the scenes	One sponsor feature
3	First practice	A short video or photo on track, "first laps done"	Optional
4	Saturday night	Qualifying result plus a team or pit photo	Yes
5	Race day morning	Car on the grid or dummy grid, "race day"	Yes
6	Sunday night	Results and thank you, best photo of the weekend	Yes, all, by name
7	Mon–Wed after	Weekend recap: highlights, lessons, what's next	Yes, plus link to event report

Photo shot list

- Car side-on with every sponsor logo clearly visible
- Driver in helmet beside the car
- Team or family working in the pits
- Car on track (ask a friend or the track photographer)
- Grid or dummy grid shot
- Trophy, result sheet or timing screen
- Anything with a sponsor's staff, product or shirt

Caption templates

Before: Round [x] this weekend at [track]! Huge thanks to [sponsors] for getting us here. Follow along: [link]

After: P[x] at [track] — [one-line highlight]. Couldn't do it without [sponsor 1], [sponsor 2] and [sponsor 3]. Next stop: [track], [date].

Tough weekend: Not the result we wanted at [track], but [what you learned or what went well]. Thanks to [sponsors] for backing us through the highs and lows. We'll be back.

Tips

- Tag sponsors' business pages, not just their names.
- Post the Sunday-night thank you even after a bad weekend.
- Ask one family member to be the weekend's photographer.
- Save your best photos for the event report and season wrap-up.