

Project Proposal

Inside the Inequality: A 6-Week Series on Women's Sports

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Executive Summary

This LinkedIn article and post series will focus on addressing the inequalities in women's sports. As a corporate woman in sports, I am heavily interested in advocating for women and educating people on the inequalities that women athletes face daily – from something as well known as pay gaps, game coverage and funding gaps, to more serious issues like the sexualization and protection of women athletes, and why women's medical research isn't as thorough as men's medical research. Over the course of 6-7 weeks, each article and post will spotlight a different issue, supported by current data, historical context, and expert interviews and voices. The goal is to raise awareness, drive discussion, and create an urgency to level these gaps in the sports world and beyond. I also aim to increase my credibility and become a thought-leader in the women's sports field through my LinkedIn profile.



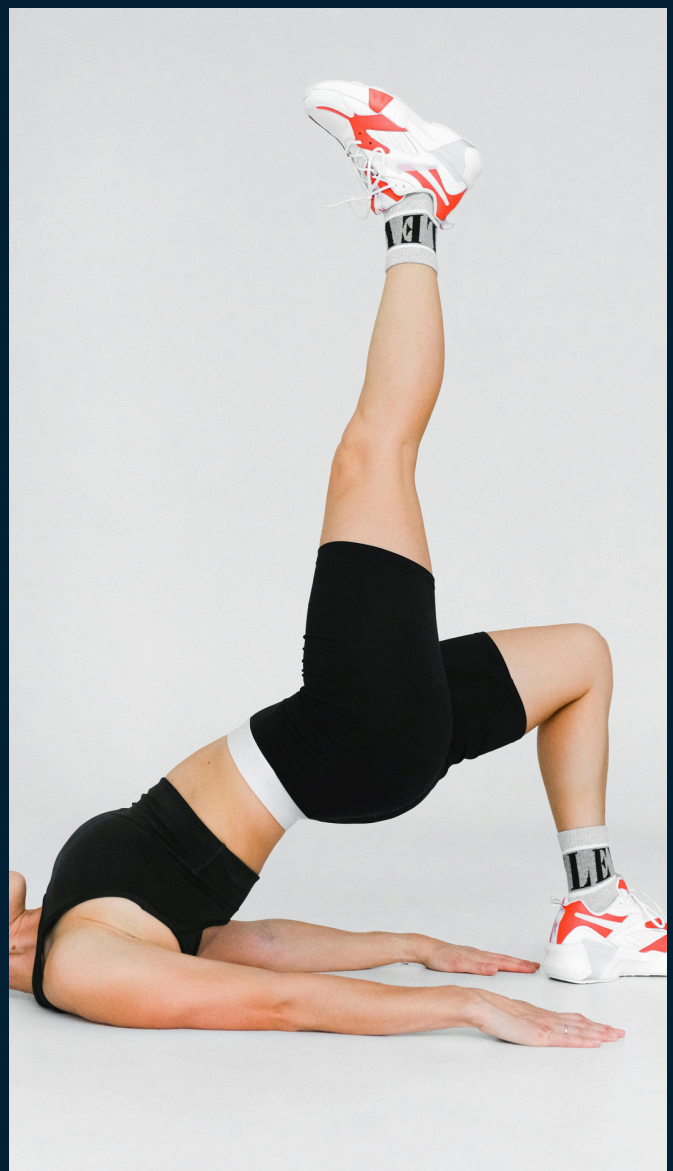
Goals & Objectives

The main **goals** with this LinkedIn campaign are to:

- Increase awareness on the inequality in women's sports – it's more than just a pay gap.
 - Educate people that there are also issues with female athlete health research and safety.
- Advocate for women athletes, and create a thought-leadership presence in the world of women's sports.
- Create discussion and visibility on this topic through LinkedIn.
- Show initiative in my field that this is something I'm passionate about.

The main **objectives** are:

- Publish 1 article and post per week for 6–7 weeks.
- Achieve 25+ engagements per article (likes, comments, and shares).
- Gain 100+ new connections/followers from industry professionals and advocates.
- Encourage conversation through tags and mentions (@WNBA, athletes, journalists, etc).

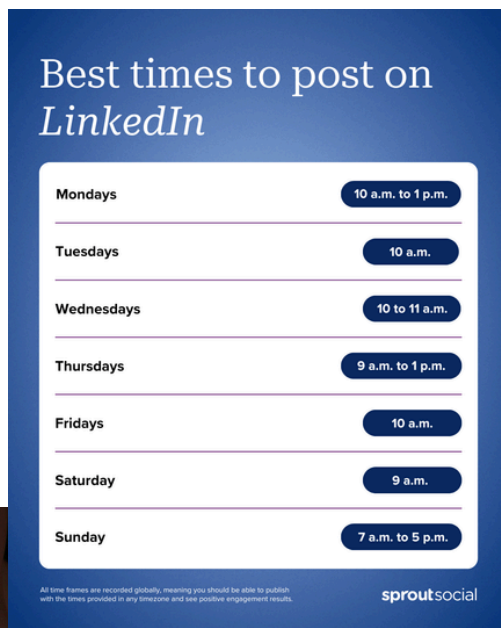


Project Proposal

Timeline

Each week, I will write an article that will range from about 600–1,000 words, along with a short post to promote the article.

I will keep in mind the data below (a graphic provided by Sprout Social), and post during those times on LinkedIn.



Week 1

The Historical Inequality of Women's Sports

Historic timelines, stereotypes and stigmas, and influential people who paved the way.

Week 2

The Gender Pay Gap

Discuss WNBA pay gaps, playing overseas, Unrivaled, CBA.

Week 3

Game Coverage & Funding Gaps

Stats on media coverage with men vs. women, brand investment trends, TV stations, the lack of women's sports broadcasted.

Week 4

Safety, Protection, and Abuse in Women Athletes

Sexual harassment on social media, Simone Biles, stalking instances with woman athletes (CC and PB), and what should be done to protect women.

Week 5

The Research Gap in Women's Sports Science

Exercise physiology data in men vs. women, how women are understudied in research in general. ACL tears and hormones.

Week 6

How we move Forward

Discuss changes and opportunities that can be taken to take better care of women in sports. How we can support and continue to better society.

Week 7

Bonus Interview?

If circumstances allow, I'd like to interview a woman in the sports field, whether that be an athlete or my boss.

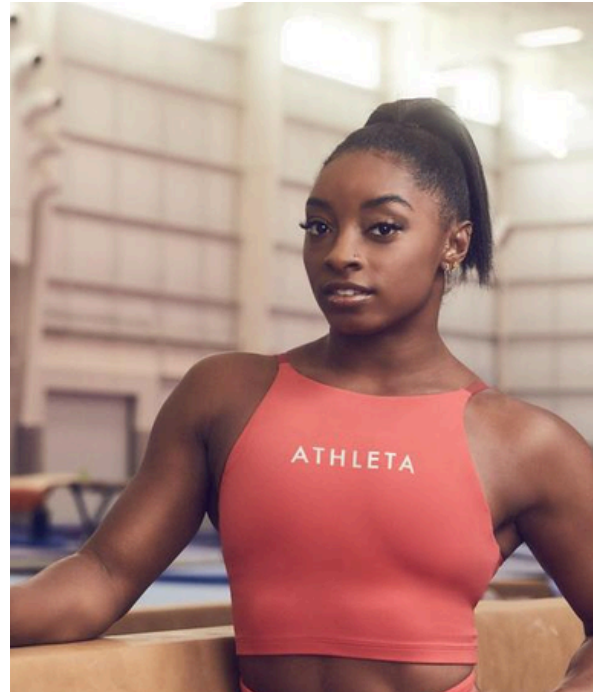
Research & Methodology

Each article will draw from research performed by me. I created a bibliography with 30 sources, ranging from different kinds of mediums such as articles, journals, books, podcasts, and videos. My research for the articles will focus more on qualitative data, which includes interviews, quotes, or excerpts from written or spoken figures related to the women's sports field.

I will perform some research on LinkedIn, as it's a platform that I'm not well-versed in in comparison to other social media platforms. This research for this will lean more quantitative, as I'll be looking at statistics for things like when to post, how to post, what works on LinkedIn, and how to foster engagement.



Target Audience, Content Format & Strategies



My **target audience** will lean towards sports professionals and those who are advocates for gender equality. I'll also target fitness and healthcare professionals, and general LinkedIn users who are interested in women's rights and women's sports. I'd love to connect with other like-minded individuals (sports professionals, especially in the women's basketball world) who share similar interests.

For the **content format and tone** of my articles, I'm going to aim for 600–1,000 words per article. Posts related to each article will be short, as I want the bulk of information to be in the article. The tone will be professional but conversational at the same time, as I want the importance of these issues to be portrayed, but comprehensible to everyone. For formatting, I'll write similar to blog posts in ICM – bold headlines, subheaders, relevant images, pull quotes, stats, and even use hashtags or tag sports leaders if applicable. It might even be useful to try a LinkedIn carousel to see how that performs (maybe I could do this to announce the upcoming series).

I'd like to promote **discussion** and push **engagement** in these posts. Not only do I want to expand my network, but I also want to include CTA's that will get people to read my article or to comment and share, like: "Tag someone who needs to read this." I will make an effort to connect with sports professionals ahead of posting, and cross-promote on other social channels.

Measuring Success

To measure success, I'll reassess post/article performance each week, making sure I'm staying true to my goals and objectives for this project. I'll measure success mostly through engagement, but also through connection requests and feedback.



1

article per week

Educating those on the inequalities in women's sports.

100+

connections

With the goal to expand my network and my name in the professional world of women's sports.

25+

engagements per post

Likes, comments, reposts, shares.

Conclusion

I was once a girl that played sports. Now, I'm a woman that works in sports. As a kid, I dreamed of working for an organization like the Red Sox – until the WNBA gained traction. I then realized that I could work for women and women athletes, in a place that was (hopefully) dominated by women. This changed the game for me.

This LinkedIn series, Inside the Inequality, will serve as a platform and place to expose the historic and societal barriers that women athletes face – barriers that aren't just about pay, but about safety, scientific research, support, and media representation. While there's been momentum surrounding the equality of women in sports in more recent years, these deep-rooted issues still exist. Over the course of the 6 weeks, each article will focus on a different area of inequality.

By combining my love of writing and storytelling, advocacy for women in sports, and leveraging the professional world of LinkedIn, this series will aim to reach audiences who want to create change: from athletic directors to sports executives, and like-minded individuals who might just be finishing up grad school (like me) and want to work in sports. I can't wait to see what this campaign can accomplish.

