



TOGETHXR

Background & Social Media Campaign Proposal

***EVERYONE
WATCHES
WOMEN'S
SPORTS.***



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Introduction

TOGETHXR is a media and commerce company founded in 2021 by U.S. Olympians Alex Morgan, Chloe Kim, Simone Manuel and Sue Bird, and sports media veteran Jessica Robertson. They came together because of their shared goal of changing the way women are depicted in the media and to champion for the next generation of women. That's a legacy that lasts beyond their medals and championships (Hahn, 2021).



“With a focus on rich storytelling, TOGETHXR is an unapologetic platform where representation and equality is the norm. A place where culture, activism, lifestyle, and sports converge. We shatter the often narrow depictions of women in the media with content featuring a diverse and inclusive community of game changers, culture shapers, thought leaders, and barrier breakers” (Togethxr, 2021).

Audit

“TOGETHXR is the fastest growing and most engaging media company in its category. With media content that focuses on rich storytelling rooted in lifestyle and culture, TOGETHXR highlights a diverse and inclusive community for women in sports across a wide range of owned and operated channels as well as for top-tier streamers and networks. TOGETHXR's in-house production studio has developed a slate of scripted and unscripted premium content – including documentaries and docuseries that are streaming on Amazon Prime Video and FuboTV among others” (PRNewswire, 2025).



TOGETHXR has gained 3.1 million followers across all of their platforms since they launched. Their largest platform is TikTok, with 2.5M followers. “The TikTok audience skews younger, providing valuable insight into TOGETHXR's reach: Gen Z thinks women's sports are cool” (Crouse, 2025).

Along with their socials, TOGETHXR launched their sub account @gettogethxr, an Instagram account dedicated to community members. This account highlights women’s sporting events, as well as other events that their community members can attend, such as a Caitlin Clark lookalike contest or a College Hoops Watch Party. Through these efforts, not only does TOGETHXR create a platform for women in sports, but it creates a community we can all be in.

Audit cont.

One of, if not the most, notable movements that TOGETHXR started is “Everyone Watches Women’s Sports.” If you’ve been to a women’s sporting event recently, you’ve definitely seen of a few these shirts.



In the beginning of 2025, the company “announced a record-breaking \$6 million in 2024 revenue from the sale of its popular shirts, hoodies, and tote bags...TOGETHXR has doubled the company's mid-year revenue reported in June, as it continues to advance the women's sports movement” (PRNewswire, 2025).

“From marquee athletes (Steph Curry, Serena Williams) and celebrities (Aubrey Plaza, Jason Sudeikis) donning TOGETHXR's highly coveted EWWS apparel to former President Joe Biden incorporating the tagline into his official remarks at the White House, TOGETHXR has put a longstanding truth into words, boldly stating and giving life to the undeniable fact that the entire industry has adopted - everyone watches women's sports” (PRNewswire, 2025).



Target Audience

TOGETHXR's primary target audience is young women, particularly Gen Z and Millennials. They value diversity and target young women from all races, ethnic backgrounds, and the LGBTQ+ community. Beyond that, they target the athletic community and anyone who is interested in sports.



Campaign Proposal

Each month, TOGETHXR will highlight a female coach at the youth or high school level, sharing her story to celebrate the important role and powerful impact female coaches have on young female athletes. Along with the feature, we'll include a donation link and 100% of the proceeds will go to the coach's team. Athletes will send in submissions explaining why their coach should be selected and we will choose ones that resonate with us the most. Their story will be featured across our platforms throughout the month.

Campaign Objectives

We aim to increase engagement on our social media accounts. This will be measured by the number of likes, comments, and shares on the posts about each coach. We also aim to increase the number of submissions, because of course with no submissions there would be no one to highlight. We also hope to encourage the conversation surrounding female athletes and coaches. This will be tracked through community monitoring tactics like reading the comment sections on our posts, as well as the comments on submission posts.

Strategies

Each coach will be discovered through submissions. TOGETHXR will advertise what we're doing on all platforms to raise awareness of the campaign. Donations will be used as an incentive to gain more submissions. The main way to submit is through stitches on our TikTok video, but there will also be an email submission option for those not comfortable with sharing a video online. #CoachHer will be used on all posts.

The video to be used for TikTok stitches will be of us explaining the campaign with a call-to-action "Tell us why your female coach matters to you."

Instagram/FB/X posts will show a graphic of female coaches with the caption "Tell us why your female coach matters to you. Send your submissions to highlightfemalecoaches@togethxr.com"

Post Examples

A	B	C	D
<p>IG</p>		<p>Tell us why your female coach matters to you. Send your submissions to highlightfemalecoaches@togethxr.com #CoachHer</p> <p>TOGETHXR will feature one coach a month with a donation link and 100% of the proceeds will go to your team</p>	
<p>X</p>		<p>Tell us why your female coach matters to you. Send your submissions to highlightfemalecoaches@togethxr.com #CoachHer</p> <p>TOGETHXR will feature one coach a month with a donation link and 100% of the proceeds will go to your team</p>	
<p>FB</p>		<p>Tell us why your female coach matters to you. Send your submissions to highlightfemalecoaches@togethxr.com #CoachHer</p> <p>TOGETHXR will feature one coach a month with a donation link and 100% of the proceeds will go to your team</p>	
<p>TIKTOK</p>		<p>Video Script:</p> <p>At TOGETHXR, we know how important female coaches are because they serve as role models and mentors to the next generation of female athletes. Tell us why your female coach matters to you.</p> <p>Video Caption:</p> <p>Stitch this video and tell us why your female coach matters to you. TOGETHXR will feature one coach a month with a donation link and 100% of the proceeds will go to your team #CoachHer</p> <p>Email submissions accepted at highlightfemalecoaches@togethxr.com</p>	<p>On-screen speaking</p>

Conclusion

I think the most important part of this plan is sharing stories and connecting with our audience while also raising money for teams. The posts about specific coaches will resonate with audiences because storytelling is important when appealing to people's emotions. When you make the people feel something, it contributes to the virality of the campaign. Another positive of telling the coach's story is that people will feel more inclined to donate to the team.

We will evaluate our success first by the amount of submissions we receive from advertising the campaign, and later by the engagement on the posts of the coach's story.

Overall, this plan aligns with TOGETHXR's values and uses social media to bring about public good. The social media posts with #CoachHer will add to the larger conversation surrounding female athletes and the importance of mentorship for young athletes.



References

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