

SOCIAL MEDIA FOR CLUBS



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WELCOME

What we are covering:

- Social media introduction
- Facebook Page vs. Group
- Setting up your Clubs Page/Group
- Reviewing security settings
- General advice

I hope you leave tonight feeling...

EMPOWERED

EQUIPPED

EXCITED

AN IMPORTANT NOTE

Social media offers great opportunities for clubs...

BUT

It is not the be-all-and-end-all.

It is important to consider your club's ***objectives, audience and capacity*** and make decisions that will work for your club.

The answer may not always be social media.

SOCIAL MEDIA OVERVIEW

WHAT IS SOCIAL MEDIA?

Websites and applications (apps) that enable users to create and share content or to participate in (two-way) social networking.

More than 82% of
Australians use social media

The average Aussie spends
almost two hours a day on
social platforms

TOP 5 SOCIAL MEDIA IN AUSTRALIA?

TOP 5 SOCIAL MEDIA IN AUSTRALIA:

#1 Facebook

18 millions monthly visitors

#2 YouTube

17.5 millions monthly visitors

#3 WhatsApp

12 millions monthly visitors

#4 Instagram

10 millions monthly visitors

#5 LinkedIn

6.5 millions monthly visitors

WHY USE SOCIAL MEDIA?

Social media is a free, (relatively) easy way of quickly reaching current and future club members of all ages.

People of all ages are familiar with social media.

In Esperance, many people use social media (in particular, Facebook) every day.

WHY USE SOCIAL MEDIA?

- **Share** information (i.e. results, upcoming games)
- **Foster community** within your club
- **Recruit** new players or volunteers
- Encourage **visitors** to participate
- Build broader community **awareness**
- **Showcase** your club's achievements
- Encourage **attendance** (i.e. finals)
- Promote upcoming **events**
- Acknowledge **funding**
- Call-outs, fundraising initiatives

INITIAL CONSIDERATIONS

- **Admin:** who will be responsible for managing your online presence?
- **Frequency:** what is the time commitment?
- **Content:** what information will you share?
- **Images:** consent, children
- **Privacy:** public or private space?
- **Comments:** on or off?

INITIAL CONSIDERATIONS

- Also consider, what DON'T you need...
 - Comments feature?
 - Daily posting?
 - Time-consuming video content?
 - Reaching a large audience?

FACEBOOK

FACEBOOK PAGE VS. GROUP

Facebook Page	Facebook Group
Public – anyone on Facebook can view posts	Private – you control who joins the group
Persona – as a Page, you can post in other groups (i.e. in the Esperance Community Page)	Rules – you can request members ‘agree to rules’ before joining group

As a general rule:

- **Facebook Pages** are a great choice if you want to promote your Page broadly to community, future members, sponsors, etc.
- **Facebook Groups** are a great choice if you want to connect better with existing members

SECURITY CONSIDERATIONS

Facebook Pages:

- Country restrictions
- Profanity filter
- Admin roles (levels)
- Comments – on or off?

Facebook Groups:

- Request to join
- Reviewing members regularly

Your account

- Strong password
- Don't share your password!
- Two-factor authentication
- Don't accept friend requests from people you don't know
- Hide friends list
- Be aware of links
- Review *Privacy Checkup*

WHAT TO POST (AND WHEN)

WHY ARE PEOPLE FOLLOWING YOU?

Information?

Engagement?

WHAT TO POST

Inform:

- Upcoming fixtures
- Results
- Finals information
- Registration information
- Volunteer information
- Weather events (cancellations)
- Upcoming events/activities
- Awards nights
- Sponsorship

Engage:

- Photos of members in action
- Volunteer shout-outs
- Behind-the-scenes
- Information about the sport
- History of the club
- Related content

ENGAGEMENT

- Video tends to perform best
- Posts with people in them (i.e. photos) also perform well
- Consider time of day (evening best)
- Consider your metric (reach vs. reactions)

Viewing engagement on a post: →

