

HOW TO STAND OUT ON SOCIAL MEDIA

Setting yourself apart from the 930+ football clubs in Wales can and will be difficult. This could become even more challenging if your resources; time, people and finances are limited. That said you don't have to be the most creative or imaginative club out there; you just need to find ways to help you stand out to your current or future target audience.



Be you

Your platforms need to show who you are and what your club is about. You may over the years have inherited a nickname, have a bespoke chant or a unique badge that makes you stand out from the crowd. You may be a club who has strong morals around equality or accessibility of the game, or it could be that you are exceptionally proud of your heritage or location. Whatever makes your club stand out, shout about it. Show it and share it. This is what your audience want to know or already love you for.

Ensure that you keep good standards but try and connect the human side of your club with your members and future target audience. By adding in inspirational quotes and funny anecdotes that speak to your audience and express your club's values, your followers can better identify with you.

Always be true to yourself and avoid making your club something that it is not. You will get found out and then the trust with your club, your brand could be tarnished and, in some cases, lost. Be genuine, be transparent.

Ask your audience what they want and like

Engagement with your current or future target audience can help you create relevant and relatable content. Asking for their opinions or advice can be helpful to guide you on what your audience wants to see from you.

Not only will you demonstrate to your target audience just how important they are to you, but you'll also show how much you trust them. In turn, this will go a long way in earning their trust.

Draw upon other clubs, organisations, or groups for inspiration

Monitoring what other clubs or organisations do with their social media can be a useful tool to help you enhance your digital presence. Finding out what they don't do, could help you fill in a much-needed gap in the market. Knowing what works for them could be an opportunity to replicate this on your own channel but with your own club story, your brand.

Check out our resource; [Making your mark digitally – Checking out the market](#) to find out how you can do this.





Utilise national days

There is a calendar full of dedicated days, weeks and months for various causes, products and celebrations to raise awareness, promote advocacy, or even serve as a means to simply have a little fun. These vary from National Volunteers week to National Hot Cross Bun Day.

Some will have more significance to you and your club than others but it's a great way to connect and promote your club. Many of these days will have their own unique hashtags or handles so try and utilise these too to help your posts and stories be seen by a wider audience.

Create relationships

Another way to set yourself apart is by building meaningful relationships with your members and target audience. This could be done by asking them for feedback, sharing their content that relates or connects with the club or provide them with guides to help them (i.e., player registration or setting up the Cymru Football app).

By having a true relationship, it can help to increase their connection and loyalty with you. The greater loyalty you have from members, the more they will be advocates of your club, your social media presence will grow, attendance at games or club events are likely to increase and you never know you could end up with more people wanting to lend a helping hand.

Creative content

Video content is one of the fastest ways to build connection and trust. Videos are also shared more than images and written content so if you are looking to reach a wider audience and get more shares on social media, then implementing more videos in your content should be considered.

This type of content may be perceived to be costly and of course it can be if you get a professional production team but with modern smart phone technology now you can create high quality videos that provide value.

Where you can try adding a touch of humour if it fits the theme of the video, as everyone enjoys a good laugh.



Pick the right social media channels

Avoid being across all social media channels if you do not have the time, people, or finances to keep your platform 'live'. Being across a smaller number of platforms whereby you are able to regularly share, engage and interact will bring more value.

There is nothing worse than visiting a social media site and seeing the last post was 6 – 12 months ago. It could make your followers think that your club no longer exists or that you simply don't want to engage with current and future audiences.

Our resource '[Your current digital presence](#)' will help you explore a variety of different social media platforms as well as their 'typical' audiences and what their intended purposes are.

Have a plan

Lastly, the most important way to help your club stand out on social media is to have a strategy in place. Having a plan of action will give direction and ensure everyone is on the same page. It will enable you to plan in seasonal content based around key dates and events but more importantly enable more time to be creative!

Hopefully this guide sparks some creative ideas you can implement in your club. Remember, standing out on social media will take time, so don't be disheartened if your upcoming future content doesn't get the desired likes or shares you hoped for, it will come eventually. Perseverance and consistency to key!

