

CHECKING OUT THE MARKET

Monitoring what other clubs or organisations do with their social media can be a useful tool to help you enhance your own digital presence.

Knowing what works for them could be an opportunity to replicate this on your own channel but with your own club story, your brand. Finding out what they don't do, could help you fill in a much-needed gap in the market. A table has been created below to help you keep track of different clubs or organisations social media channels over a suggested 7-day period. The questions posed in the table will help you reflect critically and more importantly draw out some actions which you can take back into your own environment. Try and follow clubs or organisations who have similar values, services, target audience and ambitions to yours.

This exercise is a great 'task orientated' opportunity which someone may want to lend a hand to complete but cannot regularly commit to a role.



DAY 1

| Company / Organisation / Club | What type of content did they post? | How often did they post? | What post received the most likes? | Did they engage with followers either through liking comments or replying? | What language, buzz words or hashtags did they use? | What was your favourite post and why? |
|-------------------------------|--|---|--|--|---|--|
| <i>Team FC</i> | <i>Varied but mainly images of new signings.</i> | <i>Twice, one at lunchtime (12:03) and one in the evening (20:15)</i> | <i>Both posts have the same number of likes which is 12.</i> | <i>No engagement at the moment will check back in tomorrow.</i> | <i>#TEAMMMMMMM #SummerSensation</i> | <i>Both posts were very much the same but I liked the imagery used, it was clear that there was some branding aligned to it and it looked very professional.</i> |
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Please state your main learning from Day 1:

DAY 3

| Company / Organisation / Club | What type of content did they post? | How often did they post? | What post received the most likes? | Did they engage with followers either through liking comments or replying? | What language, buzz words or hashtags did they use? | What was your favourite post and why? |
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Please state your main learning from Day 3:

DAY 5

| Company / Organisation / Club | What type of content did they post? | How often did they post? | What post received the most likes? | Did they engage with followers either through liking comments or replying? | What language, buzz words or hashtags did they use? | What was your favourite post and why? |
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Please state your main learning from Day 5:

DAY 7

| Company / Organisation / Club | What type of content did they post? | How often did they post? | What post received the most likes? | Did they engage with followers either through liking comments or replying? | What language, buzz words or hashtags did they use? | What was your favourite post and why? |
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Please state your main learning from Day 7:

ACTION PLANNING

| Action 1 | Action 2 | Action 3 | Timeframe | Finances | Key individual / project group responsible | Key achievements / milestones to monitor success |
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