



SOCIAL MEDIA CONTENT IDEAS

A list of ways to engage with your audience on social media has been created just for you. Try to give some of these a go on your own social media channels and see how you get on.



Create a daily, weekly or monthly series

Consider how you could make regular content. It could be a series on your volunteers. A weekly run down of players, parents and coaches' thoughts on major competitions or the national squads. Or you might want to jump on the themed days such as; Motivational Monday, Tuesday Tip, Wednesday Wisdom, Throwback Thursday or Flashback Friday.

Run a competition or giveaway

People love free things, but we know how tight club funds can be. So instead, try and see if your partners / sponsors can donate any freebies to you which you can give away. Check your merchandise stock at the end of the season and see what you could part with. This is a great way to fill a gap on your social channels and encourage your followers to share your content.

Live Ask Me Anything (AMA)

Ask Me Anything (AMA) is becoming increasingly popular on social media platforms. Holding this type of event live can be done on most social media platforms. Make sure that before you go live you are familiar with the features and functions to engage and interact with your audience appropriately. Ideally when holding an AMA try to stick to one topic as this can help keep both you and your audience on track. It can also lend itself nicely to you being able to use that content as part of modern Q&A on that topic or theme.

Run a social media takeover

This may sound a little daunting and yes you will have to complete some much-needed diligence to ensure that your take over is handled correctly but it could lend itself to be exceptionally powerful. Your spectators may want to take over in the run up to your weekend game(s), sharing what it is like to be a fan, what to expect on game day and maybe even get a little score prediction going. Alternatively you could get one of your sponsors / partners to take over, sharing who they are, what they do and more importantly the connection that has been created with your club.

Shout about your reviews

It is not often we blow our own trumpet but if you had a review shared of an away fans experience visiting your ground for the first time, or a review from a parent who attended your summer tournament, share it! Sharing positive feedback on social media will help you build that trust with your social audience.



John Simons

2 days ago

"We had such a fantastic experience at the grounds today.
Everything exceeded our expectations, we'll be back again soon!"



Sam Jones

5 days ago

"I am so pleased I booked my daughter in to the summer tournament,
it was excellently run by the club and she made lots of new friends"



Share some relevant content

We mention this in the resource; [Social Media – How to Stand Out on Social Media](#), but creative content doesn't always have to come from you. Curated content as it is known can make your club look like it has its finger on the pulse and like you're there to engage and build community, not just shout about your club.

Repurpose your own content

Throwback Thursday is a great way to repurpose old content that you have already shared. There is also nothing wrong with creating new promotional material for an existing blog or news article you have written. You may have produced a larger video for a particular event or day and want to take out some key messages from a smaller piece. Content is being created all the time but there is nothing wrong with revisiting and repurposing existing content.

Host a challenge

The beauty with our game is that there are so many skills and techniques which are being developed and showcased on a daily, weekly and monthly basis. Why not challenge your social media followers to try out a new trick, goal celebration or style of play and share their attempts, whilst encouraging others to give it a go.

You may even want to explore how you come up with a challenge to support either your own club fundraising or fundraising for a particular cause or charity. Challenges can be a great way to engage with people whilst receiving donations.

Utilise national days

There is a calendar full of dedicated days, weeks and months to 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 to be seen more widely.



Make a meme

By joining in silly trending meme formats, you can show off your club's sense of humour, or present your message in a fun way. Be mindful of any copyrights and ensure if you are using images from your own club that you have gained the relevant consent.



A 'This or That' poll

Football is a sport based on individual opinions so why not try and tap into this and make your followers pick a side. This could be a picking between two starting 11 sides (adult only) or deciding the new home kit.

By creating a poll, you will build engagement, spark conversations (we hope healthy debate) and you will learn more about your members.

Share a milestone

A milestone could be anything, it may be that you completed our [Making your Mark Digitally – Your Future Digital Presence Action Plan](#) resource and have reached the number of followers you set as a target. It could be a club birthday. A length of support from a volunteer. Whatever the milestone, shout about it. Recognise the person or group of people involved and be proud of your individual and collective achievements.

Tap into a trending

Topics trend on all social media platforms, from TikTok dances to hashtags aligned to live events or news. It can be a great way to unleash your creative side, while showing your humorous side as a club. If the club doesn't want to get directly involved, think about how you could share some relevant content from your members, followers or friends.

Introduce your volunteers, your club family

It doesn't necessarily have to be a new addition to your team. Spotlighting the people behind your club who have helped it for weeks, months, or years is a great way to show off your appreciation and humanity. It may also encourage others to get involved and lend a hand.



Fill in the blank

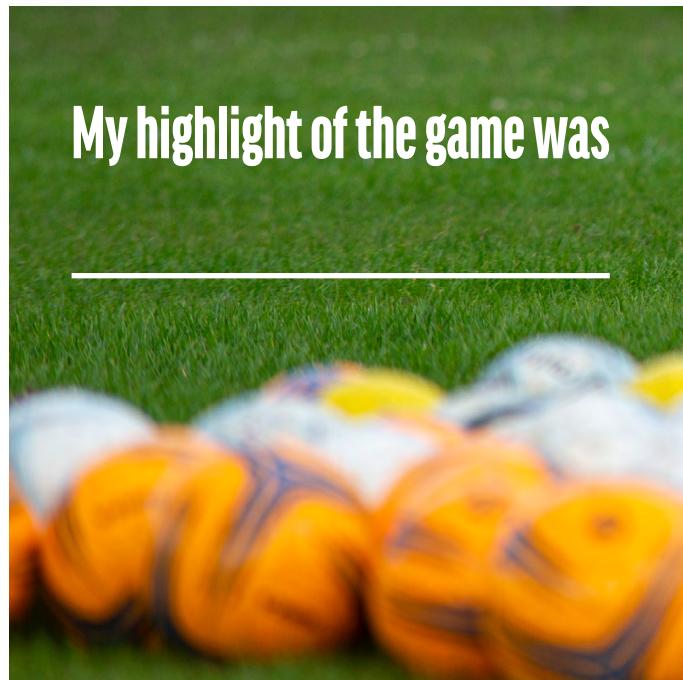
Try posting a fill-in-the-blank prompt to nudge your members, followers or friends to contribute. People love to share their thoughts and opinions so again this can be a great tool to get to know your audience more or show your humorous side as a club.

The fill-in-the-blanks could be on a sentence connected to a picture or it could be fill in the gap of a sentence. A few examples could be;

My highlight of the game was _____.

Describe that goal / save in one word _____.

Today I am most looking forward too _____.



Congratulate others for their achievement

By showing love to other people's success will show your human side as a club. Achievements could be from your own members such as GCSE success or a course completion. It might be that you want to show you recognition to other clubs who have been promoted or raise a certain amount of money for a good cause. Or it could be that you want to congratulate your sponsors for a certain milestone they may have achieved.

You may flatter them enough for a repost or a mention, which could just get you in front of their own audience helping to broaden your reach and exposure.

Tease a new player, merchandise or club kits

A new unveiling of a player (adult only), merchandise or kit can cause a strong build up before the big reveal. It will entice your audience to regularly visit your platform due to the anticipation of wanting to find out the big news.



Share a few of your favourite things

There is nothing more human than sharing your favourite things. You could do this from the club account, sharing favourite moments throughout the season, goals, or events. You could also look to share favourites from members within your club. It could be a player's favourite boots or a spectator's favourite hot drink on a cold Sunday morning.

Remind people who you are, how you got started

We know that your bread and butter as a club is the football itself. Your brand should begin to tell the story about who you are as a club (values), what you do (services) and where you are going (ambitions). Check out our resource [Marketing and Communications: Your club. Your brand](#) for more support.

Develop how-to's & tutorials

Nothing shouts support more than a how to guide or tutorial. Throughout the season there are a whole host of things you will require your members or audience to do. From completing registration forms for COMET through to buying a season ticket for your club. For some it will be plain sailing, for others it could be the first time. So being on hand to support and guide will give reassurance and more importantly show you care. Be creative in your support and make sure your members and audience know where and how to find the support.

