

# SOCIAL MEDIA

**Social media sites like Facebook, Twitter, Instagram and TikTok are great tools for connecting with current or prospective club members and for showcasing the life and activities of your club.**

Building an engaged following on social media doesn't have to be complicated or time consuming. Here are some quick tips to help you get started or to enhance what you already do.



## GENERAL TIPS

### **Do one thing really well**

If you have limited time, invest it in building your club profile on one platform. It's much better to have one up-to-date profile where you actively engage with your followers and encourage new ones to join than spreading yourself thinly across three or more different platforms.

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### **Choose your platform wisely**

People interact with the different social media platforms in different ways, and it's important that you consider the pros and cons of what that means for you as a club and a volunteer. For example, Twitter is very conversational and immediate meaning you might need to post much more than you would on Facebook for people to see your messages.

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### **Be part of the conversation**

Respond to your followers' questions and comments where appropriate. This doesn't have to take a lot of time, but showing your followers that you are engaged and responsive will encourage them to interact with you more, which in turn will help to spread your message even further.

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### **Take some time to make a plan**

Spending a little time up front planning your upcoming posts will help you be more consistent and coherent on social media. Make a simple chart and mark out how many times a week or month you want to post and on what days. Think about the mix of content across the month and the different subjects you could talk about. Plan in posts for upcoming events and matches. You can even write copy and source images in advance and set them to post automatically, especially those not dependent on match results.



## Use images and videos wherever possible

Posts on social media that contain images or video as well as words receive more engagement and interaction. It's as simple as that!

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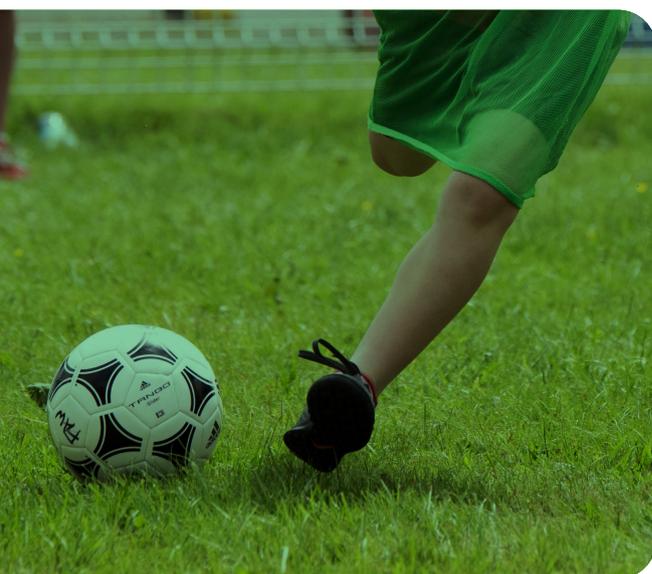
## Post at times when people are most likely to be online

Most people tend to look at social media around lunchtime, and then again in the afternoon/early evening. Try posting around these times to see if you get more engagement on your posts. Again, posts can be scheduled in advance.

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## Use your content to build a picture of the whole life of the club, the people in it and what you stand for

Your social media presence is a great way to bring to life what your club is all about. Of course you should post about players, matches and results – but also think beyond these to the other things you do. Social media is a great place to promote the diversity of people and activities that your club is all about. Post about your social events, acknowledge and thank your volunteers, and highlight achievements of your members beyond football (for example, shout outs to younger members when they pass their exams).



### Watch out:

Be aware that some parents may not want pictures of their children posted on social media, especially those in younger age groups. If in doubt, ask permission before you post. It is good practice for clubs to use a photography consent form. Check out the FAW Safeguarding kit bag which can be found at <https://www.faw.cymru/en/about-faw/pitch/safeguarding/>

### Simple ways to spread your message further

Some tips to help you spread your content beyond your immediate followers, without spending money on ads or boosted posts.

Follow local community and area groups and post your events to their pages.

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Tag your members in photos and posts where appropriate. This gives your posts more chance of being seen by friends of friends.

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Ask your club members to share important posts, especially those about Club events that are open to the community or new season programmes. The average Facebook user has around 300 friends, so your members can play a real part in getting your message out there.

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Incentivise your members and followers to help you spread the word. Simple ideas like giving a free coffee to the person who gets the most shares on a Club post can help you to build additional momentum and engagement.

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Use hashtags that are relevant to your post or your local area, trending, or are popular in football to spread the word wider.



## WANT TO LEARN MORE?

Facebook Blueprint contains some free online courses to help build your skills across Facebook and Instagram: <https://en-gb.facebook.com/business/learn>

Twitter also has some great resources online to help you better understand and use the platform, including the basics of using Twitter and downloadable worksheets and packs: <https://business.twitter.com/>

