

YOUR CURRENT DIGITAL PRESENCE

Our modern society seeks answers to queries or problems through digital means, such as search engines like Google, through websites or via social media. By having a digital presence, you can instantly share who you are, what you do, where you are located, what time and days the team(s) / session(s) run etc. hopefully answering any questions potential new players, volunteers or spectators may have.



WHAT IS YOUR CURRENT DIGITAL PRESENCE?

There are several ways to have a presence digitally. The majority of grassroots clubs are either across a social media platform or have a website. Reviewing what you have currently will help you determine where you want to go next.

Use the tick list below to identify your current digital presence.

Which social media platforms do you currently have?

Facebook Twitter Instagram Snapchat TikTok Other

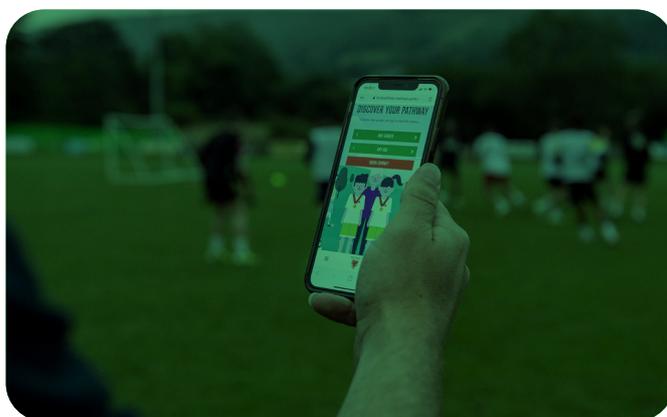
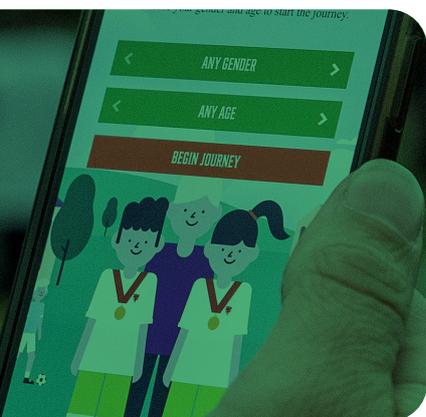
Which Digital presence do you currently have?

Website Digital Ads Club located on Google Maps Online Reviews Other

You may have identified several different digital platforms where your club has a presence, or you may have even discovered new platforms that you want to explore. Take the time to reflect on the platforms you currently have and start by asking yourself some of these questions;

- How often are you using them?
- Are you actively connecting with your wider audience through your different platforms?
- Could you utilise other platforms for connect and engagement better with your wider audience?

It is important to select the right platforms for your club and the audience you are trying to engage with. There are no prizes for being across all digital platforms, as this can be detrimental to your club if you are traceable but disengaged or dormant.



Below is a small guide on different digital platforms available to help you decide on which ones maybe better to join or invest more time in. Please note this is not an exhaustive list. For more information connect in with your Marketing and Communications Officer/ Social Media Officer.

	Main Purpose	Main Users	Content	Capabilities
	<ul style="list-style-type: none"> • Build relationships • Local marketing • Advertising 	<ul style="list-style-type: none"> • Females • Ages between 25 – 55 years old 	<ul style="list-style-type: none"> • Photos • Videos • Information 	<ul style="list-style-type: none"> • Paid ad • Live events • Embed-in-Post • Built in communication tool - Messenger
	<ul style="list-style-type: none"> • News feed • Discussions 	<ul style="list-style-type: none"> • Males • Ages between 18 – 29 years old 	<ul style="list-style-type: none"> • Information 	<ul style="list-style-type: none"> • Pin a tweet • Lists • Moments
	<ul style="list-style-type: none"> • Building relationships • Gathering followers' thoughts 	<ul style="list-style-type: none"> • Females • Ages between 18 – 35 years old 	<ul style="list-style-type: none"> • Images • Videos • Polls 	<ul style="list-style-type: none"> • Polls • E-Commerce • Story reels
	<ul style="list-style-type: none"> • Tutorials • Webinars 	<ul style="list-style-type: none"> • Both genders • Ages between 18 – 35 years old 	<ul style="list-style-type: none"> • Videos 	<ul style="list-style-type: none"> • Comments • Creator Studio App • Live streams
	<ul style="list-style-type: none"> • Humour • Tutorials 	<ul style="list-style-type: none"> • Both genders • Ages between 18 - 35 years old 	<ul style="list-style-type: none"> • Videos 	<ul style="list-style-type: none"> • Duet videos • Upload videos directly
 Website	<ul style="list-style-type: none"> • Information sharing 	<ul style="list-style-type: none"> • Both genders • All ages 	<ul style="list-style-type: none"> • Photos • Videos • Information 	<ul style="list-style-type: none"> • Variety depending on package / website build
 Digital Ads	<ul style="list-style-type: none"> • Reaching target audience in a cost-effective way 	<ul style="list-style-type: none"> • Both genders • Ages between 18 – 55 years old 	<ul style="list-style-type: none"> • Photos • Videos • Information 	<ul style="list-style-type: none"> • Measurable • Targeted • Ongoing changes can be made
 Club located on Google Maps	<ul style="list-style-type: none"> • Helps to locate your club 	<ul style="list-style-type: none"> • Both genders • All ages 	<ul style="list-style-type: none"> • Information 	<ul style="list-style-type: none"> • Bespoke location tracker • Opening and closing times of club facilities • Promotion of other digital platforms – website, social media etc.
 Online Reviews	<ul style="list-style-type: none"> • Improve trust and confidence in your club 	<ul style="list-style-type: none"> • Ages between 25 – 55 years old 	<ul style="list-style-type: none"> • Comments 	<ul style="list-style-type: none"> • Acts as free promotions • Valuable & original content • Build trust and reliability



Top Tips

If you don't have any digital presence or want to strip back what you have, a good place to start is to focus just on Facebook and Instagram. Both platforms are free, easy to use and are the most used social media platforms in the world.

LET PEOPLE KNOW YOU ARE ON DIGITAL PLATFORMS

Making your mark digitally is one thing but if no one knows you are in this space then all your hard work will go unnoticed, so it is important to share, share, share. This could be through inviting friends to your platform, following others or encouraging current members, friends, followers to share your content.

Whilst different platforms will have different features to help you share your club, your brand. It is still your responsibility to let people know that you have a digital presence. Ways in which to share this could be by including your account names and handles on a flyer, asking parents or carers to 'Follow' your chosen social media platform or by communicating in your e-newsletter what digital platforms people can connect with you through.

OPTIMISING YOUR PLATFORMS

Many social media and digital platforms will encourage you to enter certain information to complete your 'profile'. Ensuring that you have entered relevant information which is up to date is crucial. Your brand and your story should be recognisable and consistent across the digital platforms. It is important that anyone stumbling across your page instantly recognises who you are and thinks 'this club looks professional and knows what they're doing'.

Top Tips

Make sure that you review all your digital platforms annually and check that information such as contact email, number, location, number of teams, opportunities etc. are up to date.



KEEP ON TOP OF YOUR ANALYTICS

Once you know which platforms you are going to concentrate on or which new ones you are going to explore, take the time to understand what they can give to you in terms of analytics.

Many of the platforms will have their own built-in analytics software that will collect data on your behalf. This can be basic analysis of retweets or 'likes' or more advanced reports can be produced around your followers or friends and what they like, when they interact with their own social media platforms etc. Being able to access and understand this information might be able to help you know which style of image or advert gains the most likes, when is a good time to post to get the most engagement or interactions, or how you can better connect with the chosen target audience for a particular advert, or sharing of specific information. More information on Checking in on your own social media data.

KEEP IT FRESH

Your members and wider audience will want to see fresh and exciting content that will cause them to stop and take it in rather than scrolling beyond your tweet or post. Try and create content that is bespoke to your club, your brand. Content which is visual typically tends to engage with audiences better, this could be a video, GIF or a simple picture.

Where you can experiment with different things to try and understand what your members may like or dislike. Tracking this through polls, analytics and general engagement will help identify your target audience.

Top Tips

If you are unsure on how to maximize the analytics reports and features within your chosen social media channels, try and seek further support from those within your membership or utilise the free support from the digital platforms themselves. Below are a few links that may just help;

- <https://analytics.google.com/analytics/web/provision/#/provision>
- <https://business.twitter.com/en/blog/7-useful-insights-twitter-analytics.html>
- <https://www.facebook.com/help/794890670645072>



INTERACT WITH YOUR AUDIENCES

Social media is all about being digitally social, so interaction and engagement is key. Be clever with the content you share to spark discussion and debate and avoid being a faceless, non engaging account.

Where possible try and respond to any comments that either land publicly or through the chat / messenger features. The more you interact and engage, the more you can learn about your existing audience and your target audience, but it also shows you care. If people feel valued, they will come back and hopefully positively speak about your club, your brand.

THE LEARNING NEVER STOPS

Being able to continually assess what you are doing well and what you may need to change will help you continue to strive. There is no point repeating the same action if it is not getting the response you had hoped for. You may find that a certain style or theme works better on one platform than the other. It could be that your chosen hashtags gain a better interaction with a particular target audience, but until you give it a go and review you won't know what works best / better.

Don't forget maximise the analytics you have available through your chosen digital platform(s).

Top Tips

Don't be afraid to pinch with pride. Keep an eye on what other clubs or top brands are doing within the digital space and see how you can replicate or adjust to fit in with your club, your brand and your audience.

Check out our document on Your future digital presence to help you build a plan of action to maximise what you do digitally.



LAUNCH YOUR BRAND

If the club is going through a new rebranding or if you are modernising certain elements, make sure that you shout about it.

Don't let all that thinking, development and creation go unnoticed. Launch your brand in a fun and exciting way that tells the story of you and your club and more importantly why you have been on this journey. Help people feel a part of what you are doing.

When you have your brand and you are comfortable with it, it is vital that you continue to ensure that it is given the airtime needed. This could be by sharing it through the club socials, within newsletters or when talking to your members face to face.

Check out our guide on 'Sharing your brand inside and outside of your club' for more ideas on how to showcase all of who you are and what you do.

