

YOUR FUTURE DIGITAL PRESENCE ACTION PLAN

Ensuring that your club is continuing to maximise the right social media channels to share your values, services, target audience and ambitions is key. Assessing this on a regular basis will help ensure that you have a continued digital presence. We have developed a small action plan to help you assess where you currently are, where you want to be and what you may want to try in the future. Use your action plan from the resource; Making Your Mark Digitally. Checking Out The Market to help you populate this wider action plan.



Social Media Platform	<i>Example Facebook</i>	
What is your main strength on the platform?	<i>It is continuing to reach a female audience who we are trying to attract for current and future volunteer roles</i>	
What is one of your weaknesses on the platform?	<i>Inconsistency of posting – more regular posting is needed</i>	
What is one of your opportunities with the platform?	<i>Maximise paid advertisements more</i>	
What is one of your threats on the platform?	<i>Our page gets forgotten about because we do not post / engage regularly</i>	
Will you continue to use the platform?	<i>Yes</i>	
Only answer the following questions if you answered YES to 'will you continue to use the platform?'		
Current followers / friends?	<i>125 current friends</i>	
Future target for current followers / friends?	<i>200 by the end of 2023/24 season</i>	
Current no. of posts	<i>50</i>	
Future target for posts	<i>100 by the end of 2023/24 season</i>	
Key individual / project group responsible	<i>Marketing and Comms Team</i>	

Remember, if you have identified a platform that isn't helping you share your values, services, ambitions or connect with your target audience then you may need to assess if it is still worth having. Alternatively, you may have identified that it does have a purpose but in fact it is not being given the time or attention it requires and therefore a few more helping hands are needed.

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