



buddle.

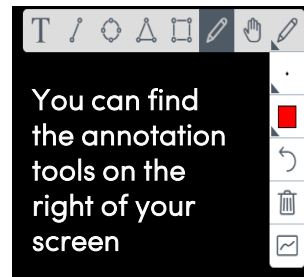
**Using social
media to promote
your offer**



Welcome. Your session will begin shortly.

If you are using social media, please tag:
#Buddle, @SportEngland

Use this doodle box to try the annotation tools whilst you wait.



Before we start, please ensure that:

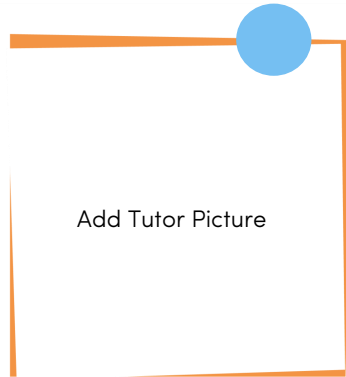


Your microphone is muted



You can see and use the chat box

A little about me...



- Insert name
- Insert Experience
- My favourite ...

... and you!

Add some info about you in the chat box:

- Your Club/Organisation Name
- Where you are based
- What would you like to gain from this workshop?

Learning Agreement

- Respect everybody
- Participate actively
- Use technology responsibly
- Be engaged
- Challenge each other positively
- Put phones on silent and return calls at an appropriate time
- Avoid sharing any personal/sensitive information outside of the session



What we'll cover:

By the end of this workshop, you will be able to:

- Understand the benefits of using social media in your organisation
- Understand how to have a safe social media environment
- Considered your brand and ideas for social media
- Considered set up and analytics for social media in your organisation.

What is social media and how can you use it?

What is social media and how you can use it?

Social media refers to online platforms and websites that enable individuals to create, share, and participate in virtual communities and networks, exchanging ideas, information, and media content.

It's reshaped the way we communicate, influencing opinions, driving social movements and engagement and connecting individuals with shared interests on a local, national and global level.

But how can you utilise its effects:

- Foster community engagement
- Showcase behind-the-scenes moments
- Promote events
- Build partnerships
- Highlight achievements,
- Make data-driven decisions for effective promotion and lasting connections with your audience.

Statistics That Speak Volumes

In an era where digital presence is paramount, leveraging social media can significantly impact your engagement and participation rates.

Social media is not just for the young; it spans across age groups, making it a diverse and inclusive platform.

Over 4 billion people worldwide are active on social media, with some of the most popular platforms, Facebook, Instagram, Twitter, and LinkedIn collectively hosting billions of users every day. This makes Social media a perfect avenue for you to promote your offer to your targeted audience.

This Girl Can Campaign

'This Girl Can' launched in 2015 resulted in getting 1.6million women exercising.

The use of vibrant visuals and relatable stories on socials is not just fitness inspiration; it's a celebration of every woman's unique journey to fitness.

The campaign uses "real" people (as opposed to models or professional athletes), which makes it relatable, authentic and believable, with inspiring and relatable messages such as, "I'm slow, but I'm lapping everyone on the couch", "Sweating like a pig, feeling like a fox" and "I also know the offside rule."



Considerations:

Before you get started you should think about what social media platform is right for your organisation. Consider:

- How you want to use social media and what you want to achieve.
- Which social media sites are the most popular with your target audience (e.g. members, parents, players, sponsors etc).
- The resources you need, including who has the skills to manage your group's social media presence.



Benefits for your organisation

- Social media allows conversations to happen between your organisation and the people important to you, whether that's your members, volunteers, players, supporters, parents or sponsors.
- Social media can add a more informal and personal touch to your marketing and by creating a strong online community, you will strengthen your organisation in the 'real' world.
- Social media and social networking sites are accessible, quick, cost-effective and user-friendly once you get going.

“

You don't need a corporation or a marketing company to brand you now: you can do it yourself. You can establish who you are with a social media following.”

Ray Allen, pro basketball player

What are the risks?

Security

- Human error such as posting confidential or sensitive information

Legal

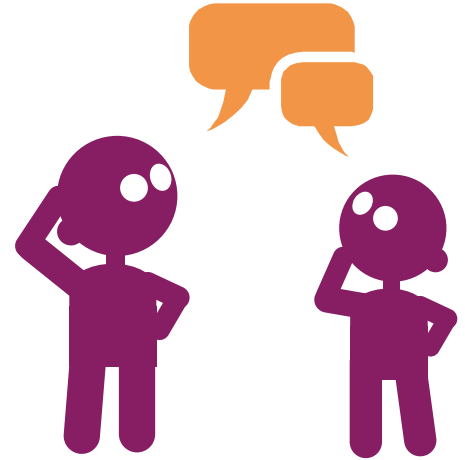
- Data protection and privacy

Reputational

- Content must be reflective of the brand/image you want to portray

Content

- Inconsistency of posts, posts that can cause offence, dealing with negative feedback



Online Safety Bill
2023

Safety first

Develop a social media policy

- Developing a social media policy that sets out how it should be used and managed to protect your group and your members is a good place to start.
- You don't need to start from scratch, many of the behaviours and actions you would consider to be unacceptable in the 'real' world, are also unacceptable online. So, make your social media policy an extension of your code of conduct or use our template to get you started.

Nominate a social media officer

- Decide who will have responsibility for the set-up, management and moderation of your social media.
- Ensure they are suitably trained and aware of online safeguarding issues and support them by making sure the rest of your club are aware of your social media policy and their responsibilities online.

Sutton United Ladies

Sutton United are a prime example of a club account that excels in brand consistency, using team colours meticulously.

Highlights include regular posts on upcoming fixtures, ensuring fans stay engaged. Personal connections are fostered through birthday celebrations, acknowledging players of the match, and team achievements with Game pictures shared effectively to capture match essence for shareable content.

Beyond the pitch, the account shares glimpses of social events, adding a human touch. Strategic reveals of new sponsor kits generate anticipation, and announcements of a new home ground enhance the fan experience.



suttonutladies [Follow](#) [Message](#) [...](#)

122 posts 405 followers 166 following

Sutton United Ladies Football Club

- 📍 Birmingham County Women's League
- 🏟️ Colehill Road Stadium
- 📅 Next: Tamworth (A)
- 👉 Sponsors: @rotospauk @colemans_uk @redrovhomes @flairwindows

POSTS REELS TAGGED



Ipswich Town FC

As with any Championship football team, you would expect a substantial fan following, but Ipswich Town connect with their fans across a wide range of social media platforms including Twitter, Facebook, Instagram, YouTube and Google+. This lets them engage with all ages of social media users.

The Club utilise two twitter accounts, an official Twitter page for news, behind the scenes videos, fixtures, competitions etc and a second account that is used to promote and sell merchandise and tickets for games, in addition to retweeting fan's tweets and pictures. This two-account approach ensures fans aren't bombarded with promotion posts unless they choose to follow both accounts.

**Let's spend a few minutes looking at
your brand on social media.**

Who can access it?

How does it feel?

Is it serving a purpose?

Let's get creative, what ideas do you have for your social media brand?

What is the best way to reach your target market?



- 88% of 18–29 year olds use Facebook
- 84% of 30–49 year olds use Facebook
- 72% of 50–64 year olds use Facebook
- 62% of 65+ year olds use Facebook
- 59% of 18–29 year olds use Instagram
- 33% of 30–49 year olds use Instagram
- 18% of 50–64 year olds use Instagram
- 8% of people 65+ use Instagram
- 36% of 18–29 year olds use X (formerly Twitter)
- 23% of 30–49 year olds use X
- 21% of 50–64 year olds use X
- 10% of 65+ year olds use X

Social Media – Do's and Don'ts

Do

- Be yourself, be original
- Disclose who you represent
- Participate regularly
- Be human and have fun (but remember it is a public record)
- Give credit to others
- Include links, photos and videos to keep things interesting
- Be friendly and show personality through your content
- Share business milestones – like you would with family / friends

Don't

- Hog the spotlight– think 90% about others / big ideas / resources and 10% about you
- Share / retweet without knowing what you are “endorsing”
- Post too much – spamming people will turn people off
- Not post enough – try several times a week or daily: keeps interest
- Ignore it – your customers may well already be talking about you
- Just focus on the business and push out business content.

Social Media – Top Tips



Identify 'who' you are targeting



Pick the right platforms



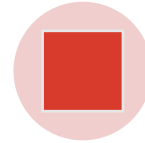
Post regularly



Keep colors, fonts and tone of voice consistent



Keep content light and relevant to the platform



Respond to comments, messages and mentions



Link back to your website



Experiment with scheduling times to see when your audience is most active



Track results and adjust approach

Good Practice Examples - Instagram

Posting stories gives real time engagement, allowing you to post behind-the-scenes look at your brand.



Trinidad TT



Bigkid cook off



Nike/NFLuk

Highlights featured at the top of a profile are a great way to drive attention to important content and projects, detailing your brand.

Clear Username so the account can be easily identified.



Adding additional social media account in your bio increases visibility, engagement and credibility.

The use of a Linktree in your social media bio allows you to direct your followers to additional sites without them having to search, such as your website or YouTube channel.



bigkidfoundation Follow Message ...
1,961 posts 2,342 followers 1,686 following
BIGKID FOUNDATION
@bigkidflagfootball
@bgkdproductions
@bigkidfootball
linktr.ee/bigkid.foundation
Followed by streetgameslondon, urbansportlondon, shapedbysport + 12 more



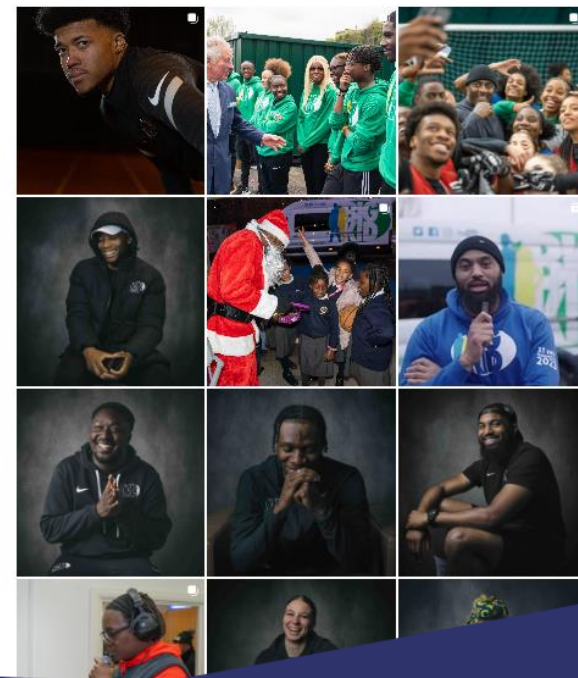
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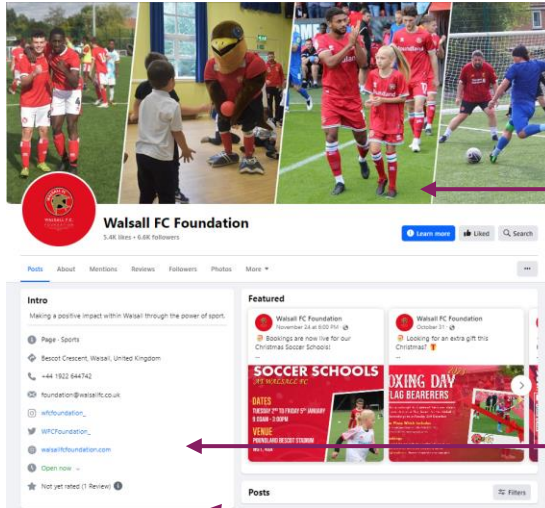
Bigkid cook off



Nike/NFLuk



Good Practice Examples – Facebook & Twitter



- Consistent header banner for cohesive visual identity
- Uniform username across platforms for easy discoverability
- Consistent brand colours for a unified look
- Transparent display of nonprofit community sports organization status
- Direct link to website for enhanced accessibility
- Practical information: office directions, contact number with operating hours



Good Practice Examples



mnrcoach Following Message

296 posts 173 followers 308 following

MNR Coaching

Multi-Sports coaching provider supporting schools, communities and families across Berkshire both in term-time and holiday periods.
www.mnrcoaching.com

Followed by younggreenwells, streetgames_midlands, idpeandsport + 5 more



MNR



Inspiring



Educating



Developing



LTP

idpeandsport · 3 h



♡ 👤 🗑

1 like

idpeandsport REBOOT DONATION POINTS ARE OPEN AT OUR HOLIDAY CAMPS!!! ... more

Barrie Wells Trust @BWellsTrust · Dec 20

Last night our Chairman Barrie Wells MBE had the pleasure of attending BBC's Sports Personality Of The Year Awards with Charity Patron, and long standing friend, Katarina Johnson-Thompson.

It was a wonderful evening celebrating a fantastic year of sports and sporting individuals.



👤 1



♡ 37

📊 4.7K



Archery GB @archerygb · 2h

Well done Jacob! 🏆

Childwall Academy @Childwall_acad · 23h

Congratulations to Jacob from Year 7 who won a Bronze medal in the Junior National Indoors Championship held by Archery Great Britain @archerygb. He also finished 10th in the under 21year olds category. Well done Jacob! 🏆



♡ 1

📊 177

norwichcitycsf · 1 h



♡ 👤 🗑

57 likes

norwichcitycsf Keeping Santa 'Onside' 🎅

Sport Structures

7,117 followers

Reminiscing on the celebration of #diwali2023, we caught up with Abhishek Sudhakar as he sheds light on Diwali, the Hindu #festivaloflights celebrated across India and worldwide. ...see more



Simon Kirkland and 18 others

1 comment · 2 reposts



Like



Comment



Repost

Understanding Social Media and Analytics

Why Analytics are useful:

- Measure performance and ROI.
- Understand audience preferences.
- Identify content trends.
- Optimize posting times



Define Clear Goals:

- Establish specific, measurable, and achievable goals for your social media efforts.
- Examples: Increase brand awareness, drive website traffic, boost engagement, or generate leads.

Set up pages on buddle website in develop and grow



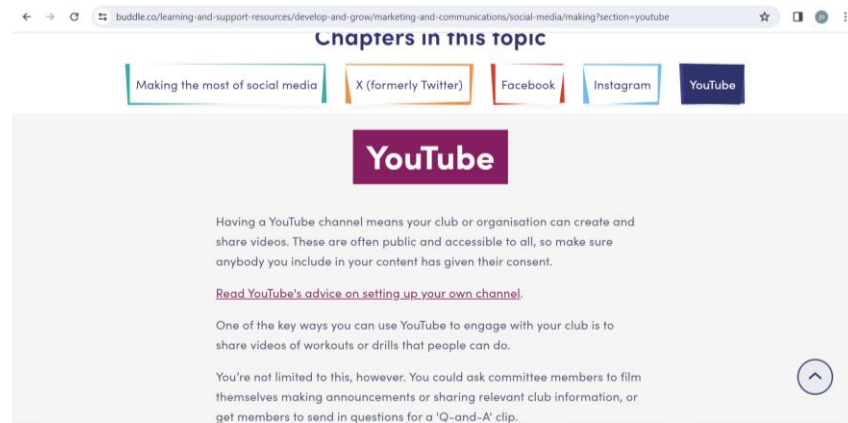
The screenshot shows a web browser window with the URL `buddle.co/learning-and-support-resources/develop-and-grow/marketing-and-communications/social-media/making?section=instagram`. The page features a navigation bar with five tabs: "Making the most of social media", "X (formerly Twitter)", "Facebook", "Instagram", and "YouTube". The "Instagram" tab is selected and highlighted in blue. Below the navigation bar, the main heading "Instagram" is displayed in white text on a dark purple background. The content area contains the following text:

Instagram is a social media platform that lets you share photos and videos with your followers.

It is mostly image based, but you can add captions and tag other people or organisations in your posts.

[Find out how to set up an Instagram page.](#)

Instagram is primarily focused on the images and video footage you can share. You can also get your members, volunteers and coaches to share pictures and messages so the whole club can see! Instagram also lets you post 'Stories' to your profile, which are short clips that followers can view for



The screenshot shows a web browser window with the URL `buddle.co/learning-and-support-resources/develop-and-grow/marketing-and-communications/social-media/making?section=youtube`. The page features a navigation bar with five tabs: "Making the most of social media", "X (formerly Twitter)", "Facebook", "Instagram", and "YouTube". The "YouTube" tab is selected and highlighted in dark blue. Below the navigation bar, the main heading "YouTube" is displayed in white text on a dark purple background. The content area contains the following text:

Having a YouTube channel means your club or organisation can create and share videos. These are often public and accessible to all, so make sure anybody you include in your content has given their consent.

[Read YouTube's advice on setting up your own channel.](#)

One of the key ways you can use YouTube to engage with your club is to share videos of workouts or drills that people can do.

You're not limited to this, however. You could ask committee members to film themselves making announcements or sharing relevant club information, or get members to send in questions for a 'Q-and-A' clip.

What will you take away from this session?



Any questions?



Please complete the evaluation



Good luck!

Feedback

Please take the time to fill in the evaluation survey by scanning the QR code.

Alternatively, the tutor will put the link in the chat box for you.

- Thanks in advance, the Buddle Team.



Recap:

By the end of this workshop, you will be able to:

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Getting Organised	Inclusion	Getting Help From People	Money Matters	Develop and Grow
Leadership and Governance	Your Culture and Values In Your Organisation	Maximising Your Volunteers Experience	Raising Money to Sustain Your Organisation	Promoting Your Offer Using Social Media
Exploring Legal Structures	Engaging different People		Financial Management	Creating a Marketing Strategy
Future Planning	Positive Experiences For All People		Dealing With Increasing Costs	Engaging your community

See future dates at www.buddle.com

Thank you!



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