A close up of a sign

Description automatically generated**Goalball UK – Club Minimum Standards**

# 13. Social Media

This guidance has been adapted from Sport England Club Matters (<http://www.sportenglandclubmatters.com/home/club-promotion/social-media/>) as best practice for developing your club’s social media platforms.

## Facebook

Every 60 seconds on Facebook 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded!

Have a unique pro­file

Make sure your club can be found quickly by having a name and profile picture that is easy to recognise. You can include your club’s logo, motto, slogan, headshot, tagline or contact details. Don’t forget to set your club up as a Facebook ‘Group’ rather than a ‘Personal Profile’. This lets your club fans and members participate in discussions and upload photos or videos to shared albums.

What is in it for them?

Give your Facebook fans a reason to return by posting information that they see as valuable. Most club members or volunteers like to:

* Get up to date information, such as match fixtures and results
* Be kept informed about any changes happening in the club, such as new coaching programmes or training times
* Show support to their club
* Interact and connect with other like-minded members or volunteers
* Be rewarded with discounts or promotions for club activities, events or merchandise
* Get entertained!

Keep it current and keep talking

* People now prefer to listen and watch rather than read lots of text. Put short videos up about your club. Even a supporter’s reaction on winning the last match would be good to catch people’s attention.
* Also keep your Facebook page vibrant. A silent page doesn’t give a great impression of your club. You can engage members by commenting on what they are posting and asking for their views.

Link with other Pages

Find other Facebook pages related to your club and start commenting on their pages, posts & updates. This is a great way to build relationships with other clubs or organisations and can add credibility to your page. If you’re willing to offer relevant suggestions, or friendly advice on communities and discussions, it will also encourage people to check out your page too.

## Twitter

Make your tweets matter

Twitter is great for updating your followers with club news but you can also grab people’s attention by linking your news to bigger events in the wider world of sport.

Short & sweet

Tweets are limited to 280 characters so they need to be short, snappy and to the point. Links, images and videos will help you make the most of each tweet.

Tweets with images

Tweets which contain pictures generally have higher engagement than those that do not. Every picture tells 1000 words!

Tweet like you talk....

Using natural, conversational language will help you be authentic in your writing.

...but keep it professional

Although tweeting is relatively informal, it’s important to always remain polite, positive and professional. Remember your tweets are representing your club.

Timely tweeting

Twitter happens in real time so there’s plenty of opportunity to start conversations when they are most relevant to users. Keep your messages timely and relevant. For example, post results just after a game or make links to large and local sporting events.

Discover, share...

Think about what your twitter followers would like to see and share it. Information about training times, membership due dates and upcoming events is a great place to start.

...and listen

Sharing content is important, but listening is vital. Respond to those who talk to you through twitter: it’s good customer service

Have the right followers

Invite club members to follow you and search for other organisations involved in community, club and sport development in your local area. Examples include your local County Sport Partnership, National Governing Body and, of course, @club\_matters!

Trial & tweet

Be brave. The best way to learn how to use twitter is to give it a go. You will soon see what content people like, who to follow, when to tweet and what doesn’t work.

## Instagram

Instagram is a fun way to quickly share your photos. It’s great for sharing professional looking pictures of your sporting or club events.

Snap a photo with your mobile phone, and then choose a filter to transform your photos into professional-looking snapshots.

There are 800 million active monthly users. You can share your pictures from Instagram instantly across multiple platforms such as Flickr, Facebook, and Twitter.

But remember… Whichever social media platform that you use make sure that it is accessible. For more information please visit RNIB Website (<https://www.rnib.org.uk/rnibconnect/technology/making-your-social-media-accessible>)

**Should you need any additional information in relation to social media please contact Tom Dobson at Goalball UK.**

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