

SOCIAL MEDIA TIPS

- **Set goals.** Know what you want to get out of your social media so you can use it accordingly. Do you want your social media to engage with current members? Past members? Local community? Fans and supporters? Do you want it to encourage potential new members to join?
- **Update the page regularly.** Try to set aside a time each day to check and respond to anything that has been posted to your page. For content ideas think about upcoming events, profiling members (present or past), share training techniques, newsletters, any great achievements from members or milestones for the club, link to posts by others you think is relevant or if you made the news, share it!
- **Polls, Opinions and Trivia Polls** are a great way to invite potential members to your website, newsletter or social media. Experiment with your polls and questions until you find the right mix to generate discussion and engagement.
- **Pictures** are worth a thousand words! People are more likely to react to pictures than words. Share photos from events, training sessions or prize givings.
- **Videos** are a great way to engage your club community. Your iPhone or android phone can produce sufficient quality for social media pages. Video content could include interviews with club members, event highlights or interesting training sessions.
- **On event day** post updates and keep supporters that couldn't make it to the event up to date with any exciting moments (think broken records and personal bests) and final results. Twitter is usually a better platform for feeding through a lot of results during an event; Facebook could be used to just post a final wrap or one or two standout moments.
- **Complete your profile.** Make sure you have included all your club's contact details and a good summary about your club (you could include your club's values, mission or the club motto). Add links to your other social media sites and your website too. Completing your profile helps to verify your club's page as authentic. It is also a good idea to include in your profile a note on your club's stance for posting on the page. This can be as simple as "We welcome all feedback, comments and posts on our page but please refrain from posting anything offensive or in breach of any laws."
- **Publicise your page.** Put it in the newsletter, club email and tell people around the pool to like/join/follow your club's page.
- **Follow/Like.** You should follow or like people or pages too (other swim clubs, regions with social media, sponsors etc). This way you can keep track of what others are up to on their social media! Keep in mind though you don't need to follow or like everyone that has followed or liked you – try and keep it relevant or beneficial to your social media page.
- **Be great at one, not average at many.** There are many social media sites and tools out there with new ones popping up all the time. Find the one that best fits your needs and get that right first, then you can explore getting involved in more. Don't feel the need to have everything!
- **Measure your content.** Facebook and Twitter have analytics to tell you how many people have read and shared posts. All of this information should be used to discover what works and what doesn't when it comes to content.
- **Scheduling.** You can schedule tweets and Facebook statuses to post. This can help keep content going out regularly without you needing to be on social media all the time.
- **Hashtags (#).** Using a hashtag will link the post to a stream with any other posts using the same hashtag. Keep an eye out for what is trending or what other clubs or swimming related accounts are using. For example try searching #swimclubs or #swimotago on Twitter or Facebook.
- **Mentions/Tags (@).** Mentioning (Twitter) or tagging (Facebook) a Twitter or Facebook user in your post (if relevant) will link that user to your post.
- **Groups.** Creating a page for your club is great to promote it to a wider audience and share things beyond just your membership but you could also create a group for members only. Invite everyone from the club to join the group and then you can share reminders and notices from the club in one easy place.
- **Remember** what you post will be there forever, social media is an open platform and with using it comes responsibility!