Give your Club a Platform with Social Media

Social media is a great way to put your club on the map and raise your profile. It can help you promote club nights, events, beginners’ courses, coaching sessions and any notices that you wish to communicate to members and potential members.

This guide is designed to give you tips and advice on how you can successfully use two of the most popular social network sites.

Twitter and Facebook are both free and easy to use, and even if you are new to using social media, within a few simple steps we will have you promoting the sport we love to the masses and attracting lots of budding archers to your club.

Why use Social Media?

Social media is now one of the most quickest and effective ways to spread the word and help raise the profile of your club/event. Whether it is by smart phone, tablet, laptop at home or on the go, there is no escaping the power of social media. As a nation we are hooked with a combined 40 million users in the UK alone using Facebook and twitter, but what can social media do for your club:

- Let people know that your club exists and any upcoming beginners courses/events.
- Stay in contact with members, potential members and supporters with news and latest news/results.
- Connect and keep up to date with younger archery fans.
- Exchange shooting tips/advice and problem solve with people you may not usually get chance to connect with.
- Communicate with influential people who may have more followers such as members of the Archery GB team, CSPs, newspapers, politicians, sports bloggers.
- Keep in touch after an event or course
- Reach more people faster

www.archerygb.org  archerygb  @archerygb
Using Facebook for your Club

Facebook is one of the largest and most used social network sites with over 30 million registered users in the UK, who create status updates about what they are doing or thinking, share pictures, video and messages.

Most of your club members, people who are into archery and even potential future club members are most likely on Facebook, so it’s time to join the community and get your club on Facebook too.

How to Create a Facebook Page

Setting up a Facebook profile/page is a simple and easy process. There are two types of accounts you can have. Profile pages are usually used by individuals, but Facebook allows organisations to create a specific Facebook page. Have a look at the Archery GB Facebook page as an example, just type in archerygb. This type of page is separate from your individual profile and allows more than one person from your club to manage it.

Visit https://en-gb.facebook.com/ to create a Facebook page for your club.

Once you have set up your Facebook page, you can begin to build up your followers by inviting people from your email contacts. This should help to get you started and get those much needed ‘likes’ for your page.

Tip

• Social media is meant to be fun and informal so bear this in mind when creating your posts and tweets.
• Make your posts friendly and welcoming.
• Post content that is relevant to your followers, such as event dates, equipment etc.
• Check your page at least once a day and respond to any messages, notifications or posts to your timeline.
• Interact with your followers by sharing or retweeting any content your followers may find interesting, this will also encourage other users to do the same for you and will also help to spark up conversations.
• Post content that will stand out in your followers news feed such as photos and videos.
• With social media it can take time to build up followers, but the more content you post the more followers you will attract.

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Profile Picture: This image is very important, because it’s going to be displayed with every post you make. Choose an image which is representative of your club, this might be your club logo or members of your club shooting. Ensure it is a strong, bold and relevant image.

Cover Photo: It’s important to choose a nice, bold image as this is the first thing people are going to notice. Be creative and choose an image that will represent your club.

Timeline: This is where you post content to your page, such as simple text posts or increase engagement by posting photos and videos. Any content you post will appear in your follower’s news feed, where they can like or share posts with others. You can also respond to any comments and posts from your followers.

Followers: You can monitor the amount of followers you have here. When users like your page they become followers, once they are following you any content you post will appear in their news feed. As you post more content and interact with more users your followers should begin to increase. Your main aim is to attract more followers, as the more followers you have the more exposure your club will get.
Using Twitter for your Club

Twitter is a great way to share events and major news, and although it is smaller than Facebook with just over 10 million UK users it’s another great way to raise your club’s profile and interact with existing/potential members. With Twitter you are limited to 140 characters for your tweet, but it’s a great way to share small notices and updates in a post that is clear and straight to the point.

The tweets should be interesting and posted on a daily basis. To maximise interest it’s important to tweet content which is relevant to your followers. Posting videos and photos can also help your posts to stand out from others on your followers’ timeline. You should aim to post at least once or twice a day at an appropriate time such as lunchtime or in the evening. Try not to overpost, as this may annoy your followers and may result in them un-following you.

How to Create a Twitter Page

If you are new to Twitter visit https://twitter.com/signup to create an account.

Once you have set up your page, the next thing to do will be to choose a suitable profile and cover photo. Your profile picture will appear in all tweets that you post, so make sure you choose a picture that is clear, bold and relevant to your club. The cover photo will be the background of your page, and will be the image that your followers see when they click directly on to your page.

Hashtags

Hashtags are often used in tweets when users talk about a specific event or topic.

- In a tweet a hashtag symbol # is often used before a relevant keyword or phrase (no spaces) this helps them to show more easily in a Twitter search.
- Clicking on a hashtagged word in any tweet shows you all other tweets marked with that keyword.
- Hashtags can occur anywhere in the tweet, at the beginning, middle, or end.
- Hashtagged words that become very popular are often trending topics.

Example: In the tweet below, we included the hashtag #ArcheryBigWeekend

Fancy a new hobby? Want to make new friends? Visit your local archery club 24-26 May www.archerygb.org/bigweekend” #archerybigweekend

Using hashtags is a great way to increase the visibility of your tweets and can help you to easily identify people who have similar interests to you. These hashtags should be used in moderation and only certain keywords should be included to increase the exposure.

Following and Followers

Following people and organisations with similar interests can help in the process of building up your followers, as they are more likely to follow you back. It is also important to follow those people who follow in order to gain their confidence and to show that the tweets are not just to gain popularity, but to actually connect with people. Sometimes, asking people to retweet occasionally can show that it’s of importance and the word needs to be spread.

Tagging and Retweeting

You can direct people to your profile by putting your Twitter address on your website, emails, blogs, literature or other social networking sites. To catch the attention of an influential person/organisation such as a celebrity, politician, local newspaper or local CSP you can tag them in a tweet. You can do this by including the @ symbol and their address in your tweet. For example if your club is hosting an event or beginners course you can tag Archery GB in your tweet by including our address which is @archerygb. Once we have been tagged this will appear in our notifications list and we can then retweet this to our followers, therefore giving your event more exposure.

You can also send a direct message asking users to support you by retweeting you or sending a tweet out directing people to your page. Tagging and retweeting is very important when promoting an event or topic, and is one of the fastest most effective ways to spread the word, but don’t forget to return the favour.

With the limited 140 character limit, link shortening services can help you put your web address into a shorter space. The most used are bit.ly and tinyurl.com
How Clubs use Twitter
Andalus Archery Club in Birmingham uses twitter to keep in touch with their members, share news, provide event updates and show off their photos and videos.

Hashtags
Makes your tweets easier to find in searches and helps increase engagement with people interested in the same topics.

Followers
It's important to follow relevant people and supporters to help build up your followers.

Retweeting
This is when you retweet other users' posts and is a way of adding engaging content and they may return the favour.

Post images and links to videos to give people a feel of what your club is like.

Tagging people into your tweets can increase your chances of being followed and retweeted.