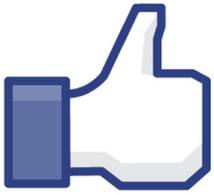
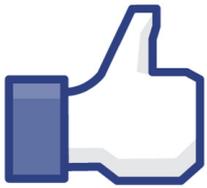


Social Media Plan for Clubs



Contents

Facebook for clubs.....	2
Club case studies.....	3
Getting the most out of your page.....	4
Negatives.....	5
Six tips for using Facebook.....	6
Appendix.....	8



Facebook for Clubs

Social Media is a great tool to promote your club, gain more members and reach new audiences.

It should always be used to add value and promote the sport in a positive way.

Facebook is a great place to start as it is the world's most popular social utility.

It connects you with the people around you, and provides a platform to inform and involve your friends/members in social conversation.

Facebook pages are a great, free way to promote your club, keep your members up to date with fixture and training information and to build a social network around your club.

- Join Facebook (www.facebook.com/)
- Build your own Facebook Page for your club http://www.facebook.com/pages/create.php?ref_type=sitefooter
- The "How-To" of Facebook pages <http://www.facebook.com/FacebookPages>

If you are afraid that you don't have the Facebook skills, I'm more than happy to help you start your page and show you how to make other people administrators and content creators.

Eliza-Jane Mann

Communications Officer
Motorcycling Queensland

media@mqlld.org.au || 3281 2255



Club Case Studies

There are many sporting clubs and associations that have jumped on board the social media bandwagon.

Please find the Kingsley Woodvale Cricket Club case study at Appendix 1.

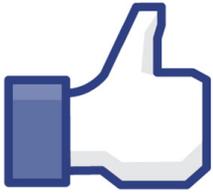
The Rum City Motorcycle Club is the perfect Queensland example:

https://www.facebook.com/pages/Rum-City-Motorcycle-Club/124818170932469?ref=stream&hc_location=stream

- All posts are positive and community orientated
- Funny photos and links to motorcycling jokes (family friendly)
- Questions are answered in a friendly and timely manner
- Calls for volunteers to help out with the track etc.
- Members can post photos from events on the page

Some other uses for a Motorcycling Club Facebook page:

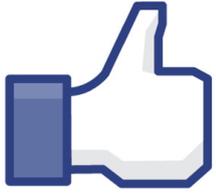
- Create events such as working bees that people can click to attend and discuss on the events page.
- Can buy/sell gear on the site.
- FAQ for new/prospective members
For example: <http://www.motorcyclesportsmen.com.au/faqs.html>
- Can share information from the MQ page and other relevant pages.
- Links to MYLAPS for results.



Getting the most out of your page

Here are some tips on how to get the most out of your club's social media page:

- Set goals: Know what you want to get out of your social media so you can use it accordingly. Know your goal before creating the page and create policies and procedures to reach the goals set out. Usually the goal will be for the current club members to be more informed or to reach out to new members.
- Your Facebook page is only as effective as you make it: don't just set it up and expect things to happen, you need to use it effectively for it to be effective.
- Stimulate the conversations: use these forums for conversations between the club and its members. This should be used in a positive way, not to promote negative conversations.
- Integrate communication: use social media in addition to other methods of communication; keep the club email and newsletter, and use social media to increase the quantity and quality of communication.
- Publicise your page: put it in the newsletter, club email, tell people around the clubrooms to like/join/follow your club's page.
- Update the page regularly: keep in contact with members, make them aware of events, achievements and results. Because so many people visit their social media pages regularly it is easy to get a message out to a wide audience quickly.
- Allow for two way dialogue: you're having a conversation on behalf of your club.
- Keep it active in the off-season: when people are regularly getting messages from the club they remember things like events, and to register and pay their fees, and maybe it will even sway them to ride for a season when they'd previously planned not to.



Negatives

If social media is used incorrectly by clubs and their members it can have a negative effect

Having an open or closed 'Facebook group' can put off potential new members and makes it hard to find information.

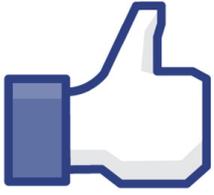
It is recommended that clubs create a 'Facebook page' that members can 'like' and follow.

This makes it obvious what information is coming directly from the club and what is just speculation from outside members.

Motorcycling Queensland follows Motorcycling Australia's Social Media Policy which can be found at:

<http://www.ma.org.au/index.php?id=1888>.

Anybody found to not be complying with these rules will be disciplined.



Six tips for using Facebook

1. Post pictures and video

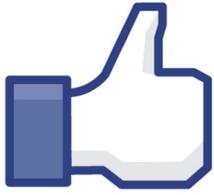
Videos and photos always perform well on Facebook. They grab people's attention in a feed full of text updates. A lot of web users choose to watch more than they read. Facebook also offers you a nice little feature that helps bring more fans to your Page. If you post a video and a non-fan of your Page sees it, a little non-intrusive call to action will pop up in the top-left corner that invites them to 'Like' your Page.

2. Ask questions and involve your members

Chances are if something is of interest to the club, it will be of interest to your members. Want your members to express their views on a topic? Ask them. Want your members to share their favourite content with you? Ask them. You get the point. If you want your members to participate more, just ask them every now and then, you will be surprised how many of them respond. Multiple experiments by other brands show that the posts where you include a call to action get better than average engagement. This is not an essential part as you will notice that the Rum City Motorcycle Club use their Facebook page to distribute information and promote rather than starting conversations. Social media should always be used to add value and promote the sport in a positive way. If a member is not adhering to MA's Social Media Policy you should not hesitate to take actions such as blocking them from the site.

3. Member Involvement

Know your members; there are many tasks which are required for a club to complete in order to run smoothly and successfully. Social media is the perfect tool to seek advice and/or support. Sponsorship in the form of an agreement from a member who is an Accountant/ Graphic designer/ Earthmover... the list goes on. The formation of a successful relationship between club and club member can benefit both parties greatly.



Six tips for using Facebook

4. Plan your posting frequency and timing

Don't overwhelm your fans with too many posts. And only commit to what you can manage. If you can post once a day, do it. If you can post twice a week, make that your target. As far as timing goes, many people catch up on their Facebook activity at the end of the day and during weekends. However, this trend varies, and might be different for your target audience. Be patient, watch the response trends on your Page, and identify the frequency and timing that works best for you.

5. Diversify your content

Change up your content every now and then. Often, people are not sure what to post on a regular basis. You could try adding how-to's, trivia about the club, breaking news, polls, relevant third-party content, multimedia, or even experts to speak about your club or industry.

6. Share the Load

Posting to the club's Facebook page, in the club's identity, can be done by anyone who is listed as an administrator. If there are seven administrators, and you post once or twice a day, that's only one or two posts per person per week. Similarly, have all committee members "like" the page, and actively post as themselves, not just the club.



Appendix 1

KINGSLEY WOODVALE CC CASE STUDY

Kingsley Woodvale Cricket Club is largely made up of younger members, most of who are already signed up to social networking sites such as Facebook. It was because of this KWCC decided making their own Facebook Page would be a quick, easy and effective way of staying in touch with the members.

One of the people responsible for the administration of the Facebook page, Kent Burton, says their online presence has improved the culture and social aspect of the club, with increased numbers at club events, particularly from non-playing supporters and ex-members.

· What was KWCC's reason for creating a Facebook page?

We have a young membership with a large presence on Facebook. It's a quick and easy way to get information out to our members for upcoming events, training times, milestones or other relevant news. It's cheaper than SMS, more effective than email and leaves less reliance on having an up to date player database. Also allows us to have a general idea of how many people will attend each event.

· Has having a Facebook presence helped you in these areas, and if so, how?

Yes, we've experienced increased turnout to events based on this feature, particularly from non playing supporters and ex-players.

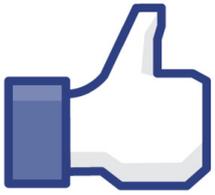
· How did having a Facebook page improve the social aspect of the club?

It provides an easy link to the club for ex-members and non-playing supporters. They are more likely to attend cricket events as they are made aware first hand. It also acts as a reminder to current players of upcoming events.

· How many people look after the club's Facebook page?

A few members of the committee update information and create events, however anyone can post information or photos on the wall which means the administrators don't have to do heaps of work to keep it updated.





Appendix 1

· How difficult was it to set up a Facebook page? Are they difficult to create and maintain?

It was very easy, free and there is little upkeep required. It could run with no upkeep if the members of the page added more information.

· How did you publicise your Facebook page amongst people you wanted to join it?

Word of mouth, and page administrators actively searching on Facebook for parties they believe would be interested.

· What advice would you give to others attempting to establish a social media presence for their sports club?

Make it known it is the primary media for club information, so people use it. Keep fresh content on there. Once it is established it is free and easy way to keep everyone in the club up to date.

Kent "absolutely" recommends that any sports club should have a presence on social media.

It's free and with a little bit of effort can be used to improve a sports clubs in a variety of ways, from a social aspect, as is the case with KWCC, or to increase awareness and help market the club.



So what are you waiting for?



