



Join in*

27 July-9 Sept 2013

joininuk.org

The Join In guide to social media 2013

Make more of your event with social media

Social media and local sport clubs were made for each other. You can update people on club news, while your members can keep the 'social' side going when they're not in the clubhouse. And of course, social media gives you a perfect opportunity to promote your Join In event. This guide offers some quick ideas for attracting people to your event using Facebook and Twitter – two of the most widely-used networks in the UK. (And if you're completely new to social media, we'll point you in the right direction for getting started.) You'll even find some ready-to-go Facebook posts and tweets to add to your profiles.

Why use social media?

Sites like Twitter and Facebook help you to:

- Let people know about your event
- Stay in contact with ex-members and supporters
- Connect with younger sports fans
- Reach more people, faster
- Communicate with people you never expected to reach (from sports stars to politicians)
- Keep in touch after the event

Plus, it's free and easy to get started. All it requires is a little commitment from you to get going. With a small amount of effort, you could bring lots of new faces to your club.



A few general tips...

- Be friendly, welcoming and positive in your posts and tweets. Lots of people may be unsure what to expect from a sports club – and may even be a little intimidated about coming along.
- Link to your event page on the Join In website in your Facebook posts and tweets.
- You don't have to be chained to your computer with your social media accounts open – just half an hour a day is more than enough!
- Interact with people – don't just post your updates. Social media is a place for conversations, not one-way traffic.
- Help people out, direct them to interesting news stories, links to funding opportunities – whatever makes sense to your club.
- Post links to your blog, Flickr photos and YouTube videos if you have any.
- Social media can take a little time – don't be disheartened if you don't see results straight away!



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Using Facebook for your event

Facebook is the world's largest social network. It has more than 30 million registered users in the UK – or around half the population. Most of your supporters, players, members and potential volunteers are probably on Facebook, so it makes sense for your club to be on Facebook too.

Facebook for sports clubs

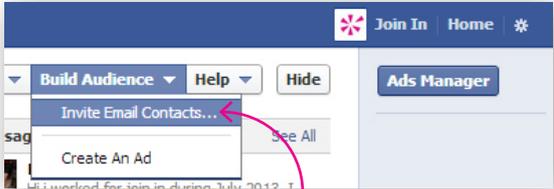
Standard Facebook profiles are reserved for individuals. However, Facebook allows organisations, such as sports clubs, to create a 'Facebook Page'. A Page works like a micro-website for your club, but one that's plugged directly into the fabric of Facebook. It makes it easier to reach people on the network, and to share your links and posts.

When someone 'likes' your Facebook Page, they will see your post updates in their feed.

To set up a Facebook Page for your club go to: <https://www.facebook.com/pages/create/>

Facebook Basics

- You create a Facebook Page for your club.
- People "Like" your Page to become fans.
- You post messages and events.
- Fans see these updates in their feeds.
- They can like or share posts with others.
- You can respond to your fans' posts and comments on the Page.



Tip

- From your Facebook Page you can invite people to become fans from your email contact list. Use the menu in the top right under 'Build Audience'. This is a good way to get some 'likes' for your Facebook Page if it's brand new.



Ready-to-go Facebook posts

If you're stuck for what to say to promote your Join In event, try one or two of these ready-to-go Facebook posts. (Just be sure to add your link/event in the right place.) They'll work even better with an image or video in the post.

General Join In posts:

Have you heard about the Join In Summer? Local sports clubs across the UK are hosting events on one year on from the Olympics and Paralympics. We're involved! <http://www.joininuk.org/>

Between 27 July and 9 September Join In will encourage the nation to head down to where it starts for every great champion: their local sports club. Find out more at <http://www.joininuk.org/>

Event Facebook posts:

Turn up, take part, Join In! Come to **YOUR CLUB** on **DATE** and be part of a national celebration of local sport. Check out **YOUR LINK** for more!

Olympics made you hungry for more sport? Come down to **YOUR CLUB** on **DATE** and be part of the Join In Summer - a huge national celebration of local sport! <http://joininuk.org>

Tip

- Remember to promote your social media accounts in the real world! Ask current members to follow or like your Twitter and Facebook profiles.



How other clubs use Facebook: Pinewood Gymnastics Club

Pinewood Gymnastics Club in Wokingham, uses Facebook to keep in touch with their members, hold open competitions, share news and event updates, add photos and videos – and generally keep people up-to-date with their club activities.

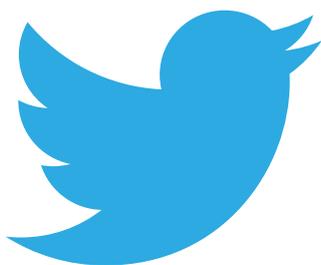


Choose a nice, bold photo for your Facebook Page.

Local council bodies and national organisations “like” this page.

You don’t need thousands of “fans” to have a successful page. Better to get a couple of hundred of true supporters who can spread the word on your behalf.

Let people comment and chat on your Facebook Page. Avoid the temptation to censor/delete posts.



Using Twitter for your event

Twitter is smaller than Facebook – but still boasts over 10 million active UK users in 2013. It also offers sports clubs a different way to reach potential supporters. Unlike Facebook, Twitter profiles and tweets are publicly visible.

With Twitter, you only get 140 characters to say what you want. That may not seem like much, but it's a perfect size to share little updates – such as event announcements. It also works brilliantly to link to any blog posts or videos.

New to Twitter?

- If you're new to Twitter, take a look at this page: <https://twitter.com/about>
- Go here to sign up and create an account: <https://twitter.com/>

Following and Followers

On Twitter you follow people and organisations that you're interested in. For your sports club, that could be anyone from current players to your governing body. When you follow someone, you see what they post in your timeline feed.

Over time, people will begin to follow you back. The more you engage with people, the more followers you'll have. Followers see your tweets in their timeline.

However, don't obsess about your follower total! It's more important to have 100 highly interested followers than 1,000 people who don't care about your sport or club.

Who to follow on Twitter

- Former and current club players
- Current volunteers and members
- Your sport's governing body
- Famous figures in your sport
- Local council bodies
- Local teaching associations and schools
- Local events feeds and newspapers



Retweets and @ replies

If someone likes your tweet, they can “retweet” it. That means that all of the people following them see the tweet. You too can retweet someone’s post, showing it to all of your followers. Try to retweet interesting posts every so often as well as posting your own updates.

If you want someone to see your tweet, use the “@” command. For example, starting your tweet with @joininuk means that you’re speaking directly to the Join In team. You’d be surprised who you can reach with a well-written @ tweet. You could try famous sportspeople in your area. You might even tempt an Olympic champion to come to your Join In event!

Using hashtags

When people on Twitter talk about an event or topic, they often use hashtags – words preceded by the hash (#) sign. When someone clicks a hashtag or searches for the term, all of the tweets with that hashtag appear. The Join In hashtag is: #JoinInUK. You can use this to your advantage, particularly with hashtags for your local area. For example:

Fancy being Robin Hood for the day? Come to Westfield Archery Club, 18th Aug and become a sharp shooter! bit.ly/348748 #swindon #JoinInUK



People searching for “Swindon” are now more likely to see your tweet. You could reach people who might otherwise have never found out about your event.

Tip

You don’t want half of your 140 character limit taken up with a long web address. Link shortening services allow you to squeeze your web address into a shorter space. Some of the most popular include bit.ly, ow.ly, goo.gl and tinyurl.com

Ready-to-go Tweets

If you’re stuck for what to say to promote your Join In event, try one or two of these ready-to-go tweets. (Just be sure to add your LINK/ EVENT in the right place!)

General tweets about Join In:

Thousands of people across the UK will Join In to celebrate local sport this summer. Will you? <http://joininuk.org> #JoinInUK

What are you doing to be part of #JoinInUK Summer on DATE? <http://joininuk.org> @joininuk

@joininuk & @eddieizzard are inspiring the nation to go down to their local Sports Club on DATE. <http://joininuk.org>

Your event tweets:

Heard about the Join In Summer across the UK? We’re taking part! Take a look: [YOURJOININPAGELINK](#) #JoinInUK

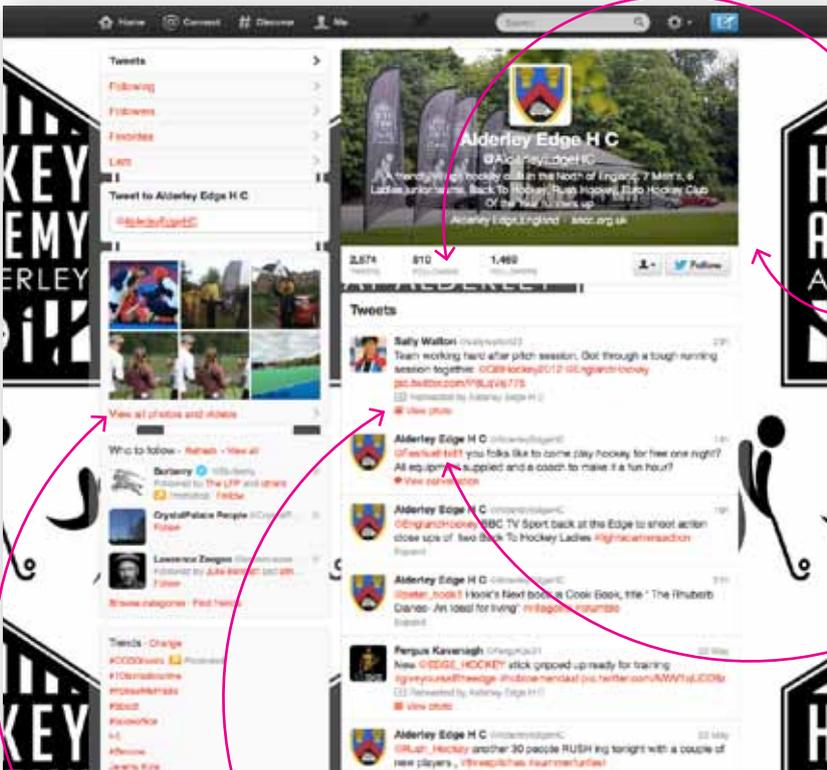
Turn up, take part, Join In! Come to YOURCLUB, DATE and celebrate local sport: [YOUR LINK](#) #JoinInUK

We’re Joining In - are you? Come to YOURCLUB, on DATE for the massive Join In Summer! #JoinInUK



How clubs use Twitter: Alderley Edge HC

Alderley Edge Hockey Club in Cheshire use Twitter to keep in touch with their members, share news and event updates and show off photos and videos.



The club follows lots of relevant people and supporters (and have lots of followers in return).

Remember to decorate your background and header.

Retweeting interesting tweets is polite and people may return the favour!

Try using the @ symbol to speak directly to other members and supporters.

Hashtags help you reach more people and join in conversations about a topic.

Post images and link to videos to encourage people to see what it's like at your club!

Make sure to mention your event.