

Tennis QLD

**Marketing, Digital and Social Media
tips to engage your community and
grow your business**

INTERMEDIATE

May 2020

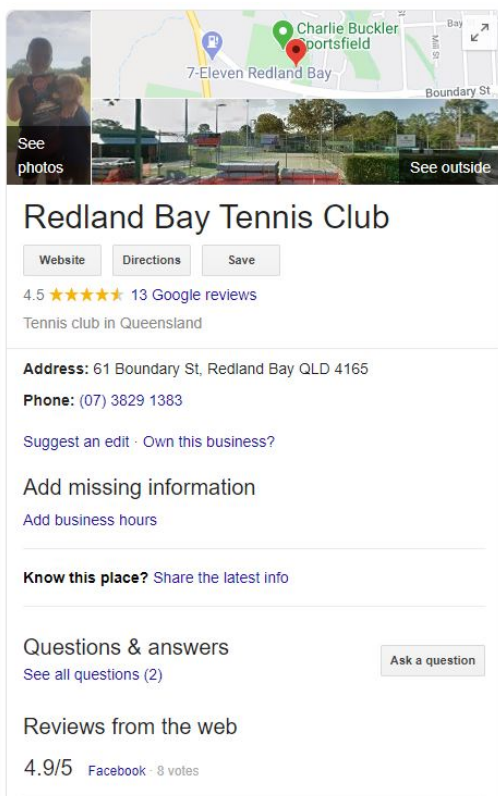


**GET
COURT
UP**

INTERMEDIATE GUIDE FOR CLUBS WHO HAVE A WEBSITE AND A FACEBOOK PAGE

1. Local SEO through Google My Business

This is where businesses manage the contact information, open hours, reviews, and pictures that show in Google search results.



1. Right information: ensure you have the exact same info as per your website and Facebook page and any other online listings. Inconsistencies in your business's information across the internet will negatively impact their search ranking.

2. Important to ask for reviews: reviews are becoming increasingly paramount for local search and good reviews lead to more bookings.

3. Questions & Answers: similar to reviews, Google My Business allows people to ask questions about your business that anyone can view.

4. Messaging: allow potential patrons to ask questions and receive direct support via instant messaging.

5. Open hours and popular times: help customers plan visits to your club.

6. Posts: you can publish offers, events, products, and services directly to Google Search and maps through Google My Business.

2. Social Media

Clubs can still play an important role in this time of social distancing and social isolation through offering an online platform for people to come together, feel connected and continue the wonderful community vibes your club has established.

Our team are here to support your tennis club, your club volunteers and members. Please reach out to your club's representatives if you need any assistance or wish to discuss anything further.

Stay active on your channels

Your club might not be hive of activity right now, but that doesn't mean that your social media needs to reflect this. Share photos and stories from previous events that you never got the chance to post before, or maybe some fun throwbacks to days gone by at the club.



Some examples:

- **Stories from the clubhouse** - members' achievements; share interesting content from members own social channels (with permission).
- **Club History** - Dig into your archives and post an historic photo from your club to start conversation.
- **Celebrate the people** who make your club so special – profiles of committee members, volunteers or club members.
- **Club 'behind the scenes' series** - maintenance of club; stringer getting ready for re-opening etc.
- **Start a club challenge** – ask members to join in and post on your social channel. Be sure to create a consistent # to gain quick traction and have all posts be captured.
- **Promote club sponsors**
- **Try Facebook Polls or Instagram Stories** with questions to ask club members directly what they want to see at the club.
- **Tidy up social media channels** – do your own digital audit to check if all contact details are accurate and consistent. Does the Facebook header reflect the club and its vibrancy well? Consider using smiling faces of your members to show the warmth and fun of the club.

- **Sharing is caring** - support the tennis community by liking posts, responding to tags, and leaving positive comments on others' social channels. The more we interact with tennis posts, the further they get pushed out into the community – we all win!

This a good time to try a new social media channel you have been wanting to try eg. launch an Instagram page or Facebook group.

Consider the following

- Facebook: Posts, Stories, Groups, Live
- Instagram: Posts, Stories, IGTV, Live
- YouTube: Videos

Additional tools

- **Canva**

Graphic design platform to create social media graphics, posters and other visual content:

<https://designschool.canva.com/tutorials/>

- **Facebook Live Stream with BeLive**

How to plan live interview on Facebook: <https://www.youtube.com/watch?v=LIEMSIkf6D8> Belive: online <https://be.live/>

- **Video creation, editing and uploading:**

Video editor for Microsoft: <https://educationblog.microsoft.com/en-us/2018/07/how-to-quickly-edit-videos-on-windows-10/>

Imovie for mac: everyone can create video apple guide: <https://books.apple.com/au/book/id1434350922>

3. Newsletter & groups chats

Keep your members engaged and thinking about tennis through your club newsletter. The community is likely to have a number of questions about activities, memberships, keeping active etc. You may not have all of the answers, but providing regular communications will ease anxiety and help everyone feel connected.

Some topics could include:

- Contact details during closure period
- Thank you tributes to volunteers
- Links to the best tennis matches or your favourite rallies, YouTube will be great for this
- Tennis coaching tips from the club coach(es)
- Recent achievements from club members, including final League results
- Where you find your club online, e.g. website, Twitter, Facebook, YouTube, etc. If you're posting regularly, make sure your members know where to find you.
- Links to articles on Tennis NSW website.

Group Video Platforms such as Zoom, Microsoft Teams, Facetime and Facebook Messenger are hugely popular and are a fantastic way to remain connected with your members during this period of isolation.

