



# ENGAGING YOUR COMMUNITY



# IMPORTANCE OF CONTINUED COMMUNITY ENGAGEMENT

While the physical location of our clubs may be closed for now, 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 Tennis West representatives if you need any assistance or wish to discuss anything further.

## SOCIAL MEDIA

One of the easiest ways of staying connected is via Social Media. You may want to map out a social media plan for the next few months, considering all the possible content and then make your selection about how you will engage your community best. Some of our top tips are below:

### Stay active on your channels

Your club might not be a 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.

Now is a great time to call out members' achievements, stories from the club house, or interesting videos you've seen online. Some potential content could include:

- Dig into your archives and post a historic photo from your club to start conversation
- Highlight or Profile the wonderful work of the committee members, volunteers or club members
- Consider a series of short 'behind the scenes' posts – highlighting the work of each committee position – (benefits here are twofold; firstly it highlights and recognises the work of your volunteers and secondly it 'demystifies' what the positions entail for potential future committee members)
- Start a club challenge – Get your members involved
- Show your support to your sponsors
- Share fun, quirky or historical facts about your club and/or your committee and members



### Branch out

Are there some social media channels you've been meaning to try, but just haven't had the time? Now's the perfect chance to launch that Instagram page, or maybe your Facebook group. Maybe you want to share some videos, so why not give YouTube or Instagram TV a go? See the list below for some of the many ways you can share content

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

### Get involved

If you're stuck for ideas on what to post, amongst a sea of COVID-19 updates and reports, keep an eye out for fun challenges and tags, or maybe set some challenges of your own (e.g. How many taps can you do in a row? Show your best indoor tennis rally with no ball!). Tag some of your members and followers to join in the challenge! Some ideas to get you started include:

- **#TennisAtHome** - Show us how you play tennis at home! A mini court in the laneway, against the wall of your house, hitting for your dog in the backyard...
- **#MyFirstTennisPic** - Post an old tennis-related picture of you/committee members/the club. Tags 3-5 people to do the same.
- **Bucket Challenge** - Test your accuracy hitting or serving into a bucket in the garden!
- **Toilet Paper Challenge** - How many times can you tap up a roll of toilet paper on the side of your racquet?

## SOCIAL MEDIA (CONT.)

### Get some feedback

Make the most of the spike in social media use during this time, to reach out and speak with your followers. Try posting some Facebook polls or Instagram Stories questions and quizzes to understand what your members would like to see at your club. This can be a great way to get feedback on club activities, and what players might like to see in the future.

### Tidy up

Do you have your most up-to-date picture, contact details and logo on your social channels? Or is your Facebook header promoting your 2014 Christmas party? Make your social media channels as fresh and relevant as they can be by archiving old posts that are no longer relevant (keep event photos though!) and ensuring all contact details are up to date.

### Sharing is caring

This is a tough time for us all, so wherever you can, 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!

## CLUB NEWSLETTERS & GROUP CHATS

Keep your members engaged and thinking about tennis through your club newsletter and online groups. The community will likely have a number of questions about activities, memberships, keeping active, and a number of other topics. We might not have all the answers, but providing regular communications will help everyone feel connected and linked during this uncertain time.

Some topics could include:

- Contact details during closure period
- Thank you tributes to volunteers
- Links to best tennis matches or your favourite rallies. YouTube will be great for this
- Tennis coaching tips from you club coach(es)
- Tennis at home suggestions from club members. Use your social media interactions to help with this, as not all your members will be active on all your platforms
- Where to watch tennis (*The Greatest Australian Open Matches* is a weekly television program hosted by 22-time Grand Slam champion Todd Woodbridge and former Australian Davis Cup hero Sam Groth, launching on Saturday 4 April at 3.30pm on Channel 9)
- 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
- Tips for staying active at home
- Articles from Tennis West's website. We will be updating regularly about stories in the WA tennis community
- An invitation for suggestions from members. Ask them what they want to see, know and experience from the club during this time



# GROUP VIDEO PLATFORMS

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

Some ways that you can use group video apps include:

- 1. Have regular coffee dates from the comfort of your own home with a group of your club members
- 2. Host a Trivia Night or Bingo Night with your members
- 3. Hold an online meeting
- 4. Host a Masterclass – ask one of your members who is an expert in their field to hold an online cooking/baking/knitting/craft class that other members can participate in
- 5. Host a Virtual Movie Night - While it may not have the intimacy of a movie theater, there are apps and websites that allow people to watch movies together from long distances. The most popular of which is Netflix Party - This syncs up your streams with those of your friends and adds a live chat on one side of the screen
- 6. Have a virtual ‘Happy Hour’ on a Friday Evening – a casual catchup where everyone can dial in for after work drinks and chats.





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