

Social Media 101 (For Clubs)

Best practices in social media

It is important not to use social media channels solely as promotional tools. There is a time and place for marketing and promotional messages. Share content that is relevant to your brand or something that involves common interests (we're lucky to have such a broad topic like tennis to work with).

Spend time in researching why you want a profile on various social media platforms and what benefits it would bring to your club. Find out which platforms your members are already on, to get an idea of what would be helpful to them.

Consider your resources and if you have the capacity to create and maintain multiple platforms. If not, your focus should be on mastering one social platform first before spreading yourself too thinly. Social media is about quality, not quantity.

Facebook Pages

Pages are for businesses, organisations, brand and clubs to share their stories and connect with various stakeholders. Like timelines, you can customise Pages by adding apps, posting stories, hosting events and more. Engage and grow your audience by posting regularly. People who like your Page and their friends will get updates in their News Feed.

You can create and manage a Facebook Page from your personal account.

Do I really need a Facebook Page?

Before you even think about using social media as one of your communication channels, you need to consider a few things:

1. What are my objectives and what am I trying to achieve?
2. Is the audience that I want to talk to/communicate/engage with actually on social media?
3. Will the positives outweigh the negatives?

How are pages different from groups?

Pages allow real organisations, businesses, brands and clubs to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Other differences include privacy, audience functionality and methods of communication.

Setting up a page

To create a Page, log into Facebook on a desktop computer and follow these directions:

1. Click **Create a Page** from the **More** section at the bottom right of your homepage or go to facebook.com/pages/create
2. Choose a Page category most relevant to your business
3. Choose a subcategory and enter the required information
4. Check the box next to **I agree to Facebook Pages Terms** and click **Get Started**

Facebook tips

- Select an engaging cover photo and something that shows why your fans would want to engage with your club
- Always ask permission of the subject in photos if you can use it on Facebook
- When using someone else's images, make sure you credit the photographer/source (give credit where credit is due)
- Focus on content that is going to be useful to your audience e.g. Events, team results, club news, coaching tips
- Consider club promotions and how this could link to your Facebook profile i.e. 'Like' our Facebook page to receive 10% off your first lesson
- Use photos and videos as your primary source of content. These result in the highest engagement.
- Have multiple admins (people who can update) so that the responsibility doesn't solely rest on one person
- Update at least 2-3 times per week. Entice people to give you a 'like'. Avoid multiple updates in short spaces of time
- Compile a list of community guidelines or "house rules" to encourage productive participation by users and grow a transparent community
- Once you've entered a link into the status update, you can delete the URL for a cleaner look
- Keep content short and sweet
- Ask questions at the end – posts ending with a question have a higher engagement rate as fans are not distracted from providing a response
- Test and learn – take advantage of Facebook insights to understand what 'type' of posts elicit the most engagement
- Flexibility is important: listen, learn and act – continue to closely monitor your communities; you never know what might come from it
- Make sure you are posting as your club and not your personal account
- Don't ignore or delete complaints – this shows you don't care and/or is hiding something
- @Tag others in posts (done by placing the @ symbol in front of the page you want to tag e.g. @AustralianOpen)
- If you have your message inbox on, try and check regularly and respond to any urgent enquiries
- 'Like' other pages that your page should be interested in. (e.g. The Australian Open 'likes' Roland-Garros, Wimbledon, Roger Federer, Serena Williams' pages)
- Schedule posts for times when you know people will be checking social media, but you won't be in the office. These can be accessed through the activity log

Twitter accounts

Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about. Anyone or anything can set up a Twitter account to discover real-time information that matters to your or your brand.

Setting up a Twitter account

To create a Twitter account, visit twitter.com and follow these directions:

1. **Sign up for Twitter** by filling in the selected fields: Full Name, Email, Password
2. Choose a **username** which will be known as your Twitter handle
3. Click **Sign up**
4. Follow the pre-existing **Steps** to get you started

Twitter tips

- Select an engaging header image and something that shows why your fans would want to engage with your club
- There is no limit to frequency of posting on Twitter and varies as you see fit. Still give reason for people to follow you.
- Keep your tweets relevant, helpful & spam-free.
- Don't abuse direct messaging. Use only when you need private information (like a postal address etc.) or when you need to take the conversation offline (if a complaint needs to be dealt with)
- NEVER send automatic DM's to new followers. This falls into the spam category.
- Schedule tweets for when your audience will be online. Again, when are you most active on Twitter? Think of this when scheduling tweets. You can do this through third-party agents such as Hootsuite or Tweetdeck.
- Before you send a tweet, ensure you're using the correct @handle of someone if you are tagging them in the tweet
- Use various hashtags (#) to join other conversations but try stick to the limit of 2-3 per tweet

General tips

- Add value to the conversation by sharing content that is easy to consume and that may help in some way
- Share the love - social media relies on conversations so jump into ones (where appropriate) and always respond to comments in a timely manner (12hr turnaround). However if you are unable to respond, make it clear what times you are available to respond
- Give a sneak peek into your club. This humanises your brand.
- Don't talk just for the sake of talking
- Ask your community for help or feedback on things
- Monitor channels closely
- Social media presence is simply an extension of your brand: Think about how you build relationships offline...this is how you should think about building them online?
- Give your fans a reason to invest in your online relationship
- Be a real human by simply being yourself. Be kind, funny, respectful

- Try to make every individual you interact part of the 'in-crowd'
- Offer assistance, answer questions. Go out of your way to make someone's day easier
- Be clear, but not defensive
- Show proper online etiquette
- Try to make a good first impression
- Be aware of current news & events to avoid any inconsiderate posts going out
- Building relationships online is a long-term investment
- Understand and use privacy settings on social media platforms
- Stick to what you know
- Practice confidentially by never telling secrets
- Don't spam – ever!
- Give credit where credit is due i.e. photo copyright
- Mistakes happen but try to avoid by triple checking your content before posting
- Remember everything online is discoverable
- Always be learning
- Beware of trolls – fake profiles
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity

Registering your social media profiles

If and when your club has completed setting up a branded Social Media site, please email socialmedia@tennis.com.au with the respective links so we can officially register you.

Tennis Australia contact

Should you have any questions regarding the above, please contact:

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