



The Facebook Guide

FOR TENNIS CLUBS



10 simple steps to setting up your Facebook page

FOR TENNIS CLUBS



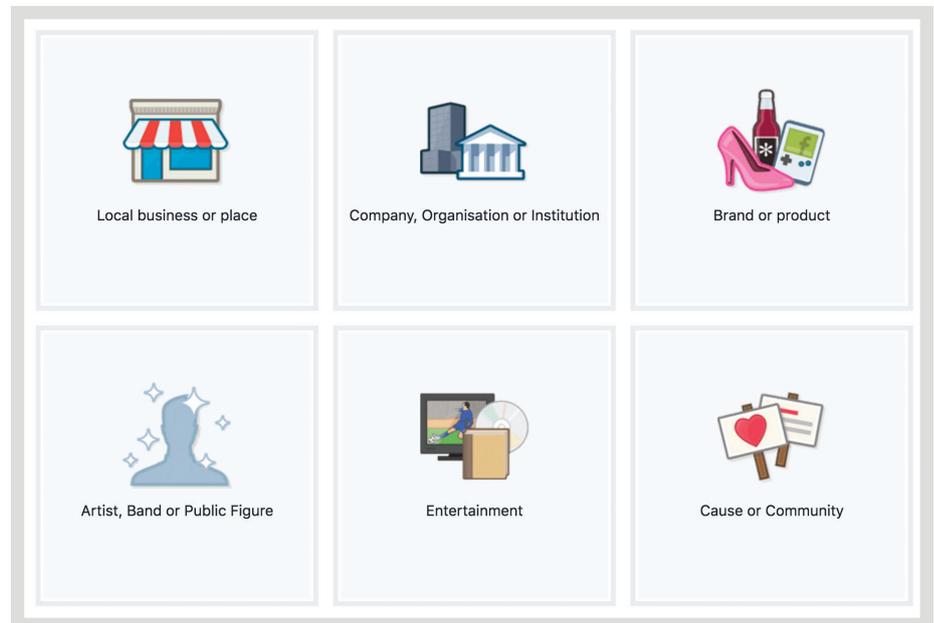
Step 1

Fill out your basic club info

- ▶ Create a business page on Facebook here:

www.facebook.com/pages/create

Once there, click the “Local business or place” category.



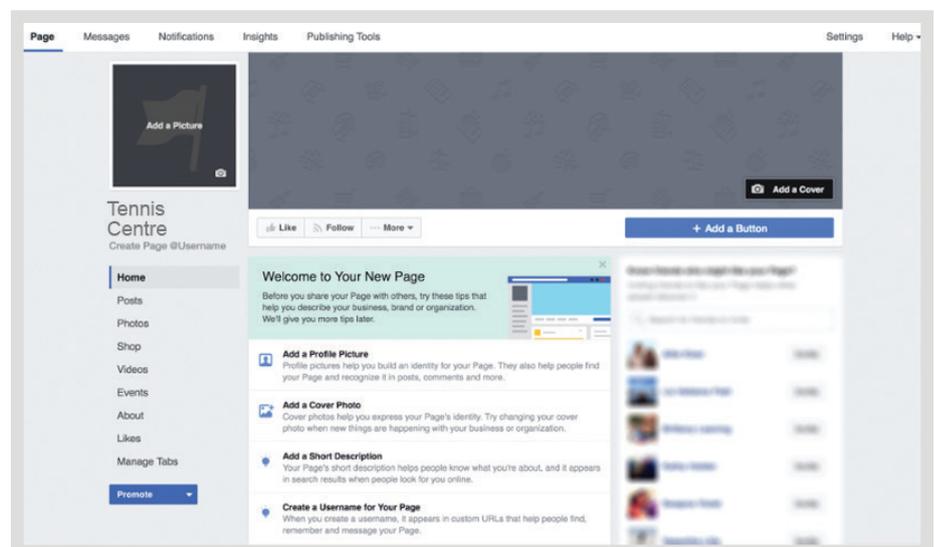
Step 2

Choose your category

- ▶ You'll need to select your category to help people find out what you do.

Choose: Stadium, arena and sports venue

Enter your street address and phone number so people can find you and contact you easily. Then click GET STARTED and you'll be taken to your page.



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Step 3

Follow Facebook Page tips

Follow these to get the latest tips and advice to help make your Facebook Page more successful.

Step 4

Create a username

A username helps people find and remember your page. Your user name appears in a customised web address (e.g. facebook.com/yourgreatclub) for your page.

Your user name should match the name of your club as much as possible.

Step 5

Let people know you're open

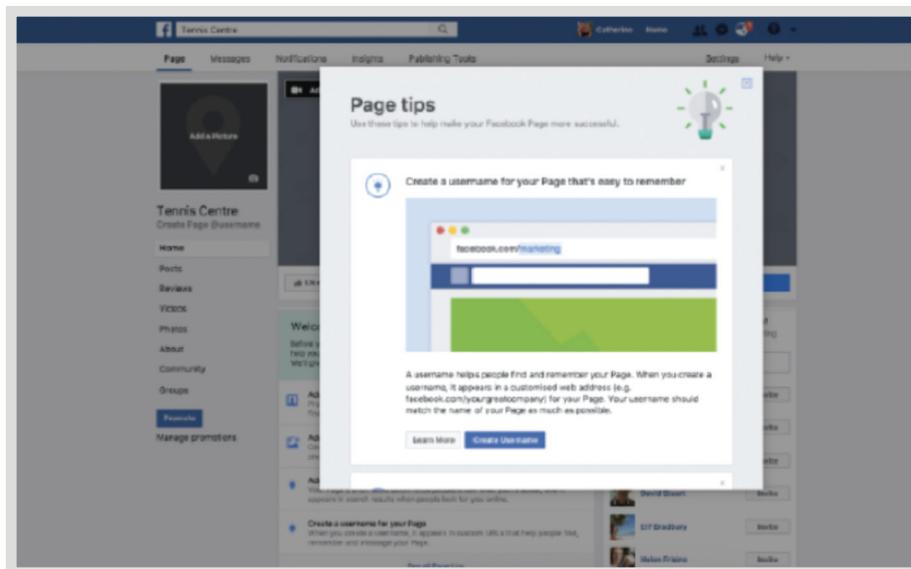
Add the hours you're open so it's easy for people to plan a visit to your club. Your page will also automatically show if you're open or closed.

Step 6

Help people take action

Add a button to the top of your page to make it easy for people to take a specific action. Choose whether you'd like people to call you, send you a message or go to your website.

You can update your page's call to action button at any time.



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Step 7

Send people to your website

If you want to direct people to your website to book a court or get more info, add the website address to your page to help them find it.

Step 8

Add a profile picture

Upload a main profile picture/icon for your page. This photo will appear as your icon every time you comment on a post or publish in a news feed.

A square picture of your club logo will work best here.

Step 9

Add a cover photo

Cover photos help you express our page's identity. Try changing your cover photo seasonally or when new things are happening with your club.

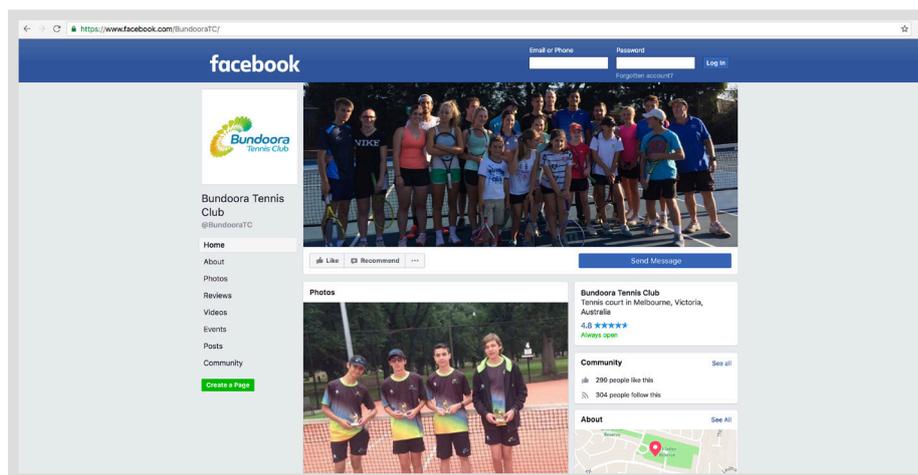
Canva is a helpful free tool for Facebook cover photos as it comes with several pre made templates that look great.

You can access it here:
www.canva.com

Step 10

Add a short description

Help people know what your page is about. Keep the description short and clear about your club. This will show up in your search results and at the top of your Facebook page



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Pro tips for looking good

FACEBOOK PAGE CHECKLIST

▶ Try posting a video

A short video is a great way to introduce your club and services. Whether you capture it on a smartphone or publish something more polished, a video post helps capture attention and engage people.

▶ About section

You can tell more of your club's story and give people helpful information in your About section.

To access this section, click on "About" in the left hand menu bar and click "Edit Page Info"

▶ Reviews

Getting ratings and reviews on your Facebook page is a simple yet important way to help people to trust and choose your club.

Simply send your club members and contacts a link and ask if they'd be happy to share a quick review about the club. Just try and make sure you read (and respond to) their comments and say thank you! Finally, keep your reviews up to date. 3 year old reviews look worse than none.

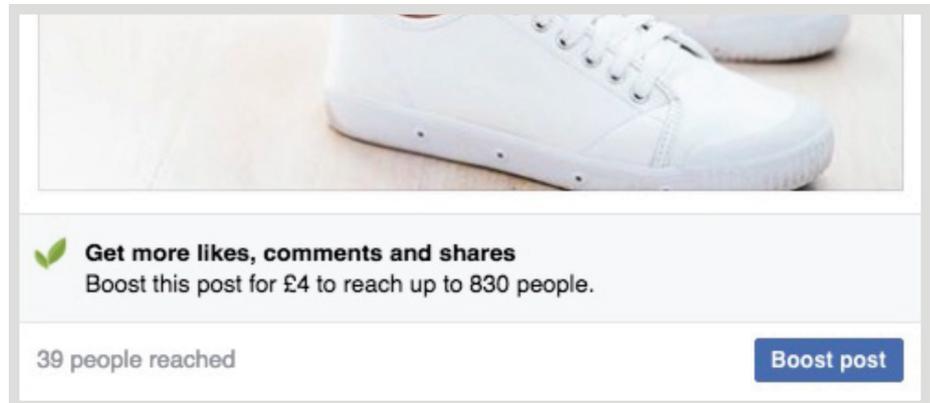
Beginners' guide to the Boost

FOR TENNIS CLUBS



Step 1 Select the "Boost"

Once you create a post on your Facebook page you will see a button which says "Boost Post." Click it.

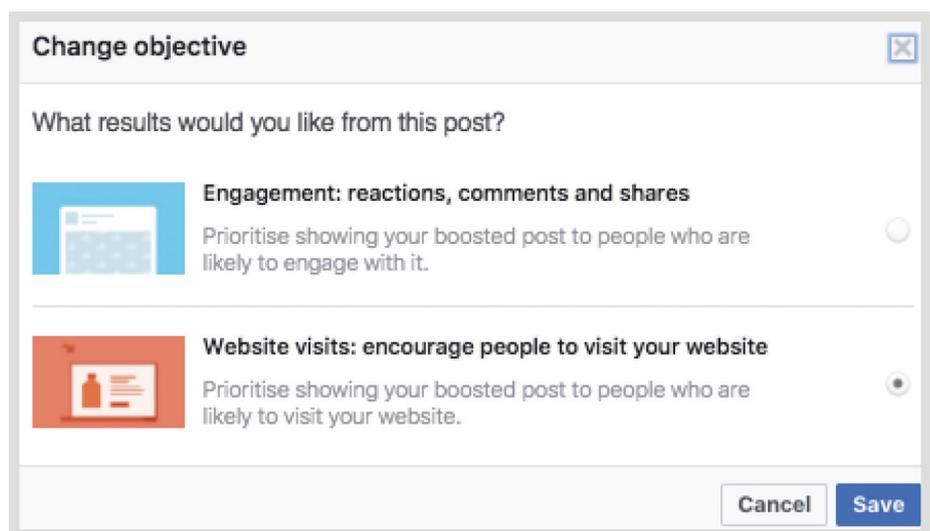


Step 2 Choose your objective

You can select either:

Engagement: Which aims to get more activity around your Facebook post and helps you to find more followers.

Website visitors: Drives more traffic through to your club website.



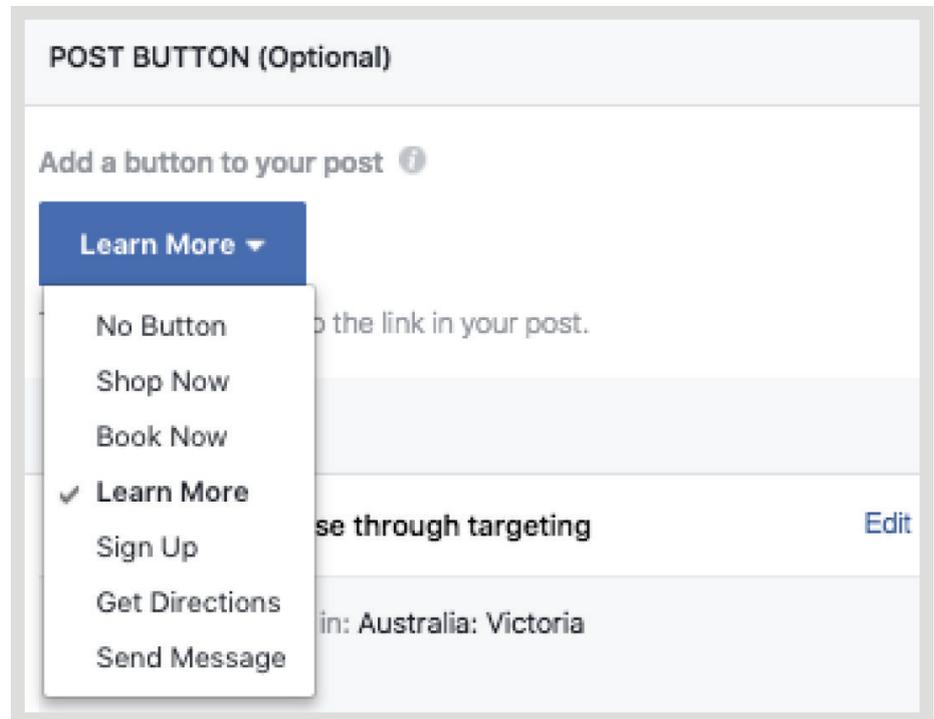
Beginners' guide to the Boost

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Step 3 Add a call to action button

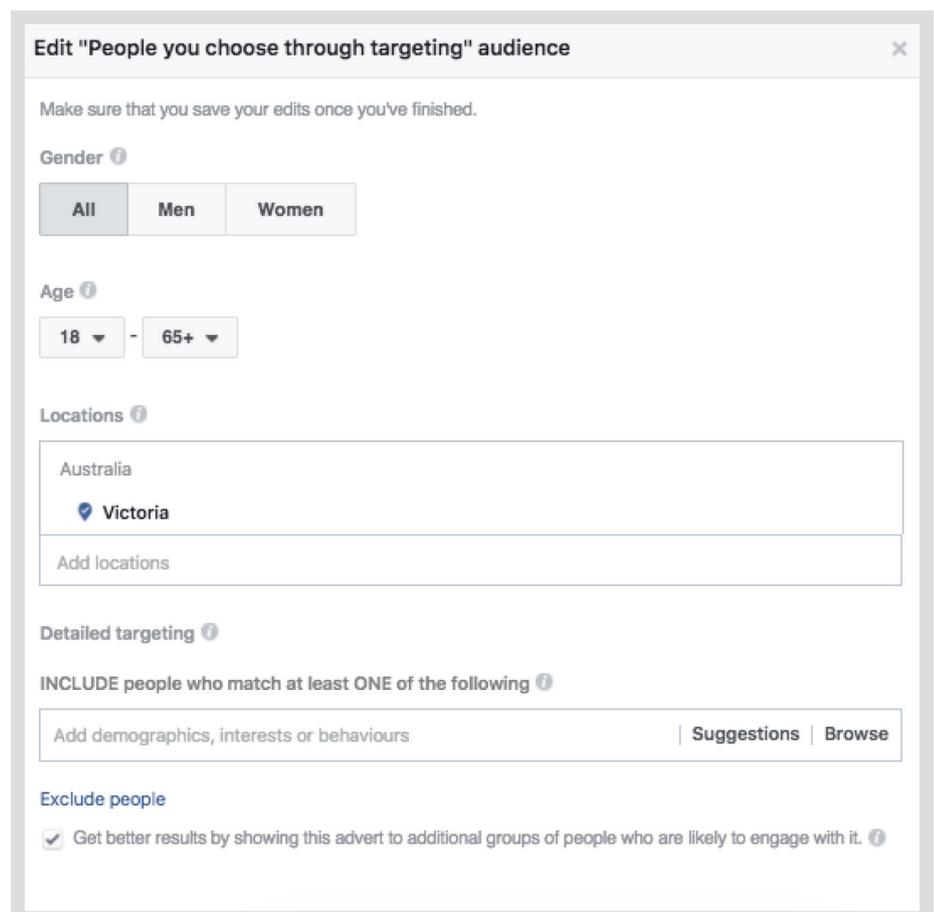
Adding a call to action button to your post is useful because you can tell people what you'd like them to do next (however this can make your post look more like an "ad" which can sometimes reduce engagement).



Step 4 Target your post

You can target who sees your Facebook post by demographic, location, interest and behaviour.

Choose to edit "people you choose through targeting" audience to select who sees your ad by age range, gender, geographical or interest.



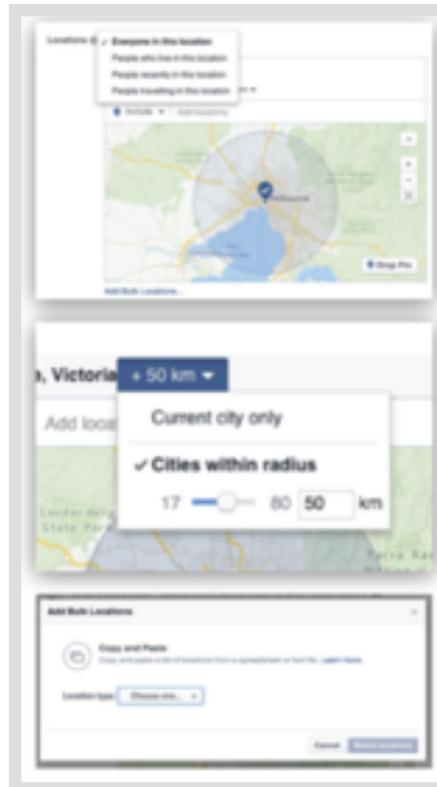
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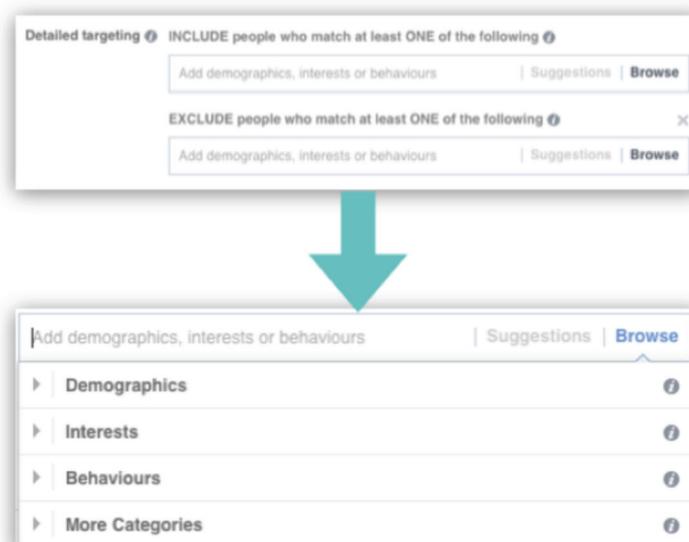
You can also target people based on their location which gives you the ability to communicate in a more relevant way to the people who are most likely to care.

Select the drop down boxes to see the different ways that you can target based on location.



Interest and behaviour targeting allows you to include or exclude certain audience interests and behaviours.

Either select Facebook's suggestions based on your page or browse the options available.



Beginners' guide to the Boost

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Step 5 Select the budget and duration

Select how much you would like to spend on your post and how long you would like your ad to run for. Facebook will give you an estimated reach of people likely to see your boosted post.

BUDGET AND DURATION

Total budget ⓘ

\$5.00

Estimated People Reached ⓘ

520 - 1,400 people of 270,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days

Run this ad until Jul 26, 2017

Step 6 Track and measure performance

Keep track of how many people you've reached with your ads and your post engagements (likes, comments, shares and click-throughs). Track your budgets and view your results.

Recent promotions on Photography Studies College		+ Create New Promotion		
	Boosted post Finishes in 19 days PSC invites you to immerse yourself in the world.. Promoted by Rachel Psc on 06/22/2017	179 People reached	20 Post engagements	\$1.35 Spent out of \$36.00 View Results
	Event promotion Finishes in 6 days Experience Day for Secondary School Students Wednesday, 28 June 2017, 10:00 - 14:00 Promoted by Rachel Psc on 06/14/2017	1,778 People reached	47 Engagements	\$43.09 Spent out of \$67.00 View Results

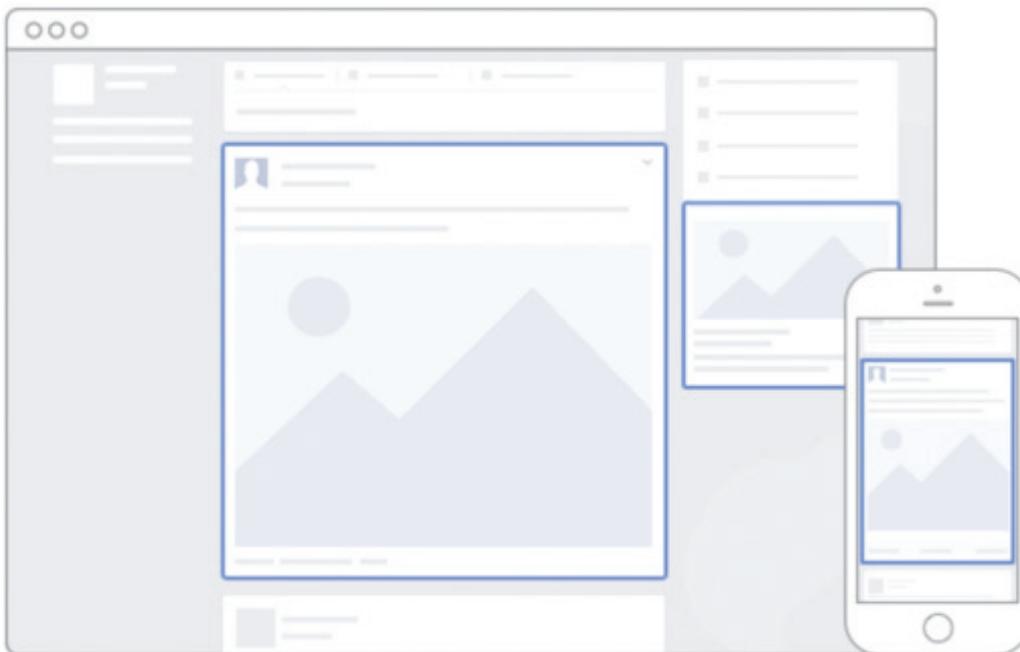
Helpful Facebook ad hints

FOR TENNIS CLUBS



Know your ad placement options

▶ Facebook Desktop and Mobile



Know the types of ads available

- ▶ **Single Image:** A single image ad. This image is either populated automatically or you need to provide one in the correct specs. Check out the different Facebook image specs here: www.jonloomer.com/2016/09/15/facebook-image-dimensions-2016
- ▶ **Carousel:** A multiple image or video ad with up to 10 images
- ▶ **Slideshow:** A looping video ad with up to 10 images
- ▶ **Canvas:** A full screen experience
- ▶ **Video:** A video ad

Helpful Facebook ad hints

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Know the Facebook Ad elements

- 1 Newsfeed Text
- 2 Image
- 3 Headline
- 4 Headline link description
- 5 Social currency, weighed heavily in your Edge Rank
- 6 All newsfeed ads feature a Like call-to-action
- 7 Whom in your network is connected to this advertiser

Hannah Lundgaard, Alison Caston and 9 others like Melbourne Fashion Festival. 7

Melbourne Fashion Festival 6 Like Page

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1 Get set to learn, connect and be inspired by global thought leaders.

2

3 **Early Bird Tickets - Business Seminar**

4 2018 will see speakers explore current and innovative themes in the fashion, creative and design industries.

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