



# SOCIAL MEDIA *top* **tips**



# Why use *Social Media?*

**Social media is a great tool to help fans, parents, players, and coaches interact and communicate with your club.**

Social media platforms like Facebook, Instagram and X are creating more fans now than ever before, giving followers an exclusive, on-demand look at your club.

Through a strategy, you and your team can use your tactics to get the most out of social media.



# Do's

- Appoint an appropriate parent/guardian to monitor the content being published and make sure they also have appropriate safeguarding training.
- Ensure contact details for the appointed moderator are accessible to everyone inside and outside of the club.
- Ensure you get approval from parent(s)/guardian(s) for minors and appropriate clearance for photographing or videoing events.
- Get written parent(s)/guardian(s) permission before access to your club/league social media platforms is granted to under-18s.
- Consider whether turning on or switching off comments is most appropriate for your club.

# Don'ts

- Publish children's or young people's details where they can be seen or used by others. For example, this may include a mobile phone number or personal email addresses. Please get permissions needed to include any personal information, e.g. names on backs of shirts. Any details hosted should only be done with written parent(s)/guardian(s) consent.
- Publish content of individuals without consent from parent(s)/guardian(s).
- Post details of players that may lead them to be identified e.g. school/class/year, etc.
- Post or host items which may be considered hurtful, insulting, offensive, abusive, threatening, racist or discriminatory, or which otherwise may cause offence or harm.
- Post or host match results for teams that are under 11. Remember, the focus is on participation not outcome at this age.



# Social Media Training

Find out how to make the most of popular social media platforms, stay up-to-date and keep safe.

**Throughout the modules on Facebook, Instagram, LinkedIn, X and WhatsApp, you'll learn how to:**

- Access these platforms
- Set up effective profiles
- Expand your network to vocalise what you do
- Use the platforms features to tell your stories
- Set up and showcase your organisation to others



<https://digital.wings.uk.barclays/our-digital-courses/social-media-training/>

# Facebook

## Channel uses and benefits

### Advertise

It's a great platform to advertise for players, coaches or volunteers and highlight news. With specific local group pages, it is possible to reach users who are interested in football in the local area and get information out to them quickly and easily.

### Sponsorship

When seeking new sponsors, it might be a good idea to put requests out across Facebook. This can be shared by parents/players/coaches and volunteers to ensure it is seen by a large number of people within the local area who may be able to help.

### Events

If you have an upcoming fundraiser, end of season awards or charity day, you can send out event invites to gain interest. This doesn't just have to focus on individuals within the club, but can also be pushed to the wider community to help build up the profile of the club.



## Football Club – Under 16s



Paul Jones

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U16s are looking for unattached players to join our team as we make the transition to 11v11 next season. We train Thursday evening and play Saturday mornings Div1. For further information please feel free to contact me



# X



## *Tips on how to use the platform*

### **Commentary**

The platform lends itself to providing commentary for individuals who can't be at games. This can be really useful and enjoyable for players who have moved elsewhere but still want to stay engaged. It also keeps current players who may be missing games for various reasons engaged.

### **Bank of content**

Your ready-made bank of content can be recycled throughout the season while still providing new content to users who want to keep up-to-date with your club.

### **Pictures from socials and events run by the club**

### **Spotlight fans - photos of supporters, interviews, quote graphics**

# X

# Instagram



  claygateroyalsfcu15s



## *Tips on how to use the platform*

### Highlights

A great way to show off the best bits from training or matches. This can also help build the profile of the club up with players/coaches/parents, sharing content across their own personal profiles.

### Goalscorers/player of the match

If you want to take this even further, a fun way to add to the commentary is to create goalscorer assets through using team photos and simple templates from free services (provided separately in our toolkit). These can also be used to award your player of the match each week.

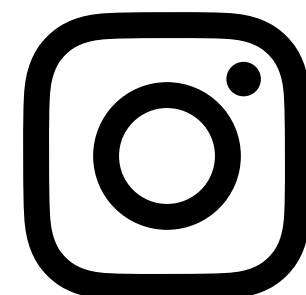
### Training videos

### Live stream matches

### Interviews with coaches and players

### Challenge videos e.g. crossbar challenge

### Details of upcoming games e.g. kick off and location



# How to run a club

Learn how to use digital technology to organise your club in an efficient, more cost-effective and safe manner.

Throughout the course you'll learn how to:

- Organise roles and responsibilities digitally
- Manage club finances and how to raise funds
- Market and promote your club online

## Digital Wings

Why not visit our Digital Wings, to understand and learn more about social media. You can sign up to Digital Wings via the below link.



<https://digital.wings.uk.barclays/register?code=SPORTED>