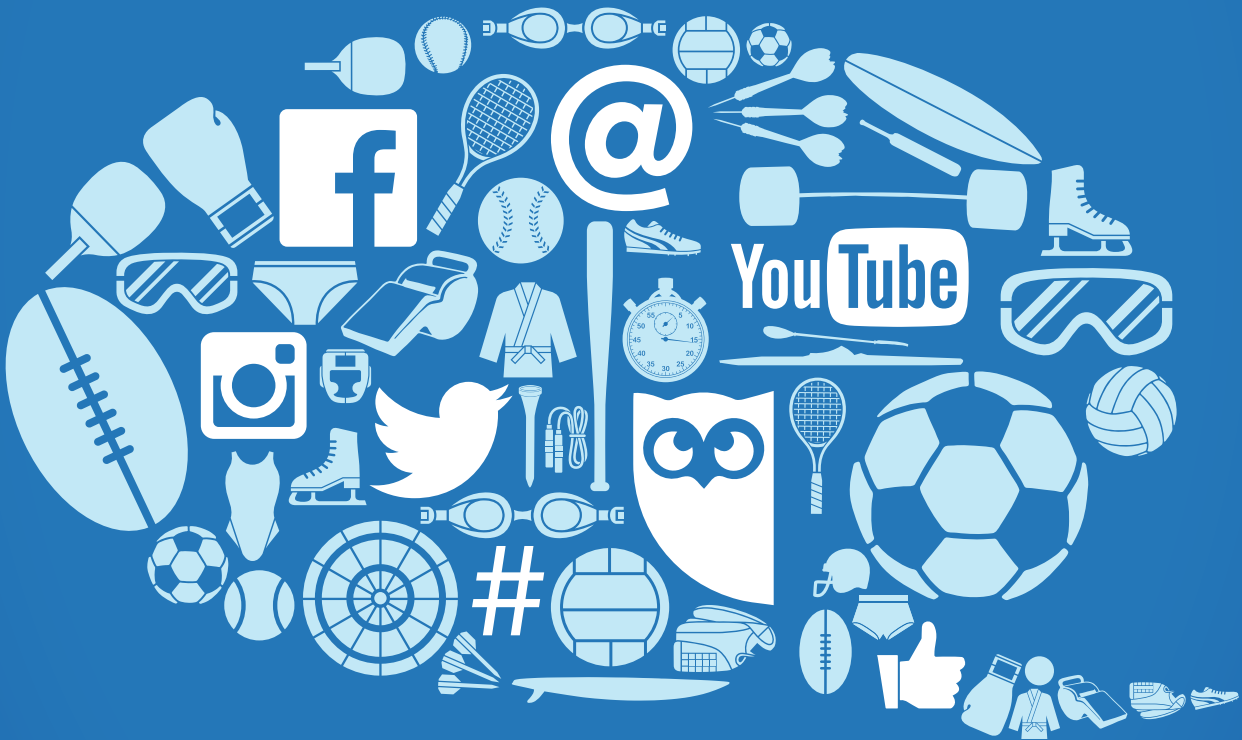# SOCIAL MEDIA & COMMUNICATION TACTICS
FOR SPORTS CLUBS

Written by Steve Pallas and Joe Novella
Edited by Jennifer Rose

Welcome

Sports Community would like to welcome you to our ebook, 'Social Media & Communication Tactics for Sports Clubs'.

This ebook is designed to illustrate how your club can use communication to achieve its goals. The content has been developed through our extensive experience training club volunteers and a large amount of research into how sport clubs are using social media around the world.

Each chapter in this ebook will focus on a key message or skill development.

We will provide you with a wide variety of tools and skills which can then be used to create a communications plan to help support your club in achieving its objectives.

Throughout this ebook you will see this logo:

By clicking this, you will be taken to additional information on the sports community website that relates to that topic.

Contents

This book has been designed for the volunteers of local sports clubs. It has been written assuming the reader has little or no knowledge and each topic will begin by reviewing fundamental concepts and then progressively will introduce more complex strategies.

This ebook is all about using different communication methods to create great relationships in order to help your club reach its goals and objectives. We hope you enjoy the journey as much as we enjoyed bringing it to you.

Introducing
Sports Community

Sports Community is an organisation dedicated to helping grassroots sports clubs succeed. We have developed a range of tools which help volunteers to successfully undertake their role within their club in a way that is fun and enjoyable.

Website
The Sports Community website (www. sportscommunity.com.au) is a free website with extensive information required by clubs and their volunteers. The site contains extensive information; over 80 fundraising procedures, all open grants and hundreds of free procedures, articles and templates containing information for club volunteers on everything from running an AGM to developing strategic plans. Each procedure has been written assuming the volunteer has been delegated the task and they have no knowledge about their assigned task.

Radio Show and Podcast
Each week Sports Community produces a radio show/podcast aimed directly at the volunteers of local clubs. Each week we interview a guest on a topic relevant to local clubs and their volunteers. The podcasts are extremely popular and past episodes can be downloaded from the Sports Community website at www.sportscommunity.com.au/podcasts/

Training
Complementing the Sports Community website is a comprehensive range of training sessions for club volunteers covering topics such as strategic planning, compliance and risk management, financial management, building a quality club culture, participation strategies, marketing and social media and of course maximising clubs fundraising opportunities. You can read more about our training sessions and when they are being held by clicking http://sportscommunity.com.au/services/upcoming/

Email Newsletters
Each fortnight we publish an email newsletter designed to keep club volunteers up to date with the latest grants, fundraising, social media and all other information volunteers need to know. If you would like to receive your copy of the newsletter you can subscribe at http://sportscommunity.com.au/email-newsletter/

Social Media
Sports Community is also very active on social media, especially Facebook and Twitter. So join the conversation by liking us on Facebook or following us on Twitter.

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Introduction
Objectives of this eBook

At the completion of this book, you will have an understanding of:

» The building blocks that underpin a powerful communication strategy, including the importance of databases

» The different types of communication

» The different types of social media

» How each method can be used differently to help you achieve your Club's objectives

» Illustrations and examples of different communication strategies being used by clubs and sports

"At the completion of this ebook, you will be able to develop a Communications Plan using the most effective options in order to achieve your Club's objectives."

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CHAPTER 1

Why Should Clubs Communicate?

It seems a simple question, but why should clubs spend a second of their most scarce resource, volunteers' time, on this task we call communication?

Often the answer is to inform players and members about what is going on at the club or changes to schedules. Communication can be a much more powerful tool and is rarely utilised by clubs to its full potential.

Rather than simply using communication to inform people around your club about what is going on, we should start to think of communication as a way to form, develop and maintain strong relationships with those who can help achieve club goals.

For example, in terms of fundraising:

Imagine for a moment you are walking down the street and a person comes up to you and asks for $100.00. What do you say?

Well you may ask why but what you are most likely thinking is 'not a chance' while looking for a way to escape the conversation.

Now imagine if your best friend walked up to you and asked for $100.00. Would you give it to them?

You are probably a lot more likely to give it to your best friend rather than the complete stranger walking up to you in the street.

Why? Because you have a relationship with your best friend and know a lot about that person already.

Conversely, you know absolutely nothing about the stranger in the street, so have very little trust in that person, regardless of their actual credibility.

The same concept applies to those that local sports clubs approach, whether to be involved as a player, competitor or participant, a volunteer, a sponsor, to come to an event, buy a raffle ticket or even come to watch a game. From our perspective, in terms of sports clubs anyone who participates or supports the club is considered a 'stakeholder'. This includes among many others; the council, players, sponsors, your community, suppliers, past players, supporters, the media and your venue. We will be referring to these stakeholders throughout the ebook.

These people and groups are much more likely to accept your Club's invitation if they already have a relationship with the club or those within it.

So, if we agree that strong relationships are the key to clubs achieving their objectives, then to create and grow these relationships we need good quality, consistent communication. It is the positive communication, formal and informal, structured and unstructured, planned and unplanned between the club and its community that forms strong bonds between stakeholders and your club. When people feel they belong and are a part of something, in this case your club, they are much more likely to assist and support it if they can.

Put simply, good quality communication helps us to form and maintain the relationships we need, in order to assist our club to achieve its goals.

The Power of a Sense of Belonging

Although this is an ebook about Communication Strategies, let us delve for just a minute into a little psychology.

Abraham Maslow was an American Psychologist who ranked human needs into a five level hierarchy. This started with physiological needs such as breathing, food and water as its base, safety and security needs as the next level and then the third most basic of human needs was the need 'to be loved and belong'. (M, 1943). Maslow first released his research in 1943 and his philosophies have stood the test of time. (M, 1943).

Local sports clubs have the opportunity to create a real sense of belonging between itself and its community. Creating and maintaining relationships where people feel as though they belong to the club is very powerful.

Relationships grow and evolve over time. Initially your club will start relationships with people when they first come in contact with your club. Over time, with good consistent communication, the club can develop these relationships to a point where each individual starts to develop a real sense of belonging to your club. It is people who have a real sense of belonging to your club that are more likely to assist it to achieve its goals than general supporters or community members.

From a club perspective, when the club asks for assistance the person is much more likely to provide it and from an individual's perspective, the club is fulfilling a core need for that person.

SELF ACTUALIZATION

ESTEEM
ACCEPTED, VALUED BY OTHERS

LOVE AND BELONGING

SAFETY AND SECURITY
PERSONAL & FINANCIAL SECURITY, HEALTH, SAFETY NET

PHYSIOLOGICAL
REQUIRED FOR HUMAN SURVIVAL - AIR WATER FOOD CLOTHING SHELTER

Abraham Maslow's Five Level Hierarchy of Human Needs. (M, 1943)

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CHAPTER 2

Linking your Communication Strategy to Club Goals

The Power of Club Goals

Before we think about communication, we need to think about what we are trying to achieve. The message your club will be communicating will be different depending on the objective. For example, whether your club's goal is to recruit new players or to raise funds for new equipment.

Not all clubs have the same objectives. Common club objectives may be:

» Increase overall membership numbers

» Have more than 50% of teams in the finals

» Have at least 10 players make representative teams

» Have all coaches accredited

» Increase the amount of girl and women members

» Increase spectator numbers

» Increase sponsorship revenue

This is a short list of possible objectives, although your club may be working towards many others.

Not all clubs are the same. Some clubs may be focused on elite competition and developing talent while others are community based clubs, focused on participation. Some clubs operate in an environment where they have predominantly male or female participants, while others have a mixture of both. Some clubs may only have senior teams while others have a strong emphasis on juniors. As you can see, clubs are diverse and therefore not all club objectives will be the same.

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It is ideal that you understand your club's objectives for the year before committing to developing a Communications Plan. Those involved in developing this plan should also be fully aware of these objectives, as this will dictate what you will be saying and to whom.

If your club does not have clearly defined goals and objectives, take a couple of minutes to complete the Sports Community Strategic Planning Questionnaire which can be downloaded from our website:

The Strategic Planning Questionnaire will help you to quickly create club objectives which will make it much easier to create an effective Communications Plan.

Not clearly defining and communicating your Club's objectives can lead to the wasting of a lot of time and effort. You may develop ineffective marketing which can result in communicating to the wrong audience and therefore making it harder to achieve the desired results. Alternatively, a strong understanding ensures that you will focus your communications efforts, maximising the benefits to your club.

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Understanding Your Communication Plan

A Communications Plan for your club is a plan that outlines how the club will communicate with its different audiences in order to achieve its objectives.

This plan is typically developed by the committee or members of the committee at the beginning of each season, after the club has decided on its targets and objectives for the year. It is a document that provides focus because it should clearly articulate club objectives and how they will be reached, as well as who will be responsible for each task.

This type of planning is essential for clubs to understand the communication tasks required to achieve their objectives. So often we see clubs under estimate the time and resources it takes to effectively communicate.

The Communications Plan can take many formats and can be prepared according to many different templates, but typically outlines the following:

» Each club objective
» The tasks - this also usually includes wording on how the objective will be reached, including tools, tactics and strategies
» Individuals who will be responsible for completing each task
» Start and completion date

XYZ Football Club's Communications Plan

SPORTS COMMUNITY
DELIVERING CLUB OBJECTIVES

Define your club objective   Attract at least 15 junior girls to form a team to complete in the Under 16's girls competition by 15 September.

Who are the key stakeholders who can assist your club to successfully undertake this objective?
1. Local Secondary Schools
2. PE Teachers
3. Current members (to refer new members)
4.
5.
6.
7.
8.

What are the risks associated with this objective?
1. Schools don't support us
2. Can't attract coaches
3. Can't attract enough players
4. Can't locate a venue at which to play or train
5.
6.
7.
8.

How would you define success of this objective after:

6 months - have enough girls actively training to form a team

12 months - successfully complete a season

18 months - 80% of girls stay at the club the following year and recruit enough girls for a second season

24 months - Formalised recruitment pathways created between secondary colleges and the club

30 months -

What are the key tasks to achieve this objective?

Task	Person Responsible	Due Date
Recruitment of players		
Identify co-ordinator responsible for recruiting players	Club President	30/6
Contact the 3 local secondary schools to talk to the PE teacher about linking in with students (ideally run a coaching clinic)	Co-ordinator	15/7
Organise 3 people to run clinics at each secondary college	Co-ordinator	30/07
Plan the format of the clinic and train the "coaches" to maximise value and fun to participants	Club coach	30/07
Create a flyer and an expression of interest form to be handed out at the clinics	Paula	10/08
Run clinics at the schools for girls		15/08
Create article to appear in each school newsletter	Paula	30/07
Ensure articles appears in each school newsletter	Co-ordinator	15/08
Send email to girls who have expressed an interest in playing confirming training times and encouraging them to attend	Co-ordinator	20/08
Speak to the club's existing players and ask them to invite at least one new Under 16 girl to training	Club President	20/08
Telephone girls who expressed interest but did not attend first two training sessions	Co-ordinator	20/08
Promote the team heavily on club's social media and email newsletters	Paula	Commence 30/07
Creating the team		
Recruit coaches and team manager of the new team	Co-ordinator	30/07
Train coaches about the club and the committee's expectations for the new team	Club President	15/07
Schedule training venue, days and times	Co-ordinator	30/07
Ensure the coach has all the equipment required	Co-ordinator	15/08
Commence training	Team Coach	01/09
Formally register the team to compete in the competition	Co-ordinator	01/09
Register players and ensure they all become club members		25/09
Organise team uniforms and hats	Sammi	10/09
Create a Welcome pack for players and parents inducting them into the club and its expectations.	Paula	30/08
Circulate fixture to players, coaches and parents	Co-ordinator	20/09

www.sportscommunity.com.au   @sportsclubinfo
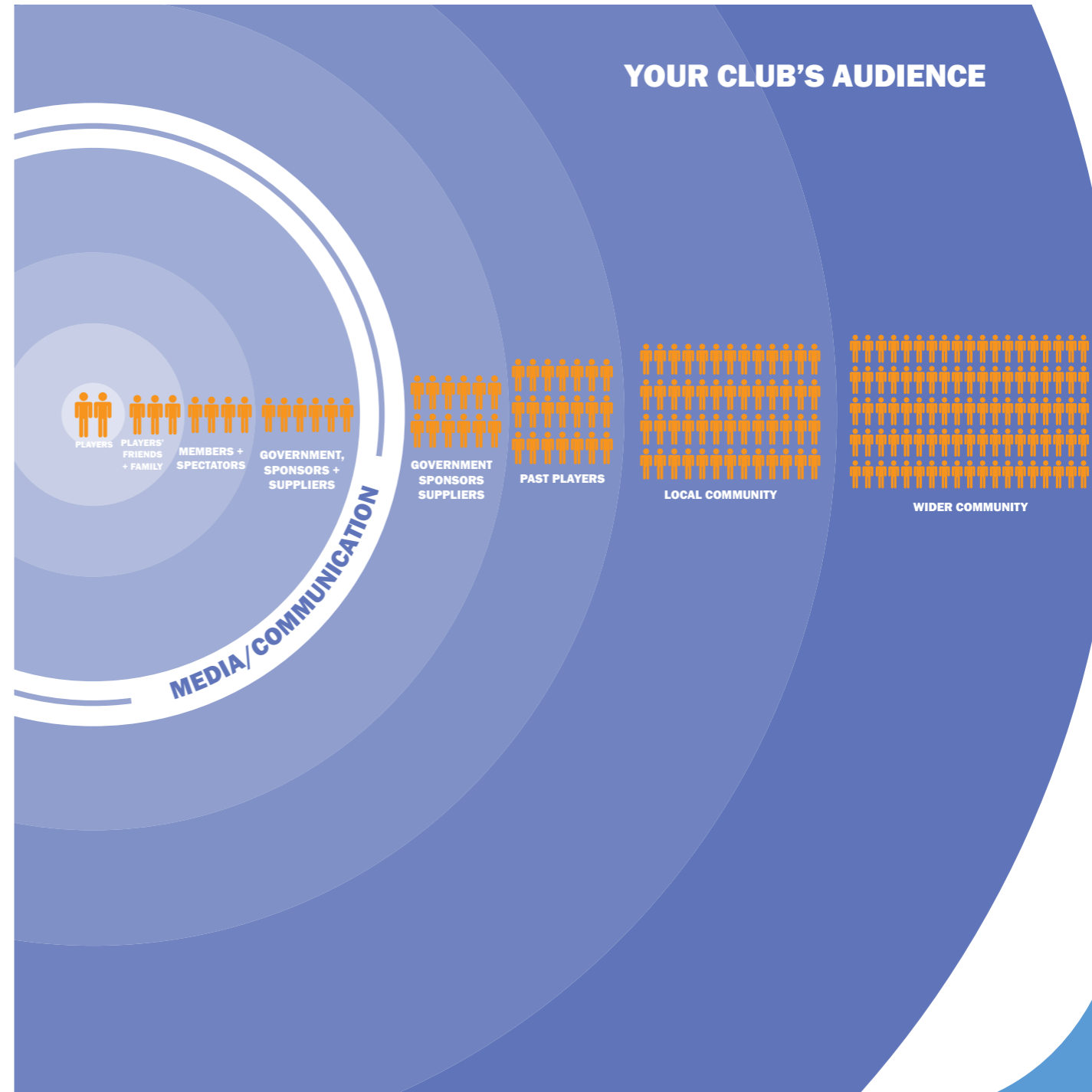
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CHAPTER 3

Understanding Your Club's Audience

Now that we have clearly defined the objectives of both your club, and its Communications Plan, we need to think about exactly who we want to communicate with. Who is going to help us achieve our club's objectives?

Typically clubs communicate very well with their current players, competitors, members, supporters and sponsors. Few clubs understand exactly who their key stakeholders are, how they like to be communicated with and how often.

Most clubs focus their communication efforts on its current players supporters and members.

As you can see from our diagram 'Your Club's Audience' on the opposite page, although not to scale, there are many more people outside the white circle who can help your club achieve its goals.

MEDIA/COMMUNICATION

PLAYERS

PLAYERS' FRIENDS + FAMILY

MEMBERS + SPECTATORS

GOVERNMENT, SPONSORS + SUPPLIERS

GOVERNMENT SPONSORS SUPPLIERS

PAST PLAYERS

LOCAL COMMUNITY

WIDER COMMUNITY

Who to Communicate With

As we have identified, a Club's audience is much bigger than just current players and members. A club's audience also includes the wider community as key stakeholders. This is information to keep in mind when developing your Communications Plan, especially if like many clubs, your club has a variety of objectives such as attracting participants or raising funds.

Our diagram on the following page shows the huge number of stakeholders your club may have. It may not cover all your club's particular stakeholders but certainly includes enough to get us thinking. You will need to communicate differently with each group and depending on your club objectives, build and maintain these relationships differently.
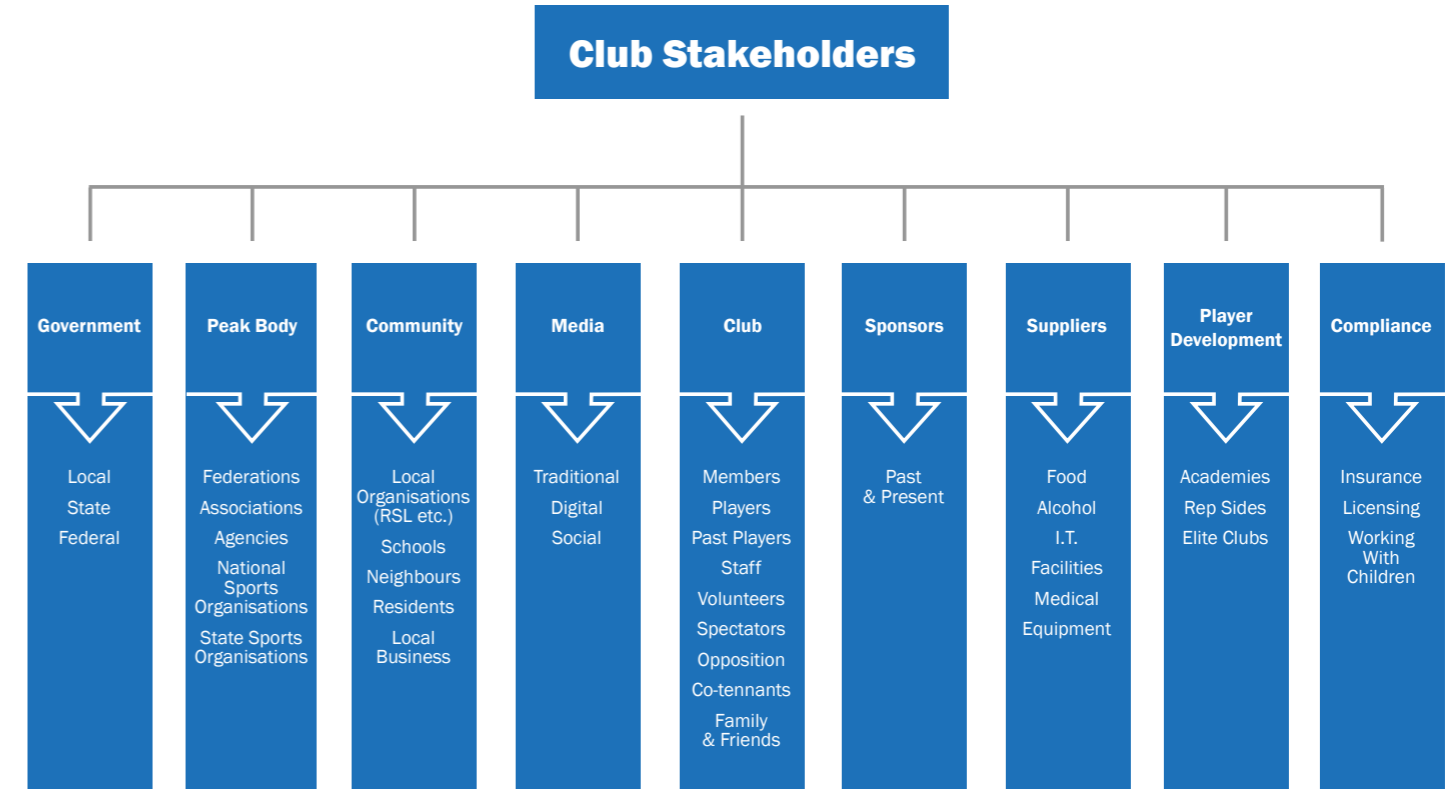
Each of the groups may also be broken down further. For instance, if we look at the first group, Government, you may wish to form relationships with:

› Your local federal minister
› Your local state minister
› Your local councillors

While at a local council level you may also wish to build relationships with the Major and CEO as well as the Council's Sport and Recreation team.

Typically clubs form relationships with the various levels of government so they can get or continue to get access to suitable facilities as well as raise funds through grants.

Club Stakeholders

Government	Peak Body	Community	Media	Club	Sponsors	Suppliers	Player Development	Compliance
Local State Federal	Federations Associations Agencies National Sports Organisations State Sports Organisations	Local Organisations (RSL etc.) Schools Neighbours Residents Local Business	Traditional Digital Social	Members Players Past Players Staff Volunteers Spectators Opposition Co-tennants Family & Friends	Past & Present	Food Alcohol I.T. Facilities Medical Equipment	Academies Rep Sides Elite Clubs	Insurance Licensing Working With Children

SPORTS COMMUNITY

Communicating With Future Stakeholders

As we have already acknowledged, clubs generally communicate well with their existing stakeholders.

What the Research Tells Us:

In 2012 the Australian Sports Commission engaged GfK Blue Moon to undertake a major research study which "sought to uncover, explore, identify and articulate the different motivations, attitudes, needs and barriers that influence people's decisions and behaviours in relation to sport and, in particular, participation in club-based sport" (GfK Blue Moon, 2013)

In 2013 the Australian Sports Commission released two reports titled:

» Market Segmentation for sport participation: Adults (14 – 65)

» Market Segmentation for sport participation: Children (aged 5 -13)

For more detailed information about the Market Segmentation research, please visit; http://www.ausport.gov.au/information/nsr/market_segmentation.

Why Consider Future Stakeholders?

Over the years, The Australian Sports Commission has allocated considerable resources into looking at people's involvement in sport. Reviewing and understanding these reports has given us extremely helpful information that we can now use when putting together plans to achieve objectives. In this section we will be looking at some of these findings and how they apply to grassroots sport.

After spending many hours reading and analysing the 411 pages of the two reports we realised that this research may very well be the most important and influential information ever gathered in Australia from a grassroots sports perspective.

The Sports Commission research identified that there are over 3,800,000 people over the age of 14 and 1,100,000 children under the age of 14 who were currently not members of sport clubs but expressed interest in joining one to do physical activity or sport (GfK Blue Moon, 2013).

From a club perspective, this means that 25% of the Australian population between the ages of 5 – 65 are interested in joining a sports club (GfK Blue Moon, 2013).

Put another way, the next time you walk down the main street of your town or suburb, theoretically 1 in every 4 people you pass are a prospective player, volunteer, supporter, sponsor or member of your club.

A little later in this chapter we will look at the reasons and barriers identified by the Market Segmentation research that stop people joining clubs, but quoting from the report "A lack of information was also a barrier to participation with nearly one in five agreeing they would get involved or do more sport but don't know how to go about it" (GfK Blue Moon, 2013).

This report is really saying that generally, the community has little understanding of what clubs have to offer. The research shows that it is critical for clubs, when preparing their Communications Plan, to do a much more effective job of telling the community who they are and what they have to offer.

Take a minute to think about the experience of new participants trying to contact your club:

› Does your website have up to date information about the different activities offered by your club?

› Is there a contact person, including their name, their number and email address?

› If a new participant calls will there be an answer or an answering machine to leave a message?

Many people try to contact clubs but are physically unable to. Ensuring your club is easily contactable and this information is readily available increases the likelihood that potential new participants will make contact with your club. This in turn will increase participation numbers and help your club to reach its objectives.

Why We Join Clubs

Before we go any further into developing a Communications Plan it is worthwhile to take a few minutes to review what the Market Segmentation research (referenced in the previous section) identified as why people join clubs and the barriers that stop people.

We spoke earlier in the ebook about Maslow's Hierarchy of Human needs and the absolute human need for belonging. The Market Segmentation research has found results that re-enforced Maslow's position as it sought to identify the reasons people join clubs.

The Market Segmentation research identified there were both practical and emotional reasons people join clubs (GfK Blue Moon, 2013).

The practical reasons people joined clubs included:

» To get exercise and to stay fit and healthy

» To participate in a given sport

» To improve their skill at that sport

» To enjoy access to facilities, equipment and coaching

» To compete in organised competitions with like-minded people

The emotional reasons people joined clubs included:

» A strong sense of personal pride

» The desire to feel included in the community

» To feel a sense of belonging

» The opportunity to socialise and make friends or partnerships

» General enjoyment and fun

» A sense of achievement (be it competition and winning, or personal improvement over time)

Now let us turn our attention to why people did NOT join clubs.

The practical reasons people didn't join clubs included:

» A lack of time

» Inflexibility of club schedules or fixtures

» A lack of information about participation options

» Feeling embarrassed or self-conscious about their level of skill or fitness level

» Financial restrictions

» Competition from non-sports related options

» Religious or cultural reasons

» Attitudes of clubs that lead to preferential treatment of some members

» Funnelling resources to the most talented and dedicated at the expense of the wider membership base

The reason we have taken the time to look in depth at the reasons why people do and don't join clubs is that one of the major barriers for potential members is a lack of information. The Market Segmentation Research gives us a lot of valuable information about the changes we may need to make in our club's communication so as to maximise participation.

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CHAPTER 4

The Power of Information

Data has many scientific definitions. However for clubs, it is simply the information that is either collected, maintained and turned into content, or knowledge and facts. Unfortunately though, few clubs take the time to collect and maintain their critical club information and consequentially it remains uncollected and unutilised.

Most clubs quite effectively manage the data or information about their current members, players and coaches but there is a vast amount of other information that clubs should be collecting and often don't, including:

› Past player contact details and playing history

› Detailed information about sponsors, including their contact details, type of sponsorship purchased and other information specific to each sponsor

› Supplier details including contact details, terms and conditions and any contracts in place

› Listing of all media contacts including contact details, how to submit stories and publication deadlines

› Government contact and government agency details relating to all levels of government and the different functions within each level (e.g. at local council level you have your Sport and Recreation Team liaison and should also have information relating to the Mayor and other Councillors)

› Peak Sporting Body contact details and any contracts

› Historical competition results and player statistics

› Distribution lists for club newsletters

It is very important to understand that club data is not simply written information but also includes information such as:

» Pictures, photos and images

» Audio, including interviews

» Film and videos of competitions and interviews

» Copies of newspaper articles

To collate this data and to be able to use the information we must look at creating databases.

What is a Database?

Databases are simply the places that club information is stored. They are a simple tool used to collect, organise and maintain data so that it can be used by your club, be easily accessed by anyone at the club and passed on to other people, organisations or software programs.

Databases can be as uncomplicated as a piece of paper with information recorded on it, to an excel spreadsheet, multi-faceted accounting software or content management systems (CMS).

Databases and the tools that manage them can be split into 5 when it comes to their use at clubs.

1. Spreadsheets
2. Finance and Accounting systems
3. Registration and Membership databases
4. Content Management Systems
5. Cloud or Virtual databases

It is very important that clubs take ownership of their club information and collect and maintain it in a centralised club location or database(s).

It is no longer acceptable for club information to be stored on the computers, laptops and phones of the current and past representatives as this means it is nearly impossible for future club representatives to access and use the information. Unfortunately the reality is that the information is rarely passed on from person to person over time and what normally happens is the information is lost when the person holding the data leaves the club for whatever reason.

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Major Database Types

Spreadsheets

In our experience, Microsoft Excel is by far the most common database tool used by clubs. The benefits are; it is easy to use without a steep learning curve, it is very customisable, it can produce reports and can perform complex calculations. Many clubs use excel spreadsheets to capture name and address details for membership records and to form distribution lists.

Finance and Accounting Systems

While the finance and accounting system is not used in creating the Communications Plan, it is important to understand the significance of the club's accounting information. It is crucial that clubs set up systems and databases that allow for each year's accounting transactions and reports to be stored and passed from one treasurer to the next.

Many clubs today are now using online accounting packages such as MYOB (http://myob.com.au/). That means the only information that needs to be passed to the new treasurer is the log in and password to the online accounts.

Registration and Membership Databases

Most clubs today have access to online membership systems, usually provided by their local, state or national association. While most clubs use these systems well to store their current members' registration and contact details, they can now be set up to store every contact detail required by a club including:

› Past players' contact details
› List of media contacts
› Sponsors contact details
› Contacts at local schools
› Other key stakeholders such as local, state and federal ministers

If clubs use their membership systems to store all contacts, information will not be lost and hand over from year to year is easier and only involves the log in and password.

Content Management Systems

Content Management Systems or CMS have many definitions but in simple terms, a CMS is a database that allows users to store all forms of content. This includes written, audio, pictorial and video data, in one central repository from which the content can be modified, deleted and published to a wider audience in the form of websites, blogs and social media.

It is important that clubs create an archive which can store and manage their photos and videos. While clubs may show some photos and videos on their website, it is vital that they create an archive which can store all historical photos and videos so they can then be used from time to time in marketing and communications.

Website services such as Photobucket (http://photobucket.com/) and Picasa (http://picasa.google.com.au/) can become your club's photo archive, while YouTube (https://www.youtube.com) and Vimeo (https://vimeo.com/) can do the same for video.

Cloud or Virtual Databases

When the word 'cloud' is mentioned in relation to databases, this simply means databases which are stored on the internet rather than on a person's computer. Many websites offer space for clubs to store and manage their data online such as Google Drive (https://drive.google.com/), Skydrive (https://onedrive.live.com/), Mediafire (http://www.mediafire.com/), Dropbox (https://www.dropbox.com) and 4Shared (http://www.4shared.com). These sites allow club members to transfer files that are too big for email, such as video, to and from one another which is a very big plus for clubs when putting together marketing campaigns that have a heavy video or pictorial component.

Protecting Club Information
Backing up your data

It is important in any discussion about databases to mention the need to ensure that all of your data is "backed up" or copied and kept in a separate location incase something unexpected happens to your club information.

Losing club information can happen. People move on, equipment crashes, viruses can infect your computer systems. The risks are numerous. Backing up your club's data should be considered as important as running your canteen or organising match day.

If your club does not collect and maintain its information on a club computer system and perform regular backups then unfortunately you are likely, at some stage in the future, to lose some or all of your club information.

These days it is not a difficult task to back up your Club's computers as there are a number of low cost options available including USB memory sticks and external hard drives. There are also a number of virtual or cloud backup options (For example, Google Drive (https://drive.google.com/) or Skydrive (https://onedrive.live.com/)) if you don't wish to purchase extra hardware.

Privacy, Copyright and Intellectual Property

In general terms:

» Privacy refers to the right of club members to have their personal details which they provide to the club only used by the club for the purposes for which they were given. To learn more about the Privacy Act in Australia visit http://www.oaic.gov.au/privacy/privacy-act/the-privacy-act. Clubs should have a privacy policy so all members know how the club will use and collect their data.

» Copyright refers to the right of the club to protect the content that it creates.

» Intellectual Property is your club's brand, logos and image.

There are laws that govern how clubs can use data and content so as to not infringe on the rights of individuals whether they be club members, citizens of the wider community or businesses who give your club their information in good faith.

For example, your club cannot give out a database of private information about your members to third parties. In many instances sponsors ask clubs for a copy of their database as a part of their sponsorship package but clubs must not do this and if the sponsor wishes to send information to your members you must do this on the sponsor's behalf.

These laws are constantly evolving so Sports Community advises strongly that your club seeks advice if ever in any doubt.

For further information contact your peak sporting body or visit http://www.oaic.gov.au/.

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CHAPTER 5
Content

Clubs should take a structured approach to content. Clubs should have processes to collect, create, store and use regular content to maximise the interest and quality of its communication. The more interesting and high quality the information clubs are sending to their stakeholders, the more the club is building the sense of belonging and increasing the likelihood that these people will assist the club to achieve their objectives in the long term.

The Building Blocks of Communication

What is Content?

Content is organised information created to inform, engage, influence and motivate. It can come in a variety of types and formats; written, audio, pictorial, graphical and video and represents the fundamental building blocks of any Club's communication strategy.

Understanding the Need for a Content Strategy

Many sports clubs will create or collect content for their social media, website, newsletters and traditional communications in an ad-hoc and opportunistic manner. In other words, there is no structure or design behind the publishing of content. It's more a case of "ok, we have been given a photo by the u10's coach so we'll put it on the website."

Each chapter in this ebook will focus on a key message or skill development. We will provide you with a wide variety of tools and skills which can then be used to create a communications plan to help support your club in achieving its objectives.

Developing a Content Strategy at Your Club

Developing a Content Strategy that forms part of your club's Communication Plan simply means creating an organised plan to create and manage content. The strategy involves:

› Deciding what content types and formats are most appropriate to achieve your objectives.

› Deciding how and when to publish on these content types – Facebook (https://www.facebook.com), Twitter (https://twitter.com/), YouTube (https://www.youtube.com) etc.

› Creating a schedule that includes how often to publish new content - daily, weekly, yearly etc.

› Using tools to measure the effectiveness of the content in achieving club goals and objectives.

Like any other task around the club it is made a lot easier when the task is given to someone with the knowledge, skills and desire to undertake the task.

Having a position description makes it easier to recruit volunteers to the role and makes it easier for them to understand what is expected of them. Developing a Content Strategy should form part of this position description.

Efficient Use of Content

Content is interchangeable which means that we can use the same piece of content in many different ways for many different reasons. This is why it is so important for clubs to focus on building their content.

For example, at Sports Community, each week we write a 'Top 9' article. This article then becomes a number of different types of content.

To demonstrate this we will use "The top 9 things to consider when thinking of becoming club president"

ABOUT   CONTACT   REGISTER   LOGIN   ADVERTISE WITH US

FUNDRAISING   GRANTS   CLUB ADMIN   RESOURCES   SUPPLIERS   MULTIMEDIA   SC BLOG   SERVICES

Resources > b) Top 9 Things to Consider when Thinking of Becoming Club President

b) Top 9 Things to Consider when Thinking of Becoming Club President

It is great feeling to be approached by senior members of your clubs committee with the invitation to be your local sports clubs next president. Sometimes this approach comes years in advance, giving you time to join the committee see how things work and potentially cut your teeth in the Vice President or other executive roles but all to often the call for help comes only weeks or even days before your clubs annual general meeting.

Here are our top 9 things to consider when you are deciding if you will nominate for your club's President.

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Different Content Types

Written

Written content is self-explanatory in that it contains words. It can take the form of newsletters, media releases, posts, tweets, snippets, articles, essays, journals and blogs, just to name a few and can be used across social media as well as traditional communication methods.

Written content can be:

» Factual - Match reports and live score updates

» Informative - Upcoming events, clean up days, training schedules

» Social – Upcoming social events such as presentation nights or fundraising events, or a recap of events that have just finished.

» Promotional - Media releases or invitations to events

» Motivational - A profile of a club legend, a story on a club member struggling to overcome ill-health, or the story of a great achievement.

Pictorial

Content can also be pictorial, including pictures, cartoons, diagrams, banners and logos. Research has shown that using pictorial content is a very powerful way to engage your audience and is why social media tools that utilise photo content such as Facebook (https://www.facebook.com/), Instagram (http://instagram.com/) and Tumblr (https://www.tumblr.com/) as well as photo sharing platforms like Photobucket (http://photobucket.com/) and Picasa (http://picasa.google.com.au/) are so popular.

There are endless ways in which clubs can use pictures. Predominately these will be photos and can be competition highlights, winners and placegetters or from events around your club and include members, volunteers and spectators.

As we have discussed previously, clubs should keep a database of photos as a library or 'source bank' for social media, website and newsletters. To increase the quality and number of images in your library, many clubs are now actively encouraging members to take photos and submit them for club use.

Banners and logos are also considered pictorial content and are typically used on club websites and social media.

» Banner and Logos

» Slider

» Gallery

Click here to join us on

» Cover Photo

» Profile Picture

» Buttons

» Posted Picture

https://www.facebook.com/WCEofficial

West Coast Eagles

dit   View   Favorites   Tools   Help

Google

West Coast Eagles
Professional Sports Team

👍 Like   + Follow   ➔ Share   •••

Recent
2014
2013
2012
2011
2010
2009
2008
Founded

Timeline   About   Instagram   #goeagles   More ▼

PEOPLE   ›

194,150 likes

Kira Price likes this.

Invite your friends to like this Page

click
to visit
page

OUT   ›

West Coast Eagles shared a link
6 hours ago · Edited

Our squad is in for Sunday.

Who do you want to make tomorrow's final 22?

WEST COAST V

SQUAD ANNOUNCEMENT
FIVE HOPEFULS

SPORTS COMMUNITY

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SPORTS COMMUNITY

Audio

Audio is content made up of sounds, most often music or voice.

An example of audio content includes interviews recorded on phones or other digital devices. With the development of smart phones every person can now easily create audio recordings which can then be used on club websites, social media and online newsletters.

Recently, podcasts have become a popular form of audio content. A podcast is recorded content that is broadcast from a website or blog.

You can also translate written content from your website, newsletters or social media into sound using a tool like SoundGecko (http://soundgecko.com/).

Having audio content as part of your content mix is important as there are many people in our community that find reading challenging.

Here is an example of audio content, in the form of a podcast:

Video

This content type revolves around moving pictures; film, video, flash and animation are all common examples. Video content is rapidly growing in popularity because people are really interested in it and often share it amongst their friends. With the development of smart phones, every person can now easily create video recordings which can then be used on club websites, social media and online newsletters.

Video is probably the most powerful way to engage your existing club audience as well as your potential club stakeholders.

We will be looking at a number of examples of videos in our chapter on YouTube later in this ebook.

Graphical

Content can also be graphical and may contain images, colours, shapes and words. Infographics and Memes are classic examples of this content type.

Memes
Memes are a content type that has become extremely popular of late due to the ease that they can be shared. Memes are generally a combination of a relevant or powerful image with words incorporated onto the image.
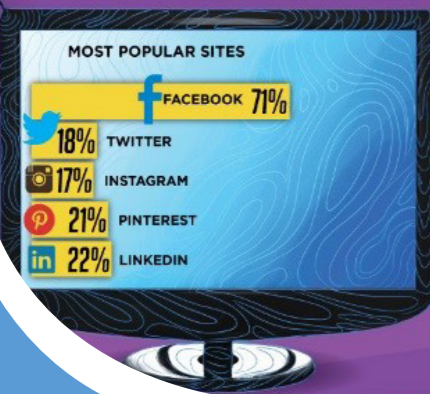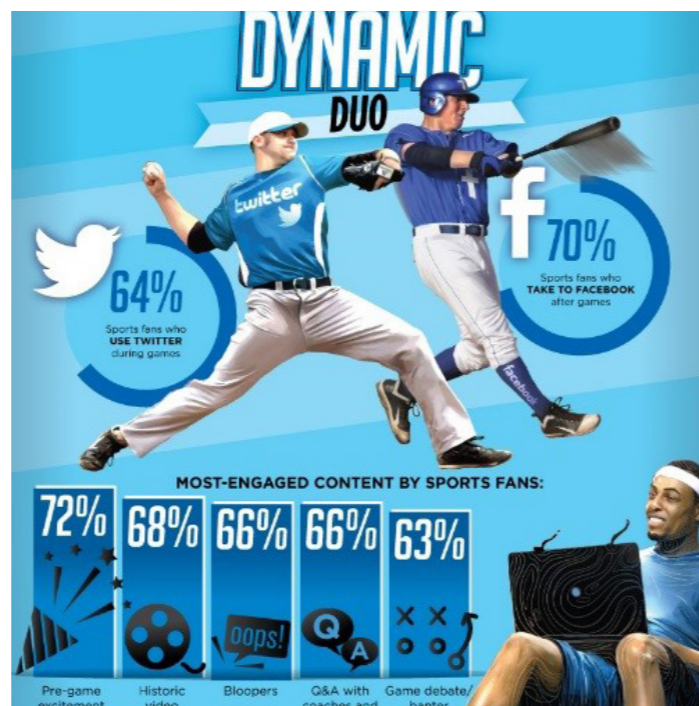
Infographics

Infographics are a relatively new content form and convey a message using all the elements of image, colour, shape and words. Theses images, designed by Infographic World, are examples of infographics.

Different Content Formats

Clubs have the ability to create different types of content quickly and easily that will appeal to all parts of their audiences and club stakeholders, including;

Melbourne Vixens Twitter Page with live updates

Real Time

Real time is live or streamed content that represents events happening at that particular moment in time. It could be updates from competitions or social events around the club. Live updates encourage people to come down to the club or for those unable to attend, it can keep them up to date and feeling included. Again, a really important way to build a sense of belonging.

These updates may be on television, radio or online streaming or could be in the form of online updates using club websites or social media, most likely Twitter (https://twitter.com/) or Instagram (http://instagram.com/#).

Educational

Educational content is information that facilitates learning about your club, your sport and your history. It can take any content form including video, audio or written. It is often used to induct and introduce people to your club and sport.

The Warburton Bowls Club use their videos to teach and consolidate skills for their bowlers:

http://www.warburtonbowls.com.au/customdata/i

Coaching Tips - Warburton... ✕

View   Favorites   Tools   Help

Google

HOME   NEWS   SPONSORS   WEBSITE LINKS   GALLERY   COMMITTEE MEMBERS   CLUB HISTORY   SATURDAY PENNANT

TUESDAY PENNANT   WARBURTON WEATHER   TOURNAMENTS   CALENDAR OF EVENTS   COACHING TIPS   SELECTION

PENNANT DRAWS   CONTACT US

Coaching Tips

Like 0   Tweet 0   Pin it   Share 1

Grip & Bowling Technique 7 Minutes Key Skills for Lawn Bowls

Grip Video 1.21 Minutes

Delivery Video 1.5 Minutes

Tony Alcock 16 Times World Champion Coaching - 8 Minutes

Aiming Points 3.05 Minutes

Common Faults 2.24 Minutes

click to visit page

What's New

Membership Day Sunday June 29 at 12noon.

Free BBQ with a wine/beer/soft drink, bring your bowls.

Pay your membership to go into a raffle. Prize - your membership fees refunded.

AGM Sunday June 29 10am. Only financial members can vote.

Click our Gallery link for our new sponsorship deal with the Warburton Professional Real Estate Team.

Historical

Historical content is information around events that have happened previously. This could include articles, photos and interviews or footage of teams from the past, past players or members. This content format is typically used on "About us" pages to give visitors a sense of your club's history and to celebrate the great teams and competitors of the past.

Mornington Football and Netball Club include an article on their website relating to a football game from the past between Mornington and Mordialloc after which 15 club members drowned in a shipwreck on the way home. A tragedy but an important part of the club's history that engages visitors to the club's website.

Questions/Polls/Trivia

This is a content format that is becoming very popular for clubs to engage with their community and encourage discussion on social media and websites. When people are engaging with your club it is enhancing and strengthening their relationship and continuing to build a sense of belonging which, as we know, is vital when looking to achieve club objectives in the long term.

Many clubs, especially professional clubs, are using this content type to drive engagement. For example, website polls that compare star players from different eras.

Clubs can employ this content format in questions or polls like "Who should be in the team of the century?" or using trivia questions like: "Who was the club's first captain?"

Click here to join us on

Competitions

Competitions are a very successful way to get attention on social media. After all who doesn't want to win a prize? Many organisations have grown exponentially simply because they are known as a place you can go to get "Free stuff".

Clubs can use competitions in their Communications Plan to potentially grow their membership numbers or attract a bigger audience to their fundraisers. The competition prizes don't have to be expensive: equipment or tee shirts and so on, can be enough. A great idea is to have sponsors donate prizes and to keep competitions small but regular.

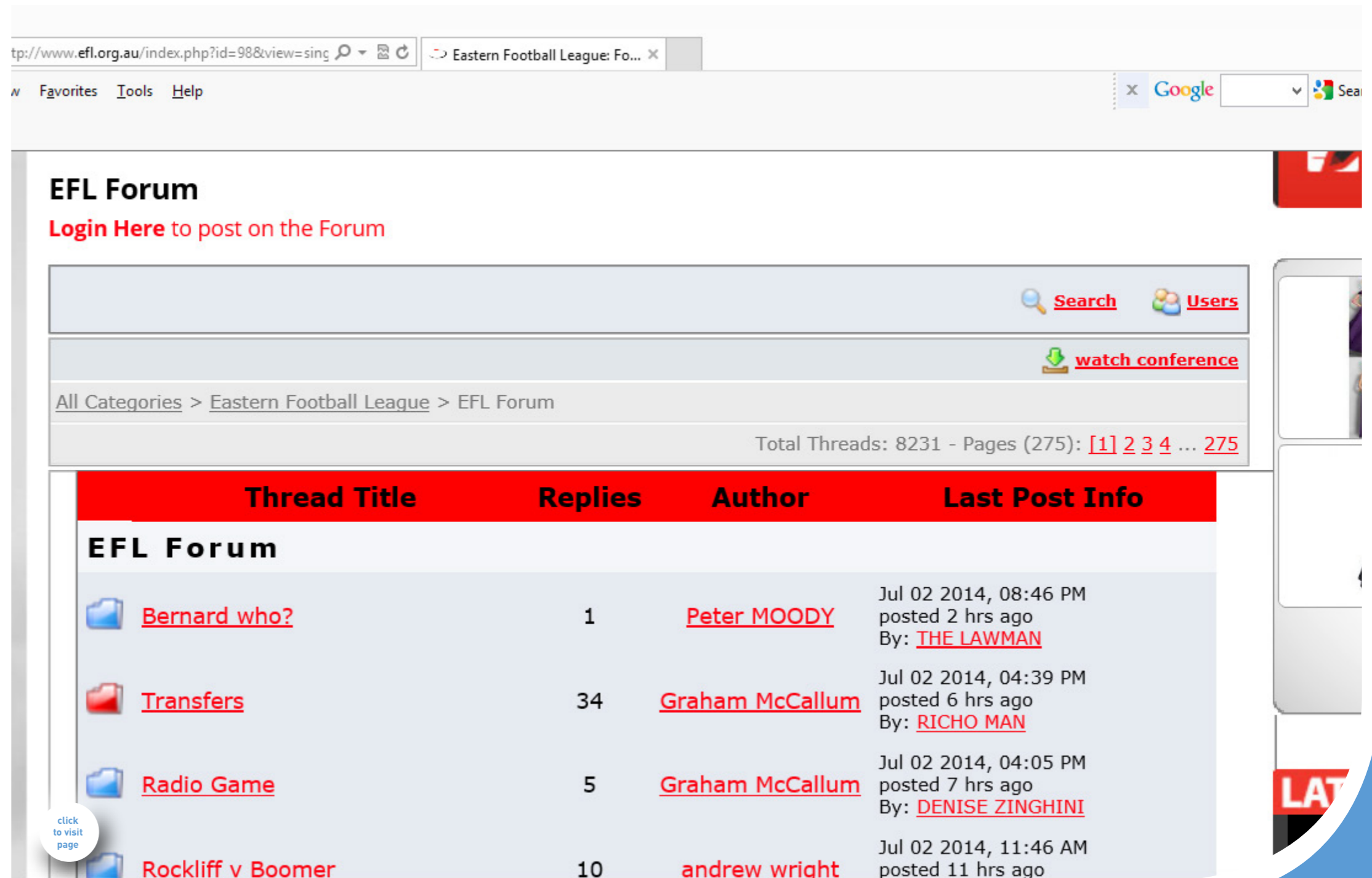Sports Community competition capturing likes and shares on Facebook

Forums

Another content format used to generate discussion is a forum. Forums are places online discussions take place where members can raise topics of interest to be discussed. They can be attached to club websites and made available to club members only or alternatively to the general public. Forums help to create engagement and a sense of belonging. Forums do need to be continually moderated and closely monitored to avoid being overrun by those who may not communicate appropriately.

The Eastern Football League use a Forum on their website,

click to visit page

EFL Forum

Login Here to post on the Forum

Search   Users

watch conference

All Categories > Eastern Football League > EFL Forum

Total Threads: 8231 - Pages (275): [1] 2 3 4 ... 275

Thread Title	Replies	Author	Last Post Info
EFL Forum			
Bernard who?	1	Peter MOODY	Jul 02 2014, 08:46 PM posted 2 hrs ago By: THE LAWMAN
Transfers	34	Graham McCallum	Jul 02 2014, 04:39 PM posted 6 hrs ago By: RICHO MAN
Radio Game	5	Graham McCallum	Jul 02 2014, 04:05 PM posted 7 hrs ago By: DENISE ZINGHINI
Rockliff v Boomer	10	andrew wright	Jul 02 2014, 11:46 AM posted 11 hrs ago

SPORTS COMMUNITY

Logos, Banners, Adverts and Posters

Logos, banners, adverts and posters can be used to raise public awareness of club events or events that affect the club. Nowadays it is very cheap to run a campaign on Facebook, for example, to promote your club or your club events, using these content formats.
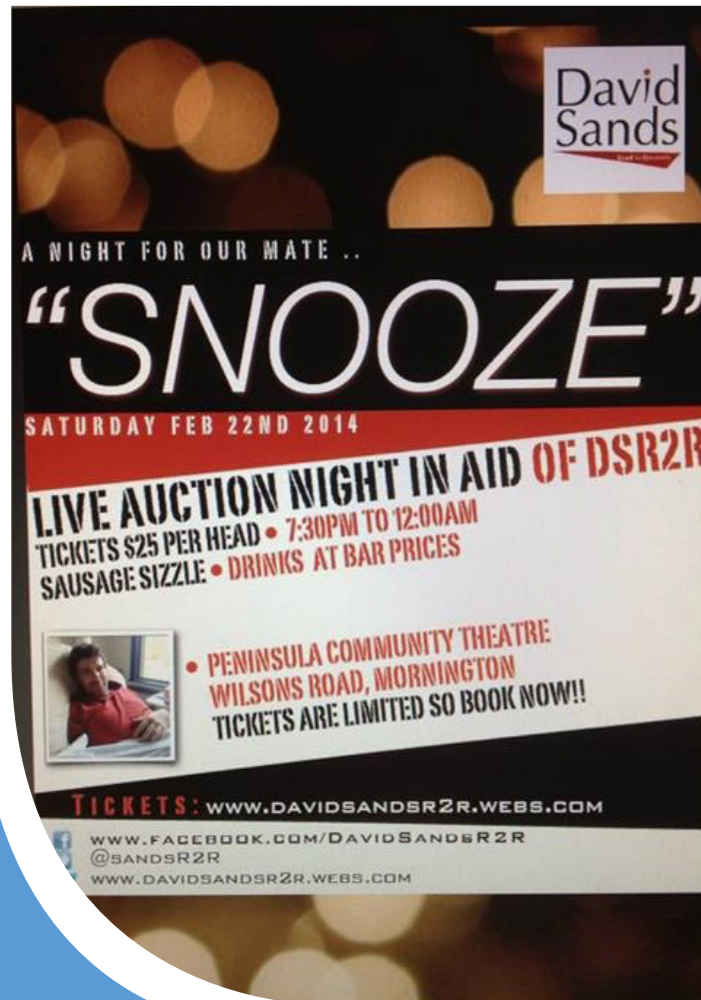
Content and the Law

What Can You Publish and What Must You Avoid?

The law around data and content as it relates to clubs is an ever-changing landscape and while we provide useful links to learn more, it is our strong recommendation that clubs consult legal counsel should they have any queries on how they should handle data or content.

There are obvious areas to avoid when publishing content: profanity, nudity, racial vilifications, harassment or bullying, defamatory statements and cultural or religious insensitivity. There are also questions of privacy, copyright and intellectual property to consider.
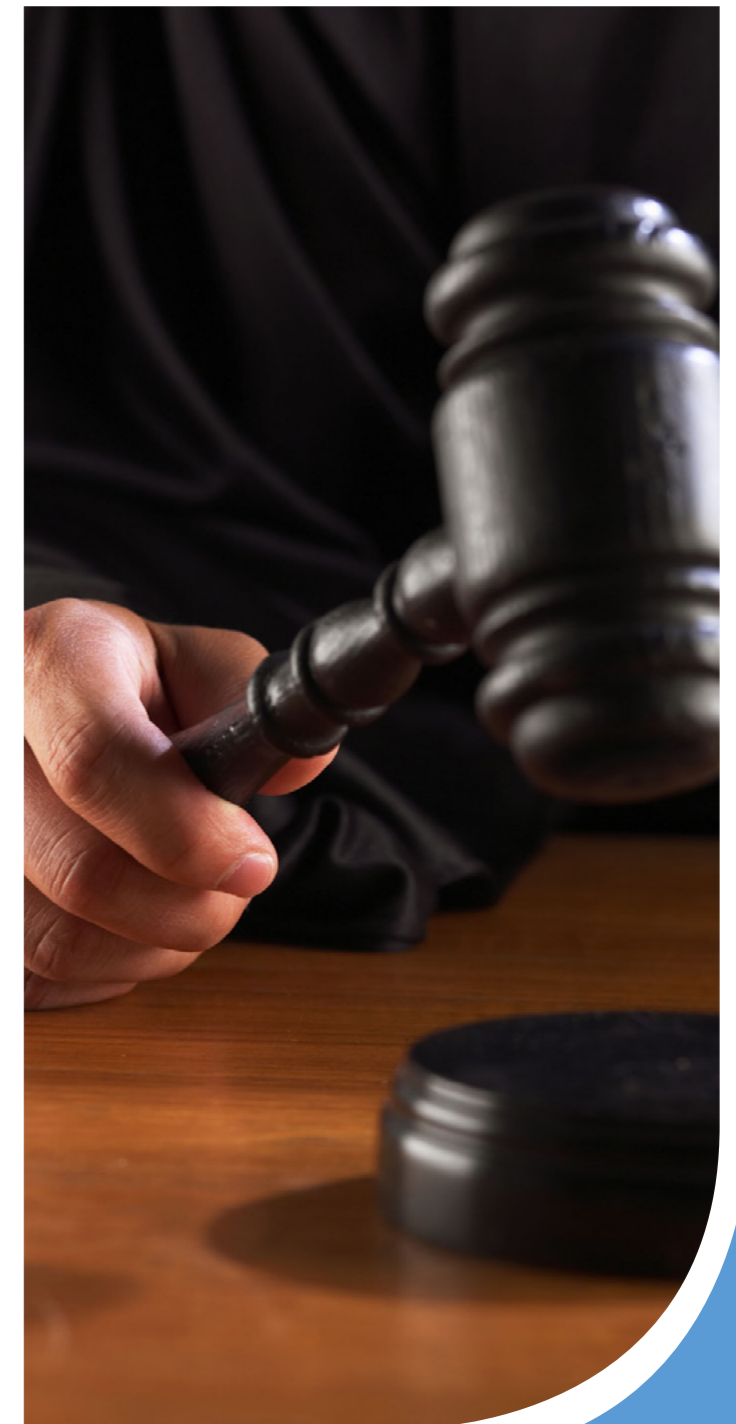
CHAPTER 6
Communication Tools and Strategies

In order to affect behaviour, individuals need to be exposed to a message multiple times and across different mediums. In marketing this is referred to as 'Effective Frequency'. There are a many marketing studies that discuss how many times a message needs to be communicated, with differing opinions (Bennett, 2014). Some suggest three times while others even suggest up to 20, although all agree that repetition was considered necessary (Bennett, 2014). Using different forms of media to communicate your club's message will help to ensure it effects the behaviour of your members and stakeholders and in turn will help your club to achieve its goals.

Traditional media
Word of Mouth

Before we start to look at the perceived 'coolest and latest' social media options and strategies, let's take a minute to look at how we can use 'word of mouth' communication strategies to achieve our goals.

Why do we start any discussion about communication with word of mouth? Simply because in our experience, it is still the best form of communication available to help clubs achieve their strategic objectives.

So what is 'word of mouth' and why is it so powerful?

Word of mouth communication is simply one person talking to another person (or group of people) about a given topic. In a sporting context it could be about a new piece of equipment they have used or a new running track they have just found.

Word of mouth communication can be extremely powerful in influencing people's behaviour for two reasons:

Firstly because the person 'telling the story' usually has credibility in the eyes of those hearing the information. This is due to the listener trusting the opinion of the person telling the story. This relationship may have developed a number of ways:

› The relationship may be personal.

› The listener may have developed trust in this person through the media or their role within sport.

› The person may have actually tried the new equipment or running track and therefore has an informed opinion on the topic.

Secondly, word of mouth communication is a targeted form of communication which reaches a very specific audience. For example the person who tried the new piece of sporting equipment is generally only going to raise the topic with people who have an interest in that sport. Likewise they may not tell a person who does not run and who most likely has no intention of running about a new running track.

So from a club perspective, who is likely to talk about your club and spread the messages you want out into the community? As we have seen previously, the groups and numbers of people that may be willing and able to talk about your club and spread your message are potentially massive.

Of course it is your current players, members, supporters, spectators and sponsors (just to name a few groups of people) who will talk about your club. There are many other stakeholders, including past members, who are often equally as likely and willing to spread the word about your club.

There are no better people than those who are, or were, actively involved with your club to spread the word about your club. Nobody is going to speak more passionately and with more credibility about your messages than those who have been involved in your club.

For these people some of the best experiences of their life happened at your club. They may have:

» Met their partner, wife or husband
» Met their best mate
» Experienced the joy of competing and winning together with their team mates
» Developed a skill they are proud of
» Formed relationships that will last a life time

So how do we get these passionate people talking about the club and specifically about those topics that help us achieve club goals and objectives?

Well, it's not that hard. We simply ask them to talk to their friends, family and associates about the club.

One of the most common mistakes made by clubs is that we assume people will do things because it is logical. For example, even clubs with very large memberships often struggle to sell tickets to fundraising events. Often we just assume members will help sell tickets because the tickets are on sale and sometimes they do, but generally not. This means that often the tickets go unsold or there is a mad scramble right before the event to sell them.

The results of the ticket sales could be very different if the club specifically asked its participants (past and present) to talk to their friends, family and associates about the event. Ideally the club would set an expectation as part of this request. For example, it could be that each member is asked to sell one ticket or a table of ten. Whatever the expectation, if it is clearly defined this will significantly increase the probability that it will happen.

Not only should we request our past and current participants to talk about the event and help drive ticket sales, but also continually remind them of the request. This reminder doesn't have to be direct nor in person. In your

Club's newsletter you could have a message to readers "don't forget to talk to your friends and invite them along to our upcoming social function". It could also be flyers, posters, or signage around your community which serves to continually remind members. It is important to realise that you will probably need to remind members many times of the task you would like them to do before the majority will undertake it.

To create the behaviour we're looking for, in this instance ticket sales to an upcoming social event, we need to continually remind people and then recognise and reward people who achieve this goal. For example, if a member sells a table of ten to our social function we could thank them in the next newsletter or Presidents speech at the next club gathering. This acknowledgement serves to formally recognise the efforts of these people while indirectly reminding others to talk to their friends and family about the event.

Click here to subscribe to our email newsletter

Before we move onto the next topic, to help understand the gravity of word of mouth, take a minute to close your eyes and imagine everybody who has ever been involved in your club sitting in one place. How many people are you "seeing"? 50, 100, 200, 1,000, 2,000, 5,000, 10,000 or 100,000?

Now imagine them all talking to their friends, family and associates about your club on a topic you have requested. How powerful is this? How much more likely is your club to achieve its goals with all of these people working to help you?

Goals and objectives become easier and less time consuming to achieve when you engage these people to help your club.
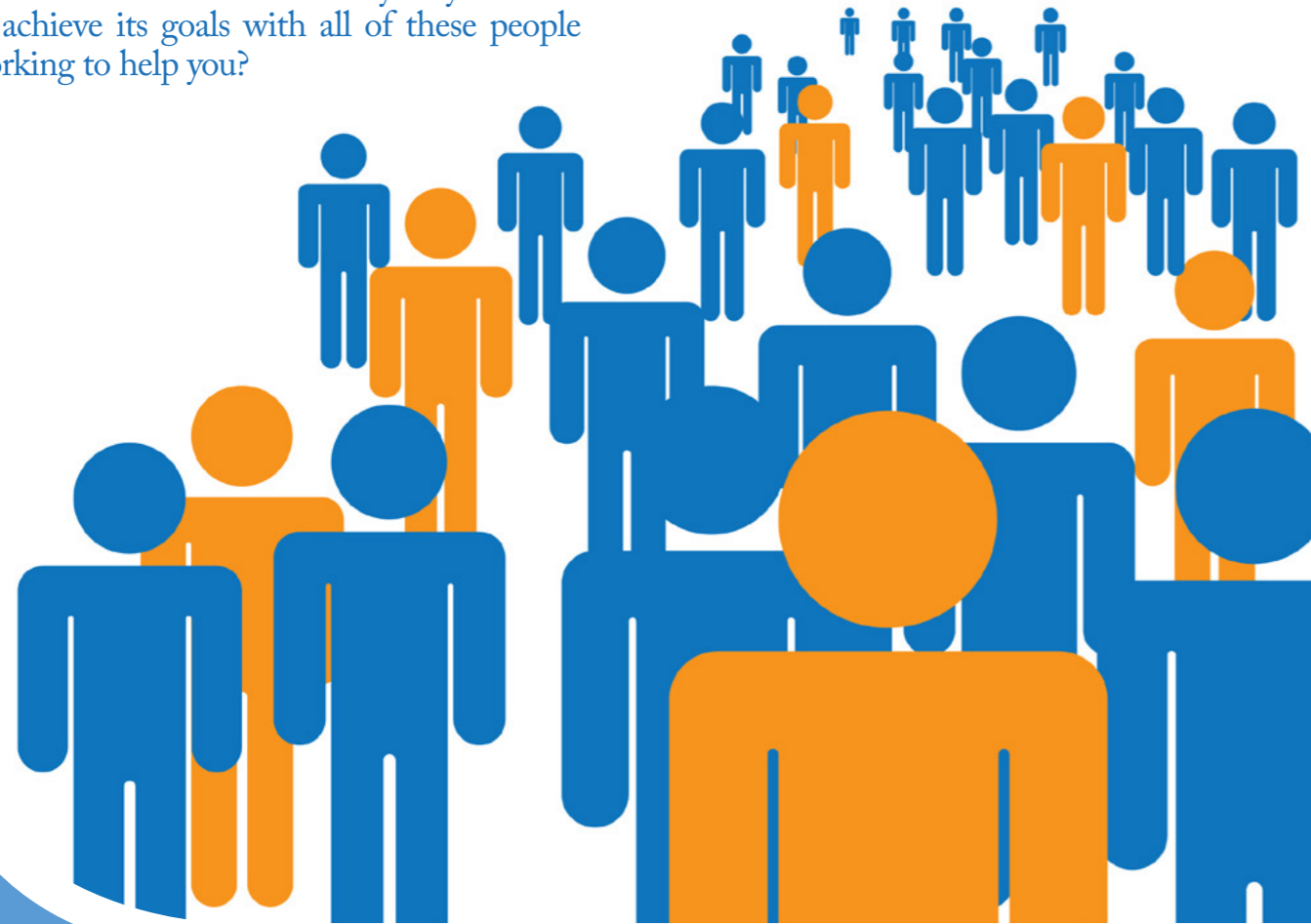
Local Newspapers, Radio and TV

With the introduction of social media many clubs are now asking, quite rightly, if it is still worth the effort to produce information for local newspapers and potentially local radio and television stations.

The answer is absolutely!

This of course assumes that you have the resources and time to:

› Build relationships with each media group in your community

› Prepare a media release and send it out in time for the different deadlines of each media organisation.

Regardless of the success of social media or any other communication methods your club uses, local newspapers, radio and television all have huge audiences. Certainly there is much of this audience that will have no interest in your club and its activities but there will also be a large portion of this audience that will be very interested now or in the future to hear about your club.

Ensuring your club regularly appears in your local media is a great way of promoting your club as well as communicating competition results and individual performances.

Remember, the ASC Market segmentation research from earlier in the ebook identified one of the major reasons people don't join clubs is they don't know about them and what they to offer.

Having your club appear in the local media (newspapers, radio and television) builds a relationship with the people within your community, even if they have never set foot in your club. As we know, having relationships with our community, even if they are not personal relationships, is the basis of achieving our club objectives.

Narelle ready to swing for fences in new role

NT News - July 28, 2014

For example, if you are the parent of 14 year old girl and she comes home with a school newsletter that has advertisements for the registration days of two basketball clubs, one you have read about and seen pictures of in the local newspaper and one you have never heard about, when your daughter asks to join a club, which one are you going to join? The one you have never heard about or the one you have heard about previously? Most likely it will be the one you have heard about because you already have the basis of a relationship with that club from what you have previously encountered in the local media.

The Eastern Football League using radio to include those in the community who couldn't attend the game in person. (http://www.efl.org.au).

Getting Your Club Covered

Getting your Club's stories into the local newspapers, radio or on television is never easy. Think about how many clubs are in your local community and how little space there is in the local newspapers to cover them all. There is even less time in television and radio to cover all clubs. So how does one club get their stories continually included while others never manage to get any coverage?

The reality is that normally media will cover the stories that will capture the largest audience. That is why, in main stream media, most of the coverage is dedicated to the different football codes (AFL, League, Union and Soccer), cricket and horse racing.

In a local sporting context this still applies. Most space traditionally goes to major participation sports but at a local level it is easier for a local club to influence the coverage.

The Power of Relationships

The best way appear in your local media is to not only form strong, lasting relationships with the reporters and journalists who cover the stories, but also their Editors, Station Managers and News Editors. These are the people who make the decisions as to what and who is or isn't covered.

The best way to form relationships with key media people is to find out who these people are and invite them as guests to your club for a club function or match day. This provides the opportunity to experience your club, see what you are about and watch a little of your sport. The visit also gives you and your club the opportunity to let the media representatives know a little more about your club, its vision, its challenges, its objectives and some of the stories coming up that you think might be newsworthy.

If the media representatives are unable to attend your club, give them a call and ask if you can pop in for a quick coffee at a time that is convenient for them. A simple coffee will be enough to start building these critical relationships.

It is important that your club maintains these relationships over time and is consistently providing information to the various media outlets.

The Perfect Media Release

Issuing media releases is the traditional way of providing information to your local media.

A media release is simply direct communication with local media outlets informing them of news. The news could already have happened such as match reports, competition results or a club member being selected for higher honours (e.g. cricketer being selected for State or Country or a basketballer being selected to play for Australia etc.). It could also be about upcoming news such as a competitor playing in a milestone game on the weekend.

Remember, the local media is not just after stories relating to the scores, match or competition results or player performance but also community interest stories such as:

» A key volunteer being awarded life membership

» Historical club stories such as 20 years since the last premiership

» The opening of the new facility.

» Your club marching in community parades

» Your club participating in community events

When writing a media release, there are four key components:

1. The story. This needs to include the facts and figures as well as the story background.

2. Quotes from key people. For example, if a player is playing a milestone game, there could potentially be a quote from the coach about that player as well as a quote from the player about the upcoming milestone and what it means to them.

3. A relevant photo that you give permission to be published. Ensure you include the names of those in the photo, what they are doing and also the photographer's name.

4. You should also include the contact name, number and position within the club of the relevant person that can be contacted for further information.

If you have strong, positive relationships with your local media reporters and editors, and regularly supply good quality media releases, you have a very good chance your club will be covered regularly.

The Greatest Game of All

Media Release

Wednesday, 2 July 2014

2014 Sports Centre Cup Div 1 & 2 R2 Wrap-up;

The South Australian West End League continued with Sports Centre Cup Division 1 and 2 Round 2 on Saturday June 21st and Sunday June 22nd.

On Saturday afternoon, Woodville Panthers 68 defeated TEC Titans 20 at Hanson Reserve. Panthers controlled the game with great attacking play against a 10 man Titans side. Trailing 34-6 at halftime, Titans persevered and scored three more times in the second half. Meanwhile Panthers doubled their score and shared the scoring around with 10 different try-scorers for the game. Best on ground was Panthers centre James Murray who scored one try. Other standout players were Titans Winger Dean Dreaver and Panthers halfback Gaivia Lohia.

On Sunday afternoon, Roosters White 42 defeated Eels (2) 18 at Hanson Reserve. West End Man of the Match was awarded to Roosters White Ben Sharrock who played a great defensive and attacking game and scored one try. Other standout players included Eels second rower Derrin Eijkenboom who continued to push his side forward and Roosters White lock Andrew Roberts who scored one try.

Later that afternoon, Henley Raiders 12 defeated Roosters Blue 4 in a blockbuster Division 1 showdown. Great teamwork was shown by both sides with standout players in Roosters front-rower Adam Levi who continued to push his side forward, Henleys hooker Simon Wilks who played a great defensive game and halfback Haare Tumai who played a great attacking game.

Rooster's coach Trent Robinson was quoted as "happy with the group's teamwork but disappointed with the lack of fire in our defence in the second half".

Sports Centre Cup Division 1 & 2, R2 results;
Div2: Panthers 68 def TEC Titans 20
Div2: Roosters White 42 def Eels (2) 18
Div 1: Henley 12 def Roosters Blue 4
Div 1: Eels (1) 60 def Souths 4

West End Man of the Match Roosters White Ben Sharrock.

For further queries, please contact:
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SPORTS COMMUNITY

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Posters, Brochures, Information Stands and Street Signage

Posters, brochures, information stands and street signage are all great ways to promote your club and its activities within the community.

Posters and Brochures

› Posters and brochures can be left in locations of high community activity such as libraries, supermarkets and the local shops of your town or suburb.

› For events and activities where you want the community fully informed and engaged, such as inviting new members to join your club or a community event your club is running, for example Carols by Candlelight, then posters and brochures are a great strategy. You can prepare your posters and brochures and aim for them to be displayed in every shop window in town. Sure, this may take a little time talking to all the shop keepers and hanging the posters in their windows, but it makes your event very hard to miss and is continually reinforcing the invitation to your community. Also leaving brochures at each of the shops for patrons allows them to take it home with them, further spreading the message.

Once you have developed brochures, they can also be used in letter box drops or distributed by the players and supporters. Not only does this expand the message but is likely to prompt a lot of 'word of mouth discussions' which, as we discussed earlier, are so powerful.

Posters in local shops

Information Stands

Not only is it effective to leave posters and brochures in high traffic locations, clubs may also consider setting up an information stand at popular venues such as shopping centres. This is where you can talk directly to the community.

Street Signage

The message contained in posters and brochures can also be re-enforced using street signage in high traffic areas.

Street signage is also a very good idea on event days as this can attract passers by, as well as serving as directional signage for those attending the event.

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School Newsletters

For junior clubs in particular, school newsletters are a great way to get your message through to parents. Unlike other communication methods, most parents read the school newsletter cover to cover to learn important news and to see if their children are mentioned for any reason.

Unfortunately many junior clubs have little or no relationship with their local schools which means not only a great opportunity is lost but a great source of recruits to your club is also missed.

School newsletters are not as easy as they once were to get into for clubs with many schools now realising the value of their access to parents and seeking to charge clubs accordingly.

If your club wants to regularly feature in your local school's newsletter then, you guessed it, you need to have a relationship with the school. The stronger your relationship the better the likelihood that the school will include your club in their newsletter and better still on occasion, not charge you for it.

If you are a junior club then the 'old' school newsletter is a great way of speaking to the parents of children in your community.

A local School Newsletter

Approaching Your Local School

If you don't have an existing relationship with your local school, a great way to begin is to ring up the school and ask to speak to the PE teacher. Telling them about your club is often much more beneficial than the school office, as this is their area of expertise and often the first port of call for parents when they are looking for advice on sports.

Another good way of approaching schools is to see if any members of your club are actively involved at the school and if they will approach the school on your club's behalf.

Local Council Communications

Another resource often underutilised by clubs is the different communication mediums offered by your local council.

Most councils have a website where clubs can promote their activities and contact details to the community.

Complimenting their websites, most councils also produce regular magazines, newsletters or other publication types to distribute to local residents, into which clubs can easily submit information.

The key for clubs is understanding what different ways the council communicates to residents and how and when to get information into the different publications.

Dare we say it, this is made a lot easier if your club has a relationship with your local council. Your council Sport and Recreation Team contacts will be able to introduce you to their council colleagues responsible for council communication when necessary.

CHAPTER 7
Your Club's Website

What is a Website?

Very simply a website is your "home" on the internet. A website is made up of interconnected pages of information and content. As we have previously covered, content on your site may include words, photos, videos, images and audio.

It is vitally important that your club ensures your website is always up to date. During competition season this means it should be updated at least once a week but ideally a couple of times each week. It is important that when people visit your club's website, they are able to find what they are looking for. Whether these people are looking for information about how to join your club, the results of the last week's competition or the selections for the upcoming weekend, they need to be able to find it on your website.

Information Clubs Have on Their Websites

Your club's website should be your club's hardest working asset. It is a place where clubs can store all of the information and content that people may want to access about your club. People will come to your website for various reasons including (but certainly not limited to):

For current members, supporters and participants

> Fixtures and draws
> Results and participant performance information
> Match reports
> Ladders
> Team selections
> Information about current players and participants
> Current news and information
> Current club office holders
> Information about new recruits
> Club policies and procedures
> Information about different volunteer roles

For potential new members

> Information about your club
> Different participation options
> Who to contact for further information
> Information about when competition and training sessions are held
> Coaching options
> Club contact details and location
> Playing facilities
> Current club office holders
> Information about new recruits
> Club policies and procedures
> Information about different volunteer roles

Multi Media:

> Video of competitions and interviews
> Photos of competitions, supporters and club volunteers
> Audio interviews of competitions or matches
> Audio interviews with participants and coaches

Historical Information

> Club history
> Participants' playing or competition history and personal statistics
> Current and historical club office bearers
> Historical competitions and award winners
> Club annual reports

Revenue Generation

> Promotion of upcoming social events
> Membership information and sales
> Competition and event ticket sales
> Social activity ticket sales
> Club merchandise sales

Sponsors

> Promotion of club sponsors
> Information about club sponsorship packages

Social Media Information

> Subscription to the club's email newsletters
> Links to the club's social media (Facebook, Twitter, Instagram, YouTube etc.)

The information on and presentation of your website should be driven by your club objectives. The following section will show examples of how local sporting clubs around Australia have used their websites to help them achieve different objectives.

Recruiting New Members

Ivanhoe Bowls Club's website is a great place for potential new members to visit in order to see all of the information they need to join the club.

Ivanhoe Bowls Club: Welcome home page.

Favorites   Tools   Help

Google   Search ▾   M

Recruiting New Members

The 'New bowler info' page provides all the information a new bowler needs including costs, coaching, who to contact, what to wear etc.

Ivanhoe Bowling Club

John Street, Ivanhoe 3079
Phone (03) 9497 2656
ivanhoebowls@gmail.com

Find us on
Facebook

Home   Club   Bowling   Calendar   Tournaments   Sponsors   Photos   Contact us

lew bowler info

ow To Get Started

 you need is flat-soled shoes.
e club will provide bowls to get started.
asual dress is fine.
oaching is free. It is done in a relaxed way at a time to suit you -
ailable every Sunday and at other times.
y to play some social bowls games during winter

ontact John Higgins on 0409 175 239 to get you started.

t to keep playing?

can enter social games, tournaments and play pennant. You can
 much or as little as suits you.   More details of games are
here

click
to visit
page

www.sportscommunity.com.au   ©   ©   Click here to enrol in our online training course

The contact page gives a name and number and, importantly, an email address.

Ivanhoe Bowling Club

John Street, Ivanhoe 3079
Phone (03) 9497 2656
ivanhoebowls@gmail.com

Find us on
Facebook

Home   Club   Bowling   Calendar   Tournaments   Sponsors   Photos   Contact us

Contact Us

Functions and Venue Hire

Contact: Ian Penney
Phone: 0421 222 635
ipenn@optusnet.com.au

Bowling Recruits and New Bowlers

Contact: John Higgins
Phone: 0409 175 239
jphiggins@hotmail.com

Playing Bowls

Summer Bowls

First Wednesday - Triples
Second Monday - Triples
Third Wednesday - Triples
Fourth Monday - Pairs

Contact: Doug Sexton
Phone: 9858 2343

Indoor Bias Bowls

Contact: Tom Taylor
Phone: 0449 157 271

click to visit page

MORNINGTON CIVIC BOWLS & SOCIAL CLUB INC.

Est 1982

(03) 5975 7434

Home   Bowls   Pennants   Functions   Club News   About   Contact   Membership   Sponsors

About Mornington Civic Bowls & Social Club Inc

Mornington Civic Bowls & Social Club is an incorporated entity run by volunteer members. It is administered by a Board of Management which is responsible for the business of managing the Club. Lawn bowls is controlled and managed by a Bowls Section Committee. Both the Board Directors and Bowls Committee Members are elected annually by the membership.
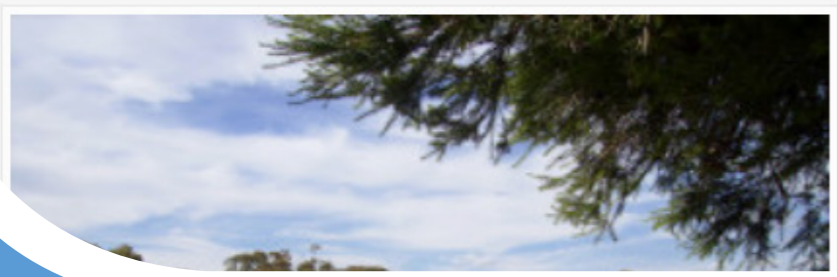
The Club operates under the statute of a registered Constitution and is controlled by the Rules and Procedures as laid down by the administrators and its committees.

Read More

Club History
Board of Management
Bowls Section Committee
Volunteer Groups
Constitution
Rules
Procedures Manual

click to visit page

Recruiting New Members

The Mornington Civic Bowls and Social Club 'About' page has the club policies and information new members need.

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Providing Information and Engaging with Your Community

People will come to your club's website not only to seek information, watch videos, view photos and listen to audio but also, very importantly, people will come to your club's website to engage with your club.

This engagement can be via a number of different methods including:

» Forums
» Competitions
» Polls

Here are some examples of how clubs are using their website to provide information and engage with their community.

The Old Canberrians Hockey Club have a photo competition where the club collects photos from members and supporters.

Click here to join us on You Tube

w.footballaustralia.com.au/adelaideunite

Adelaide United | A-League...

orites   Tools   Help

Google   Search   More

Adelaide Oval, Adelaide   **17**   7:00PM

Adelaide United vs Perth Glory

Hyundai A-League
Coopers Stadium

OCT 26   4:30PM

more events

All times are local times

Kappa
MERCHANDISE SALE NOW ON

Stand and Be Counted Become A Fan

Jimmy raring to go

James "Jimmy" Jeggo is determined to start his Adelaide United journey in the best way possible following his arrival from Melbourne Victory last month.

Read full story

Adelaide Oval to host the Reds' first home game for Season 10

Football will return to Adelaide Oval with an Adelaide United FC blockbuster scheduled at the venue for Season 10 of the Hyundai A-League,

Read full story

Reds sign local boy McGowan

Adelaide United FC is delighted to officially announce the signing of Dylan McGowan from Heart of Midlothian.

Read full story

Galekovic, officially a Socceroo for his second World Cup

Eugene Galekovic's World Cup dream has come true, with the Reds' captain named in the 23-man Socceroos squad 23-man squad for the FIFA 2014 World Cup Brazil.

Newcastle Jets	27	36
Perth Glory	27	28
Wellington Phoenix	27	28
Melbourne City	27	26

View Full Ladders

POLL

What area on the field do you think the Reds' need the most improvement for next season?

○ Defence
○ Midfield
○ Up front

VOTE

Adelaide United FC   **Like**

54,496 people like Adelaide United FC.

click to visit page

Providing Information and Engaging with Your Community

Adelaide United Football Club use polls on their site to engage their community.

Professional clubs do this very well:

Richmond Football Club provides a great deal of information on their website including video, social media, news, player information and merchandise available (http://www. richmondfc.com.au/).

Providing Information and Engaging with Your Community

Professional clubs do this very well:

Collingwood Football club offers a large amount of information on their website including social media links and news, player and training information and photos as well as the club calendar.

Click here to subscribe to our email newsletter

Generating Revenue and Fundraising

The Manly Warringah Sea Eagles use a countdown timer to build excitement as well as video and news content to convey information and to engage their supporters.

Click here to enrol in our online training course

Favorites   Tools   Help

Google   Search   M

Generating Revenue and Fundraising

The Chinese Youth League Dragon Boat Club use their website to ask for donations to take their team to Italy, as well as promoting their fundraising events.

CYL DRAGON BOAT
AUSTRALIA

Congratulations to CYL Dragon Boat Opens Crew, who came 2nd in the recent 2014 Chinese New Year Races, in Darling Harbour!!!

CYL Dragon Boat Club, is a dragon boat racing club based in Sydney, Australia. Training in Blackwattle Bay, near the Sydney Fish Markets, we paddle with fury and fun!

CYL Dragon Boat welcomes all ages, backgrounds, and fitness levels. Interested in signing up?

Click here to try out dragon boat.

Read more about the CYL Dragon Boat Club.

Fundraising Gala Dinner

CYLDB FUNDRAISING GALA DINNER

30th Anniversary Celebration & Fundraiser Event

SATURDAY, 02 AUGUST 2014

8 PM TILL LATE

MARIGOLD RESTAURANT
LEVEL 5, CITYMARK BUILDING
683-689 GEORGE STREET, SYDNEY

$60 PER PERSON

OR $600 PER 12-PERSON TABLE

RSVP & PAYMENT BY 28 JULY 2014

Hits: 122   Read more

Yes! CYL is going to ITALY!

YESSSSSS, CYL is going to Italy!!! Our Prem Opens crew is officially qualified in going to the Club Crew World Championship (CCWC) being held in Ravenna , Italy in September!

But before that, we need your help! We have done the hard yards on the water and now we need to get some money together to help with getting the crew to Italy and beyond.. To do so, please consider donating to our team's fund. All the fund raised will be used to support the crew's registration fees, travel and accomodation. Any amount is welcome!

Donate
VISA

click to visit page

SPORTS COMMUNITY

SPORTS COMMUNITY

Croc Shop ✕

...w   Favorites   Tools   Help

✕ Google ▾ 🔍 Search ▾

CROC SHOP

The Croc Shop is open for business on training nights at the clubhouse - just ask at the bar.

For out-of-towners who may wish to place an order, please contact us via the contact page.

Clothing is available in variety of sizes. For clothing detail, click on each image to enlarge.

2014 SEASON GEAR

Training singlet - $35.00

Playing shorts - $25.00

Playing socks - $10.00

OFF-FIELD AND SUPPORTER CLOTHING

Caps - $20.00

Snap-back caps - $25.00

Party shirts - $25.00

Dress shorts - $35.00

Polo shirts - Ladies - $40.00

Polo shirts - Mens - $40.00

Ties - $40.00

SHOW YOUR SUPPORT!

Bumper sticker - $3.00

Stubby cooler - $8.00

ONLINE REGISTRATION

SEASON CALENDAR   DRAW

CROC SHOP   CROC TALES

PALMERSTON CROCS JUNIOR RUGBY 7's

NEWS ARCHIVE

👍 Like   Share 317

2014 PRUC Playing Socks

2014 PRUC Shorts

WANT TO FIND OUT MORE OR JOIN AS A PLAYING OR SOCIAL MEMBER?
CONTACT US TODAY

VISION MISSION VALUES

The Palmerston Rugby Union Club Vision, Mission and Values will guide the decision making, governance, culture and behaviours of the Club into the future.

CLICK TO VIEW OR DOWNLOAD

We are a good SPORTS club

click to visit page

Generating Revenue and Fundraising

The Palmerston Rugby Union Club use their website to promote merchandise available as well as this season's uniform. This could also be linked to an online shop, allowing payment to be made anytime.

SPORTS COMMUNITY

SPORTS COMMUNITY

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Forum

Sitemap

Have You? or Do You?

Have you: Given Jan Your Racing Details?

Have you: Forgotten to Renew Your Membership?

Have you: Given Jan any Changes to Your Club Plate Registration Details?

Do you: Need a MV Racing Licence Application Form?

Have you: Smiled today, because being a member of the Sidecar Racing Club of Victoria is a pretty cool thing

😎

"Introday 2014"

"BOOK NOW"

Places limited to 45 people

We need your help, please spread the word, and make this the best "Introday"

Sidecar Racing Club of Victoria
Application for New Membership

Your Contact Details

Title	Surname	Given Names
Required Field	Required Field	Required Field

Address

Required Field

Suburb/Town

Required Field

State (required)   **Postcode**

Choose one ▾   Required Field

Phone   **Mobile**

Email   **Date of Birth: dd/mm/yy (Required)**

you@domain.com

Can you be contaced in work hours?   **Can your details be passed to other club members?**

Select One ▾   Select One ▾

Newsletter Delivery

◉ Emailed   ○ Posted

click to visit page

Generating Revenue and Fundraising

The Sidecar Racing Club of Victoria allows memberships to be purhased on line. This allows for members to join the club at any time and ensure payment is made and collected easily.

SPORTS COMMUNITY

SPORTS COMMUNITY

Generating Revenue and Fundraising

The Sidecar Racing Club of Victoria also use their website to host an online store which includes the sale of their calendar.

www.sportscommunity.com.au   ©   ©

Click here to join us on

w.foxsportspulse.com/club_info.cgi?client=

Home Page - South Melbo...

orites Tools Help

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NEWS ARTICLES AND CLUB INFORMATION

- *SMWFC Member Discounts at Sportmart*
- *Read about our Club President Gabrielle Giuliano in the local paper*
- *Click on link and self register as a player and a volunteer (CLICK on this LINK)?*
- *To begin your registration, follow the instructions on "Guide to Player Self-Registration via MyFootballClub" lock in your spot with SMWFC.*
- *Message from our new President Gabrielle Giuliano*
- *SMWFC 2014 "One Club / One Team" / 3+3 Program": Click for more details*
- *We acknowledge Image credit: Adrian Shaw for images*

Contact Information

- **Club Email:** Contact SMWFC
- **Chairman:** smwfc.operations@gmail.com
- **Tel:** +61 418 380 297 (Bulent Y., Chairman / FOM)
- **President :** smwfc@pdg.com.au
- **Tel:** +61 0412370414 (Gabrielle G., President)
- **Committee Members**
  - Jeff Kagan, jkagan@bigpond.net.au
  - Grace Cardaci, grace.cardaci@scotch.vic.edu.au
  - Dean Anthony, mail@kpalaw.com.au
  - Frank Parry, frankparry@vicbar.com.au
- **Address:** Pit Building 6, Aughtie Dr, Melbourne VIC 3206, Australia
- **Mailing Address:** PO Box 1232, South Melbourne VIC 3205
- *All communication from the club will be via email, on the club web page, social media where relevant and SMS used in emergencies. All players and parents are required to create an email account and notify football operations team on the following email address:* smwfc.operations@gmail.com

SPORTSMART
CLUB advantage
SPORTING ASSOCIATION

CLUB advantage

Our club earns sporting equipment rebates each time our members shop at Sportsmart.

Our members earn 5% off all full price items at Sportsmart.

All you need to do is quote our Club Advantage number:

800353

at the register.

powered by
SPORTSMART

Socceroos striker Adam Taggart joins Fulham ...

Departing Jets star Adam Taggart's stunning 2 ...

Sydney FC explore possibilities of signing Ti ...

Simon Hill on United's UCL salvation, Aussie ...

POWERED BY
FOX SPORTS PULSE

view more videos

News – Widget

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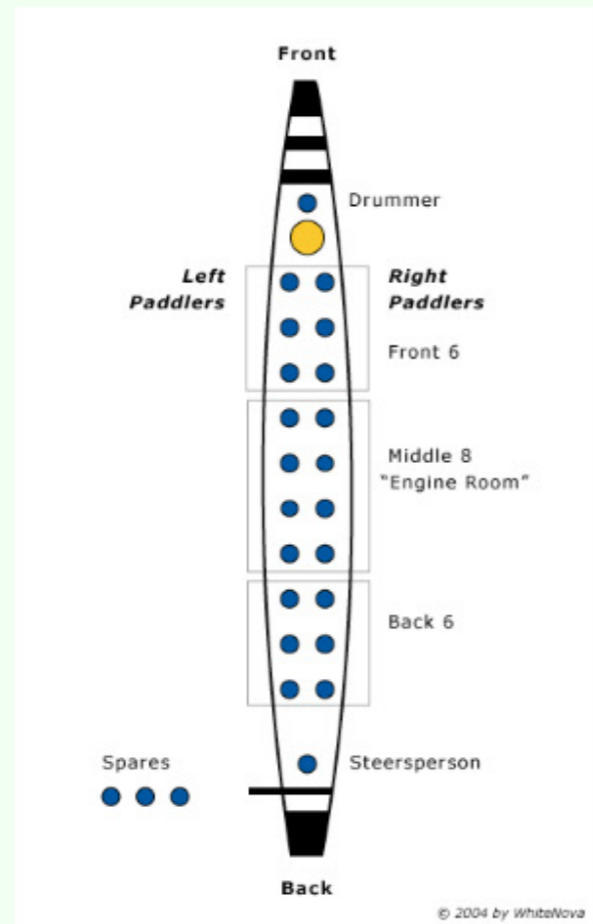## Promoting Sponsors

The Richmond Football Club include on their website a competition to come and train with the tigers as a great way to promote their sponsor.

Crew positions

Front

Drummer

Left
Paddlers

Right
Paddlers

Front 6

Middle 8
"Engine Room"

Back 6

Spares

Steersperson

Back

© 2004 by WhiteNova

The boat crew is broken into three sections:

the **front 6** which is the first six paddlers;
the **engine room** which is the middle eight paddlers;
and the **back 6** which is last six paddlers.

Weight of the paddlers must be taken into consideration when setting up the boat. Any serious weight distribution problems will adversely affect how the boat tracks for steering.

The biggest paddlers are placed in the middle or engine room and lighter paddlers at the front and back sections.

The front six paddlers **set the pace** and should be reserved for paddlers with good long paddling strokes. The rest of the boat needs something visual to follow. The rest of the boat will have short choppy stroke if the front has short choppy strokes.

The middle eight or the "engine room" is usually reserved for the **heavier, stronger paddlers**. During the middle of the race the engine room dictates the pace. The stroke rate of the crew is usually determined by the engine room. The stroke rate is not too fast as long as the big engine room

click to visit page

Player, Coach, Volunteer Development

The Colour City Dragon Boat Club use their website to inform new paddlers about the crew set up and different roles of paddlers in a dragon boat racing.

The Central Hockey Club in the ACT has a range of skills videos, provided by Hockey Australia, on their website.

centralhockey.org/skills-videos

Skills Videos | CENTRAL HO...

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Google   Search   M

1968 Junior Boys' side

Home   About the Club   Club Contacts   Gallery   Important Dates   Registration Fees and Forms   Skills Videos

Sponsors

Skills Videos

Hockey Australia and Ryde Hockey Club have a number of useful YouTube videos on how to perform a number of skills when playing hockey. For your convenience, we have provided links to some of them here:

Choosing a Stick
Stick Length

Trapping and Hitting
Forestick Trap
Stationary Push
Hit
Backstick Push
Upright Backstick

Jink Right to Left
Jink Left to Right

Slap
Tomahawk

click to visit page

SPORTS COMMUNITY

www.sportscommunity.com.au   ©   ©

Click here to join us on

SPORTS COMMUNITY

The Hockey ACT home page has a clear and up to date calendar to ensure supporters of the club are aware of upcoming events.

http://www.hockeyact.org.au/

Hockey ACT > Home

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elopment Clinic

6th & 17th July
- 1pm both days
'-16 years old

on please CLICK HERE

State Team Information

2014 State Team Nominations

U13 Nominations are open and will close Monday 14th July 2014
For more information and to nominate please **CLICK HERE**

AHL Lakers and Strikers squads have been named > **CLICK HERE** for squad lists.

Calendar

Jun 30

Under21 Men's Australian Championships
30 Jun - 11 Jul
▶more details

Jul 1

Under21 Women's Australian Championships
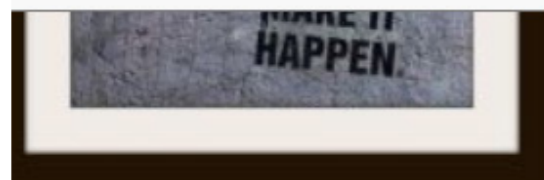1 Jul - 12 Jul
▶more details

Jul 19

ACT Under 13 Men's and Women's Representative Trials
19 Jul - 20 Jul
▶more details

Fixtures/Results

click to visit page

The South Melbourne Women's Football Club website has a section on their home page seeking volunteer assistance.

http://www.foxsportspulse.com/club_info.cgi?client=

Home Page - South Melbo...

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MAKE IT HAPPEN.

SMWFC GYM

EST. 1977
SOUTH MELBOURNE WFC

preparing for NPL 2015, with a fully developed ways, register your interest for pre-season training.

- **Connect with SMWFC online - Facebook**

- Player Expression of Interest Form: Click here to fill in the form

- Coaching Expression of Interest Form: Click here to fill in the form

- SMWFC Needs Your Help: Click here to fill in the form

- All other enquiries can be directed to: smwfc.operations@gmail.com

B INFORMATION

o in the local paper

CLUB advantage

Share your feedback

FOX SPORTS PULSE

We a adve netw few r comp allow our c targe

Continue

click to visit page

This then connects through to an online recruitment form for the interested person to fill in.

https://www.surveymonkey.com/s/MYBMWVT

SMWFC Volunteer Recruit...

File   Edit   View   Favorites   Tools   Help

Google

SMWFC Volunteer Recruitment Form

1 / 1   100%

1. What is your first name?

2. What is your last name?

＊3. What level of involvement would you like to have with SMWFC club activities in 2014 (please provide details in the comment section)?

☐ Help with fund raising events (Annually, match days and other times as required))

☐ Be a SMWFC team representative (team manager)

☐ Be involved in SMWFC sub-committees (football operations, canteen, newsletter, web page, social media, merchandising, marketing, sales ...)

☐ Be involved in the executive committee (write a proposal to Chairman of the committee)

☐ Be contacted by Football Operations Manager for getting involved in activities

Other (please specify)

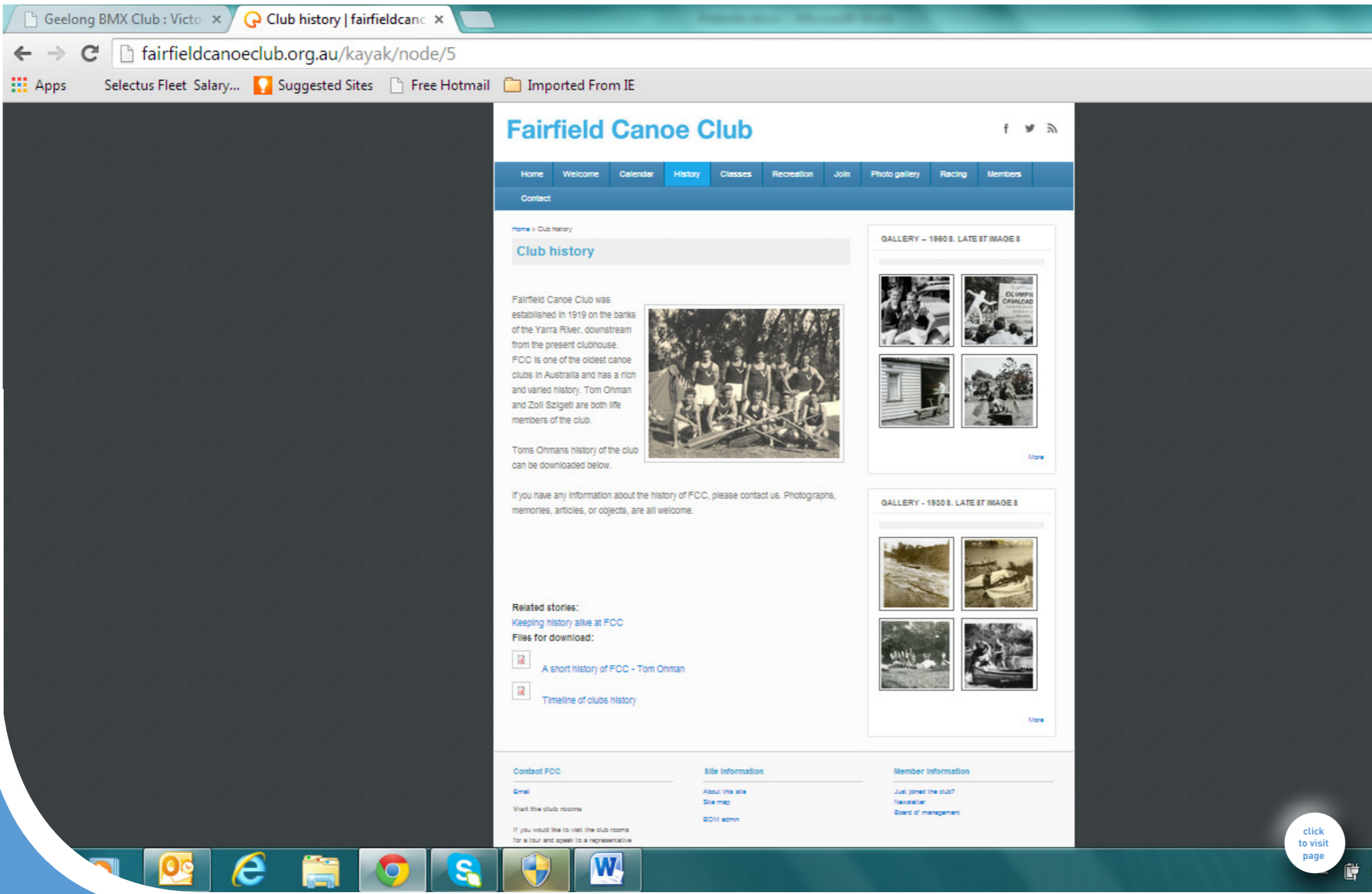**＊4. What Team are you or your daughter is likely to play in 2014 (specify team i.e. state 2, U14a)?**

ve you volunteered previously at SMWFC or other club (comment the expertise you may have)?

click to visit page

Retaining Club History

Websites are great places to retain history for future members to enjoy and be proud of.

The Fairfield Canoe Club has a 'History' tab for those interested in the club their history.

Social media complements your club's website, not replaces it

We often hear in our travels around the country that a club doesn't need a website anymore. People can find out everything they need from social media, usually Facebook.

Nothing could be further from the truth. No social media application comes anywhere close to undertaking all the functions of a good club website.

The reality is that clubs should continually update their websites and then use their email newsletters and social media to promote and circulate the different information and content on their websites.

As we mentioned earlier, the more a person engages with your club's website the stronger the relationship and sense of belonging develops between the club and the website user. This is a positive outcome for your club.

Using Your Website to Build Your Database of Followers

Apart from an up to date club website, the next most effective digital communication method is a regular club email newsletter, not social media as many people assume. We will talk a lot more about email newsletters in the next part of this module but for now take the importance of email newsletters in good faith.

Given email newsletters are such an important communication tool for your club it is very important that your club website actively requests and collects email addresses of people interested in your club.

As we will learn in the next section of this ebook, email newsletters are one of the best and most effective way of converting an online interest in a club into a quality relationship which adds real value to your club.

Click here to subscribe to our email newsletter

CHAPTER 8

Email Newsletters

After 'word of mouth' and your club's website, email newsletters are the next most effective means of building relationships between your club and those who have an interest in it. Email newsletters have the ability to turn curiosity into interest, interest into belonging, belonging into passion and passion into action.
It is action that assists your club to achieve its goals. Email newsletters have a great capacity to influence the behaviour of people.
Research undertaken in 2011 by the American research institution, Pew Research Centre, identified that

92% of people with an email account will check it every day (Purcell, 2014).

What is an Email Newsletter?
Traditionally a newsletter is a printed document which contains different information (or content) circulated to a group of people with an interest in the information. From a sports club perspective it usually contains information about past and future competitions and matches, social information and news.
An email newsletter is exactly the same thing except the newsletter is produced online and sent via email over the internet.

Benefits of Email Newsletters

Richer Content
While traditional, printed newsletters could only include words and pictures, email newsletters can be rich in content including videos, audio and links to further information.

Shareability
Not only can email newsletters be a very effective way of communicating information to those interested in your club, but also importantly, with a click of a button, the reader is able to share the email with other people who may be interested in the information. This 'shareability' is one of the powers of digital communication. It can be shared with hundreds, thousands and even tens-of-thousands of people and in some instances very quickly.

Reduces the Time to Produce
Whether your email newsletter is simply a basic email where you enter club stories and information (not recommended, this will be covered a little later in the ebook) or you use an online email tool (highly recommended), it is very quick and easy to produce and send email newsletters.

Promotes Greater Engagement with Your Club
Well produced email newsletters will have a lot of links to both the club website and the clubs social media accounts. This is important because the more people that engage with your club, the more they develop a relationship and real sense of belonging.

As we have mentioned a number of times throughout this ebook so far, it is the people who feel a real sense of belonging with your club that are highly likely to help the club achieve its objectives.

Traditional newsletters need to be either sent to people in the mail or physically delivered to them. Both are very time consuming and limit the size of your audience and reach. In comparison, email newsletters can be received anywhere in the world almost instantaneously.

In today's way of life, many people are leaving their communities for periods of time. For example, some people work in the mining industry which sees them flying out regularly. Email newsletters keep these people very connected with your club, no matter where in the world they are physically located (as does social media but not to the same depth).

In one of our training sessions a club told a story about a group of Victorian country cricketers who had relocated to Kalgoorlie Western Australia to work in the gold mines. Through the club communications, but especially the email newsletter, the club had retained a strong connection with these cricketers even though they were over 3,000km away. When the club held its major raffle for the year, the "Kalgoorlie cricketers" sold over $300 worth of raffle tickets for the club fund raiser, in Kalgoorlie to people over 3,000km away.

This is a great example of a group of people who felt a strong sense of belonging to their club and were able to find a way to help the club even though they were on the other side of the country. They couldn't help the club achieve its on field objectives but they could help achieve its fundraising objectives.

Importance of Collecting Email Addresses

One of the weaknesses of email newsletters is that they can only be sent to people who have given your club their email addresses and permission to receive information from the club.

It is vital that clubs have a highly prominent section on their home page which allows people to subscribe to their club newsletters.

Given that email newsletters are such a powerful communication tool, the club must become focused on collecting as many email addresses of people who are interested in or follow their club as possible. A common mistake many clubs make is that they only maintain the email addresses of their current players and members, but their past players, supporters and members might also be very interested to receive information and stay in touch with the club.

Clubs that use email newsletters very well have extensive email addresses from:

» Current players, supporters and members

» Past players, supporters and members

» People that from time to time come into contact with your club, whether they have come to a club function or they have held a private function at your club.

A great example of this is "barefoot" bowls. A bowls club in inner Melbourne has less than 70 members but has over 50,000 social bowlers a year playing on their greens. Until recently the club hadn't collected the social bowler's contact details. Once they left the club they had no way of building a relationship with the social bowlers, even though they usually had a great time and really enjoyed bowling.

The club now seeks to collect email addresses (and social media information) from every person who plays at the club. This allows them to send email newsletters with the intention of building relationships and hopefully converting some of the social bowlers into regular social bowlers and subsequently into full members who will play competition bowls.

SPORTING CLUB
MEMBER

JOHN DOE
0111 0172 1138 1996

Click here to join us on

Helping You to Understand Your Readers

Sports Community uses an application called Mail Chimp (http://mailchimp.com) to send its email newsletters. Mail Chimp says on its website:

Mail Chimp can be used to 'create signup forms that match your brand's look and feel, and send your subscribers product updates, event invitations, announcements, or editorial content. Use our reports to improve your campaigns and learn more about your readers (The Rocket Science Group, 2014).'

This is so powerful for not only understanding what interests your readers but it can also be used in other ways. If you have a club job vacancy, for example canteen manager, and you advertise that job in the email newsletter, then by looking at who clicks through to the ad you can identify who may be interested in the role.

The same concept applies when you are trying to locate sponsors. You can advertise your different sponsorship packages on your email newsletter and then identify people who may be interested in your sponsorship package by who is clicking through to read the sponsorship information, especially if they have clicked on sponsorship information multiple times.

Email Newsletter Applications

Sports Community sends tens of thousands of emails each month. We have 4 different types of email newsletters with different content specific to different audiences and objectives.

For example:

» We send a fortnightly email newsletter to club volunteers with the latest grants, fundraising and other great information to save time or make it easier to volunteer.

» We send a completely different fortnightly email to peak sporting bodies, local councils and other sports stakeholders with stories and information ready for them to use in their own email newsletters and publications.

» We also choose to use "Mail Chimp", to manage all of our emails.
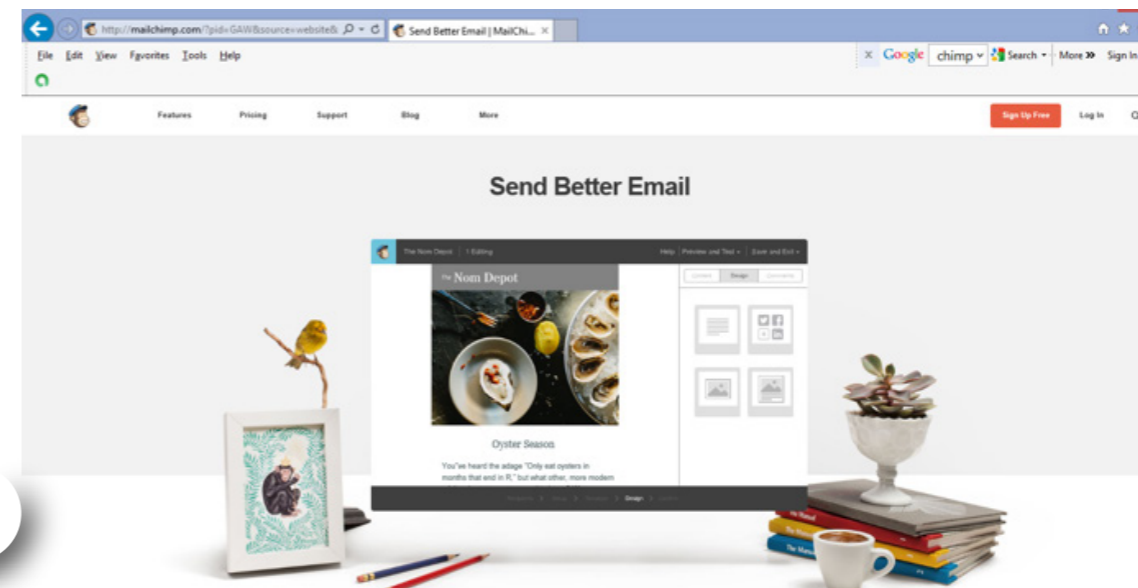
click to visit page

Features of Mail Chimp

There are many online services that help clubs create, manage and send email newsletters. Often membership registration systems provide this service but Sport Community uses Mail Chimp (www.mailchimp.com). This is one of the more popular email newsletter services in the world although most of the features we will describe are usually available in other services.

We are going to use Mail Chimp to demonstrate the power of email newsletters. We are not recommending this service in particular, nor do we have any sort of commercial relationship with the company. We just find their service very easy to use and an extraordinarily powerful tool to help us to achieve our objectives.

Mail Chimp has the following great features which help Sports Community achieve its' objectives and could help your club do the same:

» A large range of email newsletter templates which allows you to create a great club email template and then save it, making it very fast and easy to create your regular emails.

» The ability to easily manage your list of subscribers, including those who wish to unsubscribe from your database and why. You can also see what emails are "bouncing" back and why.

» Extremely useful analytical data that allows you to see who is reading your email newsletter, what they are clicking on and what they are showing interest in.

» Your club website and social media pages can be linked to your newsletter.

» The ability to incorporate different types of content, to maximise readers' interest in and engagement with your club.

Mail Chimp Costs

To give you an indication of costs, in July 2014 Mail Chimp was free for clubs while their list of newsletter subscribers remained under 2,000 and they sent less than 12,000 emails a year. Mail Chimp then charged different amounts depending on how many subscribers your club had and how many emails would be sent each month.

Interesting Email Facts

http://mailchimp.com/resources/research/ gives us some very helpful information about how to maximise the value and readers of your email newsletters. For example:

» Subscribers are more likely to open your email after 12 noon and the most active hours are between 2.00pm and 5.00pm

» Most emails are sent on a Tuesday or Thursday but generally more subscribers open emails on Wednesdays and Thursdays

Using Your Email Newsletter to Achieve Club Objectives

The information and presentation of your email newsletter should be driven by your club objectives. The following section will show an example of how Melbourne Storm Rugby League Club have used their email newsletter to help them achieve different objectives.

Melbourne Storm Rugby League Club email newsletter

» Selling Memberships

» Fundraising or increasing revenue
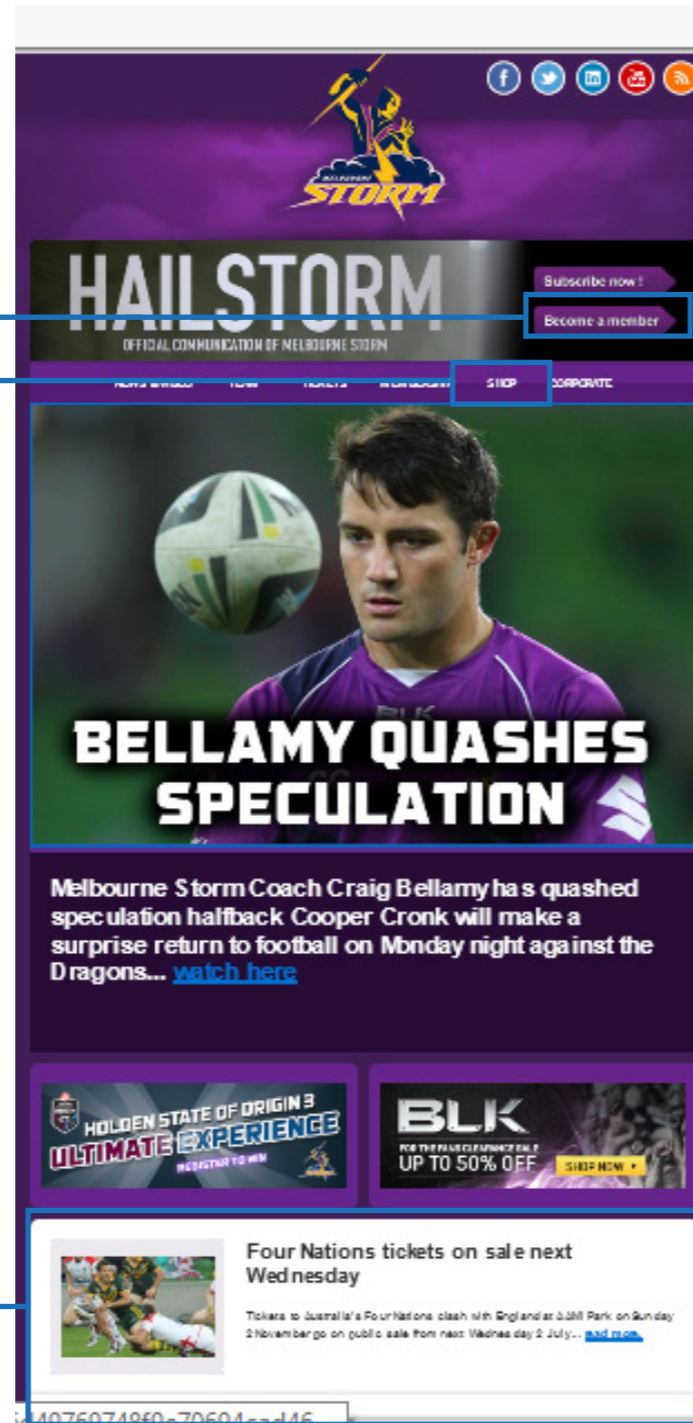
» Increased participation
  » Event Promotion
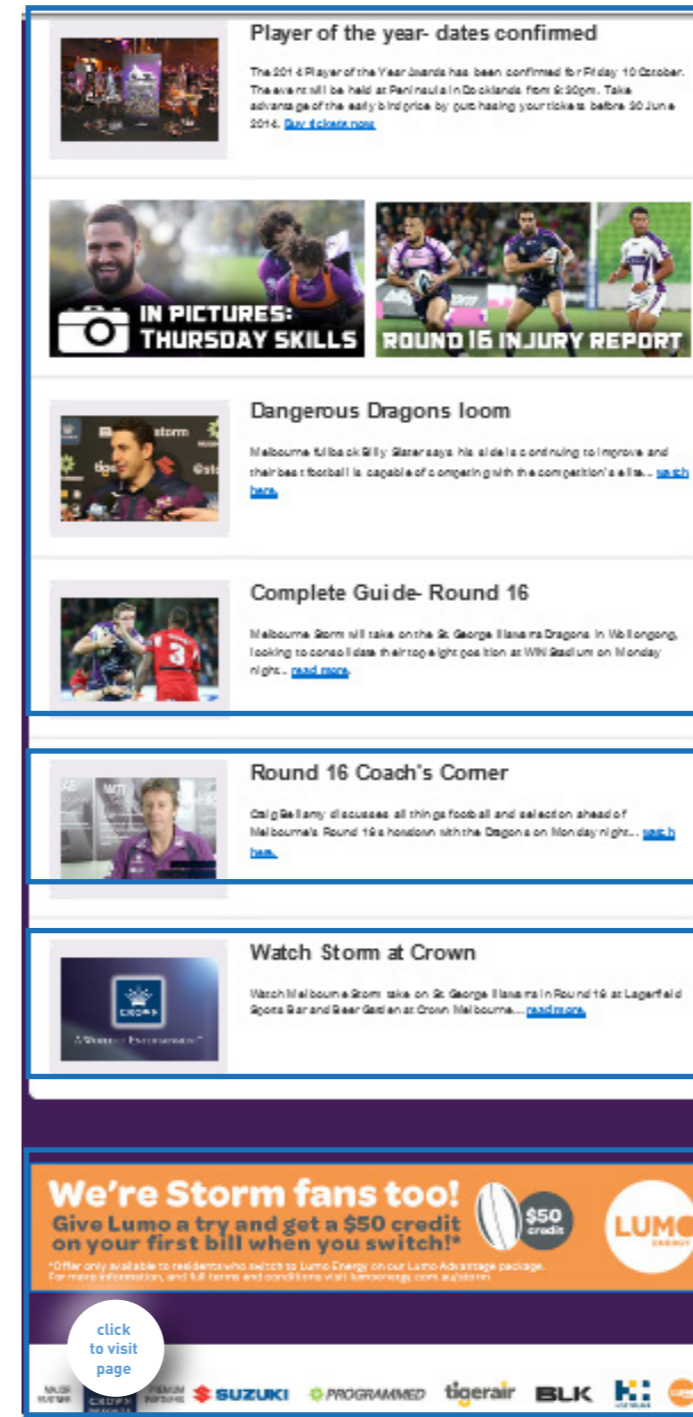
» Providing information and engaging with your community

» Player, coach, volunteer development

» Increased participation
» Event Promotion

» Promoting sponsors

Click here to join us on

CHAPTER 9
Social Media

What is a Social Network?

› Generally in real life a social network is a group of people that are interested in what each other has to say. Traditionally, these social networks communicate through conversations between people. Normally the conversations comprise of the original thoughts and opinions of members, the communication of news or facts or the retelling of conversations that took place earlier.

› The same concept applies when considering online social networks except these "conversations" happen over the internet via our computer, laptop, mobile phone or tablet. These online conversations and relationships are happening in many different public places (or applications) online.

› The social network starts when a person (business, brand or from our perspective a sports club) creates an account. Now this person can publish information or content. Depending on the application this content may be written, graphic, pictorial or video.

› Once your account is created other people, also with an account, who are interested in what you publish can link to your account so that every time you publish information they will see it.

› Conversely, you can also link people to your account that you are interested in hearing from.

› The difference between social media networks and real life networks is that online, people often have 100s,1000s, 10,000,s, 100,000s and sometimes even millions of people linked to their accounts and vice versa meaning that information can be conveyed to and shared with an incredible number of people very quickly. For example, Melbourne Storm Rugby League Club as of June 30, 2014 had 50,587 followers on Twitter and 351,029 likes on Facebook.

So now that we have seen how impactful social media can be, let's start to explore the different social media applications and how they can help your club achieve its goals.

What is Facebook?

Facebook (www.facebook.com) is a popular and free online social networking website that allows registered users to create profiles, invite and accept others into their network, upload photos and videos, send messages and instantly contact family, friends and colleagues.

Facebook is not just for individuals. Businesses, community, not-for-profit groups and artists are all using Facebook to grow their networks, advertise their products or causes or tell the world who they are and what they do.

It is a great tool for sports clubs because it allows them to build a network of those who are interested in their club. This allows the club to communicate and engage with their followers in a way that motivates or inspires desired behaviours, such as renewing membership or attending fundraising events.

Imagine how hard it would be to get 100 people all in one place at your club at any one time to try and get them to buy tickets to the annual trivia night. Facebook allows you to do just that, the only difference is that you are doing it using the internet instead of face-to-face.

Another great advantage of Facebook for clubs is that it is designed to facilitate sharing. This aspect of Facebook is very important for clubs as it allows information to be shared amongst the club community and the wider community far more quickly than traditional forms of communication. This is because other people in your network share your information amongst their network and so on. This is a process known as 'amplification'.

Facebook is a great way to build engagement and a sense of belonging with those interested in your club.

facebook

Email or Phone

Password

Log In

Keep me logged in

Forgot your password?

Sign Up

It's free and always will be.

Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

First Name

Last Name

Your Email

Re-enter Email

New Password

Birthday

Month ▼   Day ▼   Year ▼   Why do I need to provide my birthday?

○ Female   ○ Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

click to visit page

Create a Page for a celebrity, band or business

Facebook has 3 distinct types of profiles:

» **Personal Page:** This is a page for individuals and should not be used by clubs or businesses to create their profile.

» **Group Page:** Facebook group pages are for private communication between the members of a group. To become part of the group you must be invited or accepted by the group administrator.

» **Fan Page:** A fan page is for clubs and businesses to create their profile on Facebook, which is then visible to anyone with a Facebook account. Anybody can become a fan of your page by simply 'liking' your page and will then receive your updates as well as being able to engage with your club via its fan page. Page administrators can share posts under your Club's name, which fans of the page can then comment on and provide feedback.

Facebook's sign up page -
www.facebook.com

136

www.sportscommunity.com.au   ©   ©

Click here to join us on

137

SPORTS COMMUNITY

SPORTS COMMUNITY

'Like' Button

The Collingwood Football Club Fan Page

www.sportscommunity.com.au

Click here to join us on
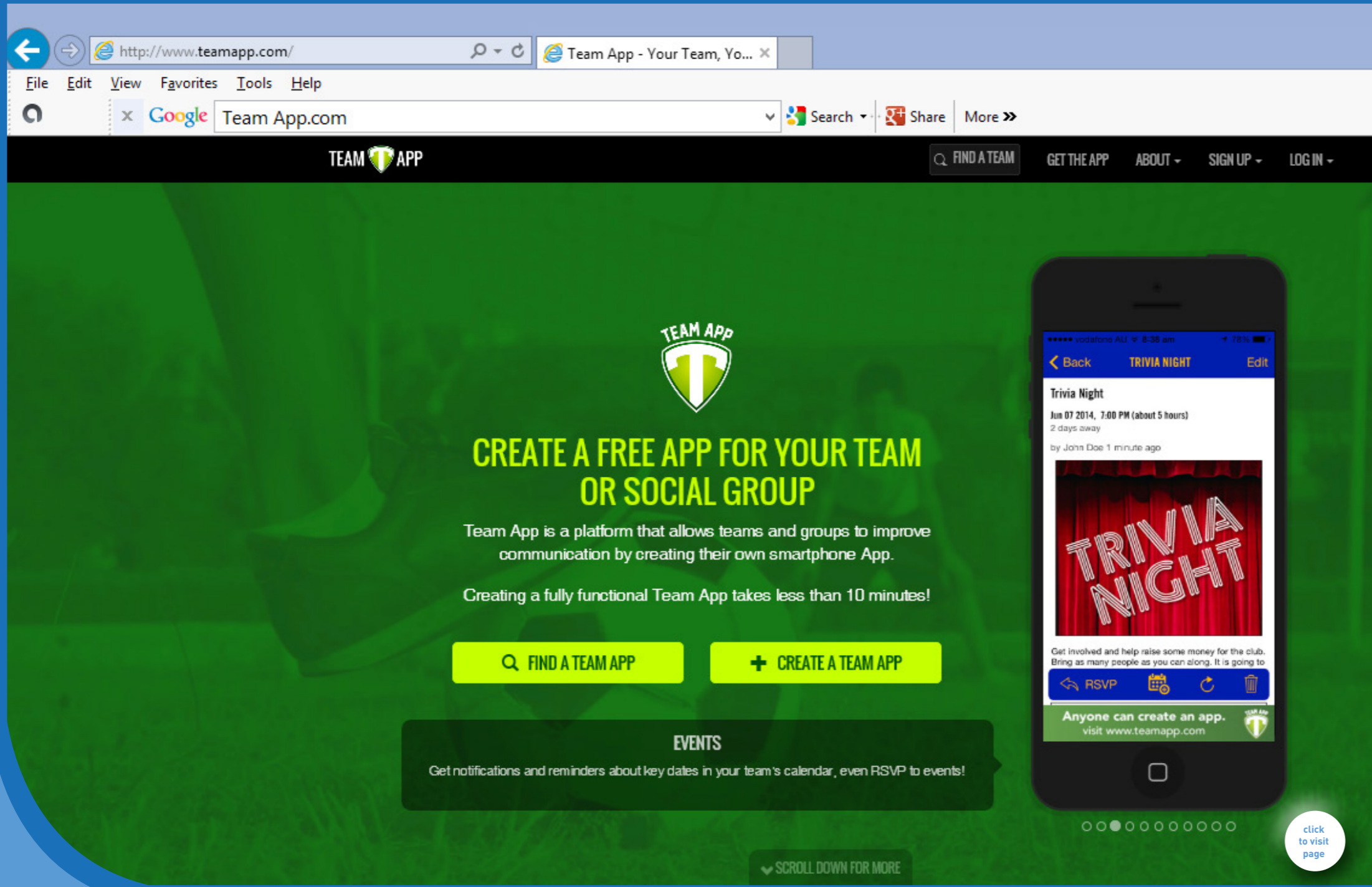
What is Right for Your Club?

Generally clubs using Facebook achieve the best results by setting up their profile as a fan page which can be viewed by anyone in the world. There are better alternatives than Facebook for private club communication such as Team App (http://www.teamapp.com/). As the ASC research highlights, one of the major reasons the community isn't taking part in club sport is that it simply doesn't know that your club exists and the activities it offers. An open Facebook fan page helps clubs address this issue.

The Teamapp Website

Click here to join us on

SPORTS COMMUNITY

SPORTS COMMUNITY

Facebook's Main Features

Facebook has many features, but for our purposes we will concentrate on those of most benefit to clubs:

» **Status updates** – this is where the administrator of the page informs followers or members of the latest news and events at the club.

» **Photo uploads** – allows the administrator to upload photos.

» **Video uploads** – allows the administrator to upload videos.

» **Event creation** – allows the administrator to create an event and build an invite list.

» **Messaging** – this is similar to email and allows you to message individuals or groups via Facebook.

Facebook Terms and Jargon

The Facebook world is filled with terms and 'jargon' that can easily confuse experienced and newer users alike. Here is a list of commonly used terms:

» **Admin:** Admin (Administrators) are the people who create and manage activity in groups and pages.

» **Account Settings:** This is where you manage basic account preferences. You can edit your name or email information, change your notifications preferences, turn on extra security features and much more.

» **Cover Photo:** Your cover photo is the large picture at the top of your timeline, right above your profile picture.

» **Profile Picture:** Your profile picture is the main photo of you on your timeline. Your profile picture appears next to your comments and other activity on Facebook.

» **Wall:** Your Wall is the space on your profile where you and your friends can post and share.

Sports Community Facebook Page
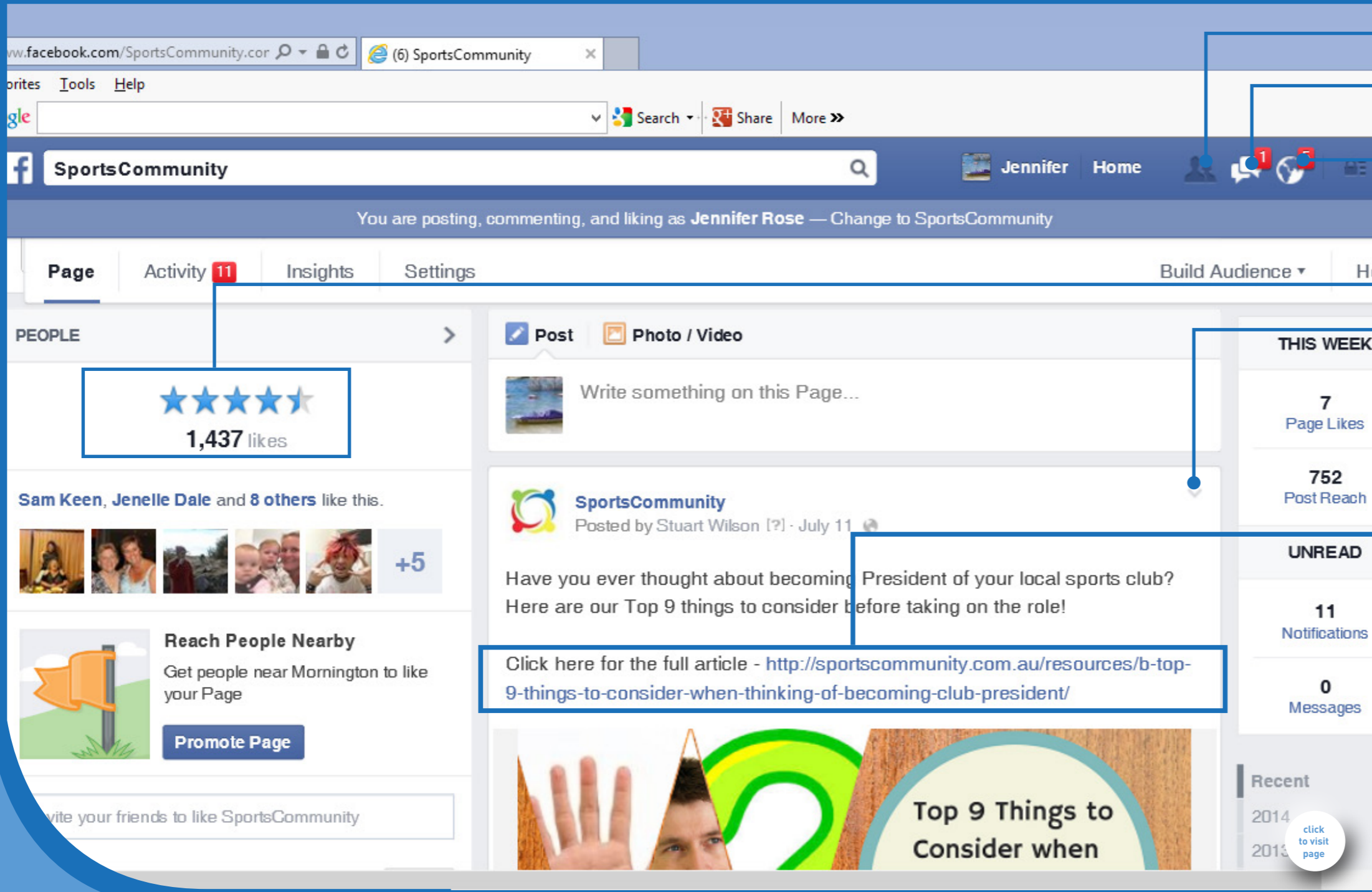
» **Friends:** Friends are people who individuals connect and share with on Facebook.

» **Messages:** Your messages are ongoing conversations with people on Facebook, stored in your inbox.

» **Notifications:** Notifications are alerts that there is activity on your Facebook page.

» **Fans:** Fans are people who have 'liked' your fan page and therefore are your primary audience.

» **Block:** You can block someone to 'unfriend' them and prevent them from starting conversations with you or seeing things you post on your timeline.

» **Link:** A link is a direct connection with another website or application and can be shared from your Facebook account.

» **Events:** Events are a feature that let you organise gatherings, respond to invites, and keep up **with what your friends are doing.**

» **Groups:** Groups are close circles of people that share conversations and keep in touch on Facebook.

146
www.sportscommunity.com.au
Click here to join us on
147
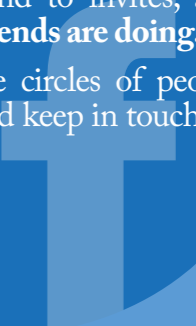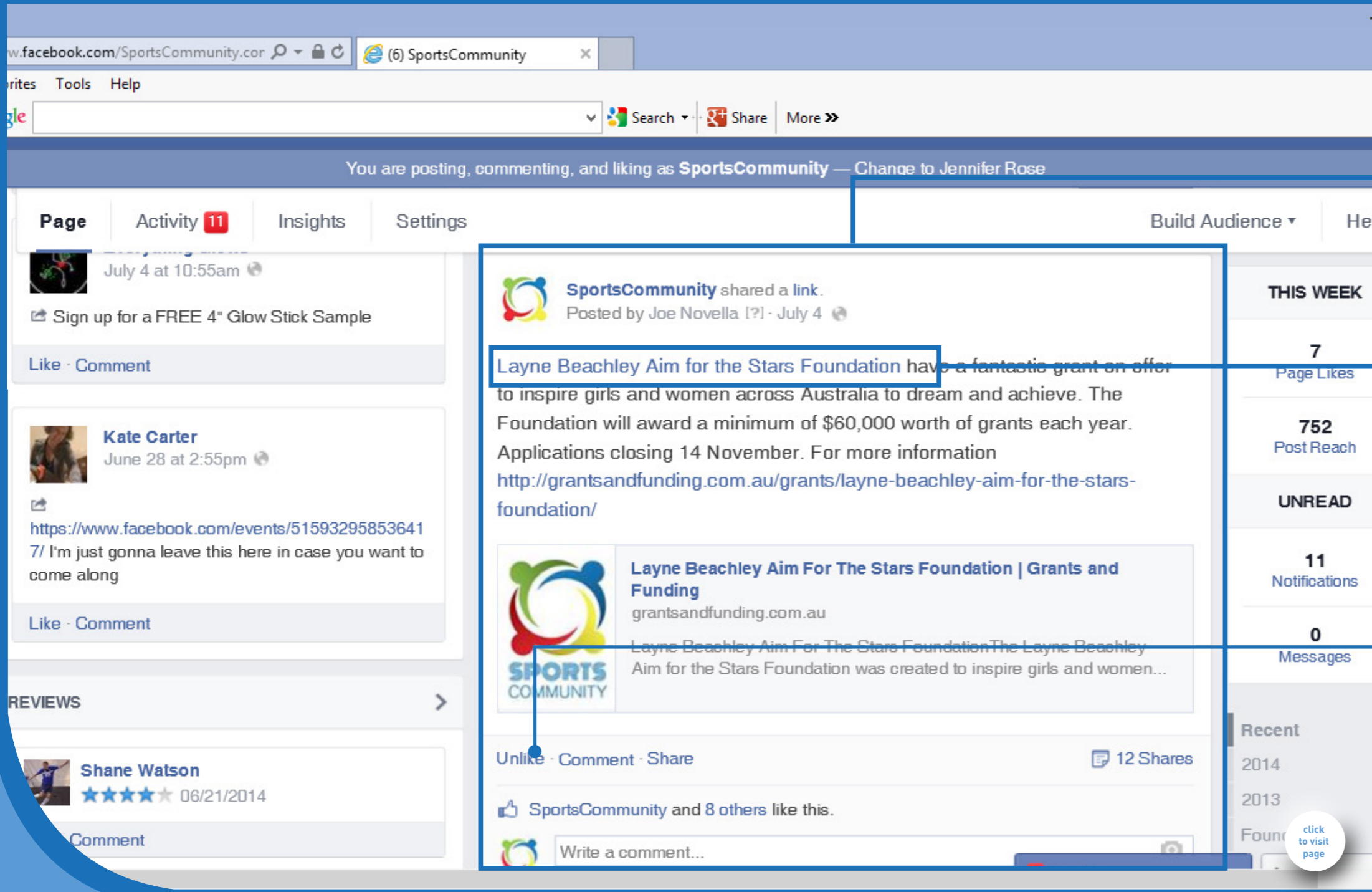
» **News Feed:** Your News Feed shows you the latest updates of your friends and pages you follow.

» **Tagging:** A tag links a person, page or place to something you post, like a status update or photo. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with.

» **Like:** Clicking 'Like' is a way to give positive feedback or to follow the fan pages or clubs and businesses you care about.
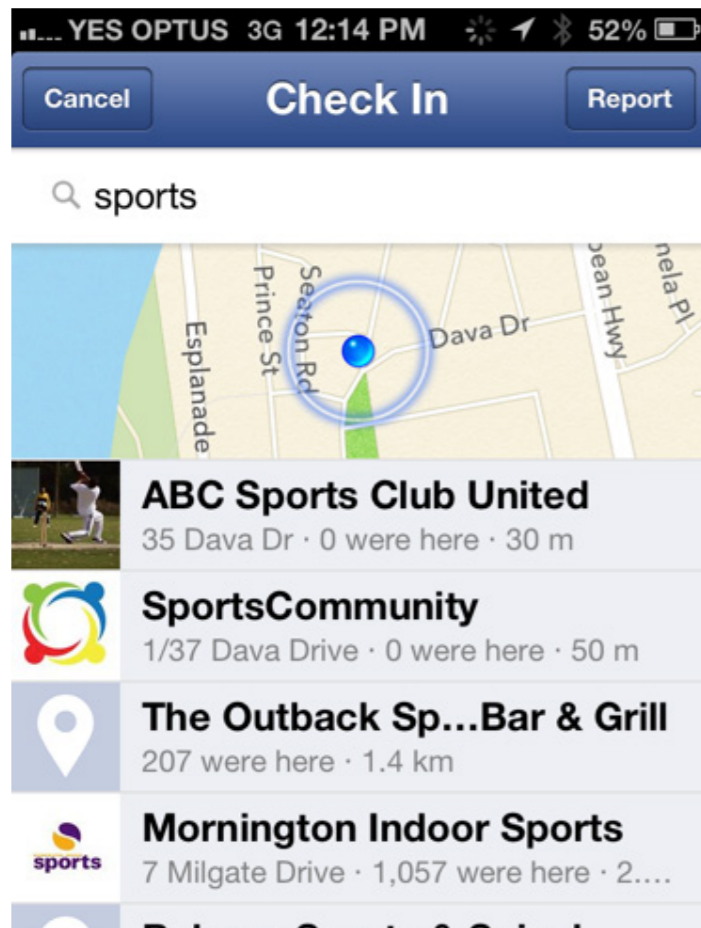
'Check in' Functionality

Another great functionality is the ability for Facebook users to 'check in' when attending your club's venue. This 'check in' shows up on the user's Facebook wall and tells the user's friends that they are at your club. This raises awareness of your club and can grow interest in the community. It can
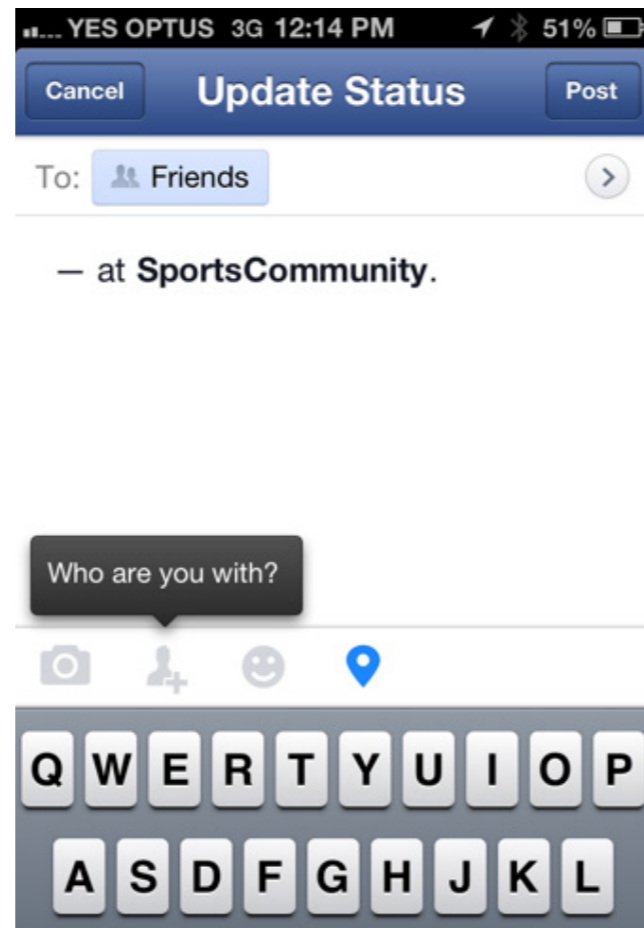
also help to create a sense of belonging for those at the club as users can tag that they are with their friends.

Clubs may choose to run competitions or have rewards or discounts to encourage members to 'check in'.

Using Facebook to Achieve Club Objectives

Facebook gives you the ability to communicate and engage with fans of the club at any time, no matter where they are in the world. Posting information like regular updates of scores on match day will keep supporters engaged with your club when they otherwise may have 'lost touch'.

By keeping your members in touch with what's happening at your club on a regular basis you help them to feel attached to the club.

A few ideas and strategies that you may find helpful for effective use of Facebook on behalf of your club include:

» Post regular score updates and results on match day to ensure supporters who can't make it to the game can still keep up to date.

» Post updates that encourage discussion.

» Post photos from games on your club page and allow players to tag themselves in them. This will create enthusiasm for the page from your players.

» Promote your sponsors on your page. This will keep them extremely happy and will result in their continuing sponsorship of the club.

» Post videos of club games or events.

» Hold Facebook competitions for club members.

» Post trivia questions and polls.

» Encourage your network to share posts,   photos and videos amongst their networks.

» Tell stories about club legends and members doing amazing things.

» Include interviews with past players, current players and volunteers.

» Profile your hard working volunteers as reward for their contributions.

» Make use of the events feature for club events.

Click here to join us on
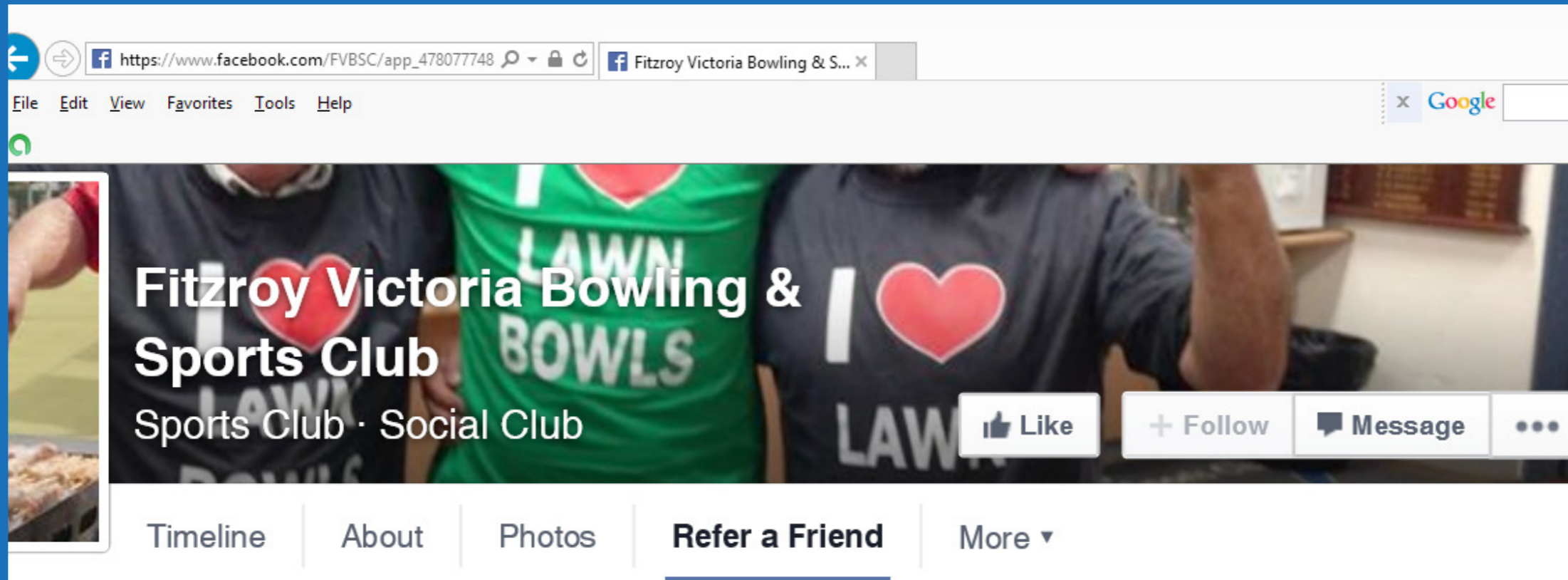
Increased Participation and Recruiting New Members

Fitzroy Victoria Bowling and Sports Club have a 'Refer a Friend' tab on their Facebook page. This is an easy way for members and supporters to suggest to potential new members to visit your club's Facebook page.

Jingili BMX Club shared the Northern Territory Channel Nine News story on their 'Come and Try Day' on Facebook as well as their flyer and additional information.

Beaconsfield Netball Club uses Facebook to engage their followers with the 'Beacy Baffler' quiz.

---

https://www.facebook.com/groups/139216106090

File   Edit   View   Favorites   Tools   Help

Beaconsfield Netball Club

Beaconsfield Netball
June 13 at 8:20pm

*****BEACY BAFFLER*****

Which Beacy girl won the 2001 under 17s league best and fairest in the west gippsland league?

Like · Comment

Katrina O'Sullivan likes this.   ✔ Seen by 151

💬 View previous comments   3 of 66

Simon Sos O'Shanassy Nicely??? Ok, let's go with that Shona Pallas... More like good cop, bad cop!!!
June 15 at 7:15pm · Like · 👍 1

Ian Flannery this was a popular year and from memory Simon you donated the game ball and photo back to the club which will be proudly displayed in our new pavilion that will soon be ours!!!! Just a reminder of the champs that have graced our courts...........and coaches boxes 🙂
June 15 at 7:44pm · Like · 👍 1

Simon Sos O'Shanassy Better to showcase the proud history where everybody can see it, than for it to be collecting dust at my house... The ball I donated Ian Flannery was from 2000 when B Grade went through the season as Premiers and Champions.. Shona Pallas was captain......

click to visit page

They also provide information to their supporters and members by posting scores after weekend games. You will notice the club has used images to grab attention.

Click here to join us on

The club also celebrates their coach and match day award winner on their Facebook page.

www.sportscommunity.com.au

Click here to join us on

The Bei Loon Dragonboat Club posting a great photo on their Facebook profile promoting their sponsor, the Newport Arms Hotel.

Alice Springs Hockey Association posting the catalogue for their sponsor 'Just Hockey' with links to the website.

https://www.facebook.com/AliceSpringsHockey/ti

Alice Springs Hockey Assoc... ✕

View Favorites Tools Help

Google Search

Alice Springs Hockey Association

Jennifer   Home 2

Create P

Alice Springs Hockey Association shared Just Hockey's photo.
March 18

With pre-season starting this weekend, make sure you have all you need for the 2014 season! - check out the new catalogue from Just Hockey

The new 2014 Just Hockey Catalogue is now ONLINE. Remember if you need any help about hockey products #justask us in store or online via social media. We have already helped lots of customers in 2014. We are here to help you make the right hockey choices!

http://t.co/DR4v1Oxzxz

Recent
2014
2013

OSTS TO PAGE

Renee Boardman
May 27 at 10:25pm

Did anyone find a pair of adidas sunnies on the sideline on Saturday (24th)? They are gold shields with blue earpieces.

Like · Comment   1

Samarra Schwarz
May 14 at 9:33pm

wdy to all our Desert Die Hards (Masters Hockey m) we starting ... See More

2   1

2014 CATALOGUE

click to visit page

Chat (31)

Mansfield Motorcycle club promoting their sponsor Mansfield Paintball.

Final Round MMC Grass Track Series on Sunday 8th June 2014 at Mansfi... Paintball Park. (well in the paddocks behind it ... might make for an interest... final round if it was combined!)Thanks to Jim Friday in advance for the use... the land so show your support and get down to http://www.mansfieldpaintball.com.au/

Mansfield Paintball - Victoria's Best Paintball Field
www.mansfieldpaintball.com.au

Come and play with your friends at Mansfield Paintball, Victoria's newest paintball field. Just 2 Hours drive from Melbourne. Call us at 03 5776 9621.

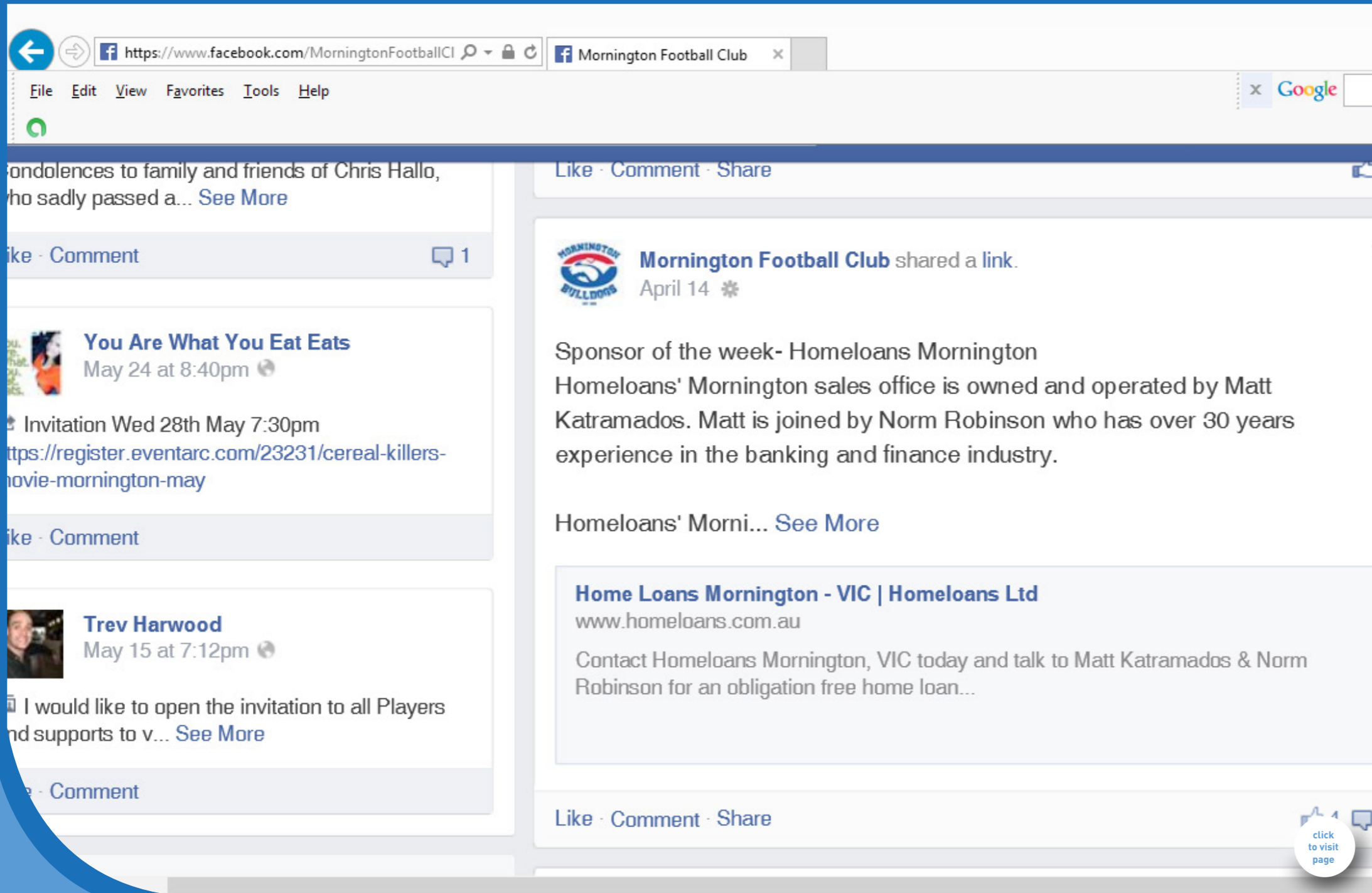Mornington Football Club promoting their 'Sponsor of the Week'.

https://www.facebook.com/MorningtonFootballCl

Mornington Football Club ×

File   Edit   View   Favorites   Tools   Help

×   Google

...ondolences to family and friends of Chris Hallo, ...ho sadly passed a... See More

...ike · Comment   1

You Are What You Eat Eats
May 24 at 8:40pm

Invitation Wed 28th May 7:30pm
...ttps://register.eventarc.com/23231/cereal-killers-
...ovie-mornington-may

...ike · Comment

Trev Harwood
May 15 at 7:12pm

I would like to open the invitation to all Players
...nd supports to v... See More

...e · Comment

Like · Comment · Share

Mornington Football Club shared a link.
April 14

Sponsor of the week- Homeloans Mornington
Homeloans' Mornington sales office is owned and operated by Matt
Katramados. Matt is joined by Norm Robinson who has over 30 years
experience in the banking and finance industry.

Homeloans' Morni... See More

Home Loans Mornington - VIC | Homeloans Ltd
www.homeloans.com.au

Contact Homeloans Mornington, VIC today and talk to Matt Katramados & Norm
Robinson for an obligation free home loan...

Like · Comment · Share

click
to visit
page

Promoting Sponsors

Jingili BMX Club promoting their sponsor, Coates Hire, by posting a picture of their starting ramp.

The Darwin Netball Association promoting coaching courses and information.

https://www.facebook.com/DarwinNetball

Darwin Netball Association ... ×

File   Edit   View   Favorites   Tools   Help

Google

Darwin Netball Association Incorporated
June 11

HI ALL - COACHING NEWS from NNT.

Stacey West will be presenting the practical sports specific component of the Intermediate coaching principles on the weekend of the 26-27th July. Please note that coaches wanting to get there accreditation must have at least started their Intermediate coaching principles. We have the manuals at Netball NT they can be purchased for $25.

For More information please contact:
Nikki Symons
Development Manager Participation & Coaching
Netball NT
Nikki.symons@netballnt.org.au

Like · Comment · Share

2 people like this.

Cathy Macdonald
May 29 at 4:55pm

le to get onto the junior draw yet? When I
DNA w... See More

ment   3

Montague
7:26pm

ts
13

AGE

click
to visit
page

Presentation Night

OCT 03

Public · Hosted by **Mornington Football Club**

Join   **Save**   **Invite**   ...

Friday, October 3 at 6:30pm

Mornington Racecourse
Racecourse Rd, Mornington, Victoria, Australia 3931

Show Map

Tickets Available
www.trybooking.com

Find Tickets

MFNC 2014 Presentation/Vote Night
...course Meal - $65pp
...namatta Room @ 6.30pm

GUESTS

14	0	0
going	maybe	invited

INVITE FRIENDS

+ Add friends to this event

Suez Whyte   **Invite**

Taryn Deppeler   **Invite**

Chat (42)

click to visit page

Event Promotion

One of the great features of using Facebook for your club is the 'events' option. This allows you to create events on Facebook which can be used as an online invitation to guests for real-life events and functions.

There is also an RSVP feature in the event section where guests can declare whether they will be attending or not. This gives the organisers an idea of how many people will be attending so they can adequately prepare (catering, seating etc.).

An event page also allows your club to build excitement as everyone invited can see who is going and can make comments about preparations. The page can also be updated to communicate any details if they change, as well as can act as a reminder for the event.

Mornington Football Club has used the 'events' feature for their presentation night. Tickets can also be bought online.
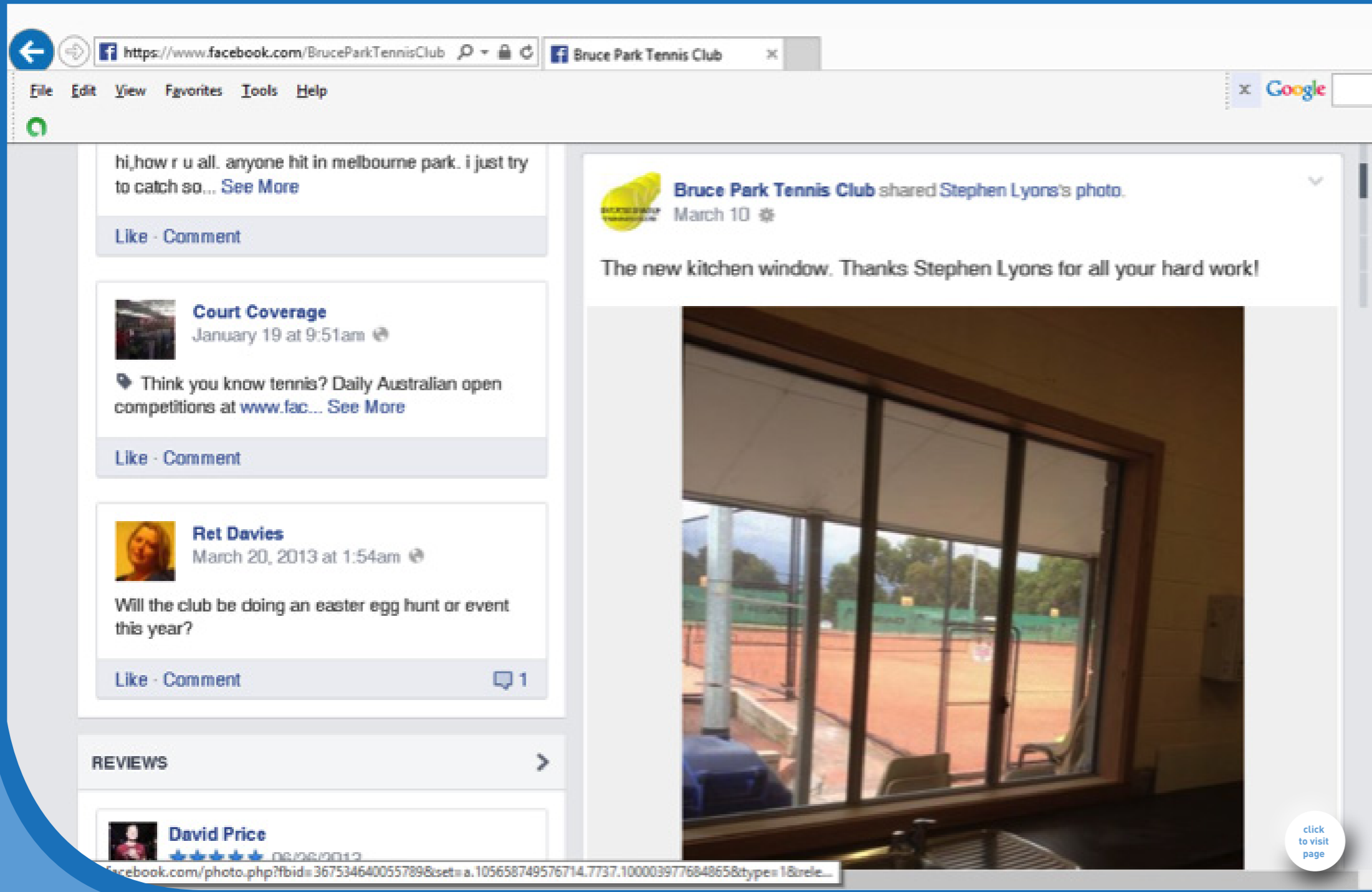
Volunteer Recognition and Recruitment

Beaconsfield Netball Club use their Facebook group page to thank their newest recruits for helping at the BBQ.

Click here to join us on

Bruce Park Tennis Club recognise a "Volunteer of the Month" on their Facebook page.

Think you know tennis? Daily Australian open competitions at www.fac... See More

Like · Comment

Ret Davies
March 20, 2013 at 1:54am

Will the club be doing an easter egg hunt or event this year?

Like · Comment   💬 1

EVIEWS   ➤

David Price
★★★★★ 06/26/2013
A fantastic social environment, and everyone feels welcome.

ike · Comment · 👍 4

eople find great places.   **Write Review**

Bruce Park Tennis Club
April 19 ☀

Congratulations to our volunteer of the month for March this 2014: Stephen Lyons! Thanks for all the great work you do around the club mate.

Especially your help to put in the awesome new kitchen! — with Stephen Lyons.

click to visit page

Measuring Facebook's Effectiveness at Your Club

There are many ways to measure the effectiveness of your Facebook page:

> Likes: If a certain post receives a high number 'Likes' then it has struck the right chord with your audience as people are providing positive feedback.

> Comments: If there are a number of people commenting and sharing their opinions on your post, it can be considered an effective post as it has created discussion.

> Views: When you post something on your page, it will tell you how many 'Views' that particular post has had. The higher this number is, the more exposure this post has gained for your page and therefore your club.

Facebook also provides "Insights" or statistics that cover a variety of key measures on how your page is performing. This data is useful if you are measuring your Facebook page against your club objectives. For example, if a club objective is to increase membership, then how many of your Facebook followers are members? Has the number increased or decreased?

An example of the Sports Community page Insights.

Click here to join us on

Twitter

What is Twitter?

The Twitter website describes itself as follows:

"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 (Twitter Inc., 2014)."

Similarly to Facebook, your club can hold a Twitter account to share and publish information to those who choose to follow your club. Your club can also look at information from those you choose to follow. For example, your peak sporting body or top sports-people in your sport.

Unlike a profile page on Facebook, your club doesn't need to accept invitations or requests but can easily click to follow or be followed.

Twitter Homepage – (www.twitter.com)

Content Types

Messages on Twitter are called "Tweets". Tweets can not only be made up of written posts of up to 140 characters in length but also photos, images and videos.

These short bursts of information make Twitter perfect for conveying news and information as it happens.

Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Pressure shapes legends. #riskeverything

Tweet and photo by @nikefootball
6:01 PM - 20 May 2014

Sign in

Remember me   Forgot password?

New to Twitter? Sign up

Full name

Email

Password

Sign up for Twitter

About Help Blog Status Jobs Terms Privacy Cookies Ads info Brand Advertise Businesses Media Developers Directory © 2014 Twitter

click to visit page

Click here to join us on

Introducing Your Twitter Account

To introduce you to twitter allow us to take you on a guided tour of the Sports Community Twitter account.

» **Timeline:** A real time listing of the tweets made by those you are following. Your own tweets will also appear on your time line.

» **@sportsclubinfo:** This is the Sports Community identifier or "handle" on Twitter. Each Twitter handle commences with the '@' symbol.

» **Tweets:** Tweets are messages on Twitter. The tweets that we have published are shown here and tweets of those we follow are listed in this section of our Twitter account.

» **Followers:** This section lists those who are following Sports Community. This means that our tweet will appear on their time line each time we "tweet".

» **Following:** These are the people we at Sports Community are following. Each time somebody we are following "tweets" it will appear on our timeline.

» **Re-tweet:** This is the term for forwarding or reposting a tweet that you have received from someone you are following. By retweeting the post, those that are following you will now be able to see the post. A retweet will post the entire tweet from the person who posted the original tweet.

← → C 🔒 Twitter, Inc. [US] https://twitter.com/i/notifications

⊞ Apps Selectus Fleet Salary... 💡 Suggested Sites 📄 Free Hotmail 📁 Imported From IE

🏠 Home 🔔 Notifications # Discover 👤 Me 🐦 Search 🔍

Notifications ›
Mentions ›

Who to follow · Refresh · View all

sportsbet.com.au ✓ @spo... ✕
Followed by AAA First Call an...
👤+ Follow 📷 Promoted

Western AFCA @WesternA... ✕
Followed by Metra Sports an...
👤+ Follow

Footscray HC @FootscrayHC ✕
👤+ Follow

Popular accounts · Find friends

Australia Trends · Change

#hungry5sos
Sharman Stone
Tom Hafey
#AFLSaintsBlues
#SmallzyGiveMeTheVamps
#DONTSTOPMUSICVIDEO
David Marr
#NRLParCro

Notifications
All / People you follow

👤 **Pony Club NSW** and 6 others followed you 6h

⭐ **Phil Williams** favorited your Retweet 9h
11h: We're now working w/@sportsclubinfo to provide a comprehensive listing of current community sport club #jobs: bit.ly/1oknu0w

⭐ **Young Sport Mng Pros** favorited a Tweet you were mentioned in 11h
11h: We're now working w/@sportsclubinfo to provide a comprehensive listing of current community sport club #jobs: bit.ly/1oknu0w

🔁 **Young Sport Mng Pros** retweeted a Tweet you were mentioned in 11h
11h: We're now working w/@sportsclubinfo to provide a comprehensive listing of current community sport club #jobs: bit.ly/1oknu0w

Sportspeople @SportspeopleAU · 10h
We're now working w/@sportsclubinfo to provide a comprehensive listing of current community sport club #jobs: bit.ly/1oknu0w

Expand ↩ Reply 🔁 Retweeted ★ Favorite

click to visit page

» **Notifications:** Clicking on this tab lets you see different activities which relate to your Twitter account, including:

› A list of those who have followed your account

› Those who have clicked favourite on a tweet you have made. A favourite is an acknowledgment they like a tweet you have made by clicking the yellow star on the tweet.

› Anybody who has responded to a tweet you have made. This is called an '@reply'.

› Those who "retweeted" a tweet you have made

› Any tweets made by other people who have included your Twitter handle (which means they want you to see their tweet). This is called an '@mention'.

SPORTS COMMUNITY

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SPORTS COMMUNITY

The Language of Twitter

hashtag – Putting a #hashtag in front of a word in your post allows Twitter to group all tweets with the same #hashtag together and list them for anybody who searches Twitter for that #hashtag. Regardless of who posted the tweet that contains the #hashtag, it will show up in the search.

For example, in the picture below we have searched for #manu. The list of results include all of the recent posts by users on Twitter that have used this #hashtag.

#hashtag

Click here to join us on

The Best Way for Clubs to Use Twitter

› Twitter is ideal for clubs to use to 'tweet' real time news such as the scores of matches or competitions as they are occurring. This allows those who are not present to follow the competition and know the results instantaneously. This could also include, among others, social events as they are unfolding, selections for the upcoming competitions and injury updates. The impact can be even more powerful if the tweets include photos and videos.

› All of your club's other social media platforms should also be linked to your Twitter account. For instance, every time you post on Facebook it will then automatically create a tweet of the post as well.

› As Twitter is ideally suited for real time communication of information, news and events it is a great idea to tweet many times during an event. For example, many professional sporting clubs with communication teams such as NRL and AFL clubs will tweet at least once a minute during the match to keep their followers up to date with what is happening. Professional sports clubs doing this will usually include a hashtag into their tweets which becomes the online location for conversations about the game or event.

› Because we can post many tweets in a short period of time, it is a fantastic way to ensure those that are not present feel part of the action and engage in conversations. It is this engagement that creates the sense of belonging with your club and consolidates the relationships which can help you in the future to achieve your club objectives.

Linking Facebook to Twitter

The people who follow your club on Twitter will often be very different to those who follow your Facebook page. Due to this, it is a good idea to link your club's Facebook page to your Twitter account so all posts made on your Facebook page will automatically be shown on your club's Twitter feed.

Generally, clubs are best not to link the other way around (linking your club's Twitter account to its Facebook page), particularly if your club posts many tweets during competition, as these will then all appear on the newsfeeds of all of your club's Facebook followers. This clogs up their news feeds and may possibly cause them to unfollow your club.

Creating the Conversation

If your club uses Twitter to update its followers on scores and events as they are unfolding, then it is important that your club promotes this service to its wider audience. This is important so that the community knows that during competitions, social events, selection nights and other major club functions, they can get real time updates.

Unless you promote this service, it is unlikely that your members and wider club audience will go looking for it. Due to this, it is very important that you promote this service at every opportunity including your website and email newsletters as well as your traditional club communication methods, such as posters, flyers and media releases.

The 'tweets' your club posts on your Twitter account should be driven by your club objectives. The following section will show an example of how other clubs have used Twitter to help them achieve different objectives.

Click here to join us on

Increased Participation

The West Tigers use their Twitter account to increase participation at their Family Day by posting information and a video to engage their supporters and members.

click to visit page

The Brisbane Broncos posting live match updates.

196
www.sportscommunity.com.au
Click here to join us on
197

The Qantas Wallabies engaging their followers with a "caption this" photo.

Click here to join us on

Providing Information and Engaging with Your Community

Queensland Bulls using video to take their followers behind the scenes at training.

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www.sportscommunity.com.au

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Port Adelaide Football Club engaging with their followers through a fun interview with a player and his wife.

https://twitter.com/PAFC

Twitter, Inc. [...

Port Adelaide FC (PAFC) on...

View   Favorites   Tools   Help

x   Google   Search

Home   Notifications   Discover   Me   Search

Port Adelaide FC @PAFC · Jun 25

[VIDEO] How well does @kanecornes know wife Lucy? Find out in #PillowTalk youtu.be/uLFTJJ3Wkd8 #weareportadelaide

YouTube

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The NSW Swifts using their profile picture to promote their 2015 memberships.

www.sportscommunity.com.au

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Perth Glory Football Club using Twitter to promote their memberships as well as linking interesed supporters directly through to their ticket seller.

twitter.com/PerthGloryFC | Twitter, Inc. [... | Perth Glory FC (PerthGloryF... | 2014-15 Packages | Perth Glory...

Favorites   Tools   Help

Google   Search

Notifications   # Discover   Me   Search

View conversation

Perth Glory FC @PerthGloryFC · Jun 26

MEMBERSHIP | Look who's joined Glory - have you? Members priority to renew seats ends 15 July. bit.ly/1ipTWHX

JOINING THE GLORY THIS SEASON...

ARE YOU?

1   3

4   3   View more photos and videos

click to visit page

Perth Glory FC @PerthGloryFC · Jun 25

Promoting Sponsors

Perth Glory using Twitter to promote a venue partner to watch their away games.

Port Adelaide Football Club "Snap a Selfie" sponsored contest.

Port Adelaide FC @PAFC · Jun 20

Snap a selfie at the footy for your chance to win some great prizes thanks to @SpartanElectric #AFLSpartanSelfie

A SELFIE AT THE FOOTY

GRAND PRIZE
2 tickets to One at the Adelaide Oval worth $740!*

TRY & CATCH OUR ADS ON THE BIG SCREEN IN THE BACKGROUND!

Follow @SpartanElectrical
Tag #AFLSpartanSelfie

Σ

S P A R T A N

View more photos and videos

6   9

Retweeted by Port Adelaide FC

Spartan Electrical @SpartanElectric · Jun 20

Heading to the Port game at #AdelaideOval? Win yourself (plush) tix to Suite One for Round 22 worth $740! Enter here: ow.ly/yfKCv

click to visit page

Melbourne City Football Club promoting their coaching schools on Twitter. "Don't miss out on quality football coaching".

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YouTube

What is YouTube?

On its website, (www.youtube.com/about) YouTube describes itself in the following manner:

"Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small." (YouTube, 2014)

Why is YouTube So Important for Clubs?

› By using videos related to your club, its people and its competition performance, YouTube has an amazing ability to engage people interested in your club. A huge amount of quality information can be communicated in a very short video and it is this constant provision of information that can quickly build and maintain a very strong sense of belonging between your club and those who follow it.

› As we know, if people have a strong relationship and sense of belonging to your club then they are much more likely to help your club achieve its club goals and objectives.
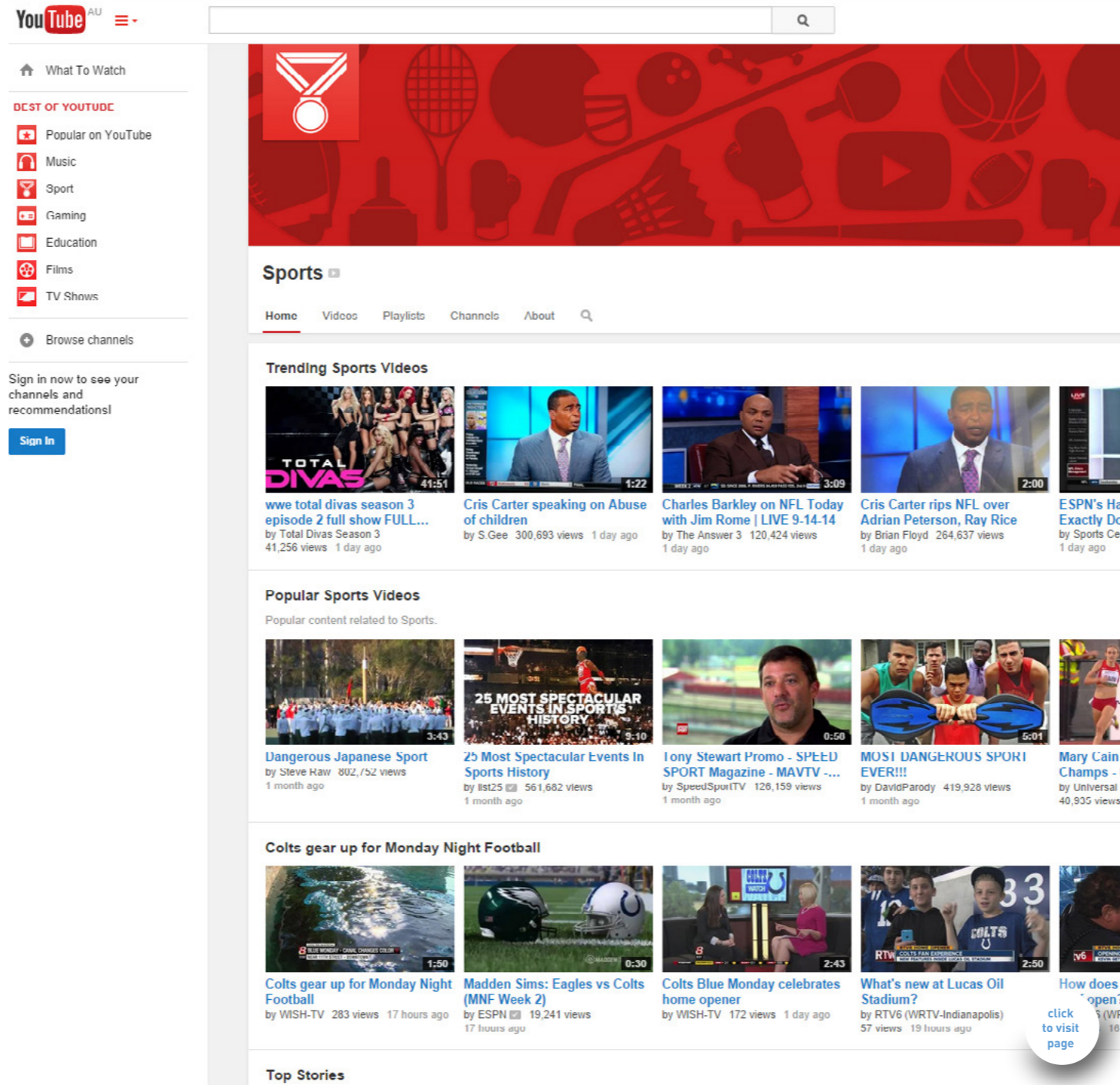
How YouTube Works

YouTube is very similar to other social networks we have looked at. Your club can set up an account which on YouTube is called a 'channel'. You can then upload all the videos your club makes onto your club's YouTube channel.

› People who follow your club's videos can then subscribe to your club's channel. This simply means that every time your club loads a new video to their channel, the subscribers will be immediately notified. This means that if you consistently upload club information to YouTube, then you are constantly reminding your subscribers about your club and providing them with information in video format that is of interest to them.

› From your club's account you can also subscribe to other YouTube channels and be notified every time a video is uploaded to these channels. Clubs may choose to follow people like expert coaches or professional teams in their sport and your club coaches may be interested to know when these groups release new videos.

Click here to join us on
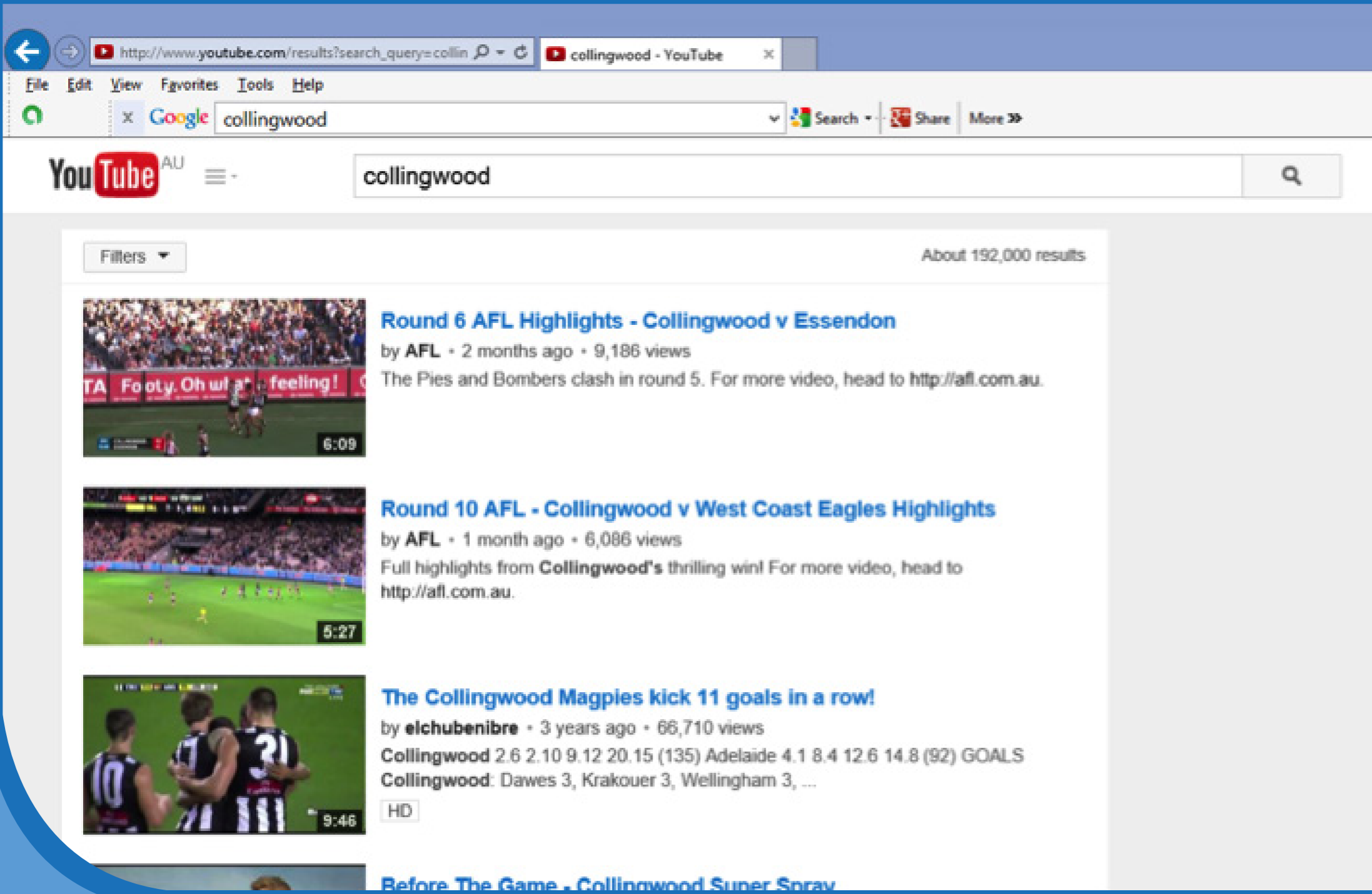
The Power of Video

» There is a lot of different information the followers of your club may want to see on video.

» One of the most popular types of video is footage of matches and competitions. For those who can't be there live, seeing video footage of the action is the next best thing, especially the highlights.

» Another very popular video format is competition preview and review interviews with coaches and players. These are a great way to bring all followers closer to the game and the players. If there are regular interviews with the players and coaches, followers will, over time, feel like they know the team personally, even if they may have never met them.

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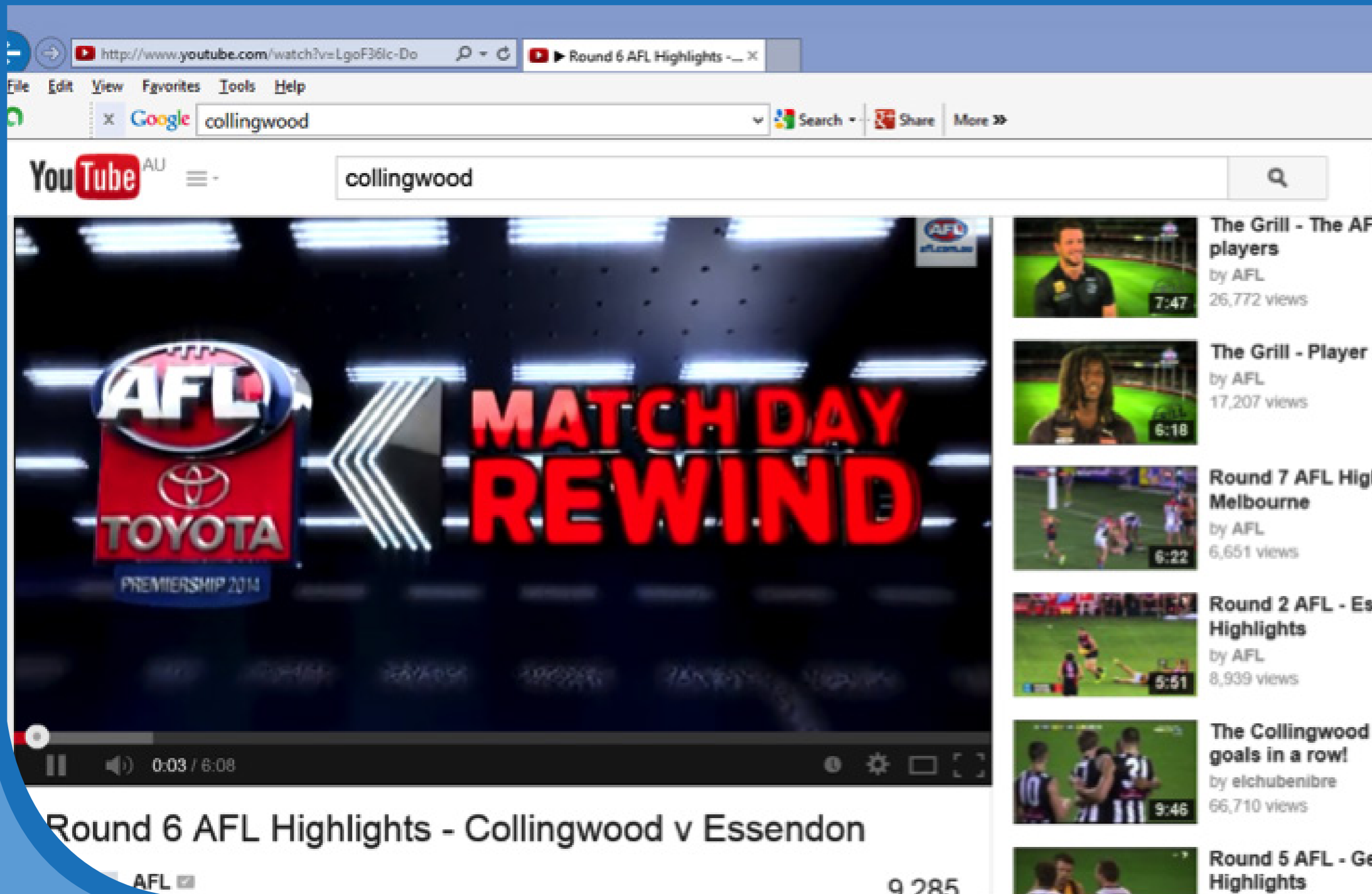
» Messages from the club President giving regular updates about what is going on around the club are also very well received by members and are a great way of conveying a lot of information quickly and effectively.

» Many clubs are also starting to record coaching videos. This allows players and their parents to view the videos in their own time and work on their skills in private. This means players are not simply receiving coaching at training but potentially 24 hours a day, seven days a week, no matter where the player is located.

» Incorporating YouTube videos in all other club communication is very easy. Share it using social media, featuring it on your website and including it in your club email newsletters.

Click here to join us on
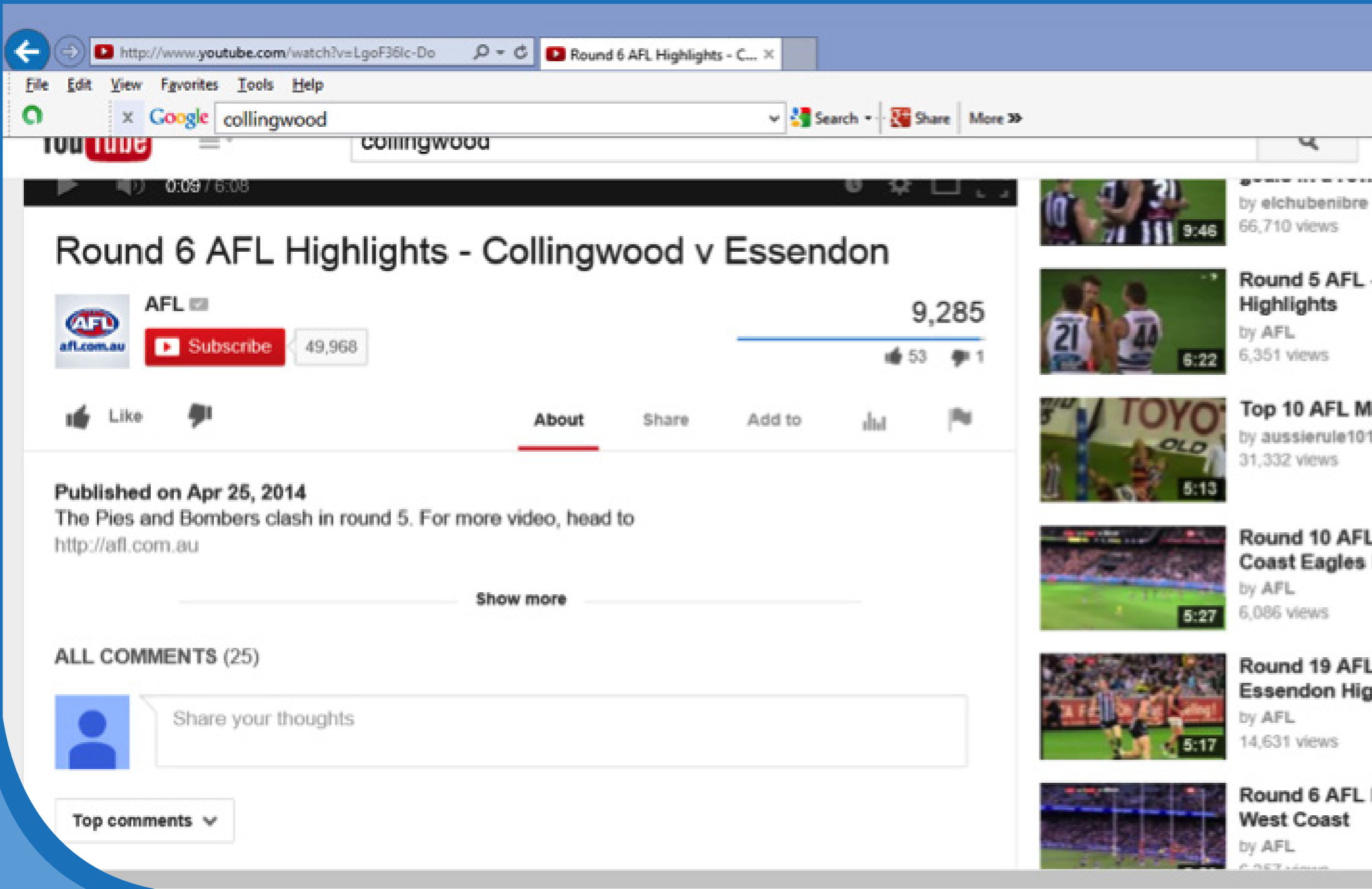
Examples of Club YouTube Channels

If you would like to have a look at how other sports and clubs have set up their YouTube channels, have a look at the following:

AFL Community Club

Australian Tennis Channel

AMSAG Rally Series

Caulfield Cobras Football Club

Parkdale Cricket Club

Geelong Cricket Club

Box Hill United Football Club
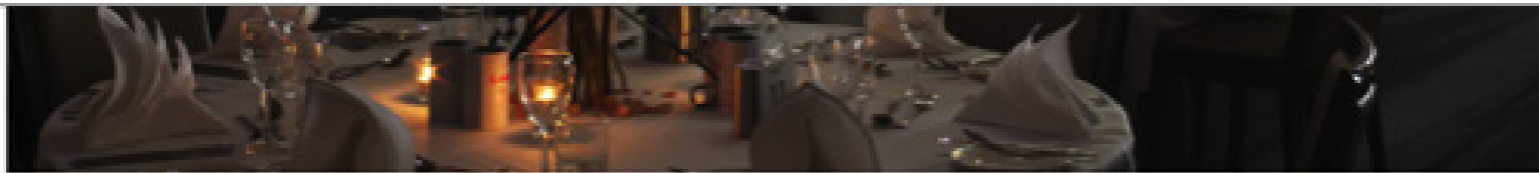
Click here to join us on
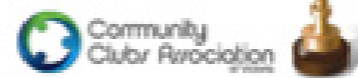
The videos your club uploads onto your club's YouTube channel should be driven by your club objectives. The following section will show an example of how other clubs have used video to help them achieve different objectives.

Fundraising

Warrnambool Bowls Club have uploaded two videos to YouTube that are linked to their website introducing their function capacity and bistro.

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Player, Coach, Volunteer Development

Warburton Bowls Club has a great educational page with basic information for new and experienced bowlers. This page includes videos which have had tens of thousands of downloads.

HOME   NEWS   SPONSORS   WEBSITE LINKS   GALLERY   COMMITTEE MEMBERS   CLUB HISTORY   SATURDAY PENNANT

TUESDAY PENNANT   WARBURTON WEATHER   TOURNAMENTS   CALENDAR OF EVENTS   COACHING TIPS   SELECTION

PENNANT DRAWS   CONTACT US

Coaching Tips

Like 0   Tweet 0   Pinit Share 1

Grip & Bowling Technique 7 Minutes Key Skills for Lawn Bowls

Grip Video 1.21 Minutes

Delivery Video 1.5 Minutes

Tony Alcock 16 Times World Champion Coaching - 8 Minutes

Aiming Points 3.05 Minutes

Common Faults 2.24 Minutes

Selecting the Bowl 2.28 Minutes

Coaching Drills, The Perfect End 2.57 Minutes

Member's Bowling Action - Greg 'Silky' Walsh

Member's Bowling Action - Noel 'Goode' Goodman

Bowls Australia release new coaching accreditation video to become part of the new Coaching Reaccreditation Scheme.

http://www.bowlsaustralia.com.au/News/ArtMID/852/ArticleID/1102/The-Coaches-Den

What's New

Membership Day Sunday June 29 at 12noon.

Free BBQ with a wine/beer/soft drink, bring your bowls.

Pay your membership to go into a raffle. Prize - your membership fees refunded.

AGM Sunday June 29 10am. Only financial members can vote.

Click our Gallery link for our new sponsorship deal with the Warburton Professional Real Estate Team.

New Manager, Chris Lord.

Congratulations to our 2013-14 Club Champions

Singles - Bill Gillies & Rayna Zunneberg

Pairs - Paul Caneva & Rod Zunneberg

Social Bowls Monday and Thursdays

Sign in 12.15pm

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You Tube

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File   Edit   View   Favorites   Tools   Help

CENTRAL HOCKEY CLUB

Home   About the Club   Club Contacts   Gallery   Important Dates   Registration Fees and Forms   Skills Videos

Sponsors

Skills Videos

Hockey Australia and Ryde Hockey Club have a number of useful YouTube videos on
how to perform a number of skills when playing hockey. For your convenience, we have
provided links to some of them here:

Choosing a Stick
Stick Length

Trapping and Hitting
Forestick Trap
Stationary Push
Hit
Backstick Push
Upright Backstick

Jink Right to Left
Jink Left to Right

Slap
Tomahawk

Overhead

Player, Coach, Volunteer Development

The Central Hockey Club has a range of skills videos provided by Hockey Australia on their website for people assoiciated with the club to view.
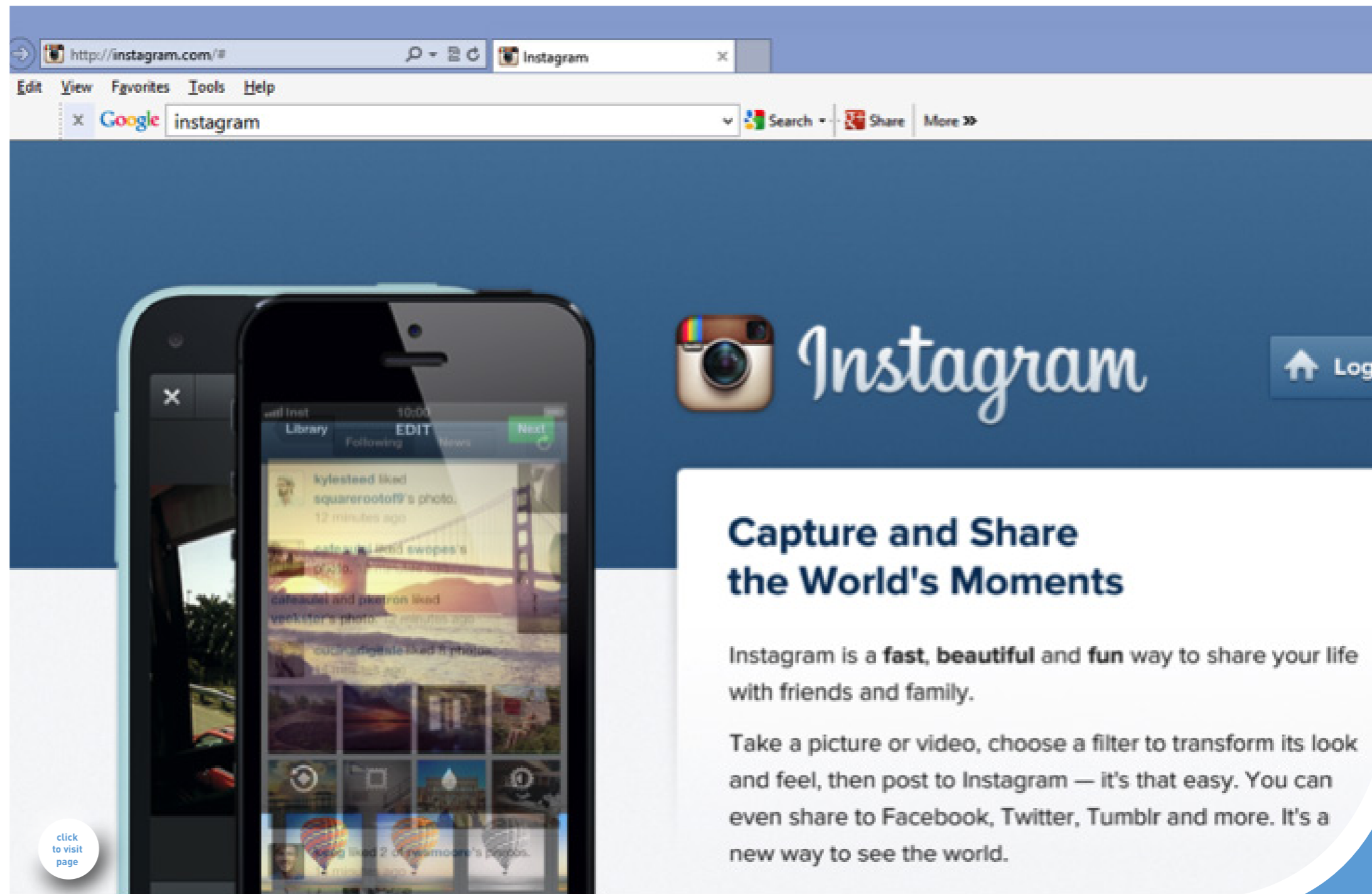
click to visit page

YouTube

Instagram

What is Instagram?

On its website, (www.instagram.com/about/faq) Instagram describes itself in the following manner:

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos.

We created Instagram to solve three simple problems:

1. Mobile photos always come out looking mediocre. Our awesome looking filters transform your photos into professional-looking snapshots.

2. Sharing on multiple platforms is a pain – we help you take a picture once, then share it (instantly) on multiple services.

3. Most uploading experiences are clumsy and take forever – we've optimised the experience to be fast and efficient." (Instagram, 2014)

Capture and Share the World's Moments

Instagram is a **fast**, **beautiful** and **fun** way to share your life with friends and family.

Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world.

The Gisborne Soccer Club Instagram Account.
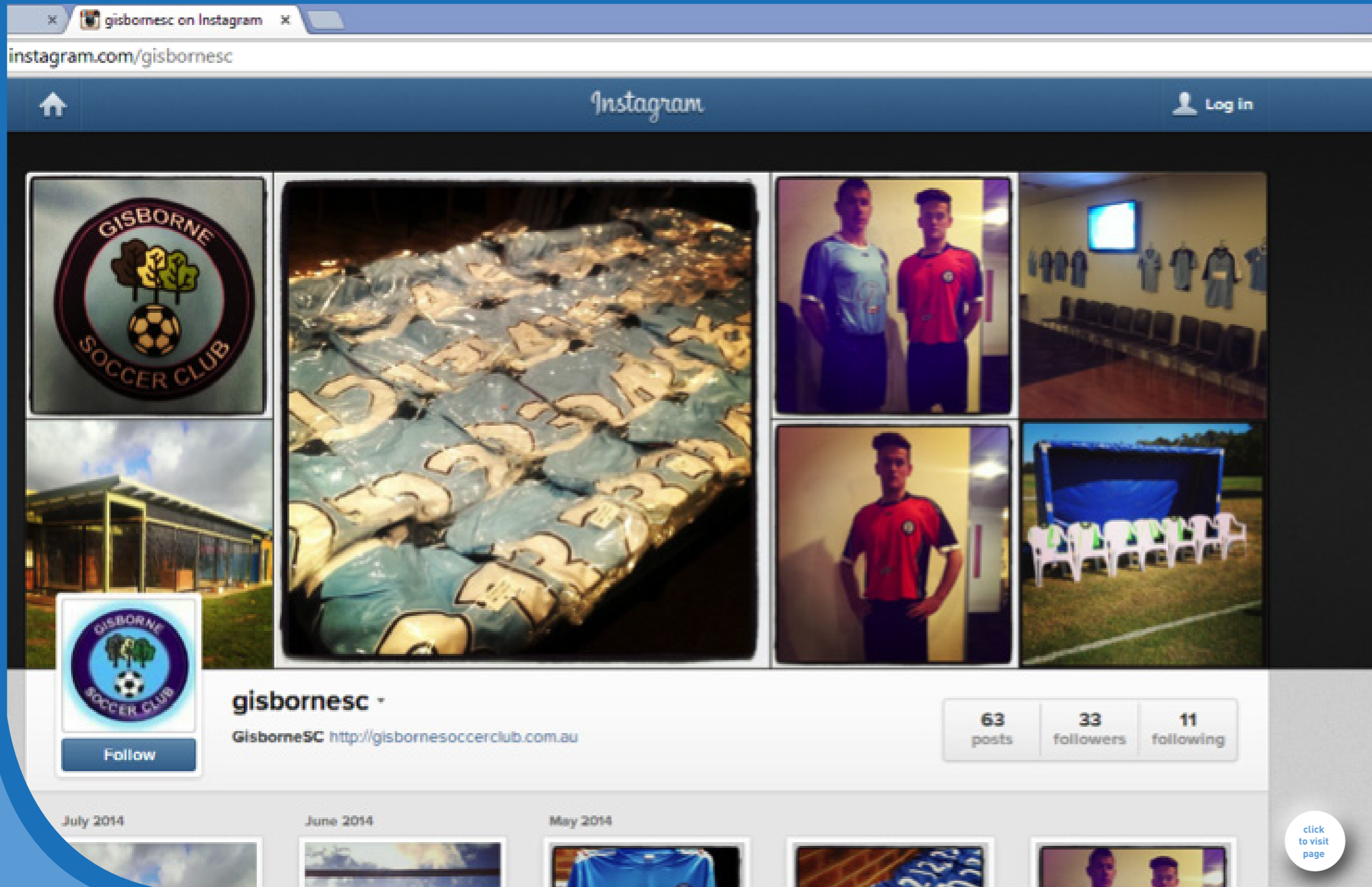
How Instagram Works

Instagram's concept is very similar to other social networks we have looked at. Your club can set up an account and then within Instagram can; upload all your club photos and short videos (up to 15 seconds), edit these using the different filters and then share the result on all of your club's different social media accounts. People are able to follow your club's account on Instagram and receive new photos and videos as your club posts them.

Why Should Clubs Use Instagram?

Clubs would use Instagram if they are uploading or posting a lot of photos to social media. Instagram allows photos taken by mobile phones to be turned into very professional looking photos using a range of filters and other enhancement tools.

Instagram then allows you to post your finished photos to multiple social media platforms.

Hootsuite

What is Hootsuite?
The Hootsuite (www.hootsuite.com)
website says:

"Hootsuite is a social media management system for businesses and organisations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard." (Hootsuite Media Inc., 2014)

What are the Features of Hootsuite that Clubs May Use?

Not only can Hootesuite manage all of your social media accounts, it can also importantly assist clubs by:

› Being able to schedule posts in advance (which is a tremendous time saver for posts which do not need to be made in real time).

› Having the ability to load up to 350 messages in bulk and schedule each for up to a month.

› Monitor all of your club's social media platforms from a single application. You can actually see all of your social media accounts on one screen.

› Analyse your social media to ensure your club delivers the information your followers want and when they want it.

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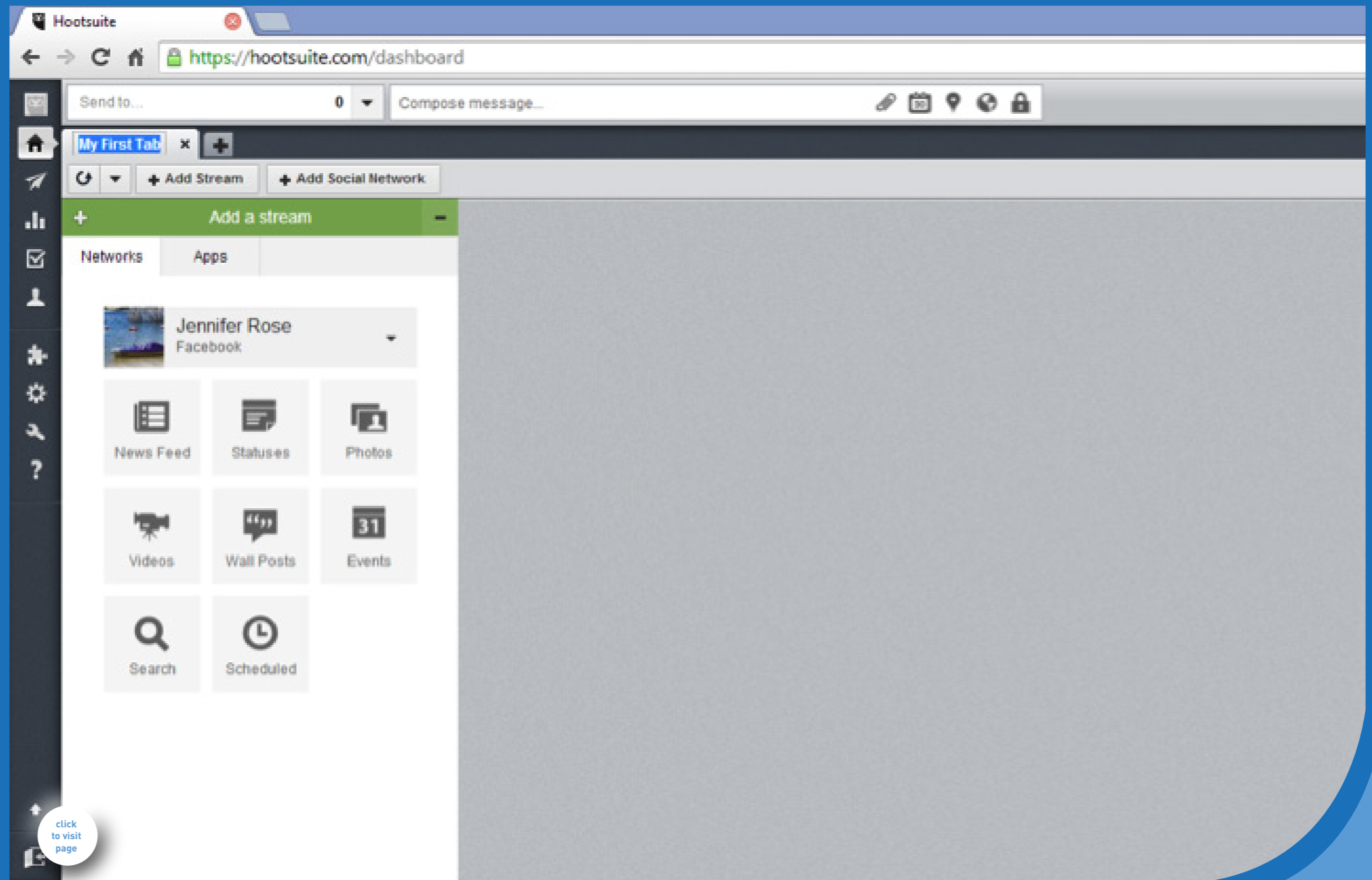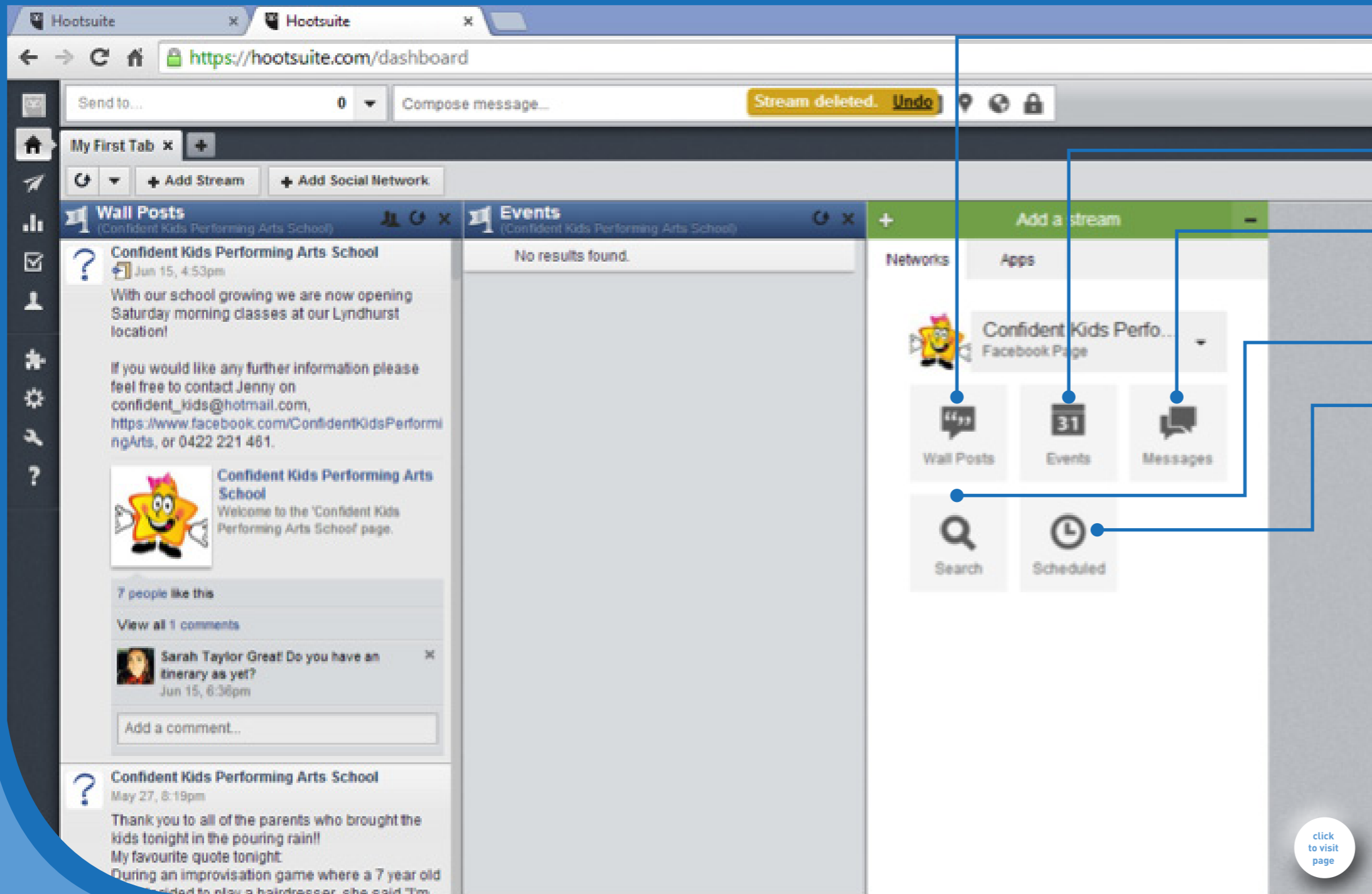
» **Wall Posts:** The 'Wall Posts' tab shows posts that you and others have left on your Facebook account. It also shows any comments, likes or shares your posts have received.

» **Events:** The 'Events' tab allows you to manage events created on Facebook, from within the Hootsuite site.

» **Messages:** The 'Messages' tab shows messages that have been left by other users on your Facebook account. You can view and reply to messages from Hootsuite.

» **Search:** The 'Search' tab allows you to search your Hootsuite account.

» **Scheduled:** The 'Scheduled' tab allows you to schedule social media posts into the future.

Why Would Clubs Use Hootsuite?
If clubs have decided to implement a very comprehensive social media strategy and use multiple social media platforms such as Facebook, YouTube, Instagram or Twitter amongst many others that Hootesuite links with, then Hootesuite has the potential to save your social media manager a huge amount of time.

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CHAPTER 10

Creating a Marketing Plan for Your Club

Ok so how do you combine all of the different communication types - digital, social and traditional together to build the relationships we need in order to achieve your club objectives? Here is an example to help you get started:

Click here to join us on YouTube

Club stakeholder	Communication type
Local Mayor, Councillors, State, Territory and Federal Members of Parliament	» Personal invitations to major events such as season launch or major fundraising event to create and re-enforce relationships. » Re-enforce relationship by ensuring they receive club email newsletters and are linked into the club's social media. » Personal meeting will be required if the club needs the support of their local politicians to achieve their objectives (e.g to secure major funding for capital development).
Sport and Recreation Officers responsible for facility allocation, representatives from your peak sporting body	» Your club needs to create a strong personal relationship with both groups so it is important that senior club representatives (usually the President, Vice President or Secretary) meet formally with these representatives. » Ensure they receive the club email newsletters and are linked to club social media.
Sponsors	» Sponsors are generally introduced to the club through personal relationships with existing club members or a member of the club has formally approached a local business which has agreed to sponsor the club. » It is important for a number of members of the club's committee to create a relationship with each sponsor. » This relationship should be re-enforced through the club email newsletter. » Promotion of each sponsors' business, potentially through signage at the club, on the website, in the email newsletter and how ever else the club has committed to the sponsor to promote their business. » Most clubs will also have a Sponsor's Day where sponsors can get together, network and form stronger bonds with the club.

Club stakeholder	Communication type
Current members, players and supporters	» Update your club's website at least weekly during the season. » Ensure all receive the club's email newsletters and as many as possible are linked into the clubs social media.
Past players, supporters and members	» Ensure all receive the club's email newsletters and as many as possible are linked into the clubs social media. » Have an annual Past Player Day to ensure they regularly return to the club and rekindle their bond with the club.
Prospective players, members and supporters	» Club websites must be written in a welcoming manner providing all the information required so it is easy for prospective players to contact and join the club. » Posters, brochures and flyers inviting people to club registration days, come try days and club activities. » Media releases which generate coverage of the club's activities in the local media.
Local Community	» Club website » Posters, brochures and flyers displayed in public places » Regular appearances in local media » School newsletters » Social media » Word of mouth invitations from club members

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Allocating Communication Tasks

Once you have defined the communication activities that your club is going to undertake, and remember you probably can't do all of them, the next step is to identify who is going to do each task. The following table will help you with this step:

Potential Communication Type	Tasks	Frequency
Update the club website	» Ensure all content is current, especially after each week's competitions.	» At least weekly during the season and in most cases twice a week (after each week's selection nights and competitions)
Written match/competition reports	» Summary of the previous week's competition	» Weekly
Media Reports	» Summary of the previous week's competition » Upcoming milestones » Significant club events and activities	» Weekly
Audio/Video interviews	» Interviews with coaches and players » Match previews and reviews	» Weekly
Twitter	» Update with score and results as they happen throughout match day	» During Competition
Email newsletter	» Match/competition preview and review » Club news » Social news » Stories and photos	» Weekly during the season
Poster, brochures and flyers	» Invite people to your club » Promote significant club events like registration days	» As required
Development and maintenance of personal relationships	» Politicians » Council Sport and Recreation staff » State and National sports body staff » Sponsors	» Ongoing
Social media management	» Photos, videos, match reviews and previews, club news, promotion of sponsors etc	» Multiple times a week.

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