



Social Media Top Tips

Social media can be a powerful tool when marketing and promoting your club or group, however it can be difficult to know what to post. Below are some top tips to help you posting content on social media.

Social Media can help you:

1. Tell your members and potential new participants about your sessions and opportunities.
2. Keep members up to date with latest news- cancelled trainings, new classes etc.
3. Promote your club to new members
4. Help members to get to know one another as well as encouraging a social, friendly and supportive atmosphere at your club.

Top Tips

1. **Use photos & video's**
Always try to include either a photo or video into your post as this will catch someone eye more than just writing. For top tips on taking photo [click here](#)
2. **Tag in groups where necessary**
Think about which community groups or organisations you can tag into your posts to help spread the message
3. **Use Hashtags**
By using hashtags in your posts, it allows individuals to search for a specific hashtag allowing them to see your posts.
4. **Make your post interactive**
Ask questions! One great way to start conversations with your audience is by simply asking questions. You could ask genuine questions that could help shape your club's focus or you could ask random questions relating to your club to start engagement.
**Consider questions that are fun and easy to respond to.*
You can also use polls to ask your questions and collate responses.
5. **Behind the scenes**
Share behind the scenes photos of your club e.g. the social side before or after sessions, show a video of tour of your facilities so new members know what to expect before turning up for first session.

6. **Blog posts**
Give an insight into your club by encouraging members to create blog posts of their experiences at the club. This gives new potential members a glimpse into what they can expect if they were to attend one of your sessions.
7. **Post at optimal times**
Think about when you post on your social media platforms and try and share these posts when your audience is more likely to be online.
**To help you post at optimal times, there are websites available allowing you to schedule posts such as [Hootsuite](#) and [Tweetdeck](#).*
8. **Be consistent**
Try to get your social media handles (e.g. @ThinkActiveCSW) the same or similar across the platforms you are using. To help make you recognisable across the different platforms ensure you have your profile picture the same. Good tip would be to use your club badge as your profile picture, and you can change your cover photos throughout the year.
9. **Post regularly**
Posting regularly can help your club build a relationship with your audience allowing you to create a strong, regular following. This can help increase your club awareness within the local community resulting in potentially new members.
10. **Think about your audience**
When posting, think about how your audience will perceive your message. What will attract them to read and engage with your post? Remember different audiences will interpret things differently. Think about your wording and use of images and videos when targeting different people.