

# HEANOR

== Running Club ==

## Facebook - What to post...

### 1. Photos and videos:

Exciting videos and visual content are the most appealing type of content and allows users to enjoy and feel involved in what they are experiencing. Diversity and eye pleasing visuals that represent your club are a great way to catch attention.

### 2. Events:

Informing and inviting people to join in with an activity or event you are holding is a great way for people to get involved with your club in real life, physical experience is a more powerful interaction compared to sitting behind a keyboard and a screen.

### 3. News:

'News Travels Fast' could not be a truer statement when it comes to social media. And so, informing people of news surrounding your club and the sport as a whole keeps your followers up to date on what you are doing and proves that you are representing your sport and not just yourself.

There is a lot of competition out there and so ensure your news is current and interesting. Keeping people up to date with the latest fixtures and results for your club teams is a great way to produce relevant and interesting content.

### 4. Be Creative:

It is easy to do what everyone else does or what someone tells you to do, it is thinking outside the box which takes thought and effort but it is creativity which captures an audience. Think outside the box to get people interested.

### 5. Questions:

Allowing people to express opinion encourages interaction and shows that you are interested and actively listening to others. Asking for input is a great way to make your followers feel like they are part of your community. (**\*Inviting people to have an opinion can also invite trolls to your page and so this is where a moderator is vital in keeping your page healthy and informative.**)

## **Facebook - What NOT to post...**

It is Facebook's mission to make the world more connected but there are limits as to how open you should be on social media. Facebook is now a way of researching individuals for all areas of your life; family, friends, educators, employers, professionals, insurance companies, the law, hackers and strangers. These are just a few of the people that have been known to scan Facebook for information.

And so, here are a few things to try and avoid:

### **1. Don't go off topic:**

It is important that you are the master of the sport and club and so the contents of your page should be relevant to your subject. For example; we would not see a football fan page posting makeup tutorials. Other people may like what you do but they don't share all of your interests.

### **2. Don't discriminate:**

When it comes to news, celebrities and politics, it is easy to have an opinion. As you are representing something much larger than yourself, you must keep posts that involve people open, informative and not opinionated.

### **3. Act for your age:**

Remember the age of your audience, 13 years and over. The content you are posting must be appropriate for this age and upwards. This means all text, photo and video content.

### **4. Over posting:**

Quality over quantity is what draws people to your page. Over posting anything and everything can drive your followers away as numerous posts become more of a pest than posts.

### **5. Illegal photo's:**

You must own, have permission or copyright to the images you post on social media. Facebook cover pages also have strict restrictions such as; no price or purchase information, no call to action such as 'download, share, buy now' and no contact information.

## Twitter - What to tweet...

Twitter is like having the world in the same room as you, you are putting news out there for anyone to see, comment on and share to anyone they wish. And so, it is extremely important that you are representing yourself and the others that are part of your club, politely, appropriately and creatively.

Take Twitter's own tip for instance: 'What you say on the Twitter Services may be viewed all around the world instantly. You are what you Tweet!'

### **1. Visuals:**

Twitter is a text based social network and so it is great to see a visual to accompany any tweets you may post. Videos and pictures are an engaging and exciting way to involve followers and allows users to see more of what you do in addition to just reading about it.

### **2. Interact:**

Speak to and help your followers first and yourself second. Promoting your club 20% of the time allows you to interact with others and use this social phenomenon as a fantastic networking tool rather than an advertising agency. Twitter allows you to speak directly to almost anyone in the world, and a lot of people are available to help, use that opportunity to get the answers to the questions you need and reach out to a bigger audience. Actively interact with other people or accounts that reflect where you want awareness of your club to grow - whether that is other athletics clubs, well known athletes, or local schools and community groups. This builds your network and online 'community'.

### **3. News:**

Big stories will always hit headlines and Twitter is the go-to place for breaking news stories. It is important that you provide quality and relevant news to your club and you will soon begin to gain the trust and respect of your Twitter followers.

### **4. Quality over quantity:**

As Twitter limits the amount of text you can post, you have no choice but to keep it short and sweet, and so make sure you're clever with your wording. Include only what is necessary to grab people's attention. You can add web links to encourage followers to see your website and get more information about what you're posting.

## **5. Who are you and what do you do:**

As well as being courteous to others, you also need to tell people about you and what you do. Here are some ideas on what to post:

- A new club blog post
- New Members
- Recent performances by members
- Press announcements
- Volunteer or paid roles that are available
- Awards/recognition
- Events you're hosting and/or are attending

## **Twitter - What NOT to tweet...**

As Twitter has a 140-character limit, it can be tempting reel off numerous posts without considering the impact they can have. Take a moment before tweeting, that moment could save you your position, your safety and your reputation.

### **1. Club or sport gossip:**

This applies to both your club and individuals. If something has happened at the club or perhaps you think it would be funny to share an 'in' joke with the rest of the world, think again. Sharing too much information can heavily back fire, do not think that everyone at your club would appreciate you sharing such information, no matter how social your club may be. You may also hear rumours or gossip about other people in the sport. Think. How does it reflect on your club to spread gossip or rumours, or to post something based on 'hearsay'. At all times seek to maintain your credibility, authoritative voice and the respect of others in the sport.

### **2. Location:**

As a club, announcing your location can be a good way to encourage people to attend taster sessions, training nights, competitions and club socials. Outside of planned events, you do not need to tell people of yours or others whereabouts. Geotags is active for mobile devices and tells the world your exact location when you tweet so ensure you adjust your settings accordingly by going to Settings on your mobile device, Location Services, locate the Twitter app and Disable.

### **3. Out of office/Vacation:**

If you or members of your club are going to be away, including on a club trip, do not tempt burglars to clean out your office or home.

### **4. Personal information:**

Whether it be your personal information or members or even account details, you can put yourself and others at risk of identity fraud. Some Twitter accounts may be phishing groups and not who they claim to be.

### **5. Aggression:**

The internet is unfortunately full of bullies and trolls who's main objective is to be negative. Do not respond aggressively if at all, your attitude will only reflect on the club you're representing. Remain courteous and report the user to Twitter if they continue to disturb other followers.

### **6. Inappropriate content:**

Twitter does not require anyone to input their age when they sign up but their Private policy suggests that users should be aged 13 and above. You must ensure that the content you tweet on your Twitter account is tasteful and suitable for your audience, as Twitter and other Twitter users will soon pick it up.

### **7. Everything:**

There is no need to share anything and everything 24 hours of the day. Quality content that is tweeted less often is more effective than sharing every thought you have.