



Social Media Guidance for Clubs

Follow these basic steps to get your club up to speed in the digital world.

The Basics

Before you start getting creative, make sure you have the basics right.

1) The name of your social media profiles.

Is it as close to your Club's actual name as possible? Try to avoid using abbreviations/nicknames where possible as this will make it harder for people to find you online. Try and make the name the same across all social media platforms.

2) Use capital letters in your account name.

This makes it easier to read, looks cleaner and more professional. I.e.

@YateTownFC

3) Use a High Definition image of your club crest as your profile picture/icon.

This is the strongest aspect of your club's brand and should be at the forefront of all that you do. The badge makes you easily identifiable. If it is a picture of a pitch or club house this could seem generic and may be indistinguishable from the next club online (save these for the 'header photos').

4) Add links to the team website and/or other social media profiles.

Linking these together will enable people to follow you on their preferred



platforms. It doesn't have to take you to the homepage of the website. For example, if you are after ticket sales, take them to the ticket sales page!

5) Create a professional, well written bio.

Make sure you include contact details for the club but also think about including some other key information such as when it was founded, vision of the club, age groups, home ground etc.

What do you want people to know about?

This next part is all about your content strategy. It may sound daunting, but it isn't! Fundamentally, it is a plan to ensure you keep the people that want to know about the club, in the know!

1) Post all the latest news, fixtures and relevant information as and when it happens.

Think about what goes on at your club on any given week during a season? Fixtures, training sessions, AGM's, team social events, charity days etc.?

Post about it to let people know! They follow you because they are interested in you! Download this link to see a basic weekly social media plan. You can populate this to get you in the swing of things. (Link to content strategy plan/ marketing calendar)

2) Use photos and videos to tell the story.

Let your content do the talking. Attention spans are short in the 21st century, so use short videos/gifs and images rather than making your audience read a paragraph entry.

3) Subtitles on videos

When making a video, such as an interview with players, can you add subtitles?
85% of videos watched on social media are viewed with the sound **OFF!** If it isn't a live video this can be invaluable.

4) Create social media templates

This can be done easily on PowerPoint or Photoshop if you have that available. For a basic idea, simply fill in part of the image with a colour(s) that is associated with your club brand. This part should be used for text. Take a look at what some professional Gloucestershire Clubs do below for some inspiration.



5) Use Emojis!

These small digital images can be used to express an idea or emotion far easier than a bulk of text can! Can you implement some into your posts?

6) What content could you post?

- Match days

Pre match - Players arriving, pitch/stadium, changing room, kits, team sheets, players walking out, kick off.

During Game - Live tweeting/ posting of the game as key events happen, such as goals, substitutions, cards etc.

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Post-match – Final Score, Players leaving the field, Interviews with manager/ players on their thoughts on the game.

- **Training days** – Photos of your squad warming up. Videos of specific drills, any great goals or skills on display?
- **Generic** – What’s going on?

Any upcoming fixtures? Who is it against? Do they have social media profiles you can link in with?

What are your players getting up to? Can you link in with them whilst remaining professional?

What about supporters? Are you appreciative of their support? Let them know by engaging with them or showing them off on your social media channels!

Use photo uploading services such as [Flickr](#). This allows you to store and keep track of all photos taken all in one place. Perfect for bulk uploading match day photos. This makes it easy for people to find them through a social media link to the club’s Flickr profile.

Social media doesn't need to be boring and audiences are more likely to engage with a fun and relatable admin!

Whilst it is important to remain professional

HAVE FUN!