

THE FA CLUB & LEAGUE FOOTBALL FORUM

FREE WEBINAR



The presentation will commence just after 8pm.

Please mute your microphones and turn off any cameras whilst we are waiting.

Thank you for your co-operation.

THE FA CLUB & LEAGUE
FOOTBALL FORUM

FREE WEBINAR



HOW TO USE SOCIAL MEDIA EFFECTIVELY

Wednesday 13th May 2020

FORMAT & HOUSEKEEPING

- To help with recording quality, please mute sound until the discussion
- The webinar will be recorded and available to view again
- Slides will be emailed to all participants who signed up
- Any questions you have through the presentation jot them down on a piece of paper or in the chat and we will open up the floor for discussions at the end.

WEBINAR RECAP

- What do we stand for – Values and Vision
- How do we know we've made it – Defining Success
- Business Continuity Planning
- How to use marketing to build for the future – Marketing & Communications

Key Messages/Top Tips from the previous webinar

1. Add marketing to your committee agenda
2. Take a look at your social media channels and the free analytics they have to help you focus.
3. Keep your communications consistent and do this by using scheduling tools.
4. Don't be afraid to ask for feedback. Use surveys, polls and questionnaires via your website and social media.
5. Be creative.

WHAT WE'LL COVER TODAY

- How to be more strategic with social media
- How to be more consistent with posting
- How to create good content
- How to create a tone of voice
- How to engage people with your club's social media
- Questions



GUIDANCE NOTES NO:

6.4

FOOTBALLS STAYING HOME ONLINE PROCEDURES

FOR COACHES/MANAGERS



GUIDANCE NOTES NO:

6.1

RUNNING WEBSITES AND SOCIAL MEDIA PLATFORMS

FOR CLUBS AND LEAGUES

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

8.5

FOOTBALLS STAYING HOME - ONLINE TIPS

FOR PARENTS/CARERS

Version: 1.0
Published: MAY 2020



GUIDANCE NOTES NO:

6.3

STAYING SAFE IN THE DIGITAL WORLD

FOR TEENAGERS

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

6.2

DIGITAL COMMUNICATIONS WITH CHILDREN (UNDER 18s)

FOR ALL

Version: 1.1
Published: MAY 2019



FOR ALL

INTRODUCTION



Charlotte Richardson



**Warren Barlow QPM
League Secretary
BBDFL**



HOW TO BE MORE STRATEGIC WITH SOCIAL MEDIA



52.2 million adults



2/3 use social media once a day

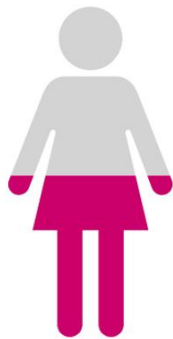


The average adult in the UK spends two hours per day scrolling



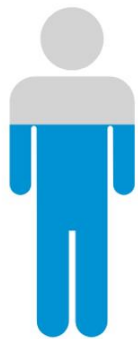
That's 468 hours per year!

GENDER



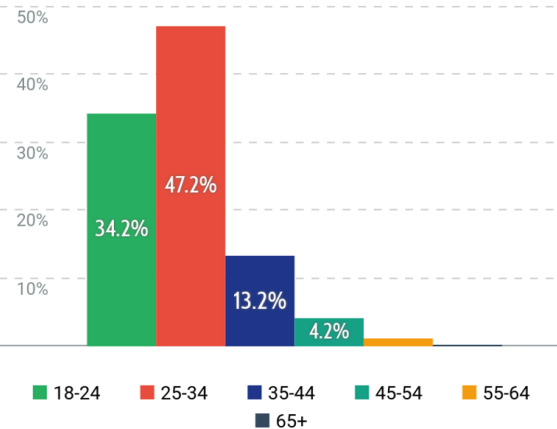
42%

58%



● Female ● Male

AGE



Liverpool FC
about a year ago

FULL-TIME

4 | 0

WE'RE GOING TO MADRID!

593K 42K 271K

Liverpool FC
about 12 months ago

CHAMPIONS OF EUROPE

CHAMPIONS OF EUROPE!!! UP THE REDS!!!

★★★★★

#SixTimes

457K 18K 202K

Wimbledon
about 10 months ago

128 mph

An unforgettable final. Congratulating Roger Federer on an incredible two weeks at The Championships.

#Perpetual

544K 18K 19K

Manchester United
about a year ago

There they are, the lads 🙌

430K 18K 94K

Manchester United
about a year ago

FULL-TIME





1 - 3

UNBELIEVABLE

290K 26K 160K





1. Social Networks

Facebook - Twitter – LinkedIn

-  Relationship Building
-  Lead Generation
-  Market Research
-  Brand Awareness

2. Media Sharing Networks





Instagram – Snapchat – YouTube – TikTok

-  Brand awareness
-  Driving engagement
-  Boost participation
-  Attracting sponsors







3. Discussion Forums

Facebook groups – reddit – chatroom functions

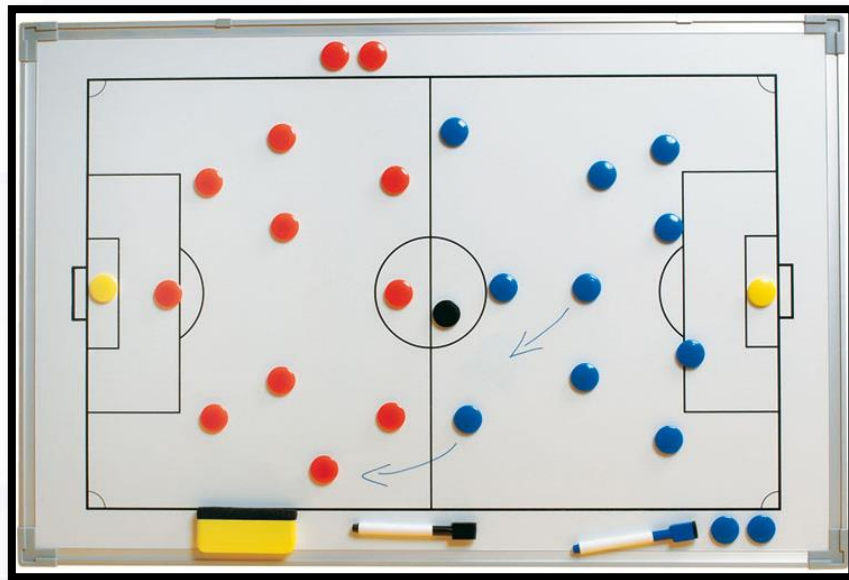
-  Market research
-  Advertising and recruiting players/volunteers
-  Building community
-  Brand advocacy

4. Bookmarking networks

Pintrest

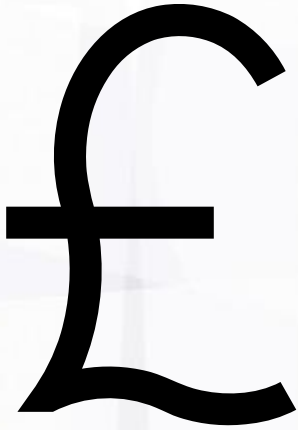
-  Market research
-  Drive engagement
-  Boost website traffic
-  Introduce you to new target markets

**BE ASTUTE.
BE TACTICAL.**



- ✓ Set meaningful social marketing goals
- ✓ Track meaningful metrics
- ✓ Assess your results and optimize
- ✓ Understand your audience(s)
- ✓ Look at competitors
- ✓ Create engaging content

SOCIAL MEDIA SPENDING



- Pick the right platform
- Use video and imagery
- Tailor your copy and spend to attract your target segment
- Measure ROI

HOW TO CREATE GOOD CONTENT

UPCOMING EVENTS

eufc_official

EIFC OFFICIAL SEASON 2019/20

TIMLIN 20

FCHALIFAXTOWN
EBBSFLEETUNITED

Kuffink MATCHDAY

14 MAR 2020 | 17.20

111 likes

eufc_official MATCHDAY 39

It's a rematch against our first opponents of this season as FC Halifax Town host the BT Sport cameras for an early evening kick-off. #comeonyoureds #eufc

Kent County FL News
@KCFL_News

PREMIER DIVISION:

@Bromleians v @idehillfc,
@CrockenhillFC16 v @VillageBorden,
@StrikeForce_FC v @fobgfc,
@FleetdownFC v @OtfordUnitedFc,
@HawkingeTownFC v
@TudorSportsFC, @NewRomneyFC v
@StansfeldOBFC, @PeckhamTownFC
v @KingsHillFC1

11:02 · 12/03/2020 · TweetDeck

4 Retweets 5 Likes

FEB 29	SSE Wildcats 23 Mar 2019-29 Feb 2020 · by Margate Youth FC	Margate Football Club Margate
JAN 30	Presidents Cup - U18 P vs Chatham Town Thu 20:00 · by Margate Youth FC	Margate Football Club Margate
JAN 23	Presidents Cup - U18 South vs K Sports Thu 20:00 · Lauren Parrott went	Margate Youth FC
SEP 22	Family Funday in Aid Of Lipoedema Awareness... Sun 19:00 · 0 friends went	Margate Football Club Margate
SEP 20	Rocketman Outdoor Cinema Experience in ... Fri 18:30 · 2 friends went	Margate Football Club Margate
SEP 6	FA Youth Cup - Vs Tower Hamlets Fri 18:30 · by Margate Youth FC	Margate Football Club Margate
AUG 29	Soccer School is back...! 27 Aug 2019-29 Aug 2019 · by Margate Youth FC	Margate Football Club Margate
AUG 24	Family Fun Day Sat 13:00 · 7 friends went	Margate Football Club Margate

Faversham Strike Force... · 11/03/2020

👉 Son or daughter in Year R or 1 and starting to get the football bug?

⚡ Our Mini Bolts are the perfect start on your little stars journey!

📍 Fun | Friends | Football
📅 Sundays
🕒 10-11:30AM
🏟️ 3G Pitch (ME13 8TH)

✉ info@favershamstrikeforce.co.uk

#FeelTheForce

MINI BOLTS


INFORMATION ABOUT YOUR CLUB

Leyton Orient @leytonorientfc · 4h
👏 To all of those who have bought their season tickets for next year... thank you!

In difficult circumstances, O's fans have been as loyal as ever - and we're so proud.

Here's a heartfelt thank you from some of those behind the scenes.

#LOFC #OnlyOneOrient



1:36

Season Ticket Holders: Thank You

Brentford FC (Stay at 🏠) @BrentfordFC · May 8

👏 This time tomorrow Head Coach Thomas Frank will be holding a Q and A with fans

Register to join 🌟

#BrentfordFC



Thomas Frank to answer questions from fans tomorrow

Thomas Frank, Brentford FC Head Coach, will be answering questions from fans this weekend. The Club is working with the Griffin Park ...

📍 brentfordfc.com

👍 1 🔄 📍 17 📌

🔄 Doncaster Rovers FC Retweeted

Donny Dog @Donny_Dog_DRFC · May 5

Hey @Coppinger26 we have had some brilliant photos together. Keep smiling everyone #drfc #staysafe 🐶🏆



The collage consists of four photos: top-left shows a man in a red shirt with Donny Dog; top-right shows Donny Dog with a man in a white shirt; bottom-left shows Donny Dog on the pitch; bottom-right shows Donny Dog with a man in a red shirt.

INITIATIVES YOU'RE INVOLVED WITH

Manchester City Football Club 64,597 followers
+ Follow

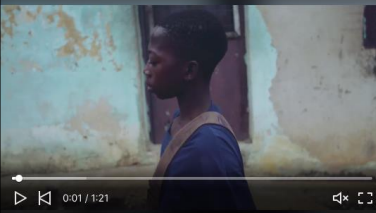
Cityzens Giving, City's global community initiative, is back for a sixth year, empowering fans to decide how youth-led community football projects are funded across the globe.

£400,000 has been donated by City Football Group and its partners **SAP**, **Xylem Inc.** and **Cisco** to change lives through football.

Six cities. Six causes. Fans decide how funds are split.

The more votes a cause gets the more funding it receives.

Vote now at <https://lnkd.in/edEbP3R>



0:01 / 1:21

247 · 7 Comments · 9,097 Views

QPR FC @QPR · 2h
👏 What a start! 👏

🌞 A massive thank you to everyone who has already taken part in [#WalkFromHome](#).

[#QPR](#)



#WalkFromHome
Donate to your chosen charity • Nominate three friends

£5,000 already raised for the QPR Tiger Cubs
www.qpr.co.uk

8 21

Glebe Football Club @glebefootball · Apr 27
With players sharing their 5k performance, it's time for the ground staff to get involved 🙌

[#MowingMonday](#)
[#GlebeFamily](#)
[#Chislehurst](#)



1,600 Heart Pts
6.74 Steps
206 Cal

mi Move Min

1 8



ANNOUNCEMENTS



MATCH REPORTS

 **Dartford FC**  @dartfordfc · May 11

A stunning debut goal from Jack Jebb and a goal from Darren McQueen secured the points against Eastbourne Boro.

Highlights - youtu.be/hqS-fkoR1R8
Match Report - dartfordfc.com/event/dartford...
Gallery - photodiva.zenfolio.com/p527306124

#dartsfc #dartfordfc



   4 

 **O2 Sports**  @O2sports · Mar 18, 2017

Alright, our **emoji match report** coming up.

Tweet us yours using [#WearTheRose](https://twitter.com/WearTheRose) by 7.30pm for chance to win [@EnglandRugby](https://twitter.com/EnglandRugby) home and alt shirt.

 10  2  4 

PHOTOS AND VIDEOS



ADVERTS

 **longlane_jfc**
Long Lane JFC

FOOTBALL COACHES WANTED

We are currently looking for new coaches to join our club for the upcoming 2020/21 season. This would be to coach our new U7's and U9 girl teams. At Long Lane, we have some of the best youth football facilities in the South East. Training sessions will be held on our floodlit FIFA approved 3G. Interested? For more information please email paulw@longlanejfc.co.uk

[@upthelane](#)

485 PLAYERS
80 VOLUNTEERS
40 TEAMS
ONE CLUB

8 likes

longlane_jfc ● We are currently looking for new coaches to join our fantastic football club. Interested...then get in touch. #upthelane #coaches #wanted #grassroots #football #soccer #se3 #greenwich

18 hours ago

 **AFC Portchester**
@AFCPortchester

The @AFCPortchester ladies team are coming back!
Email ladies@afcportchester.co.uk for more info!

PLAYERS WANTED

PLAYERS WANTED FOR THE FORTHCOMING SEASON.
OPEN SESSIONS TO BE ANNOUNCED WHEN LOCKDOWN PERMITS (AFTER 1ST JUNE)!

2020

AFC PORTCHESTER LADIES

AGES 16+

www.afcportchester.co.uk LADIES@AFCPORTCHESTER.CO.UK

 **Nottingham Forest women fc** @NFFCWomen · Dec 11, 2018

 Nottingham Forest LFC: U12's Players **Wanted** 

We are looking to add players to our existing U12's Squad

Training on Tuesdays, Games on Sundays

To arrange a trial please contact **Club Secretary** @SteveGray87

[#nffc](#) [#ThatLovingFeeling](#)

FOREST LADIES **UNDER 12'S PLAYERS** **FOREST LADIES**

WE ARE LOOKING TO ADD PLAYERS TO OUR EXISTING U12 SQUADS

TRAINING TAKES PLACE ON TUESDAY EVENINGS WITH GAMES PLAYED IN THE NOTTINGHAMSHIRE GIRLS & LADIES LEAGUE ON SUNDAYS

1 Twitter



- Header image: 1500 x 500 | max 5 MB
- Profile image: 400 x 400 | max 2 MB
- In-stream image: 506 x 253
- Landscape video recommended dimensions: 320 x 180, 640 x 360 and 1280 x 720
- Portrait video recommended dimensions: 240 x 240, 480 x 480 and 640 x 640.
- Video length: max 140 sec
- Average video length: 45 sec

3 Facebook



- Cover image: 820 x 312 (min 400 x 150)
- Cover video: 820 x 462
- Cover video min length: 20 sec
- Profile image: ≥180 x 180
- Shared post image: 1200 x 630
- Event cover: 1920 x 1080
- Shared video dimension: 1280 x 720
- Min video width: 600 pixels
- Video length: max 120 min
- Average video length: 1 min

5 YouTube



- Channel cover images: 2560 x 1440
- Channel icon: 800 x 800
- Video thumbnail: 1280 x 720
- Recommended video dimensions: 854 x 480, 1280 x 720, 1920 x 1080, 2560 x 1440
- Min video dimension: 426 x 240.
- Max video dimension: 3840 x 2160.
- Average video length - 2 min

2 LinkedIn



- Company cover: 1536 x 768 | max 4 MB
- Company logo: 300 x 300 | max 4 MB
- Company page banner: 646 x 220 | max 2 MB
- Shared image: 350 pixels wide
- Required video dimensions: 480 x 360, 640 x 360, 640 x 480, 960 x 720, 1280 x 720, 1440 x 1080, 1920 x 1080
- Video length: max 10 min
- Average video length: 30 min

4 Instagram



- Profile image: 110 x 110
- Shared photos: 1080 x 1080
- Stories resolution: 1080 x 1920 (min 600 x 1067) | max 4 GB
- IGTV video resolution: 1080 x 1920
- IGTV video length: max 10 min
- Stories length: max 15 sec
- Max video resolution: 1080 x 1080
- Video length: max 60 sec
- Average video length - 30 sec

6 Pinterest



- Profile image: 165 x 165 | max 10 MB
- Board cover image: 222 x 150 (min 55 x 55)
- Pinned image preview: 236 pixels wide

- **User generated content**
- **Incentives**
- **Contests**
- **Listen to feedback**
- **Give thanks**

HOW TO BE MORE CONSISTENT WITH POSTING

HOW TO BE MORE CONSISTENT WITH POSTING

HOOTSUITE

Streams

New Post Upgrade my plan

ksports_1 (Twitter) margate_fc (Twitter) FC Academy RHTraining Eighth Wonder My Posts & Mentions


+ Add Stream + Add Social Network

Home margate_fc

KentInvictaChamber @InvictaChamber
1 min ago

The government, in consultation with industry, has produced guidance to help ensure workplaces are as safe as possible.

Take a look here: ow.ly/gyas50zE67P



Folkestone Invicta @FIFC
2 mins ago

Nearly 100 people have donated to the football club and we have raised £4,760 and we have nearly hit the £5000 target we are still accepting donations to the football club.

gofundme.com/ff/Sejevfh-folke...

My Tweets margate_fc

Margate FC @margate_fc
7 hours ago


Good morning Gate fans,

If you're after a really good read today, check this out 📖🌟👍

FA Cup Factfile @FACupFactfile
#FACupMemories Series 1, No. 12

Today's exclusive #FACup memories are provided by a former #NonLeague match reporter for local radio stations in...

[Read More](#)



Margate FC @margate_fc
1 day ago

March was to be the final month of the 2019/20 season.

A winning month to end on at least with back-to-back games at HDP 🙌

Scheduled margate_fc

Your stream has no content yet!



HOOTSUITE

Add Stream

Stream Search Keyword Lists

Select a profile:
Click to select a social network

Select the type of stream:

- Home
- Mentions
- My Tweets
- Likes
- Retweets
- Scheduled
- New Followers

Streams

kpports_1 (Twitter) margate_fc (Twitter)

+ Add Stream + Add Social Network

Home margate_fc

KentInvictaChamber @InvictaChamber
1,800 ago

The government, in consultation with industry, has produced a new guidance to help ensure workplaces are as safe as possible.

Take a look here: [ow.ly/gyas5bzE67P](https://www.gov.uk/working-safety)

CORONAVIRUS
STAY ALERT
STAY SAFE AT WORK
HOW TO STAY SAFE AT WORK
Go to [gov.uk/working-safety](https://www.gov.uk/working-safety)
STAY ALERT • CONTROL THE VIRUS • SAVE LIVES

Folkestone Invicta @IFFC
2 mins ago

Nearly 100 people have donated to the football club and we have raised £4,760 and we have nearly hit the £5000 target we are still accepting donations to the football club.

Margate FC @margate_fc
1 day ago

March was to be the final month of the 2019/20 season

Your stream has no content yet!

TWEETDECK

The screenshot displays a Twitter TweetDeck interface with five columns of tweets and a sidebar on the left. The sidebar includes a search bar, navigation icons for Scheduled, User, #thatgrassrootsramble, Mentions, Home, and Add column. The main content area shows tweets from MyClubPro, The Real Fc Mally, Essex Charity FC, Uxbridge Amblers FC, Aber Bluebirds FC, Chris Penny, Race AFC, and Charlie Russell. The fifth column features a tweet from Gloucestershire FA with a video thumbnail and a BBC Sport tweet with a profile picture of Tony Bellew.

Column 1: Tweet

- Search Twitter
- Scheduled: All accounts
- User: @myclubpro
- #thatgrassrootsramble: @CharlotteR_22
- Mentions: @myclubpro
- Home: @myclubpro
- Add column

Column 2: myclubpro

- MyClubPro® @myclubpro 45m
Do you enjoy a grassroots football club website for the 2021 season?
our DEMO CLUB WEBSITE
your volunteers time!
egrate FullTime fixtures/results
line player registrations then
for WGS
e payments online / streamline
ash-flow
myclubpro.co.uk/football-club-...
2021 SEASON
DEMO CLUB WEBSITE

Column 3: #thatgrassrootsramble

- MyClubPro® @myclubpro 8h
Do you enjoy a grassroots football debate?
At #ThatGrassrootsRamble we've had a few crackers 🍷:
Biggest Grassroots Challenges
youtu.be/ArLkzKivAts
FA Cup Replays
youtu.be/fi0KgwuGbnk
New FA Youth Heading Guidelines
youtu.be/JsgfjTBLcYI
JOIN THE DEBATE
SHOULD FA CUP REPLAYS BE SCRAPPED?
WHAT ARE THE LARGEST CHALLENGES AT A GRASSROOTS FOOTBALL CLUB?
THE FA YOUTH FOOTBALL NEW HEADING GUIDELINES

Column 4: @Mentions @myclubpro

- The Real Fc Mally @mally_the 1d
Replying to @myclubpro @nikefootball
Fc Mally
- Essex Charity FC @essexchari... May 3
Replying to @myclubpro
@Jason_HSFC
- Uxbridge Amblers FC @AmbL... May 2
Replying to @myclubpro
- Aber Bluebirds FC @AberBlue... May 2
Replying to @myclubpro @nikefootball
@AberBluebirdsFC
- Chris Penny @PenTheGreatest May 2
Replying to @myclubpro @nikefootball
@AberBluebirdsFC
- Race AFC @RaceAFC #stayhome #... May 1
Replying to @myclubpro @nikefootball
@RaceAFC
- Charlie Russell @elwriteback Apr 30
Replying to @myclubpro
Jolly Scotchman
- Hersham FC @HershamFC Apr 30

Column 5: Home @myclubpro

- Gloucestershire FA @GlosFA 1m
Our first online Club Update session will be this Thursday evening. The session is open to all our affiliated clubs and we will be covering a number of topics ranging from Affiliation to County Cups and Safeguarding.
www.glosfa.co.uk/online-club-update
GFA ONLINE CLUB UPDATE
- BBC Sport @BBCSport 1m
Tony Bellew has been adjusting to life away from the ring... but how has he been filling the void? What advice would he give? Would he change anything?
If you've got a question you'd like him to answer, send it in
[bbc.in/2SVNkTJ](https://www.bbc.com/sport/boxing/2021/05/210525-club-update)



FOR ALL

Home: Home timeline for any specific account.

User: Tweets from a specific account.

Notifications: Notifications for a specific account, including when the account's Tweets. are Retweeted, liked, or mentioned, and when someone follows the account.

Search: A specific search term.

Lists: Create or connect a list you already follow.

Collection: A timeline of curated Tweets, hand-selected by you, to share with others.

Activity: What's happening with the accounts you follow.

Likes: Tweets marked as likes from a specific account.

Messages (one account): Direct Messages for a specific account.

Mentions (one account): When someone mentions a specific account.

Followers: Follow activity for a specific account.

Scheduled: Your scheduled Tweets.









Messages (all accounts): Direct Messages from all your authorized accounts in aggregate.

Mentions (all accounts): Mentions from all accounts.

Trending: Specific worldwide trends.

CREATOR STUDIO

The screenshot displays the Facebook Creator Studio interface for Margate Football Club. The top navigation bar includes the club's name, social media icons, and a 'Stay at home' badge. The left sidebar contains navigation options: Home, Content library (selected), Posts, Videos you can crosspost, Playlists, Clips, Posts timeline, Insights, Inbox+, Monetisation, and Rights Manager. The main content area is titled 'Content library > Posts' and features a filter bar with 'All posts' selected. Below the filter bar is a table of posts.

Post	Post status	Date	Details	Distribution
<input type="checkbox"/>  There was a lot of action to kick-st... Margate Football Club	● Published	Yesterday 18:49 Charlotte Richardson		--
<input type="checkbox"/>  March was to be the final month of... Margate Football Club	● Scheduled	15/05/2020 17:30 Charlotte Richardson		--
<input type="checkbox"/>  January included a very special ni... Margate Football Club	● Published	10/05/2020 17:35 Charlotte Richardson		--
<input type="checkbox"/>  Carrying on our review of the seas... Margate Football Club	● Published	08/05/2020 09:00 Charlotte Richardson		--

HOW TO CREATE A TONE OF VOICE



1. Understand your brand

2. Understand your audience

3. Refine according to channel

HOW TO ENGAGE PEOPLE WITH YOUR CLUB'S SOCIAL MEDIA

TAG PEOPLE

 **KentYouthLeague** @KentYouthLeague · May 30, 2019

Not every team gets an open bus parade after winning a title do they ?


But thanks to our sponsors and friends at @StagecoachSE, @FIFC's #kyl title winning side will have the opportunity to do so this Saturday 🚌🏆🏈


Find out more...

kentyouthleague.co.uk/2019/05/30/new...



KentOnline Sport and 4 others



 **kentyouthleague**
Phoenix Sports Club



View Insights Promote

👍 🗨️ 🚩

In this photo

-  **doverathleticfc**
Dover Athletic Football Club Follow
-  **psu18kyl**
Phoenix Sports U18 Red Follow

 **Margate Football Club**
Published by Charlotte Richardson [?] · 10 May at 17:35 · 🌐

January included a very special night at Hartsdown Park 🏆

The debut of our **The Libertines** History Kit emblazoned with the names of hundreds of fans from around the 🌍

The kit prompted a 5-1 win in the Velocity Trophy including an Elliot Reeves hat-trick.

<https://www.youtube.com/watch...>



+3

KentYouthLeague @KentYouthLeague · Nov 13, 2019

Get into the festive spirit and help the #kyl raise funds for those who need it most this Christmas 🎄

On Sunday 15th December, we are asking all our clubs to support our #KYLChristmas efforts to fundraise for our Charity Partner, @Redthreadyouth

kentyouthleague.co.uk/2019/11/11/fun...



0:01 1.4K views

1 9 10

KentYouthLeague @KentYouthLeague · Nov 13, 2019

KentYouthLeague @KentYouthLeague · Nov 13, 2019

- 📅 Note Sunday 15 December games
- 👥 Get together with your opposition
- 🍷 Enjoy post-match hospitality together
- 📸 Get a photo of you all in your Christmas jumpers
- 🏷️ Tag us on Twitter/Instagram + your teams could win a prize
- 💰 Donate a £1 per player to @Redthreadyouth

#KYLChristmas



1 1 5

KentYouthLeague @KentYouthLeague

Replying to @KentYouthLeague and @Redthreadyouth

Have you seen our #KYLChristmas campaign ?

We are asking our clubs, teams, coaches, players + managers to raise funds for those who need it most.

£1 from each of us on Sunday 15 December could make a life-changing difference.

KentYouthLeague @KentYouthLeague

Replying to @KentYouthLeague and @Redthreadyouth

Have you seen our #KYLChristmas campaign ?

We are asking our clubs, teams, coaches, players + managers to raise funds for those who need it most.

£1 from each of us on Sunday 15 December could make a life-changing difference.

kentyouthleague.co.uk/2019/11/11/fun...

#KYLChristmas



1:38 PM · Nov 23, 2019 · TweetDeck



KentYouthLeague @KentYouthLeague · Sep 5, 2019

As we countdown to the start of the 2019/20 season, we have now reached **1000** followers on Instagram 🎉🎊

Thank you for following us.

If you're not yet, just click below...

[instagram.com/kentyouthleague...](https://www.instagram.com/kentyouthleague)

#kyl



KentYouthLeague @KentYouthLeague · Sep 2, 2019

😊 Use one emoji to sum up how you feel ahead of the new season! 🙌

#KYL #kentyouthleague




HASHTAGS

STRATEGIC HASHTAGS



You Retweeted


 **RONIN Marketing** @RONINMarketi... · 1d

It's great to see @bromleyfc boosting the spirits of #football fans with exciting #matches from the past.

We're proud to sponsor the local #footballclub and their women's division, @BromleyBellesFC

Learn more about our #sponsorship, here: bit.ly/3bDhITD

#WeAreBromley



4 retweets 9 likes

 **Craig Black** @iamcraigblack · Apr 12

@bromleyfc @bromleyfcyouth Our Bromley FC Under 10 Ravens keeping active during the break, @neil_smudge @alandunne2 @BBCMOTD @mrdanwalker can't wait to get back at it #wearebromley



846 views 0:07 / 1:24

1 reply 7 retweets 23 likes

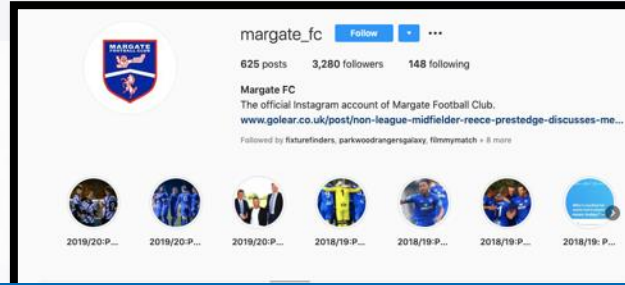
 **Alan Andrews15** @AlanAndrews15 · Mar 26

2019/20 @bromleyfc . So many great memories, shared with many great people. T.b.c 🙌 #WeareBromley

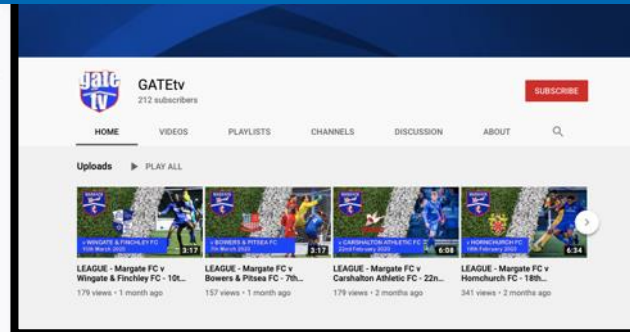


2:12 1.1K views

2 replies 3 retweets 27 likes



#InThisTogether





SHARING IS CARING

 Margate FC 
@margate_fc

Good morning Gate fans,
If you're after a really good read today,
check this out 📖 🌞 ⚽

 FA Cup Factfile @FACupFactfile · 4h
#FACupMemories Series 1, No. 12

Today's exclusive #FACup 🏆 memories are provided by a former #NonLeague match reporter for local radio stations in London and Kent, and a massive Margate FC fan!

Jeremy Jacobs

facupfactfile.wordpress.com/2020/05/12/fa-...
[Show this thread](#)



 margate_fc
Margate Football Club



[View Insights](#) [Promote](#)

 Liked by bukos_7 and 101 others

margate_fc Dear Season Ticket holders,
📢 are red
Our hearts are ❤️
Here's a 🎟️ ticket just for you. ❤️ Expect a special offer to land in your inbox this morning...

View all 3 comments
14 February

 Margate FC  @margate_fc · 1d

Taking a look back at some of the photos you shared with us from 2019/20 season 🥰

The Gate ✕ [@libertines](#)





 1  2  10  



How to use social media effectively?

A Case study of the Bolton, Bury and District Football League
by Warren Barlow (League Secretary)

1. Introduction
2. Overview of the league
3. Online presence
4. Strategy, content and tone
5. Pro`s and cons
6. Case study of Moss Bank JFC



- 30 years as a police officer with 18 years as a national and international trainer for the Counter Terrorism network (Received QPM in 2019 for my services to policing)
- Grassroots Level 7 referee
- FA Level 1 Qualified Coach
- Club Secretary for CMB Sports Club in Bolton
- League Secretary for BBDFL



The North West Football Trust is a registered Charity No. 1165943

- 4 Trustees (Chairman and 3 Directors) sit within the charity and set the overarching strategy for the organisation

Management Team

- Chairman, 1 Director, League Secretary and Girls and Development Age Group Lead

The Bolton, Bury and District Football League (600 teams & 8200 players)

- League Secretary
- Welfare officer
- Development Age group Lead
- Competitive Age group lead
- Girls Lead
- 13 fixtures secretarial posts
- Referee team x5 (referee secretary, development officer & 3 Admin Support staff)
- Educational Lead (responsibility for coach and referee courses and CPD events)

(Note: Women and Girls leagues follow a similar structure to the BBDFL)

www.bbdf.org



The North West Football Trust <https://nwft.org.uk/>

The Bolton, Bury and District Football League <https://bbdf.org/>

The North West Girls Football League <https://nwgfl.org.uk/>

The North West Women's Football League <https://nwwfl.org.uk/>

Twitter accounts

- @officialbbdf
- @officialnwft
- @officialnwgfl
- @officialnwwfl
- @bbdfofficials

Facebook <https://www.facebook.com/TheBBDFL/>

Instagram <https://www.instagram.com/officialbbdf/?hl=en>

www.bbdf.org



Strategy

- The strategy is agreed by the trustees

Content and tone

- The Management Team agree the content and tone but the delivery is up to the individual leads as follows:

The Bolton, Bury and District Football League website and twitter account – Warren Barlow (League Secretary)

The Girls and Women's websites and twitter accounts – Kelly Boag (Women and Girls Lead)

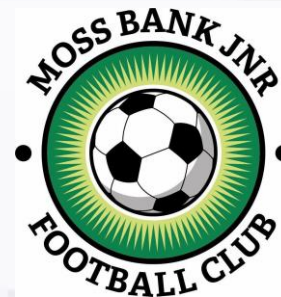
Facebook Page – Mark Edgar (Development Age Group Lead)

Referee Twitter Account – Jack Nicklin (Referee Secretary) and Ashton Wroe (Referee Development Officer)



- You can set the tone of your organisation
- Linking accounts can generate a feeling of lots of activity and positivity
- Different People posting gives a mix of perspectives
- You can generate lots of interest in your organisation
- You can attract individuals, Teams, Clubs and supporters
- Can attract dissenters
- Can attract abusive
- You may get your wording wrong!
- You may post something that you shouldn't have
- **Big Tip: mute on facebook and twitter!**





Signed

Greg Clarke - Chairman

Season: 2019/20



www.bbdf.org



FINAL FIVE PRACTICAL TIPS

- 1) Be clear about your objectives and the actions you want to take to meet them**
- 2) Use the right tools, not all the tools**
- 3) Be consistent**
- 4) Check your data**
- 5) Interact and engage with your audience**

THE FA CLUB AND LEAGUE
FOOTBALL FORUM

FREE WEBINAR



HOW TO USE SOCIAL MEDIA EFFECTIVELY

A look into the range of social media channels available to clubs and leagues, how best to maximise their functionalities and save volunteer time.



Time: 20:00 – 21:30

Date: Wednesday 13th May 2020

Register your interest here:

<http://bit.ly/2Fx202R>



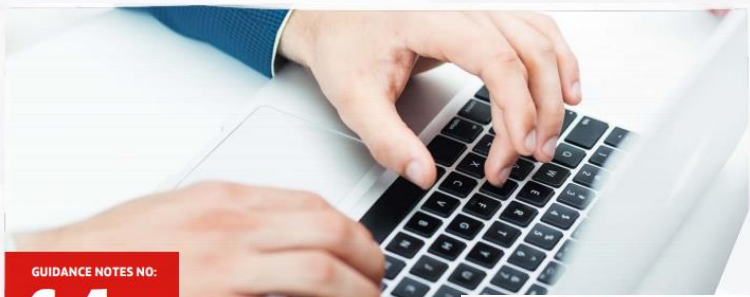
FOR ALL



Charlotte Richardson
charlottecrichardson@gmail.com

Twitter @Charlotte_R22
https://twitter.com/CharlotteR_22

LinkedIn:
<https://www.linkedin.com/in/charlotte-richardson-639a6659/>



GUIDANCE NOTES NO:

6.4

FOOTBALLS STAYING HOME ONLINE PROCEDURES

FOR COACHES/MANAGERS



GUIDANCE NOTES NO:

6.1

RUNNING WEBSITES AND SOCIAL MEDIA PLATFORMS

FOR CLUBS AND LEAGUES

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

8.5

FOOTBALLS STAYING HOME - ONLINE TIPS

FOR PARENTS/CARERS

Version: 1.0
Published: MAY 2020



GUIDANCE NOTES NO:

6.3

STAYING SAFE IN THE DIGITAL WORLD

FOR TEENAGERS

Version: 1.1
Published: MAY 2019



GUIDANCE NOTES NO:

6.2

DIGITAL COMMUNICATIONS WITH CHILDREN (UNDER 18s)

FOR ALL

Version: 1.1
Published: MAY 2019



FOR ALL

OPEN DISCUSSION/QUESTIONS

- Ask Questions
- Share your own experiences
- Share your current challenges
- Solutions

If you'd like to contribute, either

1. Please type your name and club/org. into the chat box so we can effectively bring you into discussion or
2. Please type a question/comment which one of the presenters will raise



THE FA CLUB AND LEAGUE
FOOTBALL FORUM

FREE WEBINAR

HOW CAN MARKETING SUPPORT GROWTH AND SUSTAIN PARTICIPATION

Exploring ways in which marketing can support a development plan and aid growth and sustainability in participation.

Time: 20:00 – 21:30

Date: Wednesday 20th May

Register your interest here:

<http://bit.ly/2Fx202R>



FOR ALL

THE FA CLUB
FOOTBALL FORUM

FREE WEBINAR



THANK YOU