

Gloucestershire Football Association

Oaklands Park, Gloucester Road, Almondsbury, Bristol, BS32 4AG

Tel: 01454 615888. Fax: 01454 618088

Support@GloucestershireFA.com

www.GloucestershireFA.com



Grassroots Club Social Media Schedule (Example)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	Pre-season Training tomorrow night! (post photo of team training with club colours on. Details about the session in the image)		Pre-season Training tomorrow night! (post photo of team training with club colours on. Details about the session in the image)			Pre-Match day Tweets Updates around match day set up. Playing surface, changing rooms, clubhouse, Players arriving, warm up, countdown to kick off.	
Midday		Don't forget training tonight! (Same post as Monday morning)		Any events going on at the local club house? Promote that to your followers.		Live tweeting , starting with kick off. Document key events, if not much is happening an update every 10 minutes?	Upload images of the game from yesterday to social media or other photo uploading platforms such as 'Flickr'

Evening	A look back at all the goals from Saturday's game! (Post a short video of the goals)	A live video of the players doing their warm up. Photos of some drills. (Include some captions about how the team are getting on? Struggling with pre-season etc.)	A look ahead to Saturday's game. Ideas Include details of the game in the post- <ul style="list-style-type: none"> - Tag in the opposing club, and link to a website article about recent meetings etc. - Post an image of the club crests next to each other with your club colours as the background? 		Another post about the game with an accompanying image to drum up final interest. Locations, time of kick off, entry fees etc. Any other information which may be useful for followers.	Post-match Final score with image/ club crests, acknowledging the opposition. 2 minute live interviews with manages/ players.	
----------------	---	---	--	--	---	--	--

This is simply a guide to give you some ideas. We would recommend using some of these ideas but also to get creative and think of other pieces of content that people may want to know about your club.

Football is a fast paced world, even at grassroots level. Things change and news breaks all the time! If anything happens, try to be adaptable and cover these moments!

Follow our other social media guide on the '[Growing Your Club](#)' page on our website for all the best top tips for getting your social media profiles and content up to speed!