

HAMPSHIRE FA TOP TIPS FOR SOCIAL MEDIA

PAGE ONE

GET YOUR BASICS RIGHT

- GET THE RIGHT TWITTER HANDLE FOR YOUR CLUB (IF POSSIBLE YOUR CLUB NAME)
- IF YOU'RE USING MORE THAN ONE WORD, CAPITALISE THE FIRST LETTER OF EACH WORD.
- USE THE TEAM CREST AS THE PROFILE PICTURE - MAKE SURE IT IS HIGH QUALITY AND FITS IN THE PROFILE IMAGE SPACE.
- USE THE COVER IMAGE TO SHOWCASE FIXTURE DATES OR THE TEAM OR WHATEVER EVENTS YOU HAVE COMING UP. THIS ONE OF THE MOST UNDER UTILISED SPACES ON ANYONE'S PROFILE.
- ADD A LINK TO THE TEAM WEBSITE - BUT IT DOESN'T HAVE TO BE THE HOMEPAGE. WHAT DO YOU WANT PEOPLE FROM TWITTER TO DO? BOOK MORE TICKETS? READ YOUR BLOGS? WHATEVER IT IS MAKE IT EASY AND QUICK.
- HAVE A BIO WHICH INCLUDES CONTACT DETAILS FOR THE CLUB FOR PEOPLE THAT NEED TO GET IN TOUCH QUICKLY AS WELL AS A COUPLE OF HASHTAGS (NOT MORE THAN 2), AND WHAT TYPE OF INFORMATION YOU ARE SHARING ON THIS PLATFORM.

CONTENT STRATEGY

NOW FOR THE TRICKY BIT. CONTENT PLANNING IS CRUCIAL TO ENSURE THAT YOU ARE SAYING SOMETHING REGULARLY, AND THAT YOU ALWAYS HAVE SOMETHING TO SAY. PEOPLE FOLLOW YOUR CLUB BECAUSE THEY WANT TO KNOW WHAT IS GOING ON AT YOUR CLUB SO HERE ARE SOME CONTENT IDEAS FOR YOU TO PLOT THROUGHOUT THE WEEK/MONTH/SEASON.

- LATEST NEWS/FIXTURES/RESULTS FOR YOUR CLUB - LIVE TWEETING IS SO IMPORTANT. SHARING THE TEAM SHEET, KEY MOMENTS OF THE GAME AND OF COURSE THE HALF AND FULL TIME SCORES IS A GREAT WAY TO PLEASE YOUR FANS AS WELL AS THE OPPOSITIONS AND GET IN FRONT OF NEW PEOPLE. MAKE SURE YOU HAVE A SUITE OF GRAPHICS, GIF'S AND PLAYER IMAGES TO HAND TO HELP, AND DON'T BE AFRIAD TO TAKE SOME LIVE FOOTAGE OF ANY PENALTIES.
- INTERVIEWS. PEOPLE RELATED TO PEOPLE AND VIDEO CONTENT IS KING. GET INTO THE HABIT OF HAVING POST MATCH INTERVIEWS WITH THE COACH (EVEN THE NEXT DAY) AND CHOOSE SOMEONE FROM THE CLUB TO INTERVIEW EACH WEEK. THIS DOESN'T JUST HAVE TO BE PLAYERS, THE VOLUNTEERS, SPONSORS, YOUR MOST LOYAL FANS, THE MASCOT, ANYONE WHO IS INVOLVED IN YOUR CLUB THAT IS WILLING TO HAVE A CHAT.
- BEHIND THE SCENES - TRY AND SHOW THE READER DIFFERENT ASPECTS OF YOUR CLUB, THAT THEY MIGHT NOT USUALLY SEE. E.G. ON THE TRAINING PITCH, PRE MATCH BREAK-FASTS, ELEMENTS OF A FOOTBALLERS LIVES THAT THEY MAY NOT REALISE - REHAB, EDUCATION, FITNESS TESTS - THE LESS GLAMOUROUS SIDE THAT MAKES PEOPLE RELATE TO THEM MORE.



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PAGE TWO

GROW YOUR NETWORK

- COMMIT TO YOUR ACCOUNT TO GROW FOLLOWERS. DON'T SET YOURSELVES UP TO FAIL. ROME WASN'T BUILT IN A DAY. SO BY HAVING A PLAN YOU CAN BE CONSISTENT IN WHAT YOU ARE DOING AND YOU KNOW WHAT RESOURCES YOU NEED EARLY ON.
- TWITTER IS A TWO-WAY PLATFORM; ENGAGE WITH YOUR FOLLOWERS BUT STAY PROFESSIONAL. RESPOND TO EVERY COMMENT, RETWEET WHERE POSSIBLE AND START DISCUSSIONS. BUT REMEMBER RESPECT.
- FOLLOW FELLOW CLUBS, AND YOUR PLAYERS. ALSO MAKE SURE YOU HAVE AN IN-HOUSE SOCIAL MEDIA POLICY. YOUR PLAYERS ARE ALLOWED PRIVATE LIVES OF COURSE, BUT IF THEIR PRIVATE LIVES CAN IMPACT THE REPUTATION OF THE CLUB YOU NEED TO ASK THEM TO MAKE THEIR ACCOUNTS PRIVATE OR TO CONSIDER WHAT THEY SHARE BEFORE IT COMES BACK ON YOU, OR WORSE, GETS PICKED UP BY THE PRESS. A SUGGESTION COULD BE THAT THEY START A CLUB TWITTER ACCOUNT AND MAKE THEIR PERSONAL ONES PRIVATE. DOCUMENT WHAT YOU ARE HAPPY FOR PLAYERS TO SHARE ONLINE. YOU DON'T WANT ALL YOUR TRAINING SECRETS TO GET OUT, NOR FOR THEM TO ACCIDENTLY BREAK NEWS ABOUT INJURIES OR OTHER IN-HOUSE ACTIVITIES BEFORE AN OFFICIAL STATEMENT HAS BEEN MADE. BUT YOU DO WANT THEM TO HELP GROW YOUR CLUB'S PRESENCE. PUT SOME GUIDELINES TOGETHER ALONGSIDE THE TEAM, HAVE A CENTRAL BANK OF RESOURCES TOGETHER THAT THEY CAN USE (GRAPHICS, PHOTOS, VIDEOS ETC - WE RECOMMEND GDRIVE) AGREE TO THE GUIDELINES AND THEN POST AWAY.

TELL YOUR STORY THROUGH VIDEO

- DON'T JUST TELL, SHOW.
- VIDEOS ARE MORE LIKELY TO BE LIKED ON TWITTER THAN A PICTURE.
- REMEMBER THE MAX VIDEO LENGTH IS 2MINS 20 SECS ON TWITTER BUT YOU NEED TO CAPTURE INTEREST WITHIN THE FIRST 3 SECONDS.
- CAPTIONS ARE CRUCIAL. 85% OF PEOPLE ARE USING DEVICES TO ACCESS TWITTER AND 85% OF THOSE PEOPLE DO SO WITH THE SOUND OFF.

OTHER TIPS

- ADD TWEETS TO A MOMENT E.G. FROM A MATCH - HAVE A WEEKLY ROUND UP ADDING TWEETS FROM THE CLUB'S FANS AND PLAYERS.
- USE NO MORE THAN 2 HASHTAGS PER TWEET AND HAVE YOUR OWN OF THE CLUB THAT YOU ENCOURAGE PEOPLE TO USE.
- TAG PLAYERS, SPONSORS, PEOPLE INTO IMAGES WHERE POSSIBLE AND INTO TWEETS WHERE APPLICABLE.
- HAVE A BANK OF HIGH-QUALITY IMAGERY THAT YOU ARE HAPPY FOR EVERYONE IN THE CLUB TO USE AND AGREE ON A FONT AND A LOOK SHOULD SOMEONE PUT GRAPHICS TOGETHER FOR YOU.
- MEASURE YOUR ANALYTICS SO THAT YOU AREN'T TWEETING FOR THE SAKE OF IT, PERIODICALLY LOOK AT WHAT IS WORKING AND WHAT ISN'T AND TWEAK YOUR CONTENT PLAN ACCORDINGLY

HAVE FUN WITH IT!

