

## Marketing your club

Promoting your club is a great way of letting people know the latest news, events and successes. Social media platforms such as Facebook and Twitter are great ways of getting the club some free promotion. In addition having a club website offers the club an opportunity to promote itself throughout Kent football, which means the better it looks, and more and up-to-date it is, the better impression it will make on visitors, as well as giving your players and volunteers a digital home.



If done right, marketing the club can lead to an increase in players and volunteers as well as sponsorship opportunities. It is worth being mindful that club websites and social media accounts are in the public domain and therefore you should exercise caution and responsibility when using these platforms.

Kent FA have teamed up with MyClubPro™, which is the first website product created solely for grassroots football clubs. It's easy to use, full of powerful essential features, and looks fantastic! For more details visit <http://myclubpro.co.uk>



### Did you know?

Threatening or abusive comments on social media can lead to disciplinary sanctions against the club.

## Volunteer and Player Recruitment

Kent FA is delighted to offer an interactive website aimed to match up clubs, leagues, volunteers and players.

Our unique 'perfect match' tool gives affiliated clubs and leagues the opportunity to advertise for players and volunteers at <http://library.kentfa.com/advert.aspx>



### More information:

[www.sportenglandclubmatters.com/home/club-promotion/](http://www.sportenglandclubmatters.com/home/club-promotion/)



Who can help?

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