

Why use a social media guide?

Social Media channels allow your club to engage with users on a personal level compared to traditional communication mediums such as print, radio and TV. Having a plan when creating and using your social media channels will set your club up to successfully communicate with your community.

Social media platforms are considered the core of communications between the club and different stakeholders (fans, sponsors, staff, parents, etc).

Sponsors love to see their brands exposed on social media. Managing social media channels accordingly will offer added value to your sponsors and future opportunities to approach bigger companies looking for their support.

Social Media Profiles

Clubs can use a variety of social media profiles to connect with their community. Selecting the right profile to use for community is essential as different social media channels target certain demographics. Below are the most common social media channels used by clubs:

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- TikTok
- Snapchat



Social Media Guide



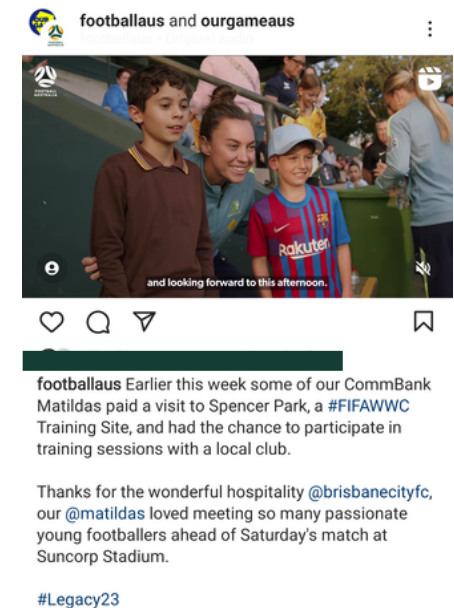
You don't have to create a club's profile in all these platforms just because they exist. If you just have the capability to have one of them, invest some time understanding how it works and how you can get the best out of it. Many clubs around the world just have one platform and they are successful on it.

Brand Voice

Building a brand 'personality' can distinguish your club from the rest. Being consistent in your use of language and tone throughout all your social media channels is important to build familiarity. Think about how you want your club to sound like, how it should be perceived, and who your audience is. Make a statement on what your brand voice is to allow those who are posting for your club to understand and be as consistent as possible.

Post Formatting

Decide on how you want your posts to look in each social media channel. Think about which order you want your content to be in such as on Facebook, you might have a capitalised headline followed by a few lines of text then hashtags to finish off. There are hundreds of options on how to do it, but it will only depend on your club and the message you want to communicate. Simply search 'Post formatting' online and you can choose your preferred options/get ideas on what suits your club.



Post Frequency

Keep your audience informed and engaged. 3 posts per week are recommended but not mandatory; once you understand what your audience/community prefer, you will know how many posts per week/day you should be sharing.

Hashtag Usage

Hashtags are used in different ways by different people on different social platforms. A hashtag is a word or phrase preceded by a hash symbol (#), used to link your content with similar content (topic) and helps with the algorithm and when users search for that topic on social media platforms.

Some will use a barrage of hashtags to expand their reach on platforms such as Instagram while others use them on rare occasions or using the one to claim their 'brand' such as #WeAreALeagues. Organise yourself by outlining how your social media team will use hashtags and when.

footballaus Melbourne, the @matildas are coming back! 🇦🇺

They will host the reigning Rio 2016 and Tokyo 2020 Olympic silver medallists, Sweden, at Melbourne's @aamipark!

🇦🇺 v 🇸🇪 12.11.22

#AUSvSWE

matildas A pleasure to have the Hon @anikawellsmp and Senator @nitagreenqld in attendance at our game against Canada on Saturday.

Thank you for all your support! 🙌

#WeAreMatildas

footballaus Get football in your school as the @socceroos take on the world 🌐

Head to 📍 playfootball.com.au/schools for more info!

#SportingSchools | @sportingschools

footballaus 2022 Para Football National Championships Winners! 🏆

🏆 Football NSW Sky - Champions
🥈 Football Victoria - Runners Up
🥉 Football West - Bronze
🥈 Football South Australia - Plate Final

Thank you to the players, staff, officials, families and fans who supported this year's event. 🙌

📸: @annodong

#pararoos #undefeated #cpfootball

Emotional Motivators

There are 10 main emotional motivators:

I am inspired by a desire to:	We can leverage this motivator by helping customers:
Stand out from the crowd	Project a unique social identity; be seen as special
Have confidence in the future	Perceive the future as better than the past; have a positive mental picture of what's to come
Enjoy a sense of well-being	Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats
Feel a sense of freedom	Act independently, without obligations or restrictions
Feel a sense of thrill	Experience visceral, overwhelming pleasure and excitement; participate in exciting, fun events

Credit: [Harvard Business Review](#)

I am inspired by a desire to:	We can leverage this motivator by helping customers:
Feel a sense of belonging	Have an affiliation with people they relate to or aspire to be like; feel part of a group
Protect the environment	Sustain the belief that the environment is sacred; take action to improve their surroundings
Be the person I want to be	Fulfil a desire for ongoing self-improvement; live up to their ideal self-image
Feel secure	Believe that what they have today will be there tomorrow; pursue goals and dreams without worry
Succeed in life	Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures