

## How to Get Started on Social Media

With over 60% of people in the UK using social media, it's a great way to promote your gliding club and allows conversations to happen between your club and the people important to you, whether that's your members, volunteers, visitors, supporters, parents or sponsors.

### What is social media?

It's easy to feel bamboozled by buzzwords and the jargon, but social media is just conversation. Social media and social networking sites are accessible, quick, cost-effective and user-friendly once you get going.

### Why is it popular?

Social media connects people. It can connect you with news as it happens, gliding solos and achievements at other clubs, a forthcoming event or a campaign against a planning application. It can also connect you to what people are saying, doing and thinking in their area or within the gliding community so you can join the conversation to get your message across.

The growth of social media has been boosted by the fact you no longer need a PC to access it with around 70% of people accessing social media via smartphones. The pothole grumble that may have ended up as a letter is today tweeted within seconds.

### Which one to choose?

Here's a quick guide to the most used social media channels:

- *Facebook* – a great way for your club to connect with its members, volunteers and the global gliding community by sharing photos, videos and text updates.
- *Twitter* - a great tool to share you latest updates and stories. Its attraction to many is that you can engage in real-time with people and organisations.
- *YouTube* - great for sharing videos of your gliding and community events and linking these back to your club website or Facebook page to bring them to life.
- *Instagram* - a fun way to quickly share professional-looking pictures of your gliding activities or club events.

## Where to start?

When deciding which platform you want to use, think about:

- How your club wants to use social media and what you want to achieve
- Which social media sites are the most popular with your target audience (e.g. members / parents / community / sponsors etc.)
- The resources you need, including who has the skills to manage your club's social media presence

An easy to navigate and up-to-date website is a good starting point. Then use Facebook and Twitter to promote the news stories published on your website.

Now think about what news, photos, videos and events you are going to share. Here's some tips to creating great content:

- A picture is key to an eye-catching post
- Videos are really powerful and get great engagement, why not set up a club TV channel on YouTube like Glide Britain  
<https://www.youtube.com/channel/UCAsyazUSKdSI3yHjvzH5nag/videos>
- Look at other sports and gliding clubs for inspiration; if the Sport and Recreation Alliance, Visit Britain and British Gliding Association are doing something fun and engaging on Twitter or Facebook there's no reason you can't apply that to your club too

### Tips:

- *www.canva.com* – for help with designing graphics and re-shaping images for the optimum size/shape orientation
- *tweetdeck.twitter.com* – Useful for scheduling and monitoring
- Be creative - tweets, images, videos, polls etc
- Key posting times include 08:00-09:00, 11:00-13:00 and 16:00-18:00 (weekday). 09:00-12:00, 16:00-20:00 (weekend). This can change eg events, seasonal holidays...

### Dos:

- Keep with your club branding
- Use high quality imagery
- Mention and tag relevant accounts eg @British Gliding Association #gliding
- Take negative discussions to direct message

### Don'ts:

- Don't use a business account as a personal account – this will prevent future followers
- Don't leave accounts unmonitored
- Don't just post. Connect and communicate using handles and hashtags