

Every 60 seconds on Facebook 510 comments are posted, 293,000 statuses are updated and 136,000 photos are uploaded!

# Making the most of facebook



## Have a unique profile

Make sure your club can be found quickly by having a name and profile picture that is easy to recognise. You can include your club's logo, motto, slogan, headshot, tagline or contact details.

Don't forget to set your club up as a Facebook 'Group' rather than a 'Personal Profile'. This lets your club fans and members participate in discussions and upload photos or videos to shared albums.



## Keep it current and keep talking

People now prefer to listen and watch rather than read lots of text. Put short videos up about your club. Even a supporter's reaction on winning the last match would be good to catch people's attention.

Also keep your Facebook page vibrant. A silent page doesn't give a great impression of your club. You can engage members by commenting on what they are posting and asking for their views.



## Integrate Facebook with Your Website

If you have a club website you can place the Facebook 'Like' symbol onto different pages. When someone clicks it, they are taken directly to the club's Facebook page where they can like it.

Clubs can also integrate more complex Facebook tools, known as Plugins, into their website. One example is a live stream to show the latest comments on the club's Facebook page.



## What's in it for them?

Give your Facebook fans a reason to return by posting information that they see as valuable. Most club members or volunteers like to:

- Get up to date information, such as match fixtures and results
- Be kept informed about any changes happening in the club, such as new coaching programmes or training times
- Show support to their club
- Interact and connect with other like-minded members or volunteers
- Be rewarded with discounts or promotions for club activities, events or merchandise
- Get entertained!



## Link with other Pages

Find other Facebook pages related to your club and start commenting on their pages, posts & updates. This is a great way to build relationships with other clubs or organisations and can add credibility to your page. If you're willing to offer relevant suggestions, or friendly advice on communities and discussions, it will also encourage people to check out your page too.

### DISCLAIMER:

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this toolkit. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.