



Make your tweets matter

Twitter is great for updating your followers with club news but you can also grab people's attention by linking your news to bigger events in the wider world of sport.

Short & sweet

Tweets are limited to 140 characters so they need to be short, snappy and to the point. Links, images and videos will help you make the most of each tweet.

Tweets with images

Tweets which contain pictures generally have higher engagement than those that don't. Every picture tells 1000 words!

Tweet like you talk....

Using natural, conversational language will help you be authentic in your writing.

...but keep it professional

Although tweeting is relatively informal, it's important to always remain polite, positive and professional. Remember your tweets are representing your club.

Timely tweeting

Twitter happens in real time so there's plenty of opportunity to start conversations when they are most relevant to users. Keep your messages timely and relevant. For example, post results just after a game or make links to large and local sporting events.

Discover, share...

Think about what your twitter followers would like to see and share it. Information about training times, membership due dates and upcoming events is a great place to start.

...and listen

Sharing content is important, but listening is vital. Respond to those who talk to you through twitter: it's good customer service.

Have the right followers

Invite club members to follow you and search for other organisations involved in community, club and sport development in your local area. Examples include your local County Sport Partnership, National Governing Body and, of course, @club_matters!

Trial & tweet

Be brave. The best way to learn how to use twitter is to give it a go. You will soon see what content people like, who to follow, when to tweet and what doesn't work.



Finally, remember people are active on social media 24/7, meaning your profile quickly becomes the face of your club. Make sure someone keeps a close eye on it!

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.