

Growing your club's online presence with
facebook®



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FFSA

FFSA

Rye Smith

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- Over 15 years of IT experience
- Currently Managing Director of 'Appcelerate'
- Involved in multiple start-up businesses
- Passionate about Football and sport in general
- Active interest in technology and social media, consulting clients across a number of different industries



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What We'll Be Covering



- General Overview of Facebook pages
- Actions we can take to improve our club's following
- The importance of 'image'
- Real life success stories
- Some technical items
- Strategy and Social Media Planning
- Some basic practical exercises
- Question and Answers Session



Why is Facebook so important to a club?



- Can generate extra sponsorship \$ /opportunities. Feature sponsors on regular basis / links to FB page etc.
- Engage with local community
- Increased match-day awareness
- Increased potential player awareness
- Increased engagement with players, volunteers and supporters.



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The Landscape



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Top Tier AFL Competition in SA



7625



3765



5458



8145

Top Tier Football in SA



1261 / 1422 +12%



813 / 952 +17%



2743 / 3004 +9.5%



1947 / 2086 +7%

Quick Wins



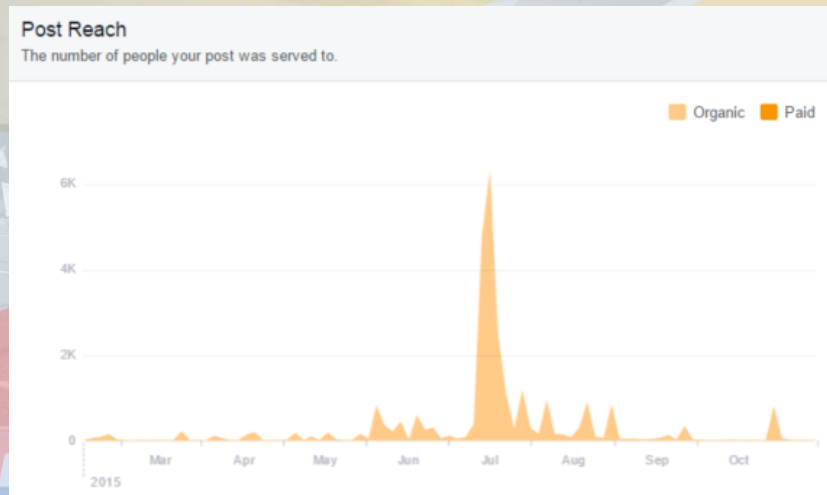
- Press (newspaper, radio, TV, local messenger, FFSA Facebook)
- Competition wins (Cup Competitions). Out of our control but need to pounce when it happens
- Celebrating milestones and events at the club
- Sharing content between page followers
- Tagging other clubs in your posts
- Following sports pages, reaching out to the wider sporting community
- Posting engaging, viral content
- Asking page followers a question or running a competition



More Ideas



- Running giveaway competitions – club merchandise, scarves etc. for answering a question about the club correctly (engagement)
- “Throwback Thursdays” – some clubs may/may not be able to do this but if it’s an option, reaching into the archives and posting historical content for followers
- Player Profiles – all player’s profile photos are available on the Fox Sports Pulse website – use this to feature a player during the week
- “Volunteer of the Week/Month” – sometimes it’s nice to break away from the norm and feature those hard-working people at the club
- Sponsors Spotlight (a massive opportunity for all clubs)
- Engagement with other clubs (memorial cups/events) – working with each other and not against



Generating Content

If there's not enough content being published by the newspaper / Federation / other sources about MY CLUB, what can I do?

Generating your own content is the easiest, most fun and most effective way to reach your audience, generate more interest in the club and spread the word.

Best Results observed from generating content:

Leaderboards through the season, using the graphics that the Federation has supplied.

Player Profiles – posting a photo of the player with some statistics and facts.

Video content – why not film a 60 second video on an iPhone and post it? Videos attract more interest on Facebook.

Post old photos from yesteryear. Throw in some nostalgia for the supporters.

“Junior of the Round” – why not feature a young player on the site? (Parent approval and appropriate consent goes without saying).



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Generated Content - Examples



Croydon Kings FC

Published by Rye Smith [?] · February 12 at 1:52pm · 🌐

Flashback Friday | We take you back to 2010 when a Konrad Kosznik screamer secured automatic promotion from the State League. What a strike! What a club! #CKFC

<https://www.youtube.com/watch?v=npodpbTJ3qs>



Croydon Kings.flv

YOUTUBE.COM

1,760 people reached

Boost Post

Like Comment Share

Croydon Kings FC, Christopher Pepe, Josh Avery, Jarek Starowicz and 27 others like this.



Write a comment...



Henry Sloniec Hej Polonia 😊

Like · Reply · Message · February 12 at 2:54pm



Nathan Farrell Konrad Kosznik

Like · Reply · Message · 🍌 2 · February 12 at 2:05pm



Croydon Kings FC

Published by Rye Smith [?] · May 22, 2015 · 🌐

Have a hit son!

Take a look at our leading goalscorers after the first 13 Rounds of the NPL season.



415 people reached

Boost Post

Like Comment Share

Bill Bakanyozo, Shaun McGreevy, Rocky Visconte and 12 others like this.



Write a comment...



Rocky Visconte I'm getting a bit lonely up there lads Shaun McGreevy Michael Doyle

Unlike · Reply · Message · 🍌 1 · May 22, 2015 at 5:07pm

Sharing Content vs Original Content

Original content generally returns better organic growth. Sharing is very important though.

Be careful not to infringe on copyright but posting 'original' content.

Add images to Shared Content.



Generating “Buy-in”

FB social media works best when there’s a team of people helping from a number of areas

- Juniors
- Seniors
- Amateurs?
- Game Day
- Committee

How many is too many?

Generally speaking, a team of 3 people with access to the Facebook page works best – each with their own ‘speciality’ or area of the club. More importantly, one of those to be someone who can post and take photos on GAME DAY.

However, if you find a system that works for you, go with it.



Game Day



THE most important day during the season (seniors)

Match Preview / Squad Line-ups (could be done on Fridays/Sat mornings)

Radio coverage, interviews with players/coaches pre-game

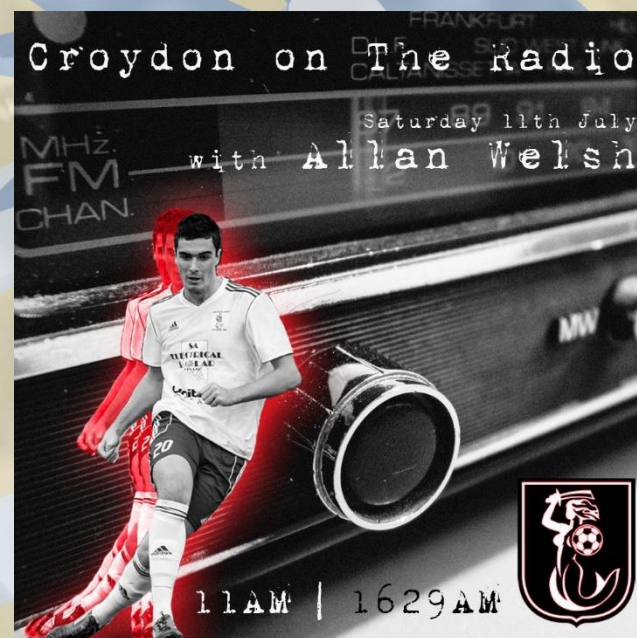
Coverage of Under 18s / Reserves

Photos at Half-Time and Full-time (Use Twitter for minute-by-minute updates)

Opportunity to thank sponsors

Match Reports

General commentary / implications for Today's game (in focus come final's time)

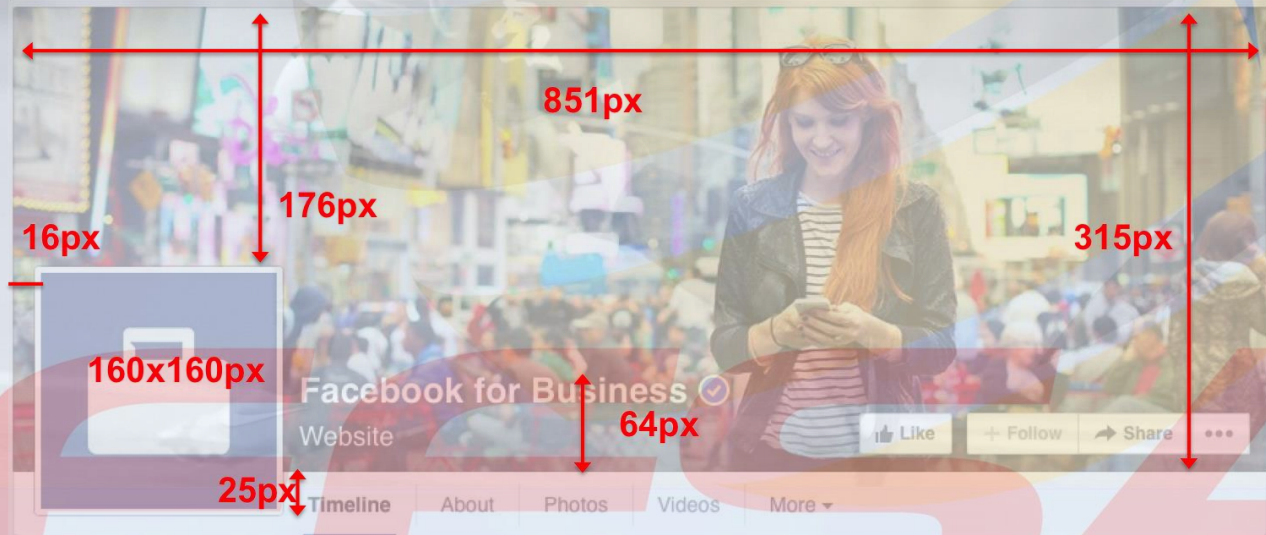


Some Basics

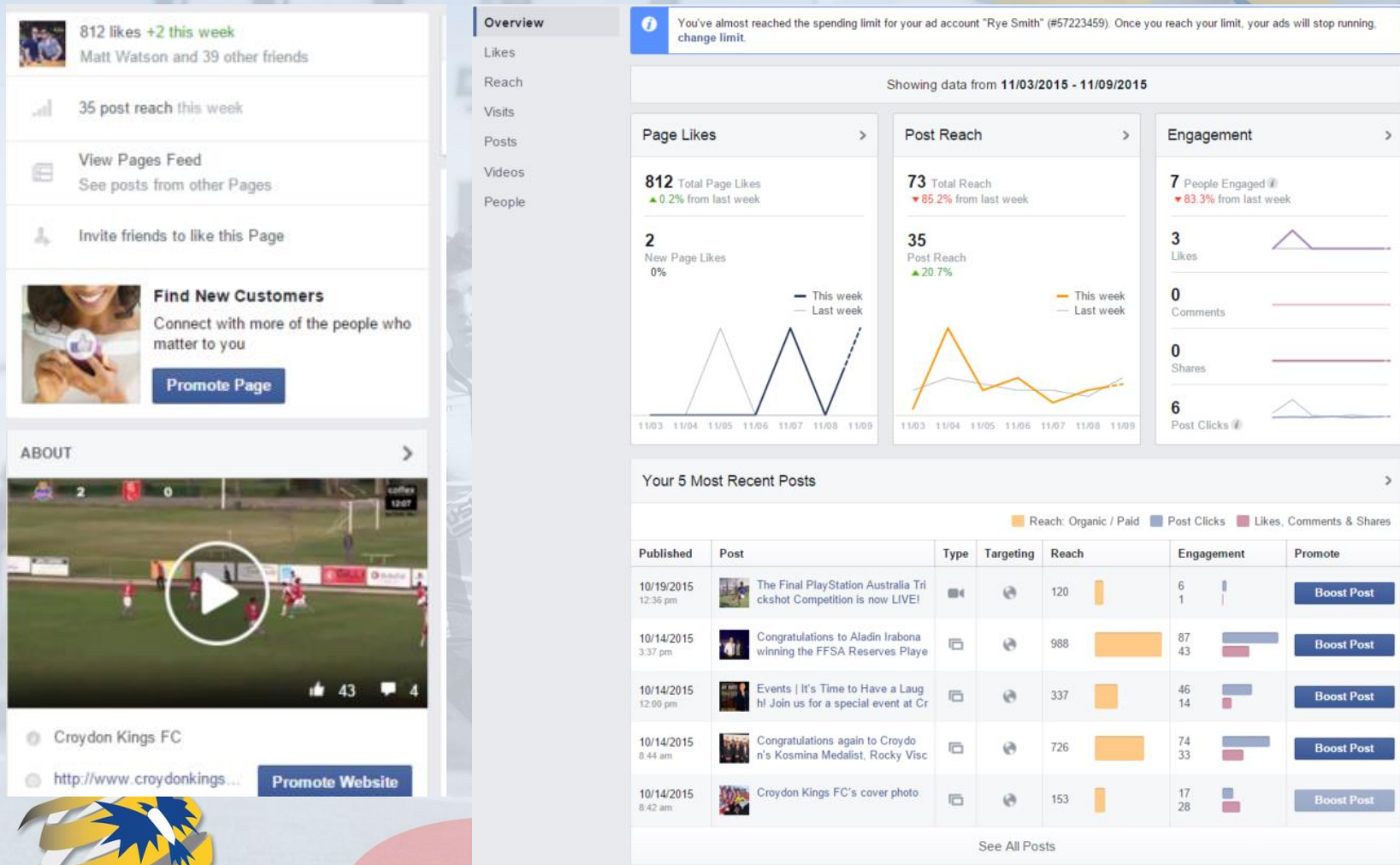
The Cover Photo 851 x 315 pixels



- Update Regularly
- Promote Events
- Promote Successes
- Powerful aspect of FB page
- FFSA Providing some excellent images



Understanding the Numbers



Promoting Locally

Organic vs Paid

Organic

Cheap
Closer connection to your 'likers'
People want to be there
Slightly more captive audience than paid

Slow to build an audience
Might miss PR opportunities due to lower awareness in community
Viral nature of posts not as common as a larger 'like' base

Paid

Quick to build a following
Target local area and attract new members, players and sponsors
Builds awareness on larger scale
Massive reach/potential
Can set budgets to only spend \$Budget

Can be expensive if not controlled
Need someone to monitor results
Might attract people who aren't as engaged as organic/viral 'likes'

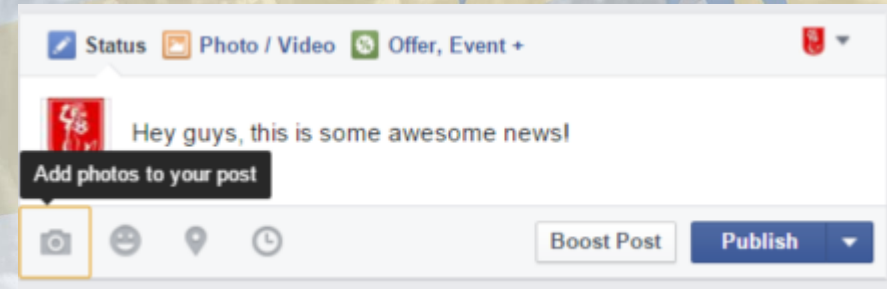


Scheduling Your Posts

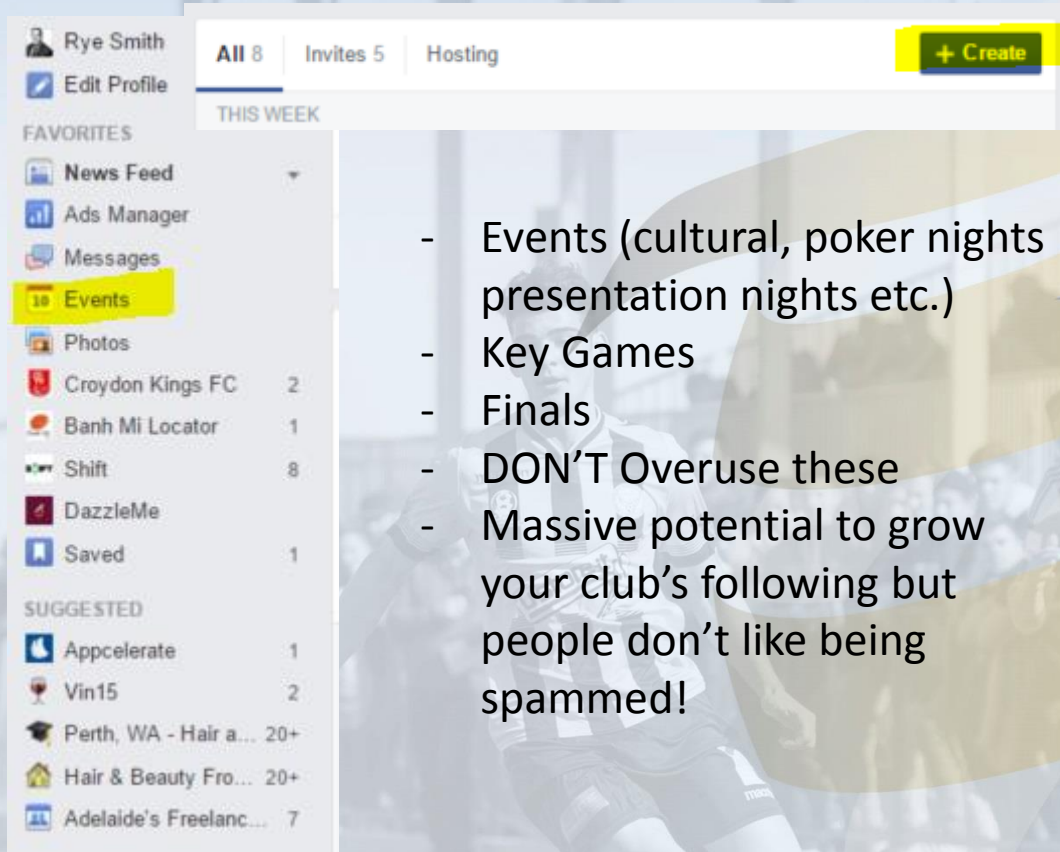


- Helps support your strategy
- Assists planning
- Target key times of the day
- Very powerful function – anyone can use it
- Communicate this with other users
- Avoid multiple posts too close together

**ALWAYS ADD PHOTOS
TO POSTS**

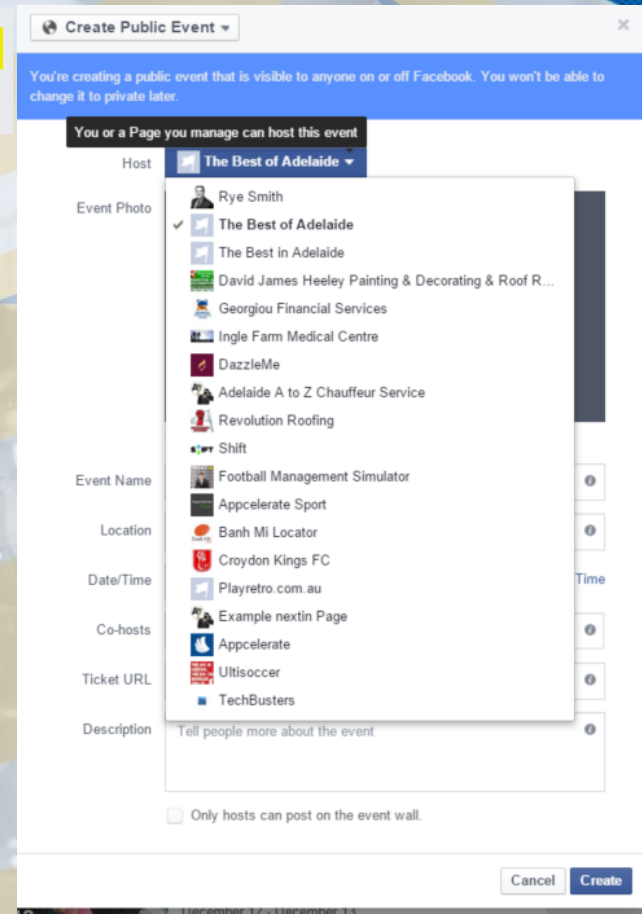


Using Facebook Events to Grow



The screenshot shows a Facebook profile for Rye Smith. The top navigation bar includes 'All 8', 'Invites 5', and 'Hosting', with a '+ Create' button. Below this is a 'THIS WEEK' section. On the left, a 'FAVORITES' sidebar lists various items, with 'Events' highlighted. The main content area shows a list of favorites, including 'Croydon Kings FC', 'Banh Mi Locator', 'Shift', 'DazzleMe', and 'Saved'. A 'SUGGESTED' section at the bottom lists 'Appcelerate', 'Vin15', 'Perth, WA - Hair a...', 'Hair & Beauty Fro...', and 'Adelaide's Freelanc...'. A yellow box highlights the '+ Create' button.

- Events (cultural, poker nights presentation nights etc.)
- Key Games
- Finals
- DON'T Overuse these
- Massive potential to grow your club's following but people don't like being spammed!



The screenshot shows the 'Create Public Event' dialog box. It includes a warning: 'You're creating a public event that is visible to anyone on or off Facebook. You won't be able to change it to private later.' Below this, a dropdown menu for 'Host' is open, showing a list of suggestions including 'The Best of Adelaide', 'The Best in Adelaide', 'David James Heeley Painting & Decorating & Roof R...', 'Georgiou Financial Services', 'Ingle Farm Medical Centre', 'DazzleMe', 'Adelaide A to Z Chauffeur Service', 'Revolution Roofing', 'Shift', 'Football Management Simulator', 'Appcelerate Sport', 'Banh Mi Locator', 'Croydon Kings FC', 'Playretro.com.au', 'Example nextin Page', 'Appcelerate', 'Ultisoccer', and 'TechBusters'. The 'Event Name' field is set to 'The Best of Adelaide'. The 'Location' field is set to 'Banh Mi Locator'. The 'Date/Time' field is set to 'Croydon Kings FC'. The 'Co-hosts' field is set to 'Playretro.com.au'. The 'Ticket URL' field is set to 'Example nextin Page'. The 'Description' field is set to 'Tell people more about the event'. There is a checkbox for 'Only hosts can post on the event wall' which is currently unchecked. The 'Create' button is highlighted in blue.



Building an Email List - THE END GAME

Sign-Up & Stay Up to Date

- Promote signing up for emails
- Email has much higher engagement rates than social media.
- Further enhances engagement
- Another sponsorship opportunity
- Get the key contact details you need.

Sign-Up Online



MailChimp.com



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Stay ahead of the game.

Get Croydon in your inbox weekly.



Image Sizes

 **Croydon Kings FC**
Published by Rye Smith [7] · October 14 at 12:00pm · Edited [7] · [7]

Events! It's Time to Have a Laugh!


Join us for a special event at Croydon Kings - tickets are selling fast, so please call Daniella on 0467 491 454 for dinner and show packages. Seats are limited.

Come along and help us launch Season 2016 with one of Australia's funniest comedians.




337 people reached

[Boost Post](#)

 **Croydon Kings FC**
Published by Rye Smith [7] · October 14 at 8:44am · [7]

Congratulations again to Croydon's Kosmina Medalist, Rocky Visconte on making the FFSA Team of the Year. The award was presented on Saturday at the FFSA Presentation Night.



726 people reached

[Boost Post](#)



Image Sizes



PC & Mobile Compatible

800 x 800 (minimum)

Higher Resolution:

1200 x 1200

Resource: <https://blog.bufferapp.com/ideal-image-sizes-social-media-posts>

Recommended Website: Canva.com



Social Media Strategy

Team Up – Are there existing people at my club that are tech savvy?

Get Access to the Facebook Page (logins) and set permissions

Multiple people have access to the page (avoid the worst case situation)

Work out a social media plan and work with club stakeholders to obtain this information

Work with FFSA on features/press

Contact the newspaper/local media for further good news stories



Social Media Strategy (Continued)

The Plan

Monday: Recap of Juniors / Recap of Weekend / Public Holiday Game Day

Tuesday: Share FFSA posts, other media, Joe Janko/Adam Butler photos

Wednesday: If game was recorded, edit footage and post goals. Mid-week fixtures coverage.

Thursday: Historical content/club history

Friday: Preview of tomorrow / Advertiser articles

Saturday: GAME DAY



Communication

Can lead to massive issues if not managed properly

Phone Numbers / Emails / **Facebook Group Message / Communication Apps**

Everybody understands their responsibility and sticks to it

Find the right person for the job (common sense)



Utilising Technical People at the Club

Great for graphic design, website, social media

Token payment? Sponsorship opportunities?

Worth their weight in gold – don't underestimate the power of a good online presence

People love to feel appreciated/wanted – get buy-in from people and take opinions on board – fantastic opportunity to help drive volunteer engagement.

“Many Hands Make Light Work”.



Just Do It

Even if it doesn't look perfect, it's better than nothing at all.

Encourage people to share content. Incentivise if need be.

Share on all match-day programmes.

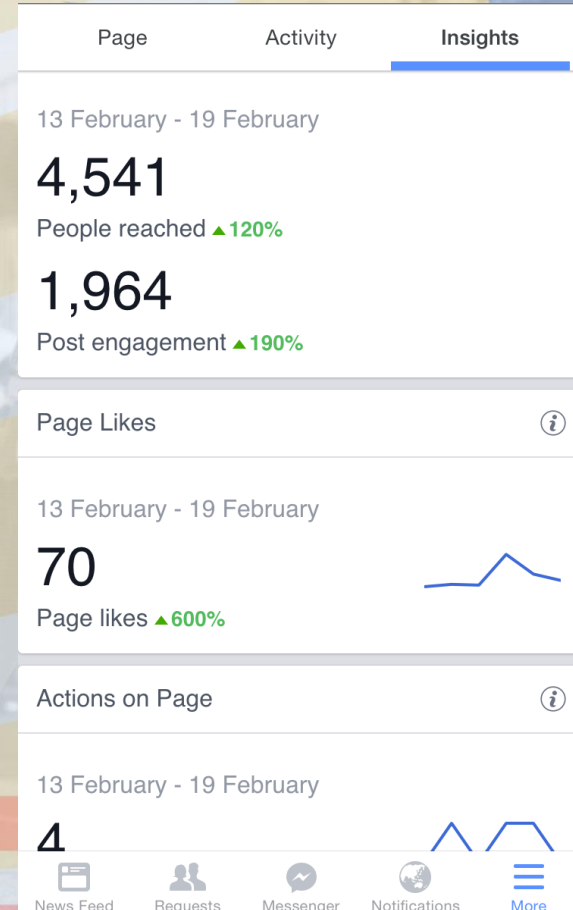
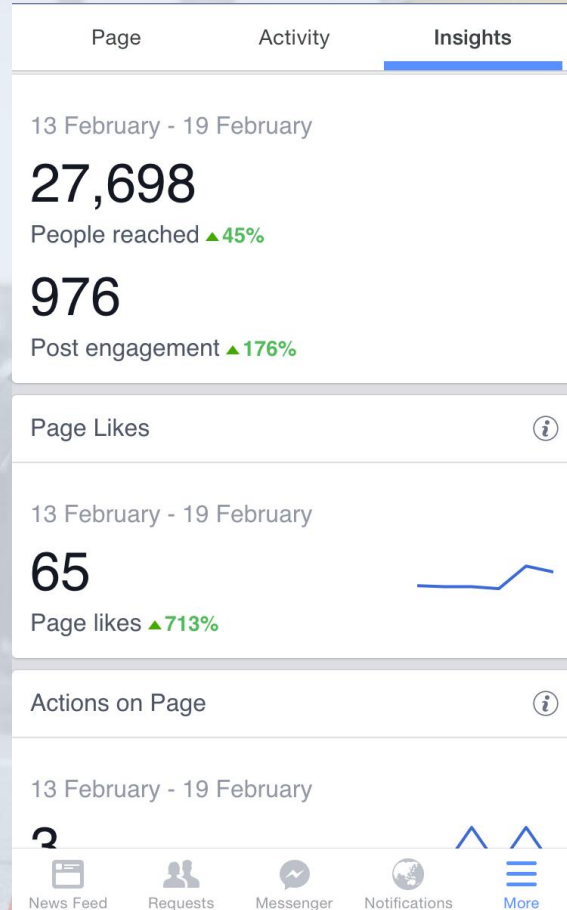
Follow the basics we've covered today.

Always want to learn more and better the page – your club is the brand and a good Facebook page promotes better brand awareness. This creates better sponsorship opportunities, junior memberships (parents familiar with the club), attracts players in the local area and gets you better coverage long term.



The End

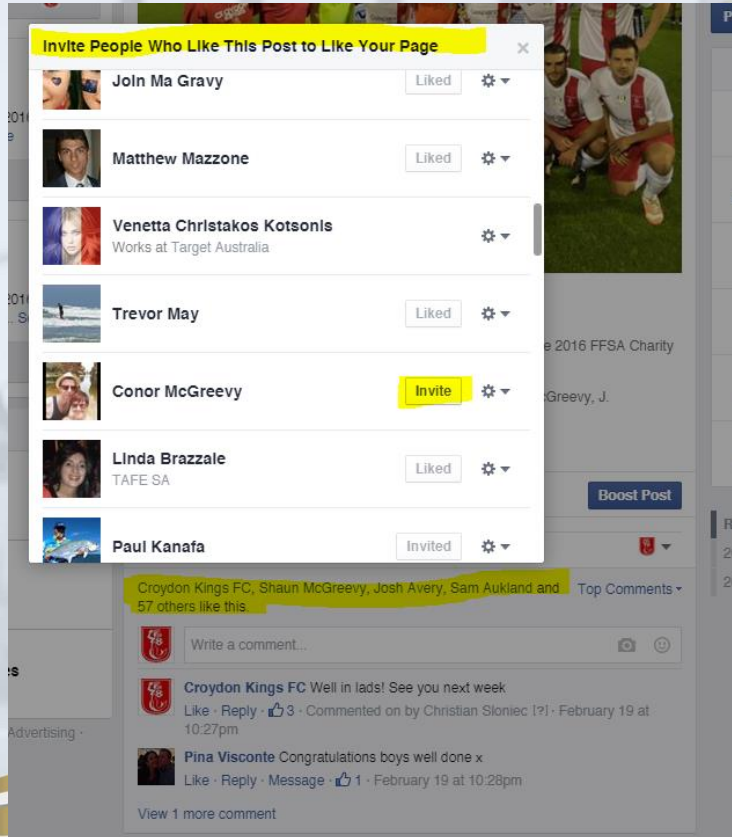
BONUS SLIDES



FFSA

The End

BONUS SLIDES



Find Your Best performing posts.

Click on the 'XX' (number) of people like this' text.

'Invite People Who Like This Post to Like Your Page'.

Click on 'Invite' on all the people who have that option available.