



SOCIAL MEDIA - The Basics

Do's and Dont's

To make your social media experience easier...

Do...

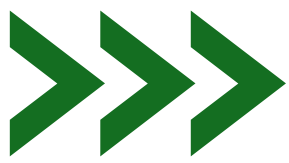
- Use social media to keep your members up-to-date.
- Share live videos of meetings.
- Post images and videos of your club to advertise your facilities.
- Have fun with emojis, stickers and GIFs.
- Use hashtags to make your content easy to find.
- Keep an eye on performance and identify which posts perform particularly well, and repeat with similar posts.
- Ask your members for feedback with polls.
- Be fun and engaging.

Don't...

- Flood your social media accounts with too much content - people don't like spam.
- Leave long gaps between busy periods - post consistently.
- Post images or videos of your members without their consent.
- Allow negative comments to go unnoticed. Make sure harmful comments are responded to and - if needed - removed.
- Overthink what to post too much. You'll learn as you go along.
- Post content that isn't relevant to your audience or doesn't match your brand. For example, be cautious about posting anything political as this could alienate your members.
- Ignore your insights - social media platforms offer free metrics that help you understand your performance.

Click the image below to read the Social Media Marketing For Dummies Cheat Sheet

dummies
A Wiley Brand



SOCIAL MEDIA - Facebook

Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. Actually, Facebook is the third most visited site in the world after Google and YouTube.

Facebook is great for engaging with your members and building communities:

- Facebook is the largest social media platform in the world, with over two billion active users
- Choose from private groups or fan pages. Private groups work well for safeguarding members, while fan pages help you build awareness and gain interest from potential members.
- Post a variety of updates such as photos, graphics, videos, links, polls, and slideshows.
- You can also link to Instagram and post to both platforms at once.
- Broadcast live events so that no one misses out if they can't make it.
- Use Facebook stories to reach users straight away as your content appears at the top of their news feeds.



The [Hootsuite website](#) has some fabulous and easy to understand information, including:



- What is Facebook marketing?
- How to set up Facebook for business
- How to create a Facebook marketing strategy in 7 easy steps
- When to start using Facebook ads
- 8 types of Facebook posts to use for marketing
- 5 Facebook marketing tools