



Top Tips for Facebook Success

This simple PDF is designed to help you maintain your existing Facebook page, or set up a new one, and spread the word about the Sportivate sessions you have on offer. It will also advise you on how to make the most of your interactions with the national Sportivate page (www.facebook.com/sportivate)

BASICS

About you

The “about” section of your Facebook page is the most important part of getting your key messages across.

Your “about” section should include the following:

- What you aim to do with the courses (the Sportivate ethos)
- Details of the courses available including whether it’s free or discounted
- Where you are located
- How people can get in touch with you

When writing this section it’s important that your writing style always be:

- Short and to the point
- Honest
- Friendly
- Easy to understand

Example of good ‘about you’:

- Head Tennis (www.facebook.com/headtennis) – *“Committed to exceeding customer expectations through superior Racquet Sports products and world class service delivered by an empowered, passionate team.”*

Profile picture + cover photo

Profile Picture: The small image that appears on the top left hand side of your Facebook page and also next to your comments in the news feed.

Cover photo: the banner image that appears at the top of your Facebook profile page.

Your profile picture is probably the most important visual aspect of your page as it appears next to all your activity on Facebook. Your cover photo however is also important as it is the one permanent place on the page you can host a large graphic.

Whether you are a CSP or a deliver, consider use your logo as your cover photo and use an image of your Sportivate participants having fun as your profile picture. This should prompt peoples interest and cause them to go to your timeline - with the banner cover photo giving them no doubt as to who you are when they arrive there.

While the profile picture will attract curious people to your profile page, your cover photo will leave them in no doubt as to who you are.

Who to “Like”

Make sure you “like”:

- Sportivate
- Sport England

These are good hubs for you to post to and in turn they can share your posts and help you generate more followers.

After that we recommend you “like” the following:

- National sports news pages (i.e BBC Sport)
- Any websites or publications that specialise in your sport (i.e. syndicatewake.com)
- Any other local CSPs that you are aware of (i.e. Tyne & Wear Sport)

CONTENT

Good places to source content

As well as your own content about activities and sessions, the following places are good for sourcing content and building your Facebook identity. Examples of the kind of content you are looking for include:

- Topical news stories on major sporting events
- Editorial pieces written by athletes (E.G. Andy Murray’s column on BBC Sport online during Wimbledon)
- Celebrity tie ins with major sporting events (E.G. “look who was spotted at the British & Irish Lions game against Australia”)
- Image galleries from major sporting events
- Instructional, topical or simply entertaining sports related video content (E.G. skate & BMX videos, event highlights, interviews with inspiring athletes or “how to” videos)

BBC Sport: While it seems like an obvious choice, BBC Sport has some of the most up-to-date sports news on the web, as well as some of the best content made from the BBC’s vast archive of footage <http://www.bbc.co.uk/sport/0/>

Guardian/Mailonline: two of the biggest international news websites in the world. When looking for topical sport content these are fantastic. Also because of their stable of award winning photographers they always have some exciting photo stories that are great to share with your followers. <http://www.guardian.co.uk/> - <http://www.dailymail.co.uk/home/index.html>

Huffington Post UK: The Huffington Post is great place to discover both interesting commentary (on sport, culture and current affairs) as well as great video content from around the world. <http://www.huffingtonpost.co.uk/sport/>

Unruly media’s Viral Video Chart: Viral videos are part of the language of the online world, and sharing ones that are current and popular is a great way of giving you a strong voice with your followers. This chart is one of the better ones based on both views and the speed of the video spreading across the blogosphere. While some of the videos won’t be appropriate for you to share (a lot of consumer ads appear in the chart) things like Red Bull’s athlete machines videos, as well as the most impressive action sports videos, will be of interest to your fans. http://viralvideochart.unrulymedia.com/chart_keyword/UK_Ads_Chart?interval=day

Making a Calendar

Creating a content calendar will help you create a consistent tone of voice for your social media as you can layout two-three months worth of content in one place.

In terms of what to input consider:

- Events you will be running
- Deadlines for group submissions and applications
- Local and national sporting events
- The achievements of local teams
- Any newspaper cuttings featuring you CSP

Don't be afraid to input other people's content into the calendar as well if it is relevant to your group (e.g. features the same sport you focus on) you can use it to engage your fans. An example of this is video or editorial content that has not been created by your group.

Also remember; always keep things fresh & up-to-date

Tone

The tone of your posts and how you communicate should:

- Use relaxed language, but avoid slang. For example, "hi" instead of "hello" but never "s'up"
- Ask open questions (what do your audience think). For example "who do you think is going to win today's big match, team a or team b?"
- Try to avoid using too many statistics

Links are a great way to enhance your posts and helps keep them short and snappy. For example:

- "Recently [Zoe Smith](#) was interviewed by Handbag.com about her work with Sportivate. Check out what she had to say here <http://www.handbag.com/life/news/a493747/british-champion-weightlifter-zoe-smith-on-diet-fitness--challenging-stereotypes.html>"

The national Sportivate Facebook

The national Sportivate Facebook page is the central point where the organisation communicates with participants and prospective participants.

If you have some Sportivate related content that you would like shared on a national level then simply post it onto the Sportivate wall by going to page and typing/pasting your content into the box marked "post".

The content will not appear instantly as it will need to be certified and shared on the wall by a Sportivate Facebook administrator. It will soon be posted however, and your content will be shared across the accounts national audience.

TOP TIPS TO AVOID FAILURE

There are certain things that should be avoided when managing a Facebook page:

- If you are considering running a competition give-away, you must ensure that the promotion does not contravene Facebook guidelines or it may result in your page being shut down (<https://www.facebook.com/help/411018158926396/>).
- It's better to not just focus on your free courses and discounts for content. Make sure you convey your personality and expert knowledge and provide your fans with insights.
- Don't ignore wall posts. Always try to respond in a timely fashion to posts people put on your Facebook. Your audience is looking to interact with you and the more you do so the more of a loyal community you will create.
- Posting irrelevant content is possibly the worst thing you can do! While pictures etc can be a great way of giving a sense of personality to your group, if the content becomes too distant from the point of your page then fans won't engage. For example, amusing cat images may be everywhere across peoples personal accounts, but if you post them on an organisations wall it instantly detracts credibility.

Remember it takes time to build a following so be patient and keep at it and over time you will succeed.