



# Club Marketing TOOLKIT

Social media for clubs

February 2024

**Love it or hate it, social media is here to stay, with over 57 million social media users in the UK and an incredible 4.88 billion users worldwide.**

Social media is a useful free tool that clubs can use to:

- Communicate and engage with members
- Raise awareness and promote the club
- Reach new people and audiences
- Fundraise

The most popular social networks at time of writing are:

- Facebook
- Instagram
- Twitter/X
- YouTube

There are also some newer social media channels which have gained popularity in the past few years that are worth being aware of and utilising depending on your target audience. These are:

- TikTok (incredibly popular with Gen Z)
- Threads (Instagram's new rival to X/formerly Twitter)

Which one you use will depend on the skills, priorities, and resources you have available. If you're not sure where to start, Facebook and Instagram are probably the best ones to try first.

### Planning for success

It's worth taking some time to think about what you want social media to help your club to achieve, who you are trying to reach, what resources and skills are at your disposal and creating a plan for your club's social media activity. This will help to keep you more organised and help you evaluate what is working and where to concentrate your efforts.

## Facebook

Facebook is still one of the largest social networks out there, and the one that most people are most familiar with.

Many clubs and organisations choose to set up a Facebook business page which can act as a micro-site instead of a website. Another option is to set up a Facebook group which can be open to anyone or restricted to club members or other people you invite.



**Before you set up a page or group ensure this has been discussed within your club and has committee approval with someone tasked to update and monitor the page on a regular basis.**

### Facebook business page: The basics

- People like your page to follow your club
- You can post messages, photos, videos and events on your Page
- Your posts will show up in the news feeds of your followers
- Followers can share your posts and like them using the 'Like' button
- You can respond to any posts and comments on your Page
- You can receive private messages from people via Facebook messenger

### Setting up a page

To set up a Facebook page, you first need a personal Facebook account.

You may already have one or need to create a new one. (TIP: you can use an alias if you don't want friends to start finding you on Facebook).

From your personal account, you can then create a business page for your club including information about the club, a logo and header image and contact details.

- [Creating a Facebook account](#)
- [Using an alias on Facebook](#)
- [Create a Facebook business page](#)

*Tip: If you want to add someone else as a page editor or admin, they too must have a personal Facebook account as above.*

## Managing your content

When a page goes live, it is visible to anyone so it's worth having some guidelines of what sort of content you want to post, who can post it and anything else you want to include especially if there is more than one person that can post updates on the page.

## Extending your reach

'Tagging' other pages that may have an interest in what you're posting is a good idea as they are more likely to engage with your post. You do this by typing @ followed by the name of their Facebook page.

For example, to tag Mountaineering Scotland or ClimbScotland you would type **@MountaineeringScotland** or **@ClimbScotland**

Sometimes the page names aren't exactly the same as the organisation name so you may need to look it up to get it right, but it should come up automatically if you're close.

## Facebook groups

Facebook groups are used to communicate in a shared space about specific topics or shared interests. For example, Mountaineering Scotland have an official [Clubs Facebook group](#) to share information and allow club officials to engage with each other to discuss issues and share information.

Groups can be open, closed or secret. Open groups are open to any Facebook user and people can find them by searching. Closed groups are open to people who ask to join and are approved or invited, so you have a bit more control over who is a member. This might be the most appropriate type for a club as non-members don't have access. People from outside your club can still find the group and ask to join, but you can decide whether to accept them into the group. A secret group is one which is invite only and cannot be found by searching Facebook, so it's only visible to people that know about it.

You can have one or more 'admins' to make sure the group runs smoothly, and they are the people that add, decline or remove members from the group.

Most groups will have some rules or guidelines on acceptable behaviour and the procedure that will take place if a member is deemed to breach the guidelines.

- [Set up and manage Facebook groups](#)

## Paid advertising on Facebook

Creating ads and paying to 'boost' posts which are targeted to specific audiences and interests is one way to reach your target groups or to promote an event to a local audience.

Paid promotions and Facebook ads feature more prominently in people's newsfeeds, making them more likely to be engaged or take interest. This

doesn't require a huge investment to get some good results – for example £10-20 to boost a post which is already getting good likes and reach could increase this by bringing it to another 1,000-2,000 people.

Facebook has an entire site dedicated to learning about advertising and promotion and it's well worth a look if you are going to start doing this as it has some useful short 'how to' tutorials and guides:

- [Learn more about using Facebook](#)

### Facebook top tips

- Tag other organisations to increase sharing and engagement.
- Post regularly but not too often: 1-2 times a day max, 2-3/week min.
- You can schedule posts in advance so you don't have to do it every day.
- Keep an eye on comments so you can respond appropriately.
- Include engaging images and videos with your posts.
- Think of ways to engage with your audience, not just giving them information or news - start a conversation or discussion, or ask a question.
- Set up events to attract people.

## Instagram

Instagram is widely used, particularly amongst Millennials, with 1.4 billion users worldwide. Primarily a photo and video sharing platform, it is a good way to showcase what your club does and to connect with a younger audience.



People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

In an attempt to keep up with newer, incredibly popular video sharing platforms such as TikTok, Instagram is increasingly focusing on video content, known as Reels and Stories (more on this below).

### Getting started

The first step is to download the Instagram app from Google Play store or the App Store and create an account. The username is what people will identify you with so it's worth using your club name which is unlikely to have already been taken. You can also add a short bio, link to your website/Facebook page and a profile picture.

Unlike Facebook you don't need to have a personal account to set up an account for your club. Once you have an account set up, you can start following other Instagram accounts and creating your own posts.

- [Create an Instagram account](#)

## Following other Instagram accounts

You might already have an idea of some other people, groups or organisations you want to follow on Instagram, and you can use the search function in the app to find and follow them. Once you have followed another account, they will receive a notification and may also follow you too. Instagram will also offer suggestions based on who you are following and what you are posting.

If someone else follows you, it's worth looking to see who they are rather than following them automatically, as there are some fake accounts and people that just want to market/spam you so make sure they are of interest (you can always unfollow too!).

## Creating a post

You can create a post using a photo, multiple photos or video from your phone library, or take a new photo/video in the app to use. This could be a standard post (a single image), a Reel (a short video), a Story (shown for a limited time only) or a Carousel (a post with multiple photos).

Once you've taken or uploaded a photo/video, you can edit it within the Instagram app to add a caption, location, tag other accounts or edit the photo effects (such as adding filters, stickers or music).

Hashtags were previously the main way to search and connect with other similar accounts on Instagram, although Instagram is increasingly moving away from this and towards SEO-focused captions. It's still a good idea to use a few relevant hashtags on your posts, for example, some of the most common hashtags you will see the Mountaineering Scotland Instagram account use are **#ThinkWINTER**, **#WeAreMountaineeringScotland** and **#WalkClimbSki**.

You can also tag other Instagram accounts in a similar way to tagging in Facebook – use the @ symbol followed by the account name (e.g. @MountaineeringScotland) and that account will receive a notification that you've tagged them. It's good practice to do this especially if you want specific organisations to know about your posts, or you want other accounts to share your posts with their audiences.

## Top tips for Instagram:

- Use good quality photos and videos – Instagram is all about visuals!
- Try to use a mix of posts – photos, Reels, Carousels – to reach more people.
- Post regularly, but don't spam your audience.
- Experiment to see what time works best for engagement (for example, Mountaineering Scotland's followers are most active on weeknights, around 7pm.)
- Captions are becoming increasingly important to the Instagram algorithm so try to keep them relevant to your organisation/area of interest.

## Learn more

- [Creating an account and username](#)
- [Managing your account](#)
- [Instagram 101](#)

## X (formerly Twitter)

X (formerly Twitter) is an online news and social networking site where people communicate in short messages. Posts are limited to 280 characters or less by default (originally 140 characters when it was Twitter) which makes it easy to scan posts for relevant/interesting information.



### Setting up an account

It is possible to set up an X account for your club without a personal account. When you sign up you will choose a username or @name which is what people will see when you post. Try to keep it short and relevant to your club – for example, Mountaineering Scotland's is @Mountain\_Scot.

You can also add a profile picture and logo, bio and website address, all of which can be updated at any time.

### Using X

Hashtags are still big on X and are used for conversations/debates on a topic. You can also send direct messages to other users you follow.

When you follow someone on X you are signing up to see their posts and their updates will appear on your home feed. You can follow others by clicking on their username on a post or by going to their page and clicking follow. You will receive notifications when someone follows your page.

You can use direct messages to have a private or group conversation on X. Some accounts might have this turned, off especially more high-profile accounts.

### Top tips for X:

- Use it to break news or stories before anyone else.
- Create a hashtag for your stories and use it every time to encourage others to follow suit.
- Try to include an image or video with every post – people are more likely to engage with posts that include these.
- React and reply to others' posts – the more you engage, the more they will too.
- Use events or hashtags that are popular to piggyback on as people will be following these hashtags and accounts and therefore you can extend your reach too.

### Learn more

- [Set up an X account](#)
- [Learn more about using X](#)
- [Using X for businesses](#)

# YouTube

Anyone with access to a computer or mobile device and an internet connection can watch YouTube content and share their own. YouTube is still very popular and many people use it for entertainment, learning or music. It can also be used for live streaming events as well as videos you have already created.

## Uploading videos

- To upload videos to YouTube you must create an account – to do this you first need to create a Google account at google.com.
- Once the video is uploaded you can give a title, description, set a thumbnail and add subtitles.
- You can change the privacy settings to public, private or unlisted.
- Public is the default setting and means that anyone can watch your video.
- Unlisted means that your video will not appear in search results but anyone that has the share link will be able to see it (useful for club specific videos you may not want to share more widely).
- Private means that only people you invite to view the video can view it – it won't show up in any search results and if you try to share it with someone that wasn't invited, they won't be able to see it.
- These settings can be changed at any time.

## Interacting With YouTube Videos

If you find a video that you like, you'll notice several options below the video player. You can:

- Give the video a thumbs up or a thumbs down depending on whether you liked it or not.

- Leave a comment.
- Reply to another user's comment.
- Like another user's comment.
- Videos can be shared via a link, other social media channels and embedded on web pages.

## Subscribing to YouTube Channels

Another way to keep up with the people whose videos you enjoy is to subscribe to that user's account to make sure every time that they upload something you are notified. It's as simple as clicking the red Subscribe button on the video information page.

## Top tips for YouTube:

- Plan your content in advance
- Create a consistent style and voice.
- Most smartphones can be used to create high quality videos but sound is also key. Consider investing in a smartphone tripod and microphone.
- Look at other content creator's accounts to find inspiration.
- Optimize your videos using keywords and descriptive titles to make it easier for your videos to be found in searches.

## Learn more:

- [YouTube Creators](#)
- [YouTube for Businesses](#)



## More tips for social media

- Plan your content and post regularly, but don't spam your audience with too many posts! As a general rule, 2-3 times a week is enough, although you might want to post more for a specific event or campaign.
- Respect other people's content - it's great to share, but always ensure you credit the original author. Try to find their social media account and use @ to tag them when sharing someone else's post, photo or video.
- Using hashtags at the end of your social media post is a great way to attract more followers who will find your account when searching for related products. However don't go overboard as it can make your post look untidy.
- Keep your social profiles up to date. Changing your profile picture can be a good way to get likes and show you're active!
- Be social and interact with your audience - know who they are and what they want to see. Start a conversation and encourage discussion.
- Keep content well thought out and positive, and the tone professional yet friendly.
- Check your spelling and grammar, and get someone else to proof read if needed.
- Respond as quickly as you can - no one expects you to monitor social media 24/7, but responding in a timely manner gives a good impression. You can also set auto-replies on most social media channels.
- Respond to negative comments quickly and positively - nothing is to be gained by getting drawn into an argument and often a positive response with a call to action can diffuse a tricky situation!
- Don't forget to follow Mountaineering Scotland on Facebook, Instagram and X (formerly Twitter) to see all the latest news!

	Good for:	Things to be aware of:
<b>Facebook</b>	Sharing range of content – text, photo, video. Live streaming (Facebook live) Groups Scheduling posts Driving traffic to website.	Must have Facebook account to view posts so not everyone can access Facebook algorithms mean posts may not appear in news feed of followers
<b>Instagram</b>	Sharing photo and video content Younger audience Using hashtags Creating a 'persona'	Requires more creativity and strategy to build follower base Less text based although users are now starting to include longer posts
<b>X/Twitter</b>	Rolling newsfeed Getting your posts seen Finding out what's happening	Text limit means you have to keep it short and concise Easy to miss posts and can be trickier to follow conversations
<b>YouTube</b>	The top video sharing platform Great for 'how to'/skills content Shareable content Younger audiences <i>love</i> YouTube	Time consuming to edit videos Needs videos to be well tagged and keywords to be found