

## Social Media



Social Media is an important aspect for a club and can help to raise the profile of your club in your local area and help to recruit new participants.

Twitter- Twitter is a form of social media where individuals are updated on current trends in real time through what is known as a 'Tweet'. Tweeting about your club with '#hashtags' will help its search-ability for individuals who are interested in joining the club

Facebook Pages: Creating a page will greatly help your club as you can update it with the latest club updates/sessions/events with minimal effort.

Facebook Groups: Creating a group allows for the community aspect of the club to thrive. Interactions between club members can be given privacy in a club, for example members can organise their own 'socials' such as days out go karting in private. Instagram: is another form of social media which is orientated around the sharing of images. Very useful if you don't have time to write posts but want to share a good session quickly.

Club Websites: Creating your own website is crucial to showing professionalism for your club. This gives new participants a first port of call to the club. As a new club, set up funds will be limited however there are many avenues for free access to website creation. There are many good examples of free website creation out on the internet that allows for a professionally created website which can be populated with up-to-date information from the club on a daily basis. For more information and ideas on how you can promote your club, check out the Club Marketing section of the Club Matters website [HERE](#)