

British Canoeing Stronger Clubs Conference

Social Media Workshop

14th March 2020

Simon Badman



**British Canoeing
Stronger Clubs
Conference**

Some Of Our Clients



ASTON MARTIN



極度乾燥(しなさい)
Superdry.

boohoo.com

VISA



RYA

pyrex

BRITISH AIRWAYS



BACARDÍ.

ico.
Information Commissioner's Office



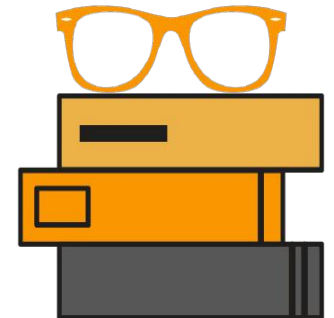
SCREWFIX

DE BEERS
JEWELLERS

What Will You Leave With Today?



- Understanding how social media can promote your club, recruit new members and improve club communications
- How your club can be found on the web
- Setting up and using key social media channels
- How to create engaging content that works for your club and for each channel
- How to make your social media manageable by planning ahead



Social Media in the UK



The average user spends **1 hour and 42 minutes** per day on social media platforms



Social media users now total **66%** of the population with **98%** accessing via mobile



Social media usage grew by **1.3 Million** people between 2019 and 2020.

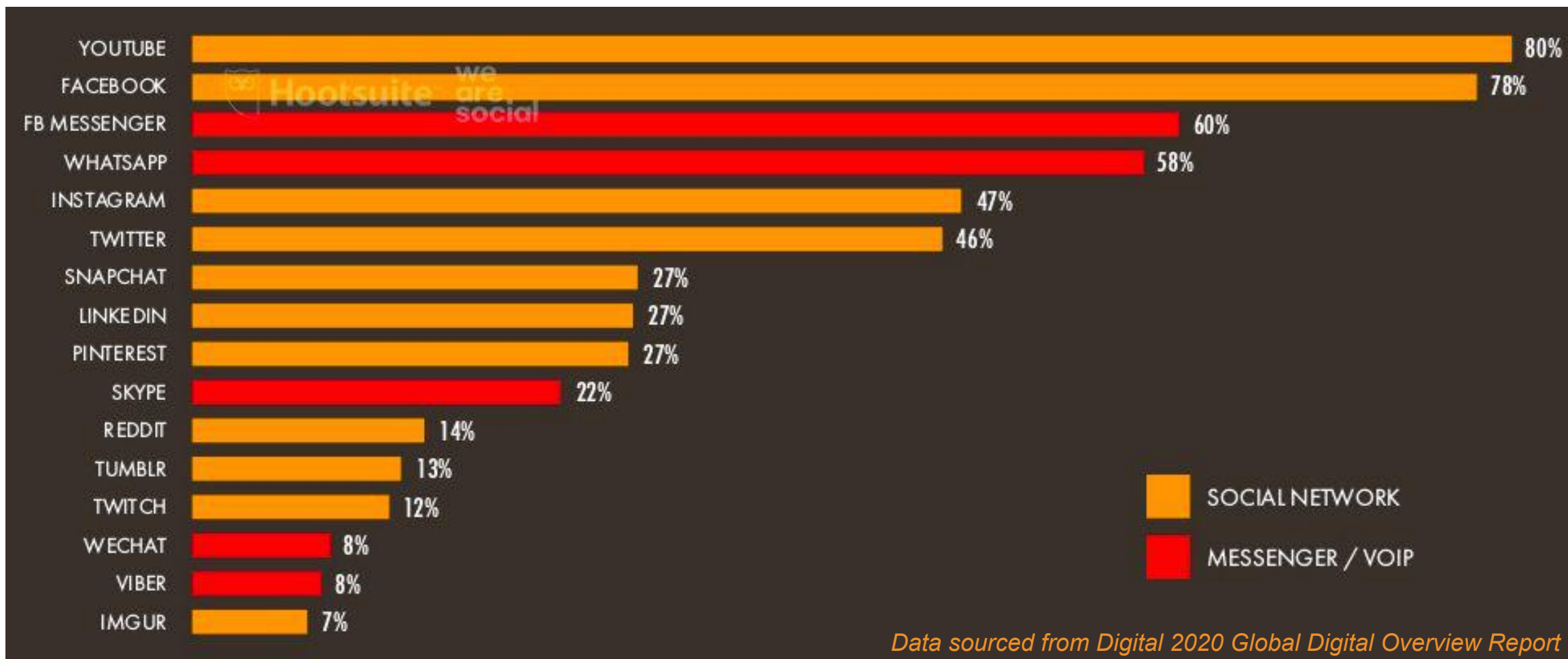
If Facebook were a country, it would be **bigger than China**.



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Data sourced from 'We Are Social' 2020 report

Most Used Social Media Platforms



Being Search Friendly



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Google My Business



Google

viking canoe club

About 2,000,000 results (0.70 seconds)

vikingkayak.co.uk

Viking Kayak Club – Kayak and Canoeing Club in Bedford

Viking Kayak Club has been serving Bedford since 1961 and aims to provide the same friendly, family-based club that has helped us to grow from a few friends out for a casual paddle to our now large membership. We are an active, friendly club for canoeists and kayakers of all ages, abilities and backgrounds.

[Events](#) · [Courses](#) · [About Us](#) · [Members](#)

vikingkayak.co.uk › events

Events – Viking Kayak Club - Bedford

Day, Session, Time, Months, Suitable for beginners, Paddling Group, Additional Cost. Tuesday, Slalom Section, 18:30 - 20:00, All Year, No, Intermediates - ...

www.facebook.com › ... › Sports & Recreation

Viking Kayak Club - Bedford, Bedfordshire, United ... - Facebook

★★★★★ Rating: 4.7 - 27 votes

Viking Kayak Club - Poynters Boathouse, Batts Ford, Commercial Road, MK40 1QS Bedford, Bedfordshire, United Kingdom - Rated 4.7 based on 27 Reviews...

en-gb.facebook.com › ... › Sport & recreation

Viking Kayak Club - Bedford, Bedfordshire, United ... - Facebook

★★★★★ Rating: 4.7 - 28 votes

Viking Kayak Club – Poynters Boathouse, Batts Ford, Commercial Road, MK40 1QS Bedford, Bedfordshire, United Kingdom – rated 4.7 based on 28 reviews...

Viking Kayak Club

[Website](#) [Directions](#) [Save](#)

4.5 ★★★★★ 22 Google reviews

Sports club in Bedford, England

Address: Poynters Boathouse, Commercial Road, Bedford MK40 1QS

Hours: Open 24 hours

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add phone number](#)

Questions & answers

[See all questions \(1\)](#) [Ask a question](#)

- Claim your page
- Edit your contact details and information
- Reply to reviews

Search Engine Benefits



SEO = being found on Google for the keywords/phrases that your audience is searching for

Consider using **phrases** in your content which contains your **sport's keywords** in order to gain maximum SEO benefits

Make the most of your bios on your social media accounts to include **keyword rich information**, relevant to your club

Use **Google keyword planner** to help you identify what terms people are searching for on Google

The image is a screenshot of the Google Ads Keyword Planner interface. On the left, a search bar shows 'canoe club' with a dropdown list of suggestions: 'canoe club near me', 'canoe club london', 'canoe club clothing', 'canoe club norwich', 'canoe club uk', 'canoe club cambridge', 'canoe club membership', 'canoe club bristol', 'canoe club lincoln', and 'canoe club leeds'. The main panel on the right is titled 'Google Ads | Keyword plan' and shows settings for 'Locations: United Kingdom', 'Language: English', and 'Search networks: Go'. Below this is a search bar with 'kids activities'. A section titled 'Broaden your search:' includes filters for '+ family activities', '+ kids', and '+ children's game'. A table of keyword ideas is displayed, showing 'kids activities' with 10K - 100K monthly searches, and several other ideas like 'days out near me', 'math games for kids', 'kids activities near me', 'things to do with kids near me', 'soft play near me', and 'kids play centre' with varying search volumes. The table has columns for 'Keyword' and 'Avg. monthly searches'.

How You Can Use SEO To Reach Potential New Members



SEO will help your website and club information to be found online.

Key questions to consider...

- Does the user have enough information?
 - Is the website providing the right content?
 - Does the content on your website have the right keywords so that it can be found?
- Is there enough information on the website for a brand new visitor?
- Why would someone stay on your website rather than go to someone else's?



Live Exercise – 2mins check up



What appears in the results when you search for your club?

Do you own your Google My Business listing?



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Setting Up Key Social Channels



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Facebook



- Allocate Responsibility
- Quality Posts - VITAL
- Regular Posting
- Social Media Calendar
- Scheduling

Largest group 23-34 year olds

Facebook Page Vs Group



Facebook page interface for Chiltern Canoe Club.

Header: Search bar with "Chiltern Canoe Club", navigation links (Simon, Home, Create), and notification icons.

Profile Section:

- Profile picture: CCC logo (a blue circle with a white stylized figure of a person in a canoe).
- Page name: Chiltern Canoe Club
- Username: @chilterncanoecub
- Navigation menu: Home, About, Reviews, Events, Posts, Photos, Videos, Community.
- Button: Create a Page

Main Content Area:

- Large photo of people kayaking on a river next to a brick building.
- Interaction buttons: Like, Follow, Share, and a Send Message button.
- Post creation area: "Write a post..." with options for Photo/Video, Tag Friends, and Check in.
- Recommendations and Reviews section: "Recommended by 9 people".
- Review 1: "Fantastic lesson today .First time back in the water after a long break from kayaking .Looking forward to..." (March 25, 2018).
- Review 2: "Great set up for kids and big kids to learn and enjoy this fantastic sport. Pool Sessions structured..."

Facebook group interface for Chiltern Canoe Club.

Header: Search bar with "Chiltern Canoe Club", navigation links (Simon, Home, Create), and notification icons.

Group Information:

- Group name: Chiltern Canoe Club
- Group type: Private group
- Join button: + Join Group
- More options: ... More
- Text: Join this group to see the discussion, post and comment.

About This Group:

- Description:** We're a friendly club with a focus on getting adults and children started in paddlesport. We run classes, river trips and paddle and a pint sessions. Chiltern Canoe Club is British Canoeing affiliated and has fully BC trained staff. See More
- Privacy:** Private (Only members can see who's in the group and what they post)
- Visibility:** Visible (Anyone can find this group)
- General:** General

Members: 121

History: Group created on November 4, 2010. See More

Create New Groups: Groups make it easier than ever to share with friends, family and teammates. Create Group

Suggested Groups: See All

Featured Post: "HOW The Secret CHANGED MY LIFE" (Real People. Real Stories.)

Group Photo: A photo of people kayaking on a river, with the text "ABOUT CHILTERN CANOE CLUB" overlaid.

Our Story: Chiltern Canoe Group was formed in 2008 by a small group of friends to provide an opportunity to paddle.

Making The Most Of Your Facebook Page



This screenshot shows the Facebook profile of the Loughborough Students Canoe Club. The header includes the club's name and a search bar. The profile picture is a circular logo with the club's name. The cover photo is a video of a person in a purple wetsuit and white helmet paddling a canoe. The left sidebar contains navigation links: Home, Posts, Photos, Videos, Reviews, Events, About, Community, and Groups. The main content area shows a post from February 25 at 6:57 PM with a link to a YouTube video. The right sidebar displays the club's rating (5.0 out of 5), a message response status, and a map of the club's location.

This screenshot shows the Facebook post creation interface. At the top, there are tabs for "Create Post", "Event", "Offer", and "Job". Below these is a "Write a post..." text box. To the right of the text box are icons for "Write post in another language" and "G". Below the text box is a row of icons for various post types: Photo/Video, Feeling/Activity, Tag Products, Support Nonprofit, Advertise Your Business, Get Messages, Check in, Poll, and Watch Party. Below these icons is a "News Feed" section with a toggle for "Posts are public and show up on your Page and in search results." and buttons for "Share Now", "Public", and "Boost Post". At the bottom, there is a "Preview" section with a dropdown menu for "Now", "Schedule", "Backdate", and "Save Draft".

Review Your About Section



About

[Suggest Edits](#)

FIND US

Mortimer hill
Tring, Hertfordshire

Get Directions

m.me/chilterncanoeclub ⓘ

BUSINESS INFO

Business Details

Price Range \$

ADDITIONAL CONTACT INFO

chilterncanoeclub@gmail.com

<https://www.chilterncanoeclub.org>

MORE INFO

Affiliation
BCU (British Canoe Union)

About
Chiltern Canoe Club was formed by a group of friends to paddle on a regular basis in an informal, friendly environment. Our activities are based around the canal near Tring and in local pools and also include trips to various rivers.

Chiltern Canoe Group was formed in 2008 by a small group of friends to provide an opportunity to paddle on a regular basis in an informal, friendly environment.... [See More](#)

Awards
Best Newcomer Club in Hertfordshire

Sports Club · Sports & Recreation

STORY

Our Story

Chiltern Canoe Group was formed in 2008 by a small group of friends to provide an opportunity to paddle on a regular basis in an informal, friendly environment.

In 2011 the Group decided to form a BCU affiliated club and so in March 2011 the name was changed to Chiltern Canoe Club.

Our activities are based around the canal at Bulbourne near Tring an...

[See More](#)

Regularly review and check this is up to date and accurate.

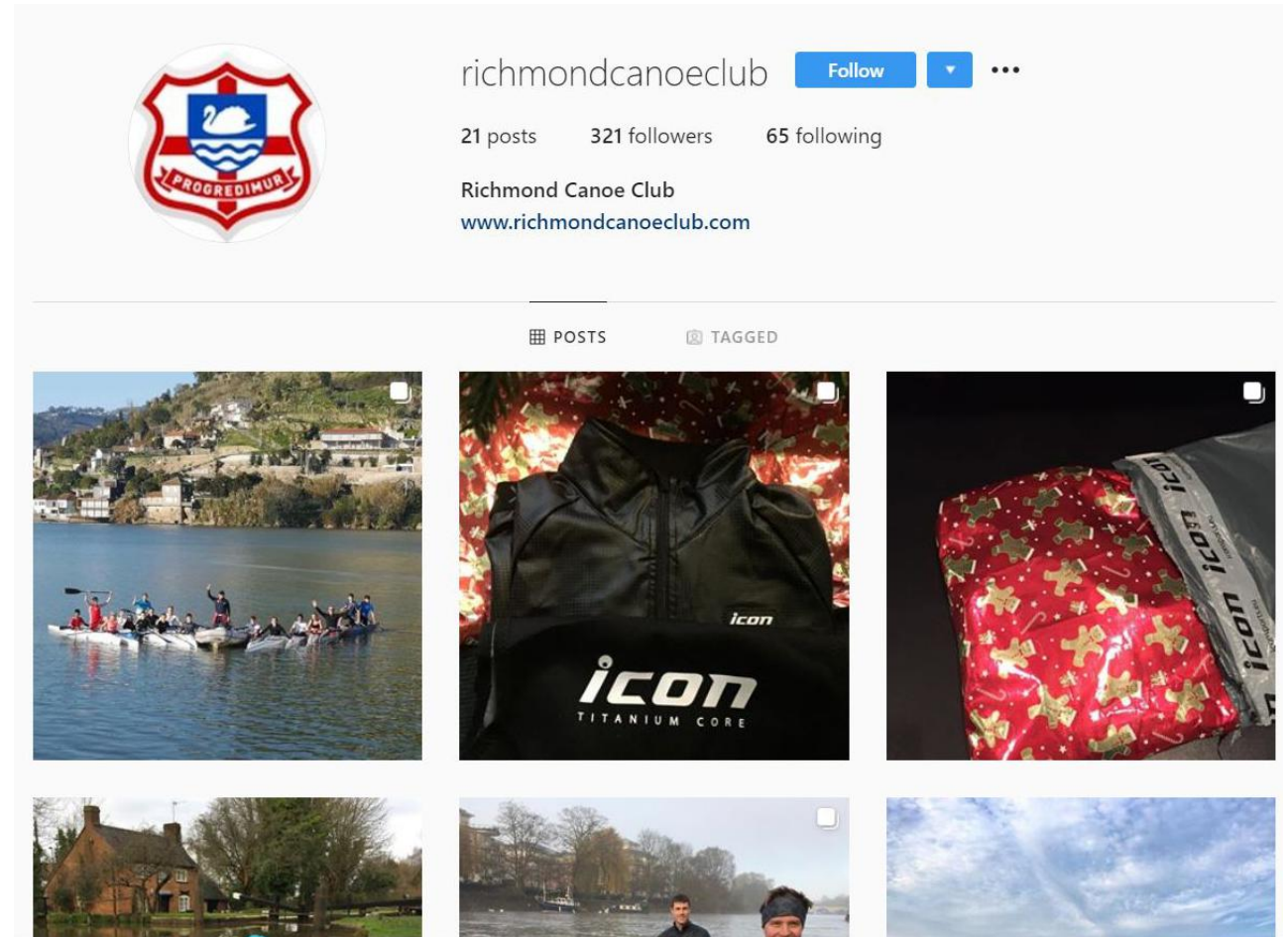
Members of the public can also suggest edits to this page if they think info is outdated or incorrect.

Instagram

- 1 billion monthly users in 2019
- 500 million use Instagram Stories every day and 63% of users log in at least once per day
- Create an account and switch it for free to a business profile to access analytics and to add extra elements to your profile page
- Largest group 16-22 year olds



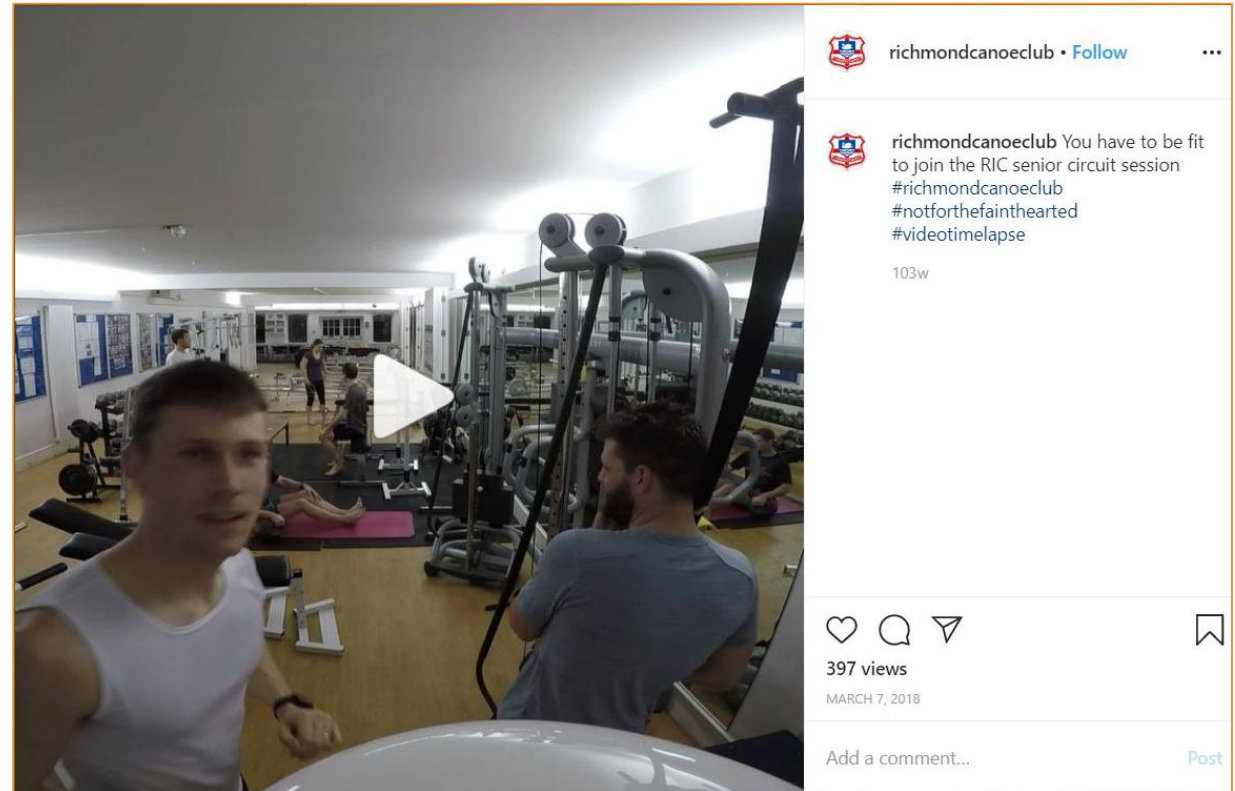
Mobile vs. Desktop



Instagram Hashtags



- More people are more likely to explore and track these hashtags resulting in more people being able to find your account.
- Use your club's hashtag, as well as details of your location to become more searchable.
- Be wary of using lots of hashtags, stats show that 8 hashtags is the limit, too many and users can get confused, find them difficult to read and struggle to understand why they are there.
- Only use relevant hashtags to your club, sport and location.



Facebook Messenger & WhatsApp



Richmond Canoe Club

Amateur sports team

945 people like this

Choose a question to ask this Page

"Is anyone available to chat?"

ASK

"I have a question. Can you help?"

ASK

When you tap ASK, Richmond Canoe Club will see your public information.

MESSAGE

Your club page to FB Messenger

- Use your page with Facebook messenger
- Enable settings on your page
- Use Pages Manager App to administer not the Messenger App
- Can embed onto your website

Together with updates and interaction on your page, Messenger enables Facebook to be a communications hub for your club.

WhatsApp

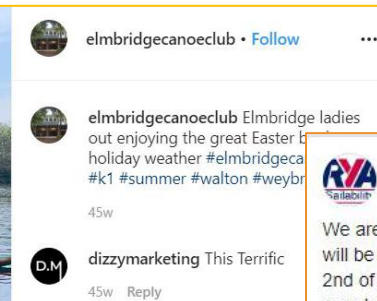
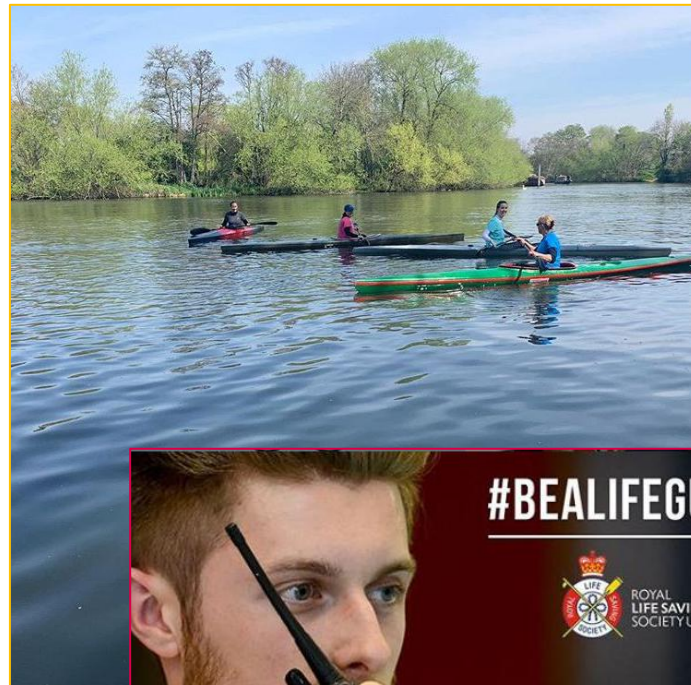
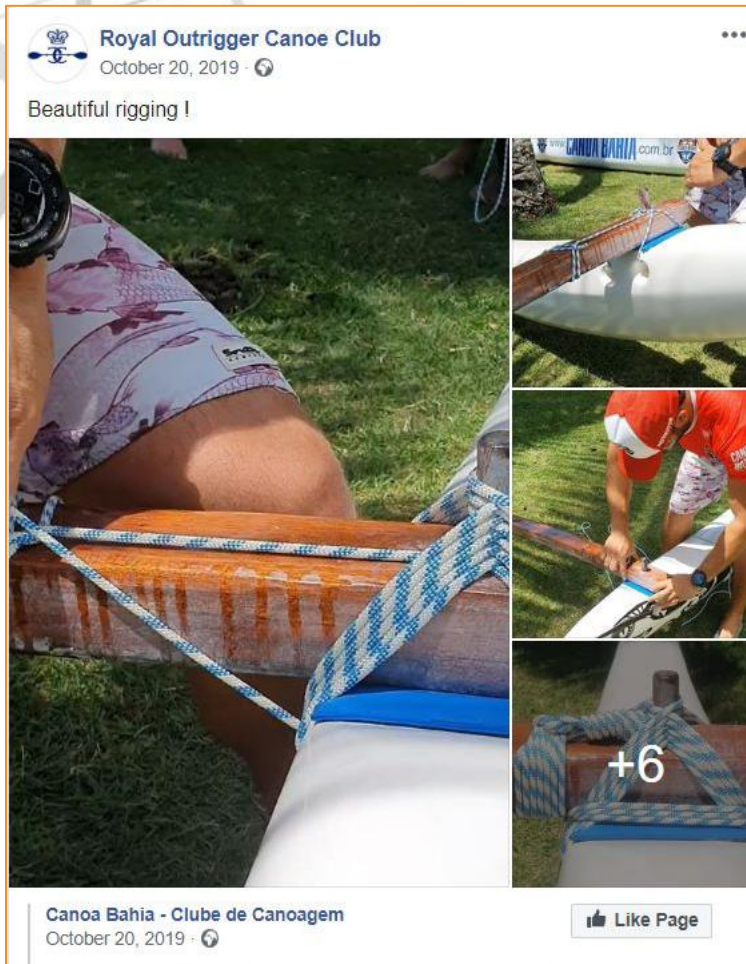
- Use for club sections and specific communications
- Members need to consent to join groups
- It is encrypted but don't forget it's a public network

Creating Engaging Content



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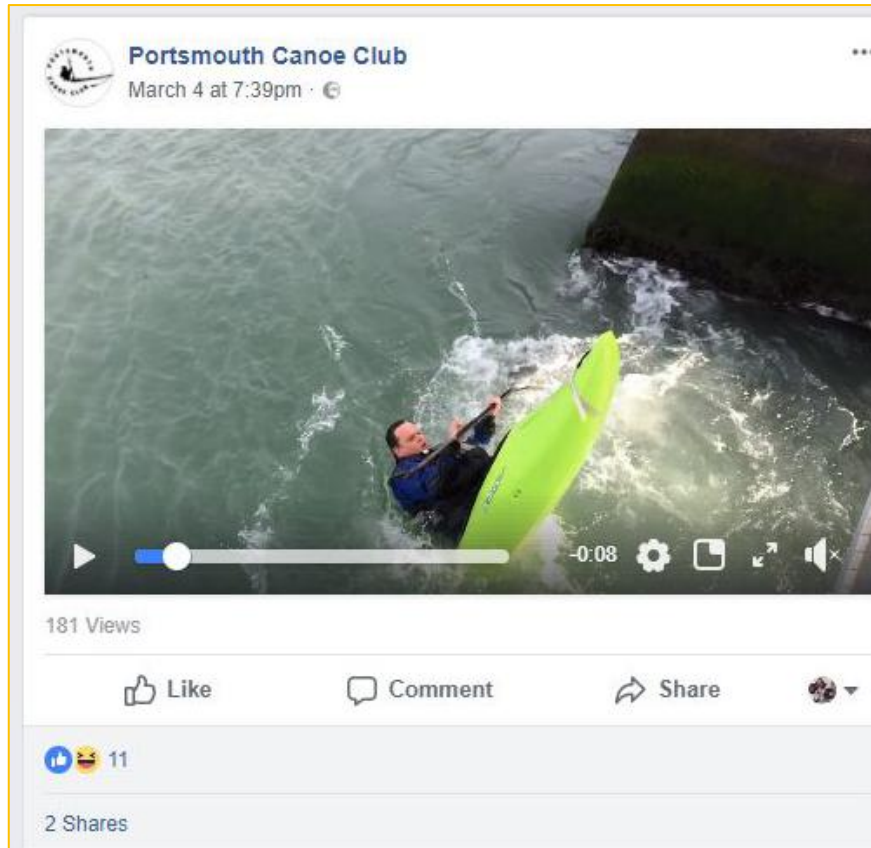
What Do They Want To See?



Engaging Content – Images



Engaging Content - Video



Video Tips – Start Small

- Use your phone
- Think about the content before you start filming (no need for editing then!)
- Sometimes add a call to action and/or link
- No more than a minute is needed



Instagram Stories



- 500million people use stories every day.
- Photos and posts disappear after 24 hours but can be saved to profile highlights.
- Video features include:
 - Live, Normal, Boomerang, Superzoom, Rewind, Hands-free etc..

Make It Manageable



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How Are You Going To Get There?



“What do we want to achieve with our social media activity?”

Make a campaign plan:

- Objectives
- SWOT
- Audience
- Subject
- Timescales



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Your Objectives



Your overall objectives will inform what you do in social media in terms of:

Who you want to connect with

What content you will share

How you will interact with people

How often you need to interact with people

How you want to influence people to act

Social Media Strategy



Key dates National holidays Sales Self promotion Engaging with your audience	Day of the week Hour of the day Social Channel
Tone of voice Personality	Types of content Imagery Videos Competitions Informative Posts

A strategy document allows anyone to understand what is going on and when!



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Content Calendar



This comprehensive content calendar is a great way to schedule in dates to your diary that you know you should be posting about. Add key dates alongside more fun content like national day posts, e.g. National Sporting Heritage Day, is there something you could post around this?

	April Week 1	April Week 2	April Week 3	April Week 4	May Week 1
Website	Find all info needed for your website banner	Can potential members sign up for events online?			Remember to change your banner after the event!
Email	Send an email to all members?		Targeted email	Reminder email to all signed up	
Facebook	Post aimed at people with a disability	Facebook Advert for Young Families	Post aimed at 65+	Live Video at your events – this takes planning remember!	

On Facebook its key to
Do Something Regularly But Less Is More!

Helpful Tools



There are literally 1000s which can help you with planning and creating content.

Facebook Creator Studio

- Completely free
- Allows you to schedule content to both Facebook and Instagram



Canva – free online/app picture editing tool.

- Can add club logo, fonts and colours to pictures
- Provides correct sizing for each social channel
- Also provides leaflet templates for printed materials
- Registered charities can access the full version for free



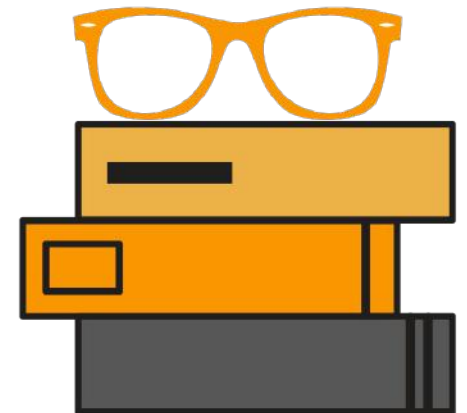
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Questions?

