Posting on Social Media

community games
endless possibilities
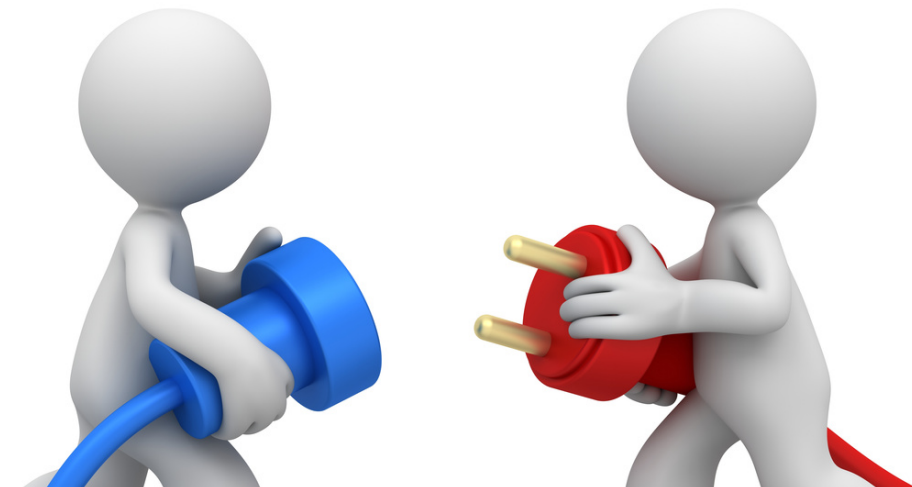
WHY SHOULD YOU HAVE A SOCIAL MEDIA PRESENCE?

You can use social media to:

- Inform the public about a Community Games event

- Make announcements

- Reach new parents

- Gain Volunteers

- Share good news stories

- Share content from the National page

- Own your OWN story

- Instantly connect with your members, the public and volunteers

SOCIAL MEDIA CAN MAKE YOUR AREA/COUNTY MORE:

1

DISCOVERABLE

When people search for you they'll be able to find you. But even when they don't, your content may appear in their feed anyway

2

TIMELY

Your Page can help you reach large groups of people frequently. It's an excellent tool for relaying dates of upcoming Community Games Events

3

INSIGHTFUL

You can use your page to share updated guides or legislation eg: on Child Protection or share new research on being active etc.

4

RECEPTIVE

Having a social media account is a a great way for people or companies to contact you and offer to lend their resources or time

5

CONNECTED

You can have one on one conversations with volunteers and parents, who may read your posts and share them with friends

6

SHARING

An Area or County Facebook page is a great way to show off photos from your Events and share results or good news stories from past participants

community games
endless possibilities

THERE ARE SO MANY PLATFORMS, WHICH SHOULD I USE?

1. Decide which one would best suit your Community Games Area or County. If in doubt, Facebook is a great place to start

2. Use a platform that you yourself are familiar with - you don't need to use ALL platforms but if you choose, for example, to use Instagram you can connect your Instagram and Facebook pages so you just post once but to two places

3. Ask your volunteers how they would like to see content - you can set up a free survey on www.surveymonkey.com

THE DO'S AND DON'T'S OF POSTING

DO:

1. Keep it short and sweet
2. Keep it relevant and current
3. Keep it light-hearted
4. Share stories
5. Use images and videos
6. Post something you would reshare yourself
7. Use emojis
8. Thank your volunteers

DON'T:

1. Post controversial topics
2. Be political
3. Share content that is not connected to your values
4. Be overly personal

HOW DO I CREATE CONTENT?

1. A great place to start is www.canva.com. It's a drag and drop system and allows you to easily create videos and images using your own content or its bank of millions of copyright free images - or a mix of both (no more watermarks!)

2. Your phone is another great place! You can edit directly from it using the Facebook and Instagram App to create stories or content. It allows you to add emojis, music even polls!

3. Your volunteers - ask them regularly what they would like posted - if they have a story to tell or a tip to give - share it!
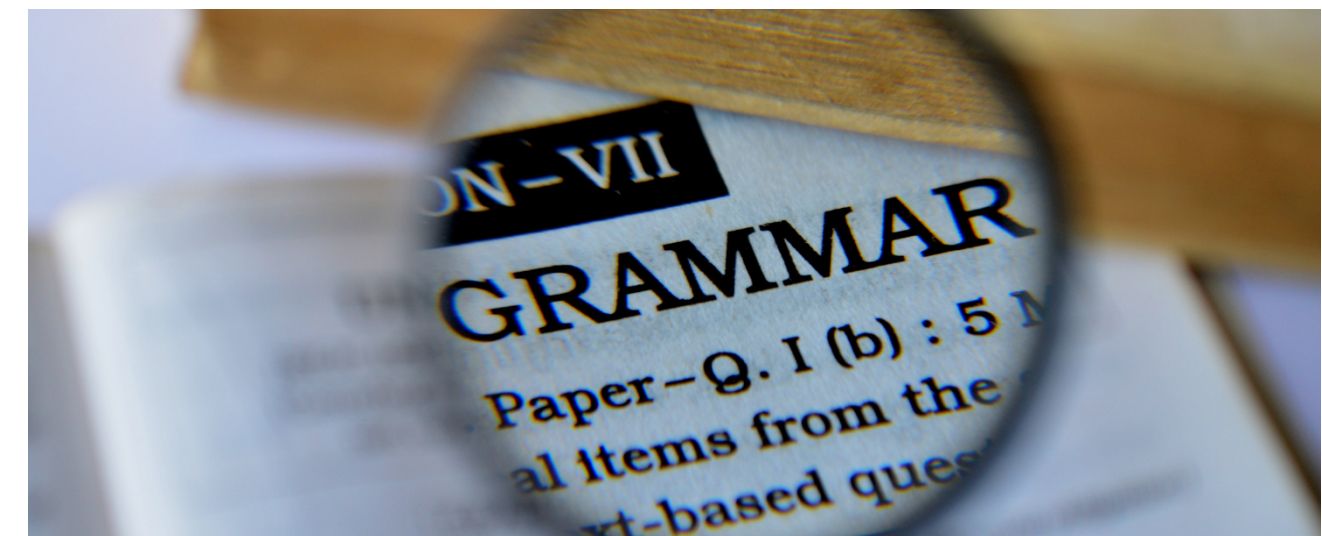
SOCIAL MEDIA IS YOUR FRIEND!

But like any friendship, it's what you put into it that counts. It needs your time, your commitment and your personality.

Social Media works best when it is used and there is updated and relevant content on your page. It also works best when users see your page as being human! Put your own voice and stamp on it.
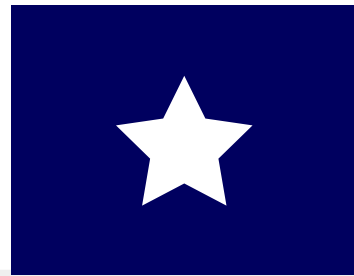
Don't worry, if you make a mistake just delete it.

Likes aren't everything – it's **engagement** and **connection** that counts!

KNOW YOUR AUDIENCE

The audience you want to reach is the most important thing you need to establish before you start posting on social media
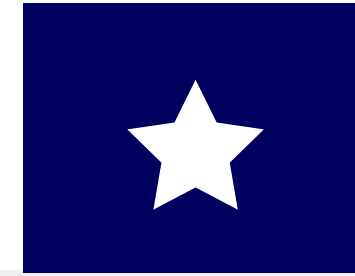
PLACE

This is your Area or County page - keep it local! If you find some posts from your library, share them! You don't need 100 followers from USA if you are in Athy

PEOPLE

Cater your posts to the most populous age group and gender in your audience. You can find this out by going to your "Insights" tab on Facebook settings

INTERESTS

What are your readers interested in? You can find out their interests (ie: music, sports) by going to your "Insights" tab on Facebook settings

TIMING

If your followers are mostly retired, they may read posts during the day. But busy mums, might be online later on when the children are asleep

SHARING AND TAGGING

It's all about ENGAGEMENT

SHARING

Share content from local sources and reputable pages.

If you are looking for inspiration, visit the Commuity Games National Page

@TAGGING

Tag other organisations that are similar to your own in posts.

Tag venues or businesses that support you, or better still "check in" to them virtually

REPLYING

When people comment on your post, like or reply to them. You don't need to have a full on discussion, a simple "thanks" will do!

#TAGGING

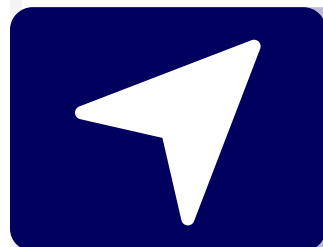Use a hashtag at the end of a post.

This will make your post more visible as people sometimes search by a hashtag #winning

EMOJIS

Don't be afraid of emoji's - you can use them when sharing, commenting or in your original content

LIKING

Be sure and like other posts and other pages if they are relevant to your Area and your audience.

HOW CAN YOU HAVE A SAFE SOCIAL MEDIA PAGE?

You should always welcome and appreciate comments and interactions on your page, however:

1. Any offensive or inappropriate comments/content should be removed, do not engage!
2. Any private or confidential content should be removed
3. Do not post the full name and/or address of any person without their written permission
4. People who repeatedly post offensive, derogatory or inappropriate comments should be blocked
5. Always have a second administrator - go to "Page Roles" in your facebook settings to assign one

Community Games