



# **SOCIAL MEDIA WEBINAR**

# What we will cover

- ✓ Basic Principles of Social Media
- ✓ Benefits of Social Media
- ✓ Club marketing plan
- ✓ The difference in platforms
- ✓ How to be heard by others
- ✓ Do's and Dont's
- ✓ Good Practice
- ✓ Safeguarding
- ✓ Public Vs Private
- ✓ Simple ways to improve
- ✓ Don't dwell on negativity
- ✓ Break the boundaries

# Basic Principles...

- Be engaging
- Create conversations
- Know who it is you want to target with your information
- Post regularly
- Create a community
- Share
- Reward
- Listen





# BENEFITS OF SOCIAL MEDIA

## **Increase club awareness –**

Being active and posting regularly will allow non-members to take more notice of you

## **Build relationships with your members -**

Gives them a place to be heard which creates **trust** and **loyalty** to the club

## **Increase reach to wider communities –**

Allow you to engage with larger audiences. This can be done by members sharing information, publishing on other pages

## **Cost effective platform -**

The free marketing tool can allow you to promote information online instead of traditional methods i.e. flyers and posters

# Club Marketing Plan

When starting up/ running a social media account, it is important you know **EXACTLY** what **YOU** as a club are **TRYING TO ACHIEVE**

Identifying what your clubs **CULTURE** and **VALUES** are will help create **AIMS** and **SMART OBJECTIVES** when launching/ running your social media accounts

Know **WHO** you are as a **CLUB** and use that in your Social Media accounts

For example, we at Bowls Scotland have these objectives when launching Social Media content;

- ✓ To continue to promote a modern image of the game
- ✓ To strive for better engagement
- ✓ To cultivate a strong corporate image to current and potential partners
- ✓ To Heighten awareness of the game of bowls for younger generations

# SMART Objectives

- **Specific** – make sure your goals are relevant to what you want to achieve
- **Measurable** – follow your process, will you be able to see if what your doing to achieve this goal is working?
- **Attainable/ Achievable** – make the target motivate you to achieve it, setting it to low won't make you work more for it
- **Relevant / Realistic** – is this out your reach? Can you as a club achieve this within that time- period?
- **Time-based** – set yourselves a date and aim to achieve these objectives by then. This will keep you motivated and eager to keep working hard

# Main Platforms



# Facebook



- The first place a non-member would visit to find out information on your club
- The platform where you share and promote news, photos, events, videos and services.
- Longer and more informative posts are published
- Main Social Media tool for bowls clubs to get information out to a wider community
- A key platform for marketing, as information users click, “like”, comment on, and share, will appear on others timelines
- Platform where you can re-share information on other pages, such as local community pages
- Gives members the opportunity to voice their opinions and provide feedback



# Instagram



- Image and video based site
- Popular platform to promote adverts relating to events or competitions
- Designed to use very short captions or none at all
- Great way to post action photos, player profiles
- Less informative platform
- Younger generation platform – opportunities for them to run this channel



haddingtonbc



# PLAYER 101



NAME

Calum Darling

NICKNAME

None

AGE

23

YEARS PLAYED

15

BOWL OF CHOICE

Tiger Size 3

3 WORDS TO DESCRIBE YOURSELF

Positive, Funny, Easy Going

DO ANY OF YOUR FAMILY PLAY

My Dad and Grandad

FAVOURITE SHOT & DISCIPLINE

Draw & Singles

WHO DO YOU ENJOY WATCHING PLAY

Nobody in particular, anyone drunk at an open.

WHO MAKES UP YOUR IDEAL RINK

The Young Guns; Joe Mower, Glenn Blair, Chris Brock, Myself

YOUR FAVOURITE FOOD & DRINK

Pasta & Irn-Bru

BIGGEST BOWLING ACHIEVEMENT / BEST MEMORY

Scottish U18 Singles Winner or Playing at Ayr

FAVOURITE TV SHOW

Supernatural

FAVOURITE GREEN PLAYED ON

Haddington

WORST GREEN PLAYED ON

Was in Fife can't remember the name

CLUB YOU LOOK FORWARD TO PLAYING MOST AND WHY

Store for a bit of atmosphere!

FAVOURITE THING ABOUT PLAYING AT HADDINGTON

Obviously the green and the club, but just a great bunch of guys.

YOUR BOGEY PLAYER

None

# Twitter



- Less informative platform
- Interact easier with other clubs, sports, people
- Good way to drive traffic to your website
- Retweet and like other tweets which is then displayed across your page
- Easy to Tag other accounts in posts which can increase post performance



## Angus Active Schools

4,133 Tweets

Following



10

8



Angus Active Schools Retweeted



**Bowls Scotland** @BowlsScotland · 22h

📺 SOCIAL MEDIA WEBINARS 📺

To further support our clubs, Bowls Scotland's Communications Officer Darren Weir and Marketing Officer Ross Robertson will deliver three social media webinars through Zoom.

For more information, please click here - [bowlsscotland.com/news/social-me](http://bowlsscotland.com/news/social-me)



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# HOW TO BE HEARD BY OTHERS

- Contact your local community pages – When you have open days, TryBowls events, Family days, promote yourselves through these platforms
- Local newspapers/ advertisers – ask them to share your events through their Social Media accounts
- Ask members to share information on their own accounts, this way it reaches out to their friends and family

Social Media is all **Word-of-Mouth** marketing



# Do's and Dont's

## DO'S

- Be reactive to situations
- Create conversations with your members
- Be genuine on your page
- Post regularly
- Try new things
- Ask people to share your information

## DONT'S

- Post irrelevant information
- Post negative information
- Be something your not
- Only provide information once a month
- Project yourself needy or beg people to like the information
- Use poor grammar and spelling

# What is Best Practice?

**Approach other clubs and ask how they did things.** Find out what resources they used, how it performed and what they would do differently

**Content sharing** is an effective way to help improve your club's social media channels

The one thing we share is the love for our sport, so we need to work together in order to change perceptions

# Safeguarding

- Make sure your page is a welcoming and safe place for people of all ages
- Ensure all members/ users are respectful to each other
- Delete any inappropriate content and ban users who are involved
- Be careful about what information is public or private on your page
- Make sure you have permission from parents when posting photos or videos of people Under 16



# Public Vs Private

## What information should be on...

### Public

- Club contact details
- Club information e.g. guidance updates, booking forms
- Club events e.g TryBowls, Family Days, BBQ's
- Open competitions
- Photos/ videos of the club (ensure you have permission from members)

### Private

- Club committee meeting minutes
- Internal club agendas
- Members information
- Junior coaching (Parents and kids)
- Club ties draws

# Simple Ways to Improve your platforms

- Use Eye-catching imagery
- People want to know what really matters so make sure you are posting relevant information as this improve engagement.
- Post regularly, however too many posts can confuse people and lose its relevance
- Listen to your members. This can allow you to post information to their needs and wants
- Link with other public platforms. Promote in local pages about your clubs, this can increase interest



# Don't Dwell on Negativity

- People always have an opinion, don't let it stop you promoting your ideas
- Delete any abusive or inappropriate comments from posts – this can put people off your club
- Focus on constructive feedback to improve your site – nobody's perfect
- Don't react to any negativity as this can affect the image of your club
- Don't let it define you, continue to strive and achieve your objectives
- Block the user if the abuse is a regular occurrence

# Break the Boundaries

Starting a Social Media page can be a **daunting** experience. Doubts can take over but making that step to building a platform for your members can be very rewarding.

## Top tips to “Break the Boundaries”

- Don't be afraid
- Try new things
- Engage with people outside of Lawn Bowls – local pages, newspapers, local businesses, other clubs
- Build a community – shows trust and loyalty to individuals

— Be Patient, Try new things and Succeed —

POWERED

— BY \* KUKRI —



\* KUKRI



# PLAYER PROFILE

## CRAIG ENGLAND

AGE - 32

HEIGHT - 6FT

YEARS PLAYED - 16

FAVOURITE PLAYER - IAN SCHUBACK

BEST DISCIPLINE - LEAD IN FOURS

FAVOURITE SHOT - DRAW

BOWLS USED - TAYLOR SPECTRUM SIZE 3

FAVOURITE GREEN - KIRKLISTON BC

TOP HONOUR - 1ST SCOTLAND CAP

LEAST FAVOURITE GREEN - ISLE OF WHITHORN

NICKNAME - DOESN'T HAVE ONE



## Christopher Stein (Rocket)



AGE: 27

HEIGHT: 6ft

YEARS PLAYED: 24

PREFERRED POSITION: ANYWHERE PICKED

BEST DISCIPLINE: SINGLES

TOP HONOUR: JUNIOR INTERNATIONALIST

FAVOURITE SHOT: DRAW

FAVOURITE PLAYER: PAUL FOSTER MBE

FAVOURITE GREEN: LESLIE BOWLING CLUB

### FACT FILE

PREVIOUS CLUBS: TOO MANY TO NAME

During Lockdown, some of our clubs utilised video content to its full potential. This is a great way in showing quick and easy information

Here's two of the best examples;

Cumnock BC Opening Day video -

<https://www.facebook.com/watch/?v=612025222989915>

Maidens BC Phase One Walkthrough video -

<https://www.facebook.com/watch/?v=720087455425683>



# Summary

- Things to remember:
- Set yourself a goal
- Understand your audience
- Post consistent and regular updates

Know what you as a club are trying to achieve, set clear and concise objectives which are **SMART**

## **Break the Boundaries –**

Try new things, have a more modern approach to your promotional activities

Be engaging, show you are interested in your members. This will create a good relationship with individuals as there will be a sense of trust and loyalty





# Questions?



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