

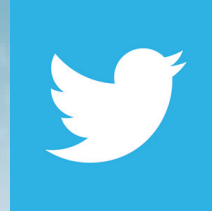
Social Media Tips for National Skating Month



FACEBOOK

If you don't already have a club Facebook page, National Skating Month is a great opportunity to create one and start building an online community. Encourage members to 'Like' it and to check it regularly.

- Make your Facebook page a place where club members can easily see important information, and make sure, if you're going to post regular updates, that you don't miss anything. You don't want people to become dependent on Facebook to provide updates and then have them miss out on key dates/deadlines!
- Use Facebook to post pictures. One easy way to make your Facebook page a destination is to post pictures from events. Show everyone how much fun skaters in your program are having! Take a few snaps at events or during skating sessions and post them online for members to view, tag and engage with. Make sure the skaters in your pictures have signed a waiver that allows their pictures to be posted online.
- Create events. Have an event that needs added exposure? Create an event on Facebook and invite members of your club to join the event page. This can help create chatter and excitement surrounding the event and also serve as publicity for non-club members who happen to be friends of members. Ask members to share the event with their Facebook friends.
- Do not be controversial. Do not post anything that could create a problem or cause a stir. Remember, people can comment and share and you want to make certain that your Facebook page is a place where people can learn and be positive.
- Give members a reason to check the page. Use the following questions to help create content: Why would someone need to check the page? Why would someone want to 'Like' this page on Facebook? Consider posting deals, reminders and updates to answer those questions.
- Don't re-invent the wheel. If you see someone or another club doing something successful, take their idea and use it on your page.
- Be creative! For a small investment, you can boost your posts so that potential skaters who don't like your page may see your post. There is no cost to looking at the potential cost and potential audience of a boosted post.



TWITTER

Twitter can be a great club resource if used properly. If you don't already have a Twitter account for your club, consider creating one. Encourage members to 'Follow' you on Twitter for updates.

- Post event reminders, skating sessions, competitions and anything else happening with the club. Members can even sign up for notifications from your account. This can be useful if you plan to use the account to make important announcements, such as schedule changes and weather delays or cancellations.
- Give people insight, behind the scenes information and let people in to see what goes on. Make your club fun and personable to the members so they want to join.
- Give me a reason to follow. Similar to Facebook, why would someone want to follow you on Twitter? Simply because you're a club member isn't enough. Create content to give them a reason.
- Ask your members to engage with your club on Twitter. Post when they're there, post pictures and tag the club in tweets using the @TwitterHandle in a tweet. Engage with your followers if they're engaging with you.
- Post updates during events to show your followers what a great event it is so they want to participate in future events.

DO:

- Post content regularly and consistently.
- Post visual content (photo/video).
- Use a consistent voice.
- Designate who may post for the club.
- Share media coverage and stories to engage your community and peers.
- Use common sense (don't post anything you wouldn't want your mom to see).

DON'T:

- Treat every platform equally.
- Overshare or become white noise.
- Neglect proofreading.
- Assume followers are familiar with your program or the sport.
- Oversell. Most content should inform and entertain.
- Sacrifice professionalism.



#NationalSkatingMonth
usfigureskating.org

