

# How-to Social Media

Social Media is an excellent way to promote your hockey club and your Hookin2Hockey program. Whether it's Facebook, Twitter, Instagram, Snapchat or another Social Media platform, as a Social Media Coordinator, you just have to be aware of a few things and you're ready to go. This guide will help you to use Social Media as an effective communication tool for your members and their network to promote the good work that you're doing to current members of your club as well as to attract new members.

Before we begin, here are a few things you need to keep in mind:

1. Remember that you are **posting on behalf of your club not on your personal account**. Avoid any content that will bring disrepute to your club or is your personal opinion. Avoid posting anything that you're not authorised to speak about.
2. This doesn't mean that you can't have Social Media fun and be **quirky and creative** – Social Media is meant to be fun and engaging. The more fun the content is the more people are likely to share it and give you a bigger reach.
3. Answer the questions – **Who? What? Where? When? How often?** ... before you start (see next section)
4. Identify members that are active on Social Media and mention them by tagging them in your posts. That way, they will be notified that you have posted and chances are that they will share your content – **power of the network**
5. Even if you're present on all the platforms, you want to be strategic when it comes to publishing content. **Time and Effort is directly proportionate to engagement** and vice versa. Don't spend too much effort on platforms where you are getting little return. E.g. 50 tweets a day when you have just 17 followers and they don't engage with you.

Let's try and answer these questions first:

## Who?

Have a think about who it is that you wish to communicate with. Picture these people in your head and list them. For example:

1. Hookin2Hockey parents – parents of kids who will enrol into your Hin2H program
2. Grandparents of Hin2H participants

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3. Hin2H participants themselves – as much as we'd like to believe that children are not on Social Media, they have access to screens and their parents' Social Media profiles

### What?

What do you want to say to these people (that we've now identified) in order to attract, engage and retain them as followers of your club on Social Media. People start following us if they think we will publish content that is of value to them and they will unfollow us when they think we've got nothing valuable to offer. Put yourself in your audiences' shoes and decide the message accordingly. Give important relevant and regular information.

Get creative and make the message interesting. DON'T digress from the message.

ALWAYS, always have a call-to-action. Great to have a good story but what would you like your audience to do after reading/watching it? Register. Sign up. Follow. Share. Spread the word. Buy.

Now the tricky part about Social Media is if THEY (the Gods that decide what content is a hit) see a lot of Salesy content on your website, they get real mad. Hence, call-to-action in Social Media terms also means asking questions – Tell us what you think of this? How would you do that? What is your favourite hockey memory? Does this work for you?

Put the most relevant information in the first line. Let your followers click on 'read more' or the website link for more information.

For example: "ABC Hockey Club's FB post, accompanied by a relevant graphic, reads: Register you 5 to 10 year olds for a new season of Hookin2Hockey starting on 14<sup>th</sup> March, 2018 at XYZ Grammar School."

**NOTE: Since you're dealing with Hookin2Hockey participants, ensure that you have written permission of parents or guardians before filming or uploading photos/videos of kids. It is best to get a release form signed by the parents at the time of registration and inform them about the use of photos and videos. If a parent raises any concerns regarding this, you must take down any published content immediately. It is the law.**

### Where? When? How Much?

If you're starting off, you may want to start in this order. Just remember, don't launch a platform and then forget about it. Also, promote the living daylight out of your platforms, especially when you launch. At the next club meeting, ask members to follow, like and share the page or profile. In your emails, make a mention of the Social Media platforms. You can even get posters put up in the club room or around the pitch asking people to follow your club's page. As we say in Social Media terms, every 'like (use thumbs up symbol)' counts....

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How much? – Don't be a spammer! No one likes a Social Media loudspeaker.

### 1. Facebook

Probably everyone you know and meet in your life, has a Facebook profile. Maybe not but with 2.13 billion monthly active Facebook users (Source: Facebook.com), it is difficult to ignore this Social Media colossus. It is also the most versatile platform on Social Media. You can share photos, graphics, website links, videos, events, groups, plain text, gifs (a moving photo), news, ads, and even use your club's FB page as a website. In today's day and age, if you're not on Social Media, you're not relevant. If you haven't already, do your club a favour and create a FB page for your club. Step 2: Promote it and get more likes (followers). Step 3: Content!

Facebook's news feed algorithm (this is the fancy code that decides which content is more popular than others) can affect how many people will or won't see you posts so don't be discouraged if Social Media content does much better than other content.

The optimal time for posting content on Facebook is between 12pm – 3pm Monday – Friday and 12pm – 1pm Saturday and Sunday.

Normally the rule is “two posts a day” if you have a substantial audience of 10K followers or more but if you have a few hundred followers or a few thousand followers, you may want to start with a few posts a week rather than two posts a day, says Neil Patel, Social Media Guru.

### 2. Instagram

The 'photo album' of Social Media, Instagram also acts as a mini-video uploading platform which is quite popular among the young adults (90% users are < 35 years age group; Source: <https://www.brandwatch.com/blog/instagram-stats/>) – think parents of young children who would love Hookin2Hockey. The drawback is that Instagram doesn't show links so avoid putting any long links in the text accompanying the image. You can however add up to 30 hashtags so try and use as many hashtags that are relevant and will be picked up by local people. If you don't know what hashtags to use, copy and paste this:

**#hockey #Australia #hin2h #hookin2hockey #sport #junior #sportingschools**

Instagram is a fast growing Social Media platform and as such you will have limited time to make a big impression. Posting between 12pm – 1pm Monday – Friday should see your content get the engagement you're looking for.

Regular use of the story feature during games and events will create habits for your consumers to look for your content on weekends.

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When it comes to Instagram, consistency is key. You can post up to 10, 15 or even 20 times a day. It will result in more followers and more engagement. If frequency drops, you'll start losing followers and engagement. So, the best posting frequency for YOU is one you can maintain for the rest of your club's Instagram life.

### 3. *Twitter*

On this micro-blogging site, everything happens in real time. Users follow world events live and breaking news often appears on Twitter before anywhere else. One of the reasons for its popularity is the character limit – it forces us to keep our content crisp and clear.

Twitter is a good platform to tag local media for news generation. Upload photos and tag the news agency's handle e.g. @ABCcentralVic

(Profiles on twitter are called handles and have a maximum limit of 15 characters)

Twitter is a busy Social Media platform and content can easily be lost in the sea of posts. The best time to post your content is at 3pm Monday-Friday but we recommend posting multiple times throughout the day and finding what works best for you. If engagement per tweet is what you're looking for, 1-5 tweets a day is ideal but if you want total engagement for your account, you can tweet as many as 50 times a day (which is a big time commitment from your end).

### 4. *Snapchat*

The next generation of Social Media, Snapchat is a good way of showing your audience what you are doing right now. Stories are relevant for 24 hours only. You'll never really know how many followers you have, the only stat you will be able to see is the number of persons that have seen each post, and if someone has taken a screenshot of your content. This platform is very popular among millennials.

Best time to post/create content on Snapchat is during events - matches, come and try sessions, award nights, etc. You may also generate content at training sessions but you need some sort of activity to capture as content.

One to five posts a day, is suggested by experts as the golden number but just remember – frequency is key.

Most importantly, if you have more than one platform, cross promote! Let your followers on Instagram know that you've posted an album on Facebook. Tweet about your newly released YouTube video. Just, promote your content across the various platforms.

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There are other platforms and we're happy to talk to you directly if you wish to promote your Hookin2Hockey program on any other platforms. Write to us: [brand@hockey.org.au](mailto:brand@hockey.org.au)

Types of content that you can create in order to recruit new members for your club's Hookin2Hockey program.

1. Photos of previous/current Hookin2Hockey sessions are a great way to show your prospective members how much fun the kids are having. We can guarantee that parents of the kids that have undertaken Hookin2Hockey in the previous sessions have Social Media amazing photos stashed away. If not, be sure to take photos and videos during the come 'n try sessions that you will organise.  
**Remember, permission!** We do not encourage use of photos and videos of minors without prior written permission of their parent/guardian.
2. Tips and tricks to get the little ones interested in hockey. Our main aim is to ensure that the kids are having fun while they're at the Hookin2Hockey session and to assure the parents that hockey is a safe and enjoyable sport for their wee ones. Content created to push this idea will lead your audience a step closer to signing up their child for Hookin2Hockey.
3. Advertise 'Come and Try' days – Use the graphics in the [Hin2H media toolkit available here](#) to promote these 'Come and Try' days.
4. News – and we don't want you to replace ABC News. Give your followers regular news about what's happening at the club. Talk about your achievements – people want to know how your club has grown and why they should join. You're awesome, why not tell them exactly how?
5. A few don'ts! Don't just post competition results. Don't post poor quality images. Don't post the same thing over and over again and don't put the same things on all platforms at the same time – vary the content.

**Important Note:** Social Media is a platform for two-way communication, a conversation between friends even. It is important to push content out to your audience, based on what you think they want to know but also put your ear to the ground and listen to what they are telling you directly and indirectly.

Indirect feedback like likes, retweets, views tells you what stuff is good and your fans want more of.

Comments and replies are direct feedback from your people. They've taken the time to type out that comment, consider it a crime to disregard their feedback. Negative feedback is good too and must be addressed – don't delete all negative posts – allow people to comment. Having said that, if you're getting too much negative feedback but you're doing everything right, have a chat to us.

If you think we have bombarded you with information, [check out this cheat-sheet](#).

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There are free and not-exactly free tools in the market that can help with Social Media management. Our favourite ones are Hootsuite and TweetDeck.

Finally, let's talk sizes. The chart below saves you loads of time and effort browsing 'how to Social Media' blogs on Google.



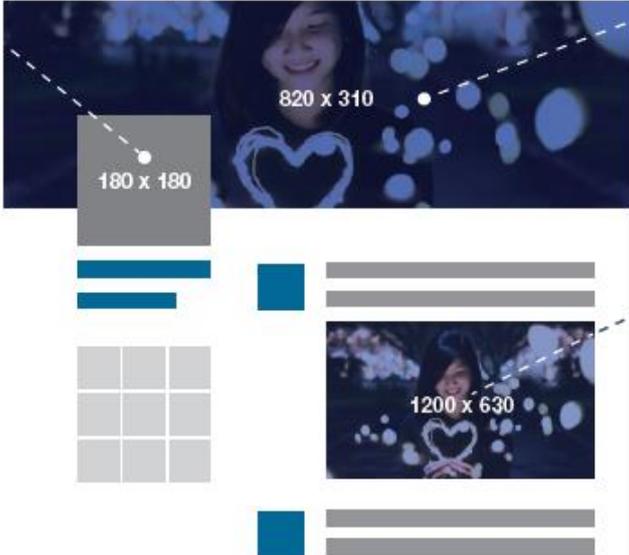
**Profile Image: 180 x 180 px**

**Image Guidelines**

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 180 x 180 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.



820 x 310

180 x 180

1200 x 630

**Cover Photo: 820 x 310 px**

**Image Guidelines**

- Appear on page at 820 x 310 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- Smartphones display as 840 x 360
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

**Shared Images: 1200 x 630**

**Image Guidelines**

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

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**Header Photo:**  
1500 x 500

**Image Guidelines**

- Recommended 1500 x 500 px
- Maximum file size of 10 MB, JPG, GIF, or PNG.



**Profile Photo: 400 x 400**

**Image Guidelines**

- Square image – recommended 400 x 400 pixels.
- Maximum file size 100 KB.
- JPG, GIF, or PNG.



**In-Stream Photo: 440 x 220**

**Image Guidelines**

- Min to appear expanded 440 x 220 pixels.
- Max to appear expanded 1024 x 512 pixels.
- Appears in stream collapsed at 508 x 263 pixels.
- Max file size of 5 MB for photos, and 3MB for animated GIFs.



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