






THINGS TO REMEMBER

1. You are posting on behalf of your club not on your personal account.
2. The more fun the content is the more people are likely to share it and give you a bigger audience.
3. Consider Who? What? Where? When? How often? Before you post.
4. Identify members that are active on Social Media and tag them in your posts.
5. Focus on platforms that your audience is engaging with.

	TYPES OF CONTENT	NUMBER OF POSTS	RECOMMENDED TIMES
	Photos, graphics, website links, videos, events, groups, plain text, GIFs, news and ads	2 posts per day	Monday - Friday, 12pm-3pm Saturday - Sunday, 12pm-1pm
	Photos, graphics, videos or text	1-5 tweets a day	Monday - Friday, 3pm
	Photos, graphics and videos	10-20 per day (including stories)	Monday - Friday, 12pm - 1pm
	Photos and videos	1-5 per day	During events, matches, come and try nights and award nights
	Videos	1 per day	Monday - Friday, 3pm

THINGS TO THINK ABOUT

- Think about your audience
- Post content valuable to your audience
What would you want to hear about?
- Always have a call to action!
"Regisiter here, comment below, share this post"

Be quirky and creative

Make sure content isn't offensive or classified.

If your posts include photos/videos of children
GET PERMISSION FROM THEIR GUARDIAN

HOW-TO SOCIAL MEDIA

ALWAYS USE THESE HASHTAGS

#hookin2hockey #hin2h #hockey
#Australia #sport #junior