

Scottish Motor Sports Social Media Guide for Clubs



This guide is designed to provide simple advice on how to use social media effectively, which should in turn help improve your clubs marketing and communications.



What is Social Media?

Social media can be described as:

“A direct and targeted way to communicate with an audience. This communication involves listening, learning, creating, sharing or exchanging information and ideas in online communities / networks.”

- Social media is about conversations, community, connecting and building relationships.
- Social media allows two way dialogue between messenger and sender. This dialogue is instant and public.
- Social media is about being engaging and relevant.



Why Use Social Media ?

- 1. Increase awareness** – Social media makes it easier to promote your club within your community and helps enhance your clubs visibility.
- 2. Relationship building** – Social media allows your club to build bigger, stronger and deeper relationships with key audiences. Members, local media, partners etc
- 3. Customer Service** – Social media can be used to improve your clubs customer service, queries and enquiries can be answered quickly, club contact details distributed easier and wider.
- 4. Personal Touch** – Social media adds a personal touch to your club communications helping build trust and loyalty with audiences.
- 5. Sponsorship** - Social media makes it easier to target and attract sponsorship.

Why Social Media?

6. Image Building – Social media can be used to promote and project a positive image to external audiences, helping promote the good work of the club within your community.

7. Member Recruitment– You might not realise it yet, but your target audience are already using social media. Social media aids membership recruitment.

8. Bigger Reach – Social media makes it easy for your club to connect with wider audiences, not just in Scotland but worldwide.

9. Cost Effective – Social media is free to use, the only cost is the time spent using it. Social media offers a cost effective promotional channel for your motor sports club.

10. Timely – Social media can improve your clubs communications. Messages can be sent out quickly and easily, e.g. event cancellations or rearrangements.

Types of Social Media

There are various types of Social Media but in this Guide we are going to focus on the following mediums that we believe will be most useful to your club:

- Twitter
- Facebook
- Youtube



Twitter

About Twitter:

A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short messages (tweets, 140 character limit). You follow people & gain followers.

Who uses Twitter?

Over 15 million users in the UK, two thirds of twitter users are aged 34 year old and under. The demographics split is 49% Male, 51% Female.

What to do:

- Sign up and start a twitter account
- Personalise your page
- Tweet regularly
- Tweet regular updates about anything happening in and around the club
- Tweet photos from around the club, training, events etc
- Tweet video's from around the club, training, events etc
- Follow relevant people (club members, championships, industry specialist, high profile competitors)
- Follow people who also follow you
- Promote your Twitter feed on existing club communications and within the club

Examples:

Some of our motor sports clubs are already on Twitter. Why not have a look at how they are using it and the content they are posting. Two examples of a motor sport clubs already using Twitter are shown on the next page.



14:01

79%



Following

WSKC

@WSKCLarkhall

FOLLOWS YOU

Larkhall • www.wskc.co.uk

173 FOLLOWING

298 FOLLOWERS

Tweets

Photos

Favorites



WSKC @WSKCLarkhall

1h

Good luck to all Racers in 2015!
Larkhall open for practice this weekend from 10am 10-11th Jan
wskc.co.uk



1

2



Timelines



Notifications



Messages



Me



14:38

76%



Following

Elgin Endurance Club

@ElginEndurance

FOLLOWS YOU

A small off-road motorcycle club in the North East of Scotland located in the jewel of the North, Morayshire. elginenduranceclub.com

Elgin, Scotland.

facebook.com/ElginEndurance...

207 FOLLOWING

217 FOLLOWERS

Tweets

Photos

Favorites



Elgin Endurance Club retweeted



Dave Kneen @davekneen

30/12/2014



Timelines



Notifications



Messages



Me

Facebook

About Facebook:

Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands / sports clubs create pages and Facebook users can then “like” clubs’ pages.

Who uses Facebook?

Over 31 million users in the UK, with a mixture of personal, business and sports pages. Largest demographic using Facebook is 25-34 year olds. Facebook has the biggest concentration of users on any social media network.

What to do?

- Sign up – Start a “like page”
- Personalise your page
- Post regular updates about anything happening in and around the club
- Post video content from around the club, training, events etc
- Post photos from around the club, training, events etc
- Comment on other peoples posts and comments
- Promote club events
- Promote your Facebook page on existing club communications and within the club

*It is worth noting that posts made on your page will unfortunately not reach all your followers. Facebook restricts a standard posts reach and now offers a ‘Boost Post’ option which involves a payment to reach more people. You increasingly need to ‘boost’ your posts to ensure all your audience gets the message and this may be worth considering when promoting a particularly important message or event.

Examples:

Some of our motor sport clubs are already using Facebook. Why not have a look at how they are using it and the content they are posting. Two examples of a motor sport clubs already using Facebook are shown on the next page.

14:03 78%

Bon Accord Motorcycle Club



Bon Accord Motorcycle Club

Club

Like Save Message More

660 people like this
Gavin Jones

Always open
Get additional info

Invite friends to like this Page

News Feed Requests Messenger Notifications More

14:03 78%

SMRC Scottish Sports & Saloo...



SMRC Scottish Sports & Saloon...

Community

Liked Save Message More

765 people like this
Craig McAllister and 66 other friends

Invite friends to like this Page

About

News Feed Requests Messenger Notifications More

Youtube

About Youtube:

Video hosting and watching website. Youtube allows users to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe using video.

Who uses Youtube?

More than 1 billion unique users visit YouTube each month . According to Nielsen, YouTube reaches more US adults aged 18-34 than any cable network. Mobile makes up almost 40% of YouTube's global watch time.

What to do:


- Sign up for Youtube
- Personalise your clubs Youtube channel
- Post video content from around the club, training, events, competitor on-boards etc
- Post video content of relevant elite competitors at other external events
- Post videos providing tips for participants on preparation and competing
- Promote your Youtube page on existing club communications and within the club

Examples:


Some of our motor sport clubs are already using Youtube. Why not have a look at how they are using it and the content they are posting. Two examples of a motor sport clubs already using Youtube are shown on the next page.

14:59 73%

← scottishrallytv 🔍




scottishrallytv
398 subscribers




Home Videos Playlists ⋮

Uploads ⋮




SRC Presenter Tryouts
No.1
400 views




Merrick Forest Stages
2014 Thrills & Spills
467 views

15:04 72%

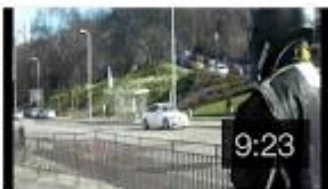
← eumscTV 🔍




eumscTV
10 subscribers




Home Videos Playlists ⋮



EUMSC - Transport
Race 2014
62 views



Edinburgh University
Motor Sport Club
271 views



BUKC 2012 - Rookie
Champs testing @

Link it All Together

Whilst the use of Social Media for marketing and communications is on the increase, this does not mean that your existing website (if you have one) is redundant.

Your website serves as the hub for your online marketing and communications and can display much more detailed information about the clubs news and events than social media channels can.

So ensure that you still use your website but also link it into your social media communications. If you have a big piece of news, post it on your website and then tweet a link to the news item on your twitter page and share the link on your Facebook page. Likewise, if you post a video on the Youtube page, then communicate this via your Facebook and Twitter outlets.

Linking all your communications together will give your message the best possible chance of reaching the widest audience.



Who Is Responsible?

Now your club knows about the popular social media channels for motorsport clubs, it is important to think about who will take charge of your clubs presence on social media.

Who will be in charge of your clubs channels? Social media can have a big impact on the reputation of your club (both positive & negative) therefore it is essential you choose person / persons;

- A. Who understands / enjoys using social media.
- B. Who you can trust.
- C. Who is regularly involved with the club and can post updates frequently.

For clubs to maximise social media, ideally two people in your club should have access. If there are two people from your club responsible for social media, do make sure both communicate in a consistent way.

Pitfalls To Avoid

Although social media is beneficial to your club, there are some pitfalls to avoid;

Self Publicity: Social media allows two way communication and the opportunity to build strong relationships. Encourage interactivity and invite discussion, avoid obsessive one way promotion.

Time consuming: Although social networking sites are free to set up, they can become time consuming. Only begin using social media if you can commit to using it effectively.

Caution: Social media is about sharing. However, do ensure that any links / content your club is sharing is safe, suitable & relevant.

Lack of planning: Planning is essential when using social media. Know the audience you want to target and communicate with, know what club activities are coming up, know what stories you want to share, planning makes everything easier.

Permission: Before posting any content of participants and members who are under the age of 16, please ensure you have consent from their parent / guardian.

Now it's your turn!

Don't use social media?

Our challenge is for you to launch a new social media channel that is explained in this guide!

Already using social Media?

Our challenge is for you to improve the frequency and quality of your social media communications!

And whilst your at it, remember to follow Scottish Motor Sports!



@SMS_Scotland



facebook.com/pages/Scottish-Motor-Sports/383585901707829