

SOCIAL MEDIA FOR LEAGUES & CLUBS

A Guide to Elevating Your Online Social Presence

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2019
ANNUAL
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WHY?

- Grow your name.
- Grow your presence.
- Promote league/club events – tournaments, tryouts, registration, etc.
- Announce news.
- Engage membership.
- Recognize team, coach, staff and player accomplishments.
- Avenue to gain/engage/promote sponsors and partners. REVENUE source!
- More...up to you to determine.



PLATFORMS OF CHOICE

- **Facebook**

- Mostly parents.
- Age Range: 14-75



- **Twitter**

- Teens, young adults, young couples, coaches.
- Parents starting to get more involved.
- Age Range: 18-45



- **Instagram**

- Hybrid: both parents and teens.
- Kids!
- Age Range: 10-50



- **Snapchat**

- Kids!



MEDIA CHOICES

- Still graphic →
- Video
- GIF ([BMG](#))



TOOLS

- **Presentation is everything.**
 - Short and concise – don't explain everything in one go – thread it (Twitter only) if necessary.
 - No mess! (Bitly for links)
 - Phone camera.
 - Put in a little effort – it will translate in the end.
- **Paint**
 - Beginner
- **Canva**
 - Beginner/Intermediate.
 - Still images, GIF's, small videos.
 - Free to use, but limited.
 - App available on phone.
 - Canva for Work: \$12.95/mo
 - Free license available for non-profits.
- **Adobe Suite**
 - Advanced
 - Adobe Spark (app)
 - Illustrator, Photoshop, Premier



TIPS

- Be active. Stay active.
- Create a hashtag! This unites your organization across all platforms.
- Schedule posts for the weekend.
- Hootsuite
- Give credit where credit is due.
- Sizes (in pixels):
 - Twitter: 1500x500, 2048x1024
 - Facebook: 1880x1576
 - Instagram: 1080x1080
- Be worried about color schemes.



INTERACTION

- **With any platform, there will be good and bad interaction with people. Comes with the territory.**

BAD

- **Handle how you see fit, but we recommend;**
 - Responding to most comments in some fashion; be courteous – not curt!
 - Take it offline; “We’d be happy to discuss this further with you. Please reach out to x at (phone or email).”
- **Be able to decipher a real issue versus a complaint.**
- **Use these comments in a constructive way – they are telling you things that might need to be reviewed and/or fixed.**

GOOD

- **People like to be recognized. They also like to show appreciation. Support that!**



LEARN FROM THE PROS

- Social media is global. Use that to your advantage. Learn from other organizations.
- People want their club to look and feel just like what they see on TV.

- Some of my personal favorites;

- Corinthians
- Ajax Amsterdam
- FC Copenhagen
- Gladbach
- Under Armour/Nike/adidas
- Bundesliga
- U.S. Soccer



QUESTIONS?

- Make sure you take this opportunity to follow Ohio South on all our platforms; Twitter, Instagram and Facebook at @ohiosouthsoccer.
- Thank you for attending! You can reach me anytime at gould@osysa.com.



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