
Building Networks/ Partnerships on Social media

Now you've created a Facebook page for your club, it is all about growing your fan base and managing it! Your social media pages are a shop window for your club, showcasing what you do day in, day out, not only for your members but for those potentially looking to join your club. Keeping it up to date shows that you are vibrant, communicative and engaging - the type of club people like to join and be part of!



Contributing to conversations

The nature of social media is that it encourages a two-way conversation. Your club can talk to your customers and your customers can talk to you, both directly and publicly.

Monitoring conversations and responding to them in a timely way shows that you value your customers. When contributing to online conversations such as Twitter chats it is important that you don't jump in purely to try and pitch your tennis club. It is important that you contribute to conversations in an appropriate, helpful and informing way. Some top tips:

- Be friendly. Treat it as a real life conversation with humans not robots!
- Don't hijack the chat by using your own hashtags and adding links
- Enter with a willingness to actually help, not just to pitch your club



Commercial Agreements

Social media has helped generate a number of opportunities for sponsors in sport. By entering into commercial agreements with sponsors, you are asking them to @mention your club and share your posts. Potentially, sponsors will have a considerably larger reach (number of fans/ followers) than you, and as such, can provide great benefit to your club by getting your message out to more people.



Influencers

Social media influencers are people or brands who can build relationships with audiences for you. Influencers have established credibility in certain industries, and have the ability to 'influence' their 'fans' to do certain actions. Whether the influencer's audience is large or small, the influencer is able to reach your desired audience through their blogs and social networks.

The best way to find your social media influencers are by looking for credible voices that your audience would trust. Having them mention your club will go much further than you posting out on your social media channels as they have the credibility with a large fan base who trust the influencer's opinion, which is why they follow them in the first place.



Business Partnerships

Business partnership on social media have been shown to demonstrate significant benefits for clubs. A business partnership is where a business and club come together in order to achieve a common interest. Some top tips for creating successful social media partnerships:

- Begin with clear objectives on what it is you want to achieve
- Know your potential partner and what their strong points are
- Consistently evaluate and report on your result

How to make a partnership happen?

1. Establish relationships with brands or organisations that compliment the products and services you have on offer.
2. Start @mentioning these brands or tagging them in your content. For example, share a blog of one of the brands you are trying to partner with.

Now you've established a relationship it's time to step it up a notch by confirming your partnership, try doing this by suggesting mutually beneficial activities such as a social media contests (make it as creative as possible).

For more information please visit:

www.lta.org.uk/socialmediasupport



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