

# Creating Engaging Content on Facebook

Content is anything you choose to share with your social media audience and can include a wide variety of things such as text, photos, links and blogs. Content is king when it comes to social media success so it is worth spending time to get it right!

There are 3 simple rules.... content needs to be;

### **Likeable, Shareable & Relevant**



#### **Is your content likeable?**

Before posting content on your social media channels, you need to consider if it is likeable to your target audience?

- You can create likeable content by posting engaging images but ensure that your images are representative of your target audience.
- Show pictures of happy smiling people having fun, not empty tennis courts!
- Consider using ambassadors e.g. record interviews with people who match your target audience.
- Ensure that your content adds value for the audience – e.g. explains how they can improve or enhance their tennis experience.
- Talk benefits not tennis!! Those with limited experience of tennis will be heavily influenced by understanding the benefits that tennis unlocks for them.
- Be conscious of your language, if targeting non tennis players, avoid using technical jargon.



#### **Make your content shareable**

By posting on Facebook, your post can only be seen by those who are 'fans' of your page. To increase your reach, you will need to encourage your fans to share your posts. By doing this you are expanding your reach to the friends of your followers.

To encourage sharing, you will need to make sure your posts will make sense to non-members. Make sure posts are relevant to the target audience, speaking in their language and highlight where people go for further information. It is always frustrating to audiences if you get them excited and they can't track you down easily. Also consider the time lag of shared posts. It may be several days, weeks or even months before someone sees the post so ensure the message has longevity.



## Ensure your content is relevant

It is vital that any content posted is relevant to the audience you are trying to target. Always ask yourself if the content is communicating benefits which are relevant to your audience?

For example, if you want to attract people to your Great British Tennis Weekend, consider what it is they will be looking for, such as information on why they should attend and set expectations as to what will they experience? Ensure that the time and location are obvious.... remember you want to make it as easy as possible for your audience!



## Facebook insights drive engagement

Facebook insights help you understand your audience and who out of your audience is engaging with you the most. You can also gain an understanding of what type of content your audience enjoys so that you can create more of it!

Some insights to consider include:

**Overview:** Here you can see a 'snapshot' of your page performance for the last seven days. It focuses on 3 key areas - Page Likes, Post Reach and Engagement.

**Posts:** Along the left hand side of your insights section, you will see a heading called 'Posts' if you click here it will show the latest posts to your page, along with your organic / paid reach, in addition to your engagement. The page also shows you, when your Facebook fans are most active, and therefore the best time for you to post.

**People:** Below posts, on the left hand side you will see a section for 'People'. If you click here you will be able to see the disparity between your fans. You will be able to see the percentages of Male and Female followers, in addition to the age groups of your fans. This will help you to create content depending on the age and gender of your followers.

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For more information please visit:

[www.lta.org.uk/socialmediasupport](http://www.lta.org.uk/socialmediasupport)



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