

Introduction to Social Media



What is social media?

Social media is the collection of communication channels dedicated to community based interaction, content sharing and collaboration online. The term covers an array of platforms including forums, blogging sites, social networking sites and wikis. Social Media networks such as Facebook and Twitter provide tennis clubs with a powerful promotional platform enabling two way communication on a one to one, one to many and many to many basis and the speed and scale of communication impact can be dramatic.



Which Social Media Platforms are right for your club?

When it comes to social networking platforms think about those that best meet your objectives? This could be considered in terms of adding benefit to your members i.e. sharing team selections, organising an event and/ or match results or promoting offers and attracting new types of members. Choose the platform that accommodates your objective and your target audience best.

	Numbers	Purpose	Demographics	Best for
	2.2 Billion	Building Relationships	Females 35 - 54	Building Brand Loyalty
	300 Million	News & Articles; Conversations	Males 18 - 29	Public Relations
	200 Million	Scrapbooking	Females 18 - 35	Public Relations
	1.5 Billion	Search'How To'	Males 25 - 34	Brand Awareness: Service Industry
	260 Million	News & Articles; Conversations	Males 30 - 64	Business Development; B2B Businesses
	800 Million	Building Relationships; Conversations	Females 18 - 29	Lead Generation, Retail, Art, Food, Entertainment & Beauty Business Brand Loyalty
	1.5 Billion	Building Relationships; Conversations	Males 18 - 29	Lead Generation, Brand Awareness



Popular Social Networks for Tennis Clubs include:

1. Facebook

Facebook is the perfect social media platform to show people what you have to offer. It allows for Q&A's so that you can gauge interest and makes it easy for people to share things they like. Facebook allows you to write more text, which in turn helps to get more info about your club out to people. Not only this, but Facebook allows you to create Events, invite people to like your page and also create offers and discounts. Facebook is a great platform to share visual content such as videos, live feeds and images, depending on what appeals to your audience.

2. Twitter

Twitter is a great platform for signposting people to links and information that may be of use to them. As a micro blogging site you are limited to 280 characters per post, which means you have to keep your messaging succinct. This platform is ideal for giving your local community, media and members quick sound bites of information and links.



Key Terms!

Content - Photos, films links, blogs or infographics, which can be shared on your club's social media channels

Engagement – the level of interaction with your content through likes, shares and comments

Impressions - the number of times your content is displayed

Call to Action - an image, line of text or button that prompts visitors to take action like visiting your website or getting in touch

Reach - the number of people who see your content

For more information please visit:

www.lta.org.uk/socialmediasupport



@BritishTennis



British Tennis