

Ways to Enhance Your Member Organization's Communication Strategies

Make sure you have the following:

- A list of your different member groups (ex. players, coaches, referees, volunteers, parents, fans, supporters, sponsors); make a small list of characteristics for each like age range, interests, optimal social media/communication channels to connect on
- A list of all of your communications channels (ex. verbal face-to-face, paper newsletter, Facebook, Twitter, Instagram, Website, Media Release, Goalline Email, Phone calls, Texting) ; Next determine what exactly you will use those channels for to communicate with your member groups
- A list of goals to accomplish (ex. To celebrate a sponsor once a week, to provide education on your program delivery, to grow our membership, to inform the public, to relay an important and timely message like cancellations or program changes)

Charting your Communications during the Season/Year

1. Localize all communications planning into one location available to all individuals who will assist in delivering your communications (ex. Dropbox and Google drive are free options that can be easily accessed by multiple people/groups within your organization)
2. Develop an annual calendar - even though you may only run for one season, you can still keep connected to your members - This helps maintain connectivity and excitement; you can continue to promote your organization in the off-season
3. Utilize an Excel Spreadsheet to project your communications on your various channels like the one below:

Platform	Date	August-20-18	August-21-18	August-22-18
Facebook	Post # 1			
	Author			
	Post #2			
	Author			
Instagram	Post # 1			
	Author			
	Post #2			
	Author			
Twitter	Post # 1			
	Author			
	Post #2			
	Author			
Media Release				
Author				
Website				
Author				
GOALLINE Email				
Author				

Just getting started? Start small!

Try only one social media channel

Only post once a week, rather than everyday

Author: Delegate who will be responsible to upload info to your platforms



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Ways to Enhance Your Member Organization's Social Media Strategies

Let's start with four questions:

1. Who are we looking to connect with?
2. What exactly are we trying to say?
3. How are we able to communicate?
4. How can we be sure we are connecting with the intended audience?

We will answer these four questions in the following steps:

Audit the Environment, Develop a Plan, Engaging the Audience, Measure your Connectivity

Audit the Environment

Assess your social media presence:

- Create a spreadsheet – Social network, URL to profile, owner
- Is anyone else posting on our behalf, or a brand imposter?
- Determine what social networks you want to focus on
- Who are your top three references for success?
- Develop profiles for your Audiences (age, location, lifestyle, interests) - Directly drive content to these audiences - choose the right platform!

What are your Member Organization's social media goals?

Business Goals		Social Goals		Metrics
Brand Awareness	⇒	Reach	⇒	Total Impressions
Thought Leadership	⇒	Comments, Inbound links	⇒	Mentions
Word of Mouth	⇒	Shares, Retweets	⇒	Reshare, Retweets
Leads	⇒	Form Fills	⇒	Volume
Sales	⇒	Online Purchases	⇒	Conversions

Develop a Plan

- Identify the right content for your organization - WHAT ARE YOU TRYING TO DO?
- Build a Content Plan - Include industry news and info, local stories, photography
- Consider a Rule of Thirds - Promotion of your services and offerings, Sharing industry and lifestyle content, even useful tips, Conversing and interacting with your audience
- Consider theme strategies (Motivation Monday, Throwback Thursday)
- Who are your influencers? - Have them contribute content ideas
- Publish content efficiently - Give time every day, week, month, year to planning your attack; Use platforms like Hootsuite and take advantage of scheduled posting options
- Consider developing a Social Media volunteer position

Engaging the Audience

- What is engagement? - Responding to your target market in a way that evokes a response (Commenting, liking, sharing)
- Most importantly - Make CLEAR CALLS TO ACTION!
- Ask relevant questions
- Develop custom hash tags
- Be sure to tag the right groups in your post to optimize on sharing and connectivity
- Consider boosting your posts through targeted advertising (Refer back to your Audience Profiles)
- Allocate content to different types of posts (ex. 25% of content linked back to your website, 25% from another source, 20% of content related directly to your organization, 5% related to HR growth and organizational culture) -

Measure your Connectivity

- Refer back to the Social Media goals table above
 - Select social media analytics tool, such as Google Analytics and Hootsuite analytics
 - Use a URL shortener like Ow.ly that can track content activity
 - Create a custom report and determine how frequently you will review social media metrics (monthly? Quarterly?)
 - Check your hashtag activity
- Refining Your strategy
- What worked well and resonated with your audience?
 - What didn't work well? What learnings have you taken away?
 - Connect with your audience to be sure we were in touch in the right ways
 - How can you refine goals for the next period or quarter?
 - Set targets based on the data you collect.