



10 Social Media HACKS for Clubs



WHAT'S YOUR GOAL?

What is it that you really want to achieve?

Once you know what you're trying to achieve, finding content is easier.

Start with one goal at a time.

WHO IS YOUR AUDIENCE?

Get to REALLY know your audience.

Are you talking to your members or your wider community? What do they respond to?

WHAT DO YOU WANT TO SAY?

Be clear with what you want to say.

Keep it to one message per post. Try not to use AND or it becomes a secondary message.

WHAT RESOURCES DO YOU HAVE?

Create a Canva account right now!

You will also need a META account that combines Facebook & Instagram. It's a free scheduling tool.

MAKE A SCHEDULE

It's the best thing you'll ever do!

Choose your goal and your audience. Identify and plan your weekly themes lock in a couple of weeks then review, optimise or change.

MAKE FRIENDS WITH YOUR COMMUNITY

Engage and communicate with as many of your community as you can including other clubs, sponsors, businesses, etc. Share and re-share.

NOTICE WHAT'S HAPPENING

Spend 15-20mins scrolling through your newsfeed.

This is a huge source of content and collaboration opportunities.

SHARE AND REPOST

Use, promote and share using # hashtags.

Use a club # hashtag.

You can also do the same with the #mysurflife

EMPOWER YOUR PEOPLE

Encourage members to share their photos and video from their phones.

Use direct quotes from them about the experience they've shared.

GIVE THE PEOPLE WHAT THEY LOVE

Don't stick with what doesn't work. Try lots of things and be innovative.

Once you find your sweet spot use it and apply to all others.

REACH Group photos and video
ENGAGEMENT Member profiles
RECOGNITION Rescue stories of any level

KEY DATA

- 50% of Instagram users visit a website after seeing it in Stories
- Video is king - TikTok and Reels
- Repeat messages and posts to increase total reach
- Facebook is still #1

