



10 TIPS ON USING SOCIAL MEDIA FOR YOUR ORGANIZATION

1. FIND YOUR ADJECTIVES

How do you want families and community members to describe your league or team? Engaging? Family-oriented? Inclusive? Fun? Safe? Pick 3-4 words that you want to people to associate with your league or team and create posts that properly display them.

2. BE CONSISTENT

The way in which you feature your league or team should be consistent across all your social channels. While different platforms may be predominately used for different types of information (i.e., Instagram pictures from game day vs. updating families on schedules via Facebook), make sure that those adjectives from tip No. 1 come through no matter the type or place of the message.

3. KNOW YOUR AUDIENCE

Who are your followers? Knowing your audience is important in determining what types of posts you share. Are you hoping to share the story of a team or athlete with the community to increase awareness of your league? Are you simply trying to communicate an upcoming event with families? Either way, consider the intended reader before posting to help you craft the message.

4. DON'T BE AFRAID TO ENGAGE

Encourage commenting and sharing on your social channels. This can be done through reposting relevant posts from families, sponsors and other community members while encouraging others to do the same. Posing questions to your audience or asking them to “spread the word” on an upcoming event are easy ways to start doing this. Always listen and respond to questions from your followers when appropriate, too!

5. MIX PASSION AND PRACTICALITY

Social media is often used to communicate practical information like schedules and changes — rightfully so! It's a simple and quick way to get a message out there. Keep in mind that families and community members want to know that the people running a league or team are passionate about coaching and teaching their youth, too. Create posts that showoff leadership's passion and commitment to all the work going on throughout the season and offseason.

6. WRITE LIKE YOU TALK

Don't worry about being too “technical” in what you write. In fact, it's better to avoid jargon to make your posts most relatable to parents and the community.

7. USE VISUALS

A photo or short video can go a long way. Enhance your post by providing a visual of some sort to help make your post stand out and provide detail for what you are trying to convey.

8. TELL A STORY

Everyone loves a good story. If you know of interesting stories you can share about athletes, families or teams, don't be afraid to share them on social media to engage others. It's real-life situations people love to see and find relatable (with permission, of course!).

9. GO BEHIND THE SCENES

Parents and community members love to see pictures of game day or posts announcing new sponsors. However, don't be afraid to go behind the scenes and share what happens out of the spotlight. What are cool things that coaches are implementing at practice? What work is going into planning an event? Followers like to feel "in-the-know" to stay connected with your league or team.

10. DON'T FORCE IT

Don't feel the pressure to create something grand every time you post. Keep it real. Document the reality in creative ways. Followers appreciate honesty and real-life posts. Going overboard on creating a perfect façade for your league can make your posts seem forced.

WANT TO LEARN MORE?

- [How to Establish Your Brand 'Voice' on Social Media](#)
- [How to Tell a Story on Social Media](#)
- [Social Media Trends 2020](#)
- [Post Planner's Guide to Storytelling on Social Media](#)