

Community Sports Development



M5X02089

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The aims of today's lecture:

To understand what you know about marketing

To understand what makes a good Social Media Post

To analyse the different social media handles and how they can be used in sports development

To create a successful post

Your Knowledge Of Marketing

- Rate your knowledge
- What I know
- What I would like to know



Brainstorm



You are setting up a new club, session or activity

How can you promote / market this?

At what cost?

Targeting age groups

What methods are best for the following ages and why?

0-5yr olds

5-11 year olds

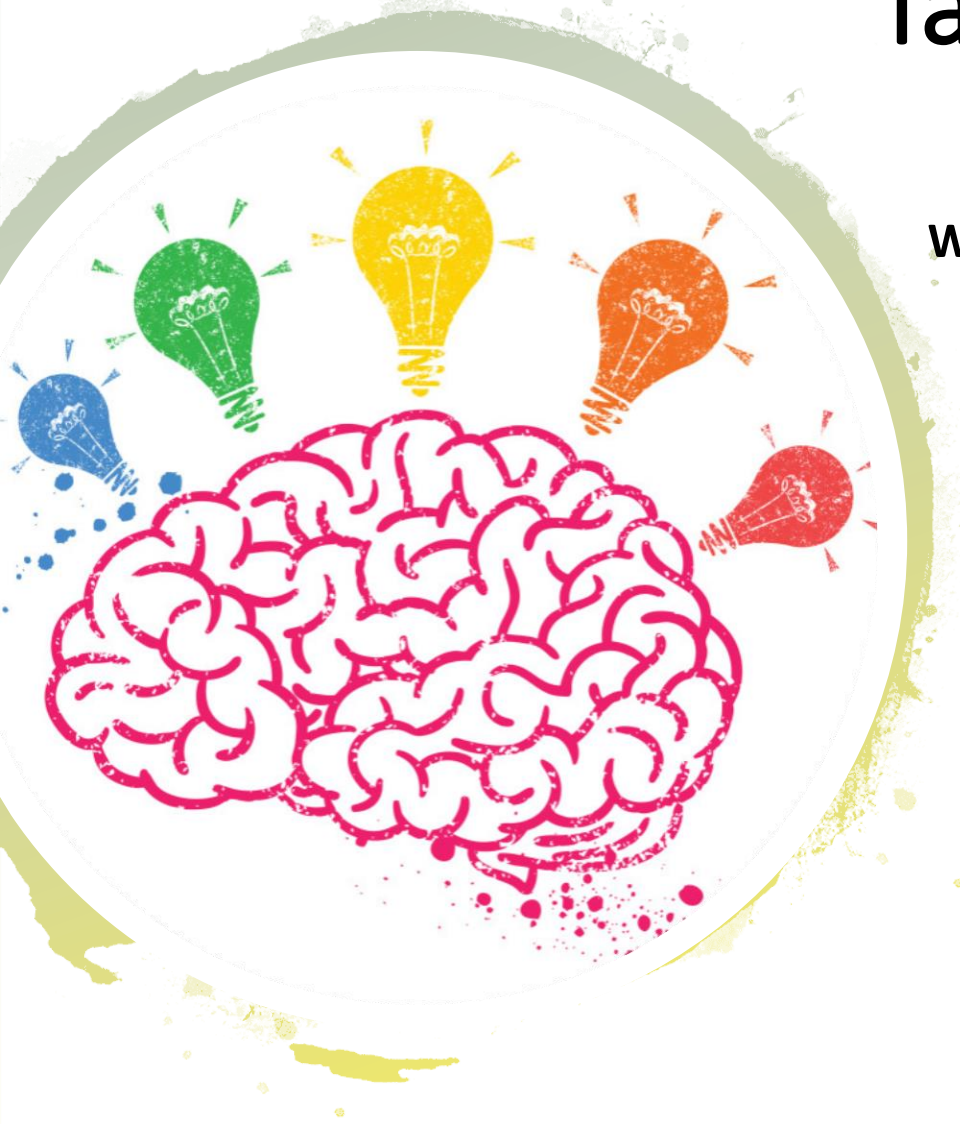
11-14 year olds

14-18 year olds

18-24 year olds

24-50 year olds

50 +



THE MARKETING MIX

Master the 4 Ps of marketing



Business

50MINUTES.com

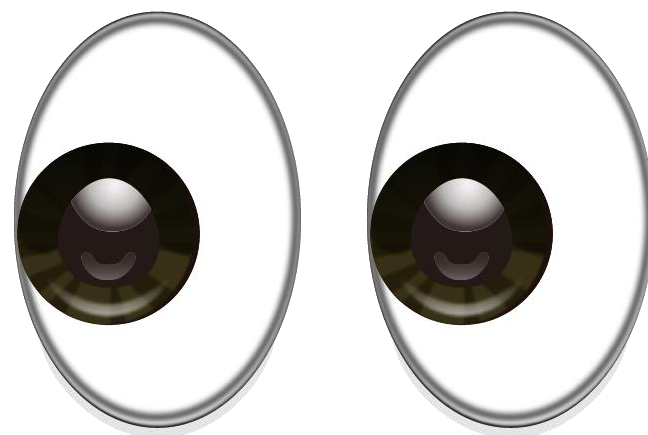




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Social Media- The bad :



YOUR
DIGITAL
FOOTPRINT



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https://www.youtube.com/watch?v=vYyUb_MI7to

17, 000, 000 followers 2017

37, 000, 000 followers 2019

Population of Wales- 3, 100, 000

LAD Bible is- over 5 times the population of wales

HOW DID THIS HAPPEN?

What is it about the content?

The **LADbible**



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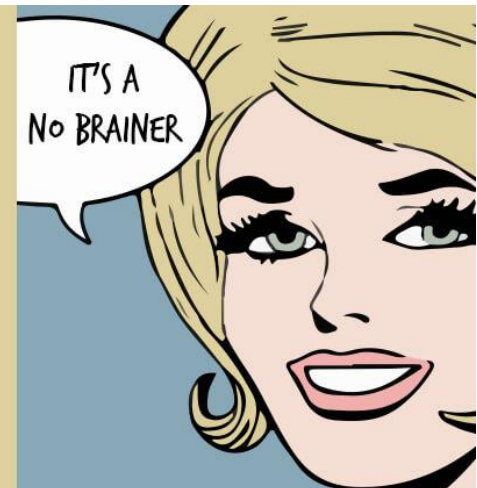
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Top tips when posting to facebook:

- 1- Ask a question
- 2- Keep it short
- 3- Give a clear call to action- tell people what to do
- 4- Offer some valuable information
- 5- Post them a link
- 6- Be positive
- 7- Post an image

**7 NO-BRAINER
TIPS
TO WRITE AN
AWESOME
FACEBOOK
POST**



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<http://www.postplanner.com/>



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Top tips when posting to facebook:

A [study by the National Center for Biotechnology Information](#) showed that people have an attention span of how many seconds when reading posts?

8

On Facebook, there are four types of content you can post: links, images, videos and text updates. According to a [Socialbakers study](#) video is the most important engagement driver, followed by text updates, links and photos

If brand awareness is your main goal, images and videos are a better



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Creating a successful post-

Interesting **eye catching image**- Money / sports

Short snappy post- including:

Ask a question- Do you know someone involved in sport that could use £1500 to develop a club / community group. Ask to share- Please share this post with that person.

Publish at the right time for the post- Are there times when sports people are more likely to be on facebook?

facebook

Last year's Task- You have been asked to promote on facebook (via a post) the Community Chest Grant for Neath Port Talbot Sports Clubs.

Info- Closing date 15th January, last meeting this financial year, clubs have to be based in Neath Port Talbot to apply, £1500 available, have to post the link to apply for the grant (on sport wales site) and contact details – phone 01639 861100 email- d.i.jones@npt.gov.uk

Think about the following:

What information to include in your post. What will make it get more shares / interactions.
When to start the posting.

Team with most reached post in 5 days wins. Must start by Sunday.



NPT PASS

Posted by Mark Napieralla

Friday at 13:20 · 🌐

Would you like £1500? Well Sport Wales are offering all sports clubs in the Neath Port Talbot area a chance to apply for the community chest grant. To apply for this grant follow the link to the Sport Wales website which will ask you to register before making an application or phone 01639 861100 or email d.i.jones@npt.gov.uk for more information

<https://grants.sport.wales/en/login?ReturnUrl=%2f>



Opens in Messenger

 Send Message



Like



Comment



Share

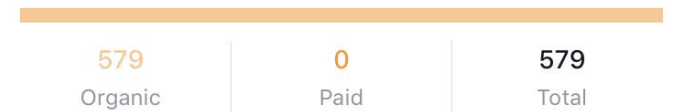
[View Insights](#)

[Boost Post](#)

3rd

Reach

The number of people who viewed your post.



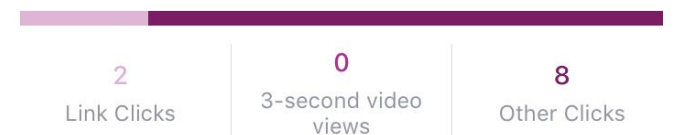
Reactions, comments and shares

The number of people who took action on your post.



Clicks

The number of people who clicked on your post.





NPT PASS added 2 new photos.



Posted by Mark Napieralla
Saturday at 16:00 · 🌐

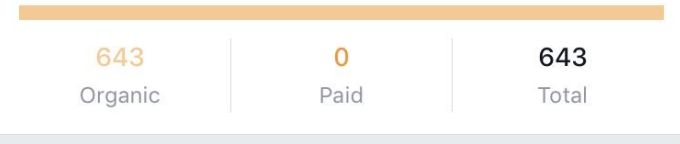
Community Chest Grant Closing Date - 15th January
Phone 01639 861100
d.i.jones@npt.gov.uk
£1500 for people interested in starting a Sports Club
in Neath/Port Talbot **FA Wales The Welsh Rugby
Union Sport Wales** [https://grants.sport.wales/en/
login?ReturnUrl=%2f](https://grants.sport.wales/en/login?ReturnUrl=%2f)



2nd

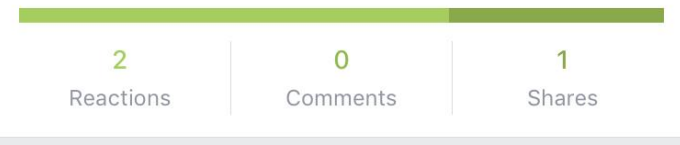
Reach

The number of people who viewed your post.



Reactions, comments and shares

The number of people who took action on your post.



Clicks

The number of people who clicked on your post.





NPT PASS

Published by Mark Napieralla [?] · 25 November at 19:00 · 🌐



Last Chance to apply for funding this financial year
New Equipment, Coaching Courses, Sports Kit, Promotions
Neath Port Talbot PASS team has a grant up to £1500 for YOUR club
from The Community Chest Grant to give away to clubs based in Neath
Port Talbot. Contact Derek Jones for more information
Email: d.i.jones@npt.gov.uk Tel: 01639 861100
Closing Date 09th January 2018

1st



11470 people reached

[Boost Post](#)



Like



Comment



Share



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Task

We want to promote physical activity and sport and the benefits of exercise to the general public and get their views to what could be successful in Neath Port Talbot. Your task is to create a post that is informative, creates discussion and engages people on the page.

The page has 2527 likes

Most posts reach 800-1000 people

The post must start sometime today / tomorrow- and will last for 5 days

Results to be shared next week – winner is the post that reaches the most people



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Assignment support:

Any questions / concerns- SWOT Analysis

Next week- Roles in sports development and the presentation task and how to prepare the content for the presentation.

Friday 6th- Presentation – Design the presentation 1-2pm

Friday 13th – Presentation skills – how to present