

# SOCIAL MEDIA MARKETING

TIPS FOR GROWING FOLLOWERS ON  
SOCIAL MEDIA



# ECOSYSTEM OVERVIEW

## ALL PLATFORMS LINK BACK TO YOUR WEBSITE

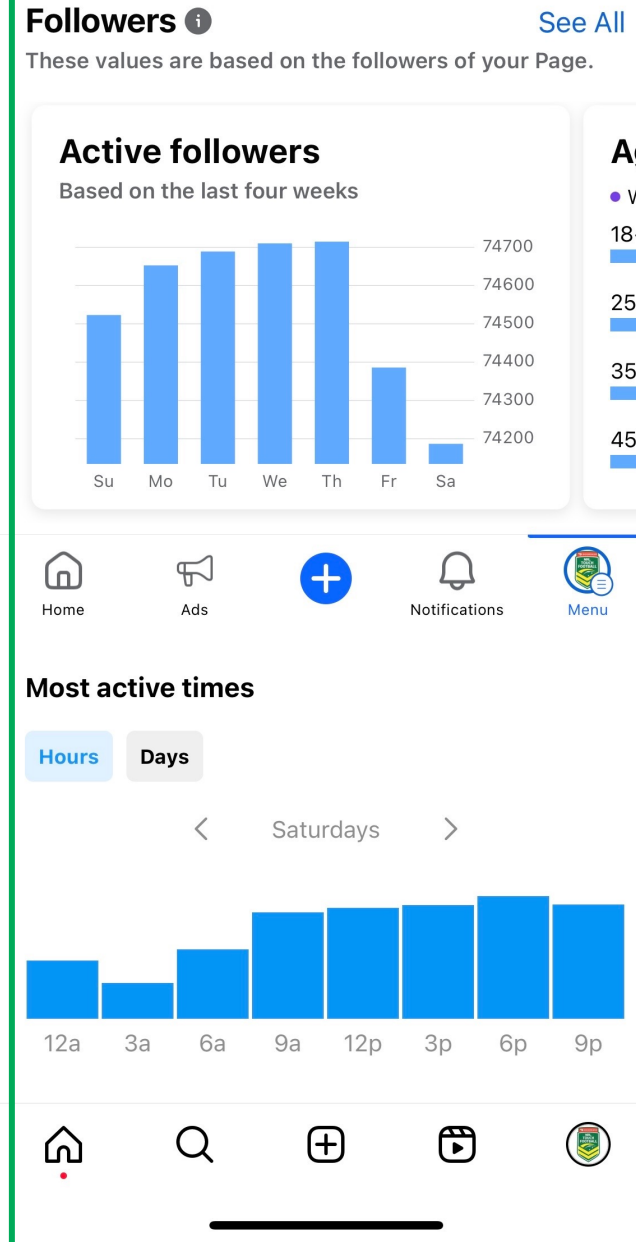
- Within all of Touch Football Australia's (TFA) online activity, there is a constant urge to refer participants back to our website
- The TFA website serves as the central hub of our digital ecosystem, and is home to all information relative to the sport
- For your Affiliate this entails competition details, registration links and much more
- Once announcement posts are shared, users are likely to only see that content once. Housing important information regarding your competition and related announcements on your website will ensure that participants are able to rediscover previously promoted content with ease. Therefore, to support your website, we encourage administrators to regularly link content to these pages.
  - **Facebook:** Add links to your captions
  - **Instagram:** Add links to your bio
  - **Linktree:** A marketing tool which allows you to place all your necessary links into one unique URL. E.g. <https://linktr.ee/TouchFootballAustralia>



# GENERAL MARKETING TIPS

## WHAT APPLIES TO ANY SOCIAL MEDIA PLATFORM

- **Time of Day to Post:** Posting at the time of day/week when your users are most active can make a difference to the level of engagement you attain
  - To find out this data, go to your Instagram Profile > Tap on the three lines icon on the top right corner of your screen > click on insights (column graph icon) > click on total followers > scroll to the bottom and you will see a breakdown of most active times/days of your audience.
  - To find this data on Facebook (Facebook mobile app), tap on the menu icon (bottom right corner) > tap on professional dashboard > tap on insights > scroll down to followers and you will see insights on your active followers based on the last four weeks



# GENERAL MARKETING TIPS

## WHAT APPLIES TO ANY SOCIAL MEDIA PLATFORM

- **Schedule Posts in Advance When Possible:** Depending on availability and the content, scheduling posts in advance can allow administrators to free up their schedule for other tasks. TFA recommends utilising the [Meta Business Suite](#) to schedule appropriate content in advance
  - This can be used for Facebook and Instagram (cross posting)
  - To use this platform, your Facebook and Instagram account must meet a [few simple requirements](#).
- **Diversify Content:** Where possible, make sure to mix up the content that you post on socials. As a rule of thumb, TikTok and Instagram should be more light-hearted platforms compared to Facebook
- **Post Frequency:** TFA recommends aiming to post (if possible) at least once a day to your social media platforms. This will ensure that you maintain regular communication with your followers and therefore, will remain active in their news feed
  - If this isn't feasible, please ensure content posted is spread across the week/month so that you can maintain a level of consistency.

# GENERAL MARKETING TIPS

- **Encourage Engagement:** Social content with greater engagement (likes, comments, shares) indicates to Instagram and Facebook that users are actively interested in your account. Therefore, we suggest creating posts which encourage discussion and interaction.
  - **Tag Other Accounts:** Whether that be players in your association or other teams/sponsors, tagging other accounts increases the likelihood they will share/promote your created content, helping to reach new consumers
  - **Hashtags:** Hashtags can help drive conversations around your Affiliate. Please limit the number of hashtags to five or less.
  - **Add Location:** Adding your location will help you Affiliates' content be discovered by new followers in surrounding areas.
  - **Encourage Discussion in Your Captions:** E.g. Who was your player of the round?, Tag your mate who...



# PHOTOGRAPHY/IMAGERY

DO'S	DONT'S
The people/object of your shots are in focus. Make sure to appropriately distance yourself (not too zoomed in, not too far away)	Post blurry images
Take images that tell a story e.g., action shots of a game, people happy behind the scenes, players/coaches with awards, etc.	Non-engaging images (e.g., Empty Fields, Players far away, etc.)
Edit/crop images before posting on socials. Where possible avoid posting photos in which people/objects of the shot are only half in frame	Post images with poor lighting (a more common occurrence at night). Any image in which it is difficult to see the player/central figure of the image

# GRAPHIC DESIGNS - CANVA

## HOW TO ELEVATE YOUR SOCIAL MEDIA PRESENCE

- Canva is a free and simple graphic design program
- There are hundreds of templates available on the platform which you can use to help communicate important messages about your club
- We highly suggest using this platform due to its high level of convenience and affordability
- A subscription to Canva will provide you access to a greater range of templates and tools



## LEAGUE TABLE

POS	CLUB	W	D	L	PTS
▲	JAKARTA FOOTBALL CLUB	15	10	8	44
▼	MANDALIKA UNITED	12	6	3	40
▲	BANDUNG FOOTBALL CLUB	10	4	5	38
▲	EPIC FOREVER UNITED	9	1	2	37
▼	BOGOR FOOTBALL CLUB	9	0	5	30

JAMET FOOTBALL LEAGUE | MATCHDAY 27



Borcelle Cup 2023

## MATCH SCHEDULE

APRIL 10, 2023 | 20.00 PM | RIMBERIO TV

TEAM A

VS

TEAM E

APRIL 11, 2023 | 20.00 PM | RIMBERIO TV

TEAM B

VS

TEAM F

APRIL 12, 2023 | 20.00 PM | RIMBERIO TV

TEAM C

VS

TEAM G

APRIL 13, 2023 | 20.00 PM | RIMBERIO TV

TEAM D

VS

TEAM H

@reallygreatsite



# INSTAGRAM

- Instagram is a highly visual platform, meaning people expect a variety of images and videos on their feed
- Instagram is a great channel to communicate the culture behind your association. Show your community what it's like to play at your affiliate!
- **Collaboration Posts:** Instagram now allows users to co-author posts with other accounts. To do so, the creator of the post must invite the other accounts as a collaborator (before posting live, Instagram provides the option to tag people. Click on this option and you will see 'Invite Collaborators'). This method will see your content reach a potentially brand-new audience of users who don't currently follow your profile
- Alongside important information/updates, we suggest posting greater around the grounds content on this platform. Ideas include:
  - Action shots
  - Behind the scenes content before and after games
  - Fun hearted interviews with players in the team



# FACEBOOK

- Facebook, in comparison to Instagram is a more informative channel. We suggest prioritising news/announcements on this channel
- The Facebook algorithm prioritises video content
- It is easier on Facebook to share other accounts posts/content. Where possible and relevant we suggest utilising this
- Types of content which should be directed to Facebook includes:
  - Formal interviews (E.g. Members of the association, players and coaches' post-game)
  - Updates to competitions (E.g. Draws, ladders, awards, etc..)
  - Fun hearted interviews with players in the team

# STORY CONTENT (FACEBOOK AND INSTAGRAM)

## SHORTER FORMS OF CONTENT

- Stories allow administrators to capture everyday moments at your Affiliate instantly, with stories posted lasting for 24 hours before they are deleted.
- Use this channel of content to show the personality behind your Affiliate, capturing live scenes, and special moments happening around the grounds
- Stories on Instagram helps improve your overall account engagement. Viewing an accounts' story shows Instagram that you have a high level of interest in this profile, meaning their posts are more likely to appear at the top of your feed.
- When capturing content for stories on your phone, make sure they are taken vertically.
- Instagram has various tools to help elevate your stories including text, stickers, music, and interactive attachments (e.g., Polls, Quiz, links etc.)



# X (FORMERLY KNOWN AS TWITTER)

- The platform formerly known as Twitter, X has seen a drastic slide in usage amongst sports administrators in Australia, with research indicating this trend is likely to continue
- As inactive accounts amongst national sports continue to steadily increase, X now ranks fourth in several key fan engagement metrics. In a study conducted by Shunt, two-thirds of sampled state organisations now have inactive X accounts
- Unless your Affiliate already has a well-established community on the platform, we do not recommend devoting significant time to X

# TIKTOK

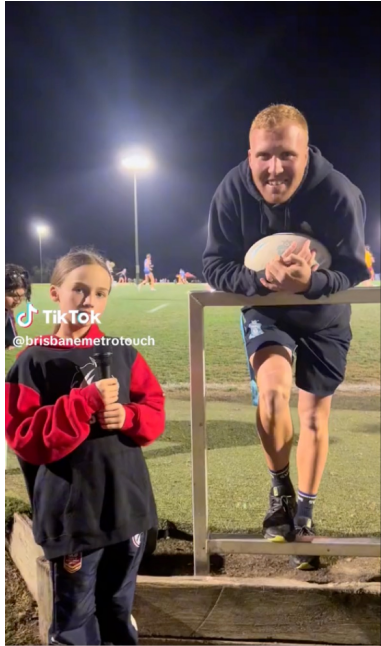
## SHORTER FORMS OF CONTENT

- TikTok is a short-form video platform which hosts videos ranging in duration from 3 seconds to 10 minutes
- We suggest using this platform for **humorous, light-hearted style content, which is quick and straight to the point.**
- TikToks can be filmed on your phone vertically. If you plan to use horizontal video footage, please resize it to a 9:16 aspect ratio (1080 x 1920 pixels)
- **Start with a Hook:** Content on TikTok moves fast. If you don't grab a viewer's attention right away (studies have shown that creators have on average 8 seconds to gain a user's attention), you will lose them. Whether it is through audio or visual means, the first few seconds of your video need to be eye-grabbing
- **Give Viewers a Reason to Comment:** The more comments your video has, the more likely your video will appear on users' feed, therefore gathering greater exposure and attention for your Affiliate. Giving viewers a reason to engage with your video will help drive conversation and ensure your account can continue to grow. (E.g., 'Who do you think is the best player in the team?', 'Tag a mate who should try this play', etc. ). We also encourage responding to comments when possible
- **Learn From Your Mistakes and Don't be Afraid to Experiment:** Of all the current social media platforms, TikTok is the ideal channel for your creativity to go wild. Don't be afraid to mix up what you post on the platform and be willing to try new ideas.
- **Follow the Latest Trends and Sounds.** Everyday new TikTok trends are being made. [Capcut](#) is an all-in-one video editor and graphic design tool connected to TikTok. We suggest using this website/app to create videos based on trends and sounds with ease.



# TIKTOK

## LOOKING FOR INSPIRATION? HERE ARE SOME VIDEO SUGGESTIONS



### Player Interviews

Whether it's light-hearted behind the scenes, or post game, interviews are a great method of learning more about the characters at your Affiliate.

[Brisbane Metro Touch](#)



### Trends

Following the latest trends and posting them with a Touch Footy angle is a great way to engage your audience.

[Gold Coast Touch](#)



### Behind the Scenes

Capturing the moments before and after game can help bring out the personality of your association

[Touch Football Australia](#)



### Music Edits

Tries or highlights with music posted over the top of it help elevate your content to the next. Make sure these posts are short (less than 60 seconds)

[Touch Football Australia](#)

Contact Us

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