



SOCIAL MEDIA GUIDE FOR CLUBS

OVERVIEW

Social media and volunteer recruitment plan

Hashtags for use to promote the club

Hashtags (for example #SpecialOlympics) can be very helpful to attach to social media posts. For example, they can:

- Organise content so allow people to follow online discussions
 - For example, look for #SpecialOlympics on social media and it will show all sorts of posts by anyone that has used those particular words as a hashtag.
 - If you click on a hashtag you can see posts from different accounts that have used the same hashtag.
- It can help build a community
 - People that are interested in Special Olympics (not just in Ireland, but across the world) can click on the hashtag as described above.
 - When you use a hashtag that others are using you can link in with their posts easily.
 - You can also create your OWN community or create a campaign.

To help with the promotion of a club, there is a list below of possible hashtags which could be used in every post. They are a combination of existing hashtags that are used in the sporting/local/Special Olympics context, as well as new ones unique to your club

Feel free to create your own – these are simply examples!

Existing hashtags	#SpecialOlympics #SpecialOlympicsRegion #SpecialOlympicsIreland
Sport-related	#SwimClub #Bocce
Local	#Cork #Galway #Belfast #Dublin
Your club	#ClubName
Volunteer related	#JoinTheWave #VolunteerOpportunity #VolunteerWithUs

Social media campaign – text






















The plan will be to build a campaign, starting with letting people know it is restarting through teaser posts to specifically asking for volunteers.

Below is an example of the targeted posts that could be made over the next few months.

- Teaser posts allow people interested in the club or in a sport in general to follow your club on social media and feel that something exciting is coming. Great to use now before you have all the details of the comeback organised.
- The call for volunteer posts specifically build towards promoting the club – looking at asking people new to Special Olympics to make contact, what volunteering with a club would entail and asking for those with specialised skills to come forward.

NOTE: This is a draft plan for a **swimming club**

Currently these are only drafted for Facebook but it is HIGHLY recommended that you set up an Instagram account for the club as soon as possible and start being active on that platform too.

Type	Text	Possible timing
Facebook Teaser 1	<p> Something BIG is about to make a splash at SO Club ! </p> <p>We have exciting news about X Special Olympics Club!  Stay tuned and keep your eyes peeled for updates. September just got a lot more special! 😊</p> <p>#Clubname #SpecialOlympics #SwimmingClubLife #ComingSoon</p>	ASAP (start of June)
Facebook Teaser 2	<p> Calling all swimming enthusiasts! </p> <p>Are you ready to dive back into the world of Special Olympics swimming? We are thrilled to announce that SO Club is making a comeback this September! Get ready for the opportunity to make a difference. Stay tuned for more details!</p> <p>#ClubName #SpecialOlympics #SwimmingClub #VolunteerOpportunity</p>	1-2 weeks after the first post (Mid-June)
Facebook Teaser 3	<p> Mark your calendars and prepare to make a splash! </p> <p>Special Olympics Club, is resurfacing this September!   Are you ready to become a part of our incredible volunteer team? Stay tuned for updates!</p> <p>#ClubName #SpecialOlympics #SwimmingClubLife #VolunteerOpportunity</p>	No more than 4 weeks after first post (End of June)
Facebook Call for Volunteers 1	<p> Calling swim club volunteers!  </p> <p>SOClub is gearing up for its grand comeback this September and we need YOUR help to make it happen! If you're passionate about swimming and making a positive impact in the lives of athletes with learning disabilities, join our volunteer team today! Comment below or send us a message to learn more about how you can get involved. Let's make waves together!  </p> <p>#SOCLub #SpecialOlympics #SwimmingClub #VolunteerOpportunity #JoinUs</p>	July
Facebook Call for Volunteers 2	<p> Ready to make a difference through swimming? Special Olympics Club is searching for volunteers to join our team.   Whether you have coaching experience or simply a passion for helping others, we would love to hear from you! Tag a friend who might be interested or reach out to us directly for more information. Together, we'll make a splash!</p> <p> </p>	End of July
Facebook Call for Volunteers 3	<p>Special Olympics Club needs YOUR support to make a return this September!   We are seeking enthusiastic volunteers who can contribute their time and skills help our athletes have an inspiring swimming experience. Whether you can spare an hour each week at training or could help in the background, your contribution will have a</p>	Start of August

Type	Text	Possible timing
	<p>lasting impact on our athletes' lives. Contact us today to find out more!</p> <p>#SOClub #SpecialOlympics #SwimmingClub</p> <p>#VolunteerOpportunity #JoinOurTeam</p>	
<p>Facebook post – Volunteer meeting online</p>	<p>Are you passionate about making a positive impact in the lives of others? Do you have a love for swimming and helping others?</p> <p>Special Olympics Club is seeking volunteers to join our team! We invite you to join us for an online meeting to find out more about becoming a volunteer and making a difference in the lives of our athletes!</p> <p>Date: Time: Link to register:</p> <p>At the meeting we'll tell you all about the club, our goals and the volunteer roles available. Whether you have experience or not, we welcome anyone that would like to get involved! Please register using the link above and we will send you an invitation to the session. Please share and tag your friends!</p>	<p>4 weeks ahead of webinar/meeting</p>

Social media campaign – graphics

These are examples of what can be created using Canva (see www.canva.com). These were created using a pro (paid) version, but the free version allows the creation of eye-catching and vibrant social media posts, as well as email headers, posters for printing, business cards and many more options!

Sample 1: Teaser for Facebook



Sample 2: Volunteer call for online meeting



**SPECIAL
OLYMPICS CLUB**

We are inviting new volunteers to join our club. Whether you have experience or would like to get involved for the first time, join us for an online meeting to find out more!

Join us on Monday 02/02/24 at
7.30pm

Register via:
www.reallygreatsite.com

The flyer features two underwater photographs of swimmers. The top photo shows two women wearing goggles and smiling. The bottom photo shows a young child swimming. The background is a teal and white wave pattern.

Other social media considerations

Website

In addition to Facebook and Instagram it may be worth considering looking at setting up a simple landing page using a free internet website builder that requires no programming or design knowledge. Using templates (in a similar way to how Canva operates) you can pre-select a basic landing page with a personalised web address which can be used to help promote the club and provide an easily editable webpage.

An example of such a programme is www.wix.com and you can get a free plan using a Wix based web address. You can upgrade to a paid package and choose a nicer looking website address when/if you are ready. It might even be possible to ask for sponsorship of a premium subscription as part of a fundraising campaign.

Instagram and Facebook accounts

Setting up an Instagram account

Start by creating the account and choose a recognisable catchy name for the account and use your club logo as the avatar (profile picture). To build a following quickly, add and follow as many relevant existing accounts as you can, for example:

- Special Olympics club accounts in your region
- SOI and SO Regional accounts
- Local businesses
- Local mainstream sports clubs
- Local schools, special schools, colleges, universities
- Local Councils/Trusts/Sports Partnerships
- Local media
- Disability organisations

Instagram will also suggest accounts for you to follow. Don't just accept everyone/everything but be active in adding new accounts regularly.

Managing the club social media

It is highly recommended that you complete a review periodically of who has access to your Facebook account as an admin and remove permissions for anyone that is no longer required to post on your behalf. It is also recommended that more than one person has admin permissions at all times. This will enable you to respond to comments, direct messages and will ensure continuity should one volunteer not be available to post/respond for a period of time or leaves the club. In addition, note should be taken of the log in details for the accounts and be held by a designated person (club Secretary is a good option, as is Chair) and any changes to logins communicated to them.

Consider attracting a volunteer with an interest in social media that could manage this side of the club could be beneficial.

Merging Instagram and Facebook

It is possible to merge Instagram and Facebook accounts so that the uploading of a post to one platform is mirrored to the other. This helps reach different audiences with one click. Bear in mind though the differences between Facebook and Instagram: in summary, Instagram is VERY visual and posts with short text and good quality images or short videos work well, as does tagging other accounts in the pictures; while Facebook can work well with longer posts and internet links attached.

Instagram and Facebook also have some nice features which have been developed in recent years, including short-lived temporary stories and video based reels – which can all be explored once the accounts are back up and running.

Meta Business Suite

Access the Meta Business Suite (at <https://business.facebook.com> - available also as an app on a smartphone) and login to better manage your accounts. As Meta (formerly Facebook) owns both Facebook and Instagram, you can manage both accounts from this site. It allows you to see an inbox for message as well as notifications and comments for your club accounts. You can also create paid ads to target a specific audience from this site.

Planner

Within the Meta Business Suite you can access a planner function. This is particularly useful as you can create and upload the text/visuals you wish and select the appropriate day/time for scheduling the post and the planner will automatically post on your behalf. It means you can pre-plan a campaign or just have prearranged weekly posts scheduled to go out about the club.

Recruitment of new coaches (job spec approach)

Asking for specific volunteering roles, as opposed to simply general recruitment, might be a good way to go. It would allow the targeting of a social media post to schools, leisure centres, Sport Governing Body, mainstream swimming clubs, etc.

Sample volunteer post for specific roles



SPECIAL OLYMPICS CLUB

Join Our Team!

More Information :
 **+123-456-7890**

COACHES REQUIRED

Levell 1 Coaches required
If you are aged 16+ and would like to volunteer in a long established Special Olympics Club, we would love to hear from you!

Buy-in of existing athlete family members to support campaign/register as volunteers

We know that getting our athletes' parents/guardians/carers involved in the club can be a fantastic way to ensure commitment to the club.

Many of our clubs are now asking that upon athlete registration, at least one parent/guardian/carer also completes registration as a Special Olympics volunteer. Whether that volunteer is then required to be at training nights, asked to consider a committee role or perhaps to do back-office social media, etc., is entirely at the discretion of the club. However, having a pool of individuals available to step in if required could be helpful.

While asking over social media or WhatsApp groups is certainly the first start, it may be that asking face-to-face at a club meeting/AGM to ensure that parents/guardians/carers understand that volunteers are required to promote the club, might help make the case and encourage a few new volunteers to come forward from the existing network.

Other steps

This is by no means an exhaustive list of ideas

Other options include:

- Registering with volunteer organisations, local paper, Sport Governing Body etc. to get the word out that you need new volunteers
- Holding a volunteer recruitment night in your locality
- Creating a video for social media showcasing the club
- Asking local paper to do a profile of the club

Almost anything else you feel up to trying!