



Social media tips for squash clubs

Squash Australia recognise the great work that squash centres and state associations do on the ground, so our products need to enable them to get more people on court, more often and for longer. We are in the process of launching a brand new website with exciting features to make finding centres, coaches and programmes easier for our members. We are also developing a best practice guide for centre operators on marketing their centres as well as developing marketing packages for affiliated centres.

With social media now being the number one activity on the internet, Squash Australia take advantage of this and use Facebook, Twitter, YouTube and Instagram to connect with our members and we encourage centres to do the same. Every month, Facebook has over 1.59 billion, YouTube 1 billion, Twitter 320 million and Instagram 400 million users. There are obvious benefits for clubs to be using social media as a way to connect with their members.

Leveraging social media is one of the cheapest and most effective ways to connect with your current members. It creates a genuine, accessible touch-point for customers, increasing loyalty and brand awareness. It connects our members, builds a community and generates new leads.

Here are some quick tips to set your centre up for success on social media and let everyone know the great work you are doing.

Tips

Make it about them

People are on social media to find information that is relevant to their lives. Think about what will be useful for them. Imagine you are talking to a friend when writing on social media. Simple rule – make your posts 80% about building relationships and providing useful content and 20% about marketing your programmes and events to fans / followers.

Mix it up to keep people interested

Vary your content. Share photos, post videos, ask questions, run contests, share research, case studies, advertise events, offer motivational quotes, conduct polls, give updates, new activity info, or put the spotlight on a member or employee.

Use a photo or video link with every post / tweet

Research shows that posts with visuals get much greater engagement; more sharing, more likes and more interaction.

Encourage interaction by asking questions

Posts that encourage feedback have been proven to gain 90% more engagement (likes, comments or shares). Encourage members to share their goals, results, tips for success, challenges and to shout out to each other.

Run competitions inviting guests to share photos and comments.
Drive people back to your club for real-life interactions and connections.

Get your content shared

People listen to what their friends like far more than advertising from companies. So if you can get your social media content shared, it creates authentic recommendations about your product, which helps drive new members through your doors.

Add a 'Share' button for your social media platforms on all your promotional emails and website. This will encourage people to share your content, creating viral awareness of your club, programmes and events.

Plan ahead

Allocate 30 minutes a week for planning ahead.

Post when your customers are online so you're in their newsfeed, and don't post too frequently. Schedule time to monitor and respond – the more interaction the better!

Have a content schedule – you get half of your likes in the first three hours. Plan out what you intend to post on different days of the week.

Here is an example weekly schedule using themes:

Monday – club happenings

Tuesday – technique tips

Wednesday – member of the week

Thursday – success stories

Friday – did you know facts

Saturday – something else from the world of squash

Sunday – photo of the week

The trick is to post and use different formats (videos, photos and links). Social media tips for squash clubs