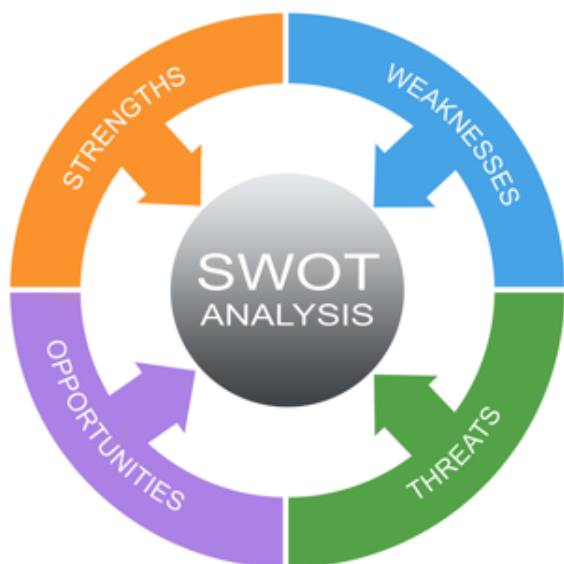


Communications and Social Media Sharing Table

Why should we bother with social media?



1. What is your current situation?

Strengths: What are attributes of your organisation that help achieve the objectives? (eg - people, content, enthusiasm?)

Weaknesses: What could prohibit you from achieving your objectives? (eg - costs, people, lack of training, content?)

Opportunities: What are the external conditions that help achieve the project objective?

Threats: What are the external conditions that could damage the project.

2. What are your targets?

- S - Current situation (SWOT)
- O - Objectives
- S - Strategy
- T- Tactics
- A - Actions
- C - Control



3. Social Channels - Before setting up profiles / pages agree:

- Who decides what content will be posted and when?
- Create a short piece on who you are and what you do?
- Make sure your profiles are easy to find – naming (e.g. Hockey Wales / Welsh Hockey Union)
- Create a SOSTAC plan for your channels
- Website – your website can be your main portal with fixed content and blog posts
- Social - What are the best channels in your country, research where your fan base is
 - Facebook
 - YouTube
 - Twitter
 - Instagram
 - Snapchat
 - Other in your country?

4. Content

No matter what platforms you use or where you post, the old saying that Content is King still stands!

When you're posting content remember the following:

- Have fun, especially on social media is a conversation that you are having with fans but always remember to be clear and honest at all times.
- Showcase your Brand! Good photos are really key online, but usually a decent smart phone will be good enough.
- Do not post any content that is angry, racist, abusive or in breach of the local law or customs
- Do not post any content that is critical of other teams, umpires or officials
- When linking to external websites, videos and redirecting to another site be mindful how this could impact your brand, team, partners and sponsors.
- REMEMBER EVERYTHING YOU SAY ONLINE STAYS ONLINE.

5. Website

Keep it simple!
Plan the content
Simple to update (Word Press / Joomla)
No empty pages

6. Facebook:

Make sure you create a PAGE facebook.com/pages/create.php.

7. Twitter:

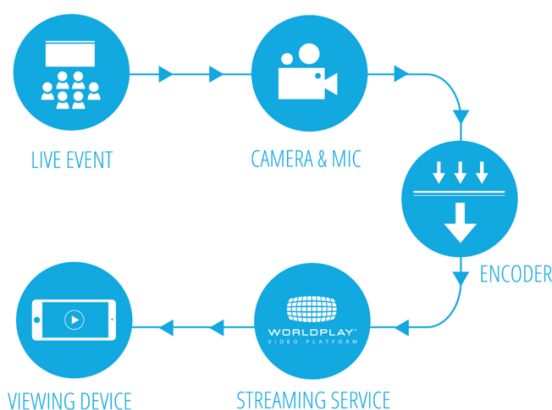
To sign up to Twitter, visit twitter.com/ and fill out the sign-up form

8. You Tube:

Having your own YouTube channel is a great way to share your videos while you're at or running a hockey event. To create your own channel, you need a Google account.

Go to www.google.com/accounts/NewAccount

9. Live Streaming:



Basic: One camera, no graphics, no commentary
Requirements: Camera, Encoder, Platform, Internet - 12 mbps upload speed and audience!

Add ons:

- Additional Cameras
- Graphics
- Commentary
- Snappy TV / Twitter amplifier clipping
- Pre / post match interviews

Platforms:

- OTT – eurohockeytv.org
- Broadcaster websites

The EHF owns all International Digital Rights for all EuroHockey events. Contact Siobhán Madeley, Communications Manager before you decide to stream: communications@eurohockey.org

10. Instagram

Instagram is a mobile app that you can download on iOS and Android phones and tablets as well as Windows Phone 8 and later versions. Keep in mind that you can only share photos and videos from the mobile app.

For details on setting up an account follow this link: <https://help.instagram.com/1642053262784201/>

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables you to take photos and videos, and share them either publicly or privately on the app, as well as through Facebook, Twitter, Tumblr, and Flickr.

11. Snapchat:

Snapchat is a very simple real-time app that shows 'in the moment' experiences. What is specific to this app is that your content (Snaps) will automatically be deleted 24 hours after it's been recorded. In January, Snapchat had seven billion daily video views, while that number grew to 10 billion in January 2017 (<https://www.omnicoreagency.com/snapchat-statistics>).

Download the app from your phones app store. Snapchat is really simple to use. When you start your application, it goes into full screen mode.

12. Other ways to target fans – add these into your planning:

- Email Marketing
- Mobile phone marketing
- Dedicated Apps
- WhatsApp
- Messenger

13. Analysis:

It is critical to measure your performance on online as the indicators there will help you make decisions on type of content, are you influencing the right people and are growing your community.

However before you look at the midfield of stats that you CAN gather, ask yourself what do I WANT to gather and WHY?

Gender, Location, Reach, Unique Visitors, Demographics, Geographical location?

Facebook, Twitter and your website (google analytics) have built in analytics within their channels however they can be quite time consuming I recommend that you import the information that you decide into a spreadsheet that you update once a week.

There are also other websites (some for free and some with a charge) that will give you more information e.g. Falcon, Tweetdeck, Hootsuite. By giving these websites your account details they will calculate many metrics for your social media accounts, it depends on your budget!

HAVE FUN and try everything!!!!

**SHARE THE PASSION
GROW YOUR ONLINE COMMUNITY**