Tips and tools for helping to engage on digital platforms

Our two AUT Millennium 'golden rules' for social media:

1. Good social media is planned and purposeful

What are you wanting to achieve with your content? Is it to educate (technique tips), to inspire (performances, motivational quotes), or encourage responses? The more thought you put in to what you want to get out of posting, the more successful it will be – there's a clear purpose for you and for the audience.

2. Social media is social!

Have some fun! Encourage two-way conversation with your audience and interact with those who reply. "What are you missing about squash?" "What's the best game you've ever seen and why?" Respond and interact.

Don't be afraid to try things on social media – timelines move very fast and any 'fails' will move on quickly, particularly if you have planned more purposeful content. At the moment, to get people excited about returning to the club, you could post content which demonstrates the value-add of being a member of your club, or some shots from the club (from the past, or as you return in the lead up to L2) to get people keen for squash again!

Tools which help:

1. Platform analytics

Facebook, Instagram and Twitter all have some level of basic analytics which will let you know how your content is performing – how many people saw your post, how many interacted with it, average watch time of videos, and even if anyone unfollowed you because of that post. That gives you a good idea of what your audience is enjoying and what they're not, and therefore what you should plan more of.

If you use an email platform like Mailchimp, there's also very useful reports in there which show you open rates of emails, and who clicked on which links. Also very insightful!

2. Scheduling

This is really handy if you're short on time. Facebook has the ability to schedule posts on pages, so you could spend an hour or two on one given day to schedule all your posts for the coming week/month etc. Very handy for people short on resources. Email platforms also have scheduling options if you've got a few communications needing to be sent out.

3. Content calendar

If you've got a lot of content planned, a content calendar can be very useful. If you have a campaign or a key event that you want to prioritise, plug in the key days when content needs to be posted for that, and then you can plan your additional content around that. Three posts a week is a good target to aim for, but don't force it – posting for the sake of posting can dilute the good work you're doing!

4. User Generated Content

This is a social media dream – getting your audience to do the work for you. Encourage them to post pictures of what they're up to for you to share on your page. "How have you been keeping active in lockdown?"

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