

# How to use Social Media

## Social media and community reach

During your time as a YA you will work closely with your school and with community sport hubs and clubs in your local area.

The following guide will give you tips on using social media in your role as a YA to help you communicate with your audience and to promote your events and initiatives.

You can follow the YA programme and **sportscotland** on all social media channels using the below details. Be sure to tag us in all your YA content along with the hashtag #YAScotland.

 **Instagram:** @YAScotland

 **YouTube:** [bit.ly/YAYoutube](https://bit.ly/YAYoutube)

 **Twitter:** @sportscotland

 **Facebook:** [facebook.com/sportscotland](https://facebook.com/sportscotland)




## Benefits - why should you use social media?


When used properly, social media can be a great (and free!) tool for promoting your events and initiatives to a large audience.


You can also create and maintain relationships with your local clubs and teams. It is easy to keep everyone informed about your plans and get their opinions – simply tag them in your announcement. There is a good chance they will share your update with their own audiences, allowing you to reach more people.

Another benefit of being active on social media is recognition – there are plenty of schools with YAs but they are not always well known by their peers. By being active on social media you will reach out to them, get noticed and promote yourself as a key person for all things sport.

## The best channels to use?

 **Twitter:** Allows you to update your audience quickly with short snappy messages

 **Instagram:** Is great for posting photos and videos you've taken at events

 **Facebook:** Can be really handy for creating event pages to keep everyone updated without risk of your message being lost

## How to create an account?

If you don't have Twitter, Instagram or Facebook for personal use you could start a YA account and keep it strictly business! The best way to do it is to use your name or nickname and add YA at the end. You can also include the name of your school or your surname if you want to be easily recognised within your local community.

## What is a target audience?

It is very important that you know who you are trying to reach. Those individuals are your target audience. You should keep in mind who they are, what do they like, which social media channels are they most likely to use and when are they active on social media.

When identifying that group, you can think about factors such as age, gender, profession and interests. While most of the time your target audience will be pupils of your school, some of your events and initiatives might be aimed at parents, teachers or the wider community. Always think before you post – who am I talking to? And ensure that your content is adjusted accordingly.



## Social media post hints and tips

Below are some tips on how to make posts more presentable and in line with **sportscotland** branding.

### Types of content to post

You may want to use your social media platforms to give your audience information about:

- Sports clubs at the school
- Events or initiatives you and your YA partner are hosting (think about the 5Ws – what, when, where, why and who)
- Opportunities to participate in sport within the community
- Ways for people to get in touch if they want to discuss sport with you and your partner
- Photos or images of sport happening in your school to inspire others

### Do's and don'ts

- Remember to be careful taking photos or videos of members of the public, especially younger children. Check you have their permission – it's worth checking with your PE department or Active Schools Coordinator. If possible, ask for people's permission and explain what the content is being used for
- Be sensible about what you post and remember that you are representing your school, **sportscotland** and the YA Programme. Think before you post – will you offend anyone with your message? We ask that you don't feature anything inappropriate

# Instagram tips

## Content

- Consider whether what your posting should be in the form of a story (up for 24 hours) or a post – note: things with deadlines such as nomination dates may be better as a story if posted regularly
- If you want people to take an action after you post i.e sign up for an event, make your call-to-actions as quick and easy as possible. Include a link to direct the viewer somewhere. You can add it to your main page bio and direct people via ‘link in bio’, and tag other accounts you refer to
- Make sure your posts aren’t blurry and of good quality so that people will engage with your posts

## Stories

- If you are adding writing to your story, make sure you add a block colour background to the text so it is legible
- Try to make them look clean, not cluttered
- If you’re adding a video to your story, try to make sure it’s not too fast so that people can see what you’re showing
- Stories should be eye-catching, or people will just click through them
- You can use the sticker, hashtag, GIF and location options (use common sense as to which stickers/GIFs are appropriate) You can also use the poll and questions functions where you think they’re a good fit



## Posts/grid view

- Try to make sure each tile is of a picture or an infographic so when you view the profile it looks clean
- Try to avoid posting the same photo more than once

## Captions

- Captions can be used to provide more information on your post
- Don’t post links in captions – they can’t be copied or clicked on – they just make the caption look messy
- Try to keep them to the point – no one will read if they’re super long
- Appropriate hashtags and emojis can be used to separate a caption

# Covering an event on social media

## Be prepared and organised

- Create a plan of what you want to post and when. That way you know specifically when all your posts are going out

### Before:

- Who is your audience? Who do you want to attend or know about event?
- Start promoting your event at least 2 weeks in advance to ensure awareness and generate interest
- Create a hashtag if you want people to share content. Keep it relevant, short and unique.
- Social media post ideas – the event announcement (include date, location, what event is, how to register), do you have any special guests attending, how people can get involved, countdown post until the event starts

### During:

- Good imagery or video - not blurry, try and make it look engaging to really sell the event so people wish they were there
- Try and mix the posts up throughout the day so you're not posting similar things
- Don't overdo it and spam people with lots of posts at once or they will just tune out
- Remember to add hashtag or location so people know which event it is
- Social media post ideas – interviews with participants, video of the event in progress, pictures of people having fun, interview with special guest, get followers to send in questions

### After:

- Measure success: What worked and what could improve?
- How can you keep the momentum going after your event? You could post highlights or throwback posts
- How can you get people to continue to participate? – Provide information and links on how to get involved in future.



## Space for reflections/notes

