



**NETBALL
SCOTLAND**

**COMMUNICATIONS
POLICY**



NETBALL SCOTLAND COMMUNICATIONS POLICY

APPENDIX 1

SETTING UP A CLUB SOCIAL MEDIA ACCOUNT

Before Setting Up a Club Social Media Account:

Please note some important considerations before you set up your club social media account.

- Make sure your club and committee have discussed the responsibilities around who will keep it up to date.
- Managing social media accounts is a significant commitment, it is recommended to post at least once a day. We recommend, if possible, to share responsibilities between a few volunteers.
- U18s cannot lead on Social Media Activities for any club, however they can assist the designated Social Media Manager for the club.

Setting up your Social Media Account:

The club should have a separate webpage/profile which is used for netball only. However, it should be understood that not all social media sites are created equal. There is a difference between a 'social' network and a 'media sharing' network.

Examples of a **social network** are Twitter and Facebook.

These networks encourage relationships and conversations. They are used by people who want to connect with others (including your club) online.

Examples of a **media sharing network** are Instagram and Youtube.

These networks defining and primary purpose is to enable its users to find and share media, primarily photos, videos and live videos. Whilst Facebook and twitter posts start with text, platforms like Instagram start with the imagery to which users can add content like captions or mentions of other users.

Both types of network, if utilised effectively, can be invaluable for club and brand awareness, lead generation, audience engagement, relationship building and customer service.