

## FACEBOOK GUIDELINES& STRATEGY

### **Overview and purpose**

This is an internal Table Tennis Tasmania document for regulating use of the TTT Facebook page.

Social Media is a fast-paced environment where competition for attention is fierce and inactivity is detrimental to the image of the organisation and its associates. These guidelines will provide minimum standards expected from those who are posting material on the Facebook page. This document will also provide some ideas for material to be posted and target audiences.

### **The Role of the Page**

The role of the social media page is two-fold. First it is a general publicity device to promote the table tennis brand. Second it should be used as a tool to complement the strategic direction of different clubs and the state board. The page provides the opportunity to build reputation and educate the wider audience about table tennis and what we provide to the wider community.

### **Aims**

There are two goals for the page:

1. To connect and build a sense of community online between current players and club members, ex-players, family, and close friends.
2. Advertise the sport to the wider community, using Facebook to state what we do and how to join, volunteer, invite a coach to a school, or spectate an event.

### **Target Audience**

- Current table tennis players in Tasmania, their family, and friends.
- Ex table tennis players
- Potential new players, especially juniors and young families.
- Community leaders and organisers. This can be school teachers and administrators or government and non-profit initiatives and programs.

## **Content Strategy**

A reminder that all activity online must adhere to the TTT Social Media Policy.

*Timing* - The Facebook page should be aiming to have a post at least every 4 days. The more often the posts, the greater the engagement with the audience. But more important regarding strategy for posting is consistency – rather than posting everything at once and then having a “drought” of posts, it is preferable and more efficient to spread posts out. Posts should also be published during working hours if possible, this will maximise impact.

*Content* – Published material can be anything table tennis related but should keep in mind a good balance to fulfil all the aims, engage people of all playing abilities and interests, and reach all target audiences specified above. Posts can include:

- Advertising of come-and-try events,
- Advertising of new rosters,
- Advertising training opportunities,
- Publishing tournament entry-forms,
- Publishing tournament results,
- Advertising tournaments for spectators (e.g. dedicated Facebook event),
- Live-videos and updates during tournaments,
- Posting photos or short videos of players in local clubs,
- Sharing stories of public engagement e.g. Sporting Schools programs, fundraising events (ping-pong-a-thon), AWD programs, linguistically diverse and refugee community programs, etc.
- Volunteer interviews,
- Player interviews,
- Table Tennis in Tasmania history,
- Sharing material from other table tennis pages, including Table Tennis Australia and the ITTF page (such as feel-good stories and highlight videos).

## **Engagement Strategy**

The most important aspect of maintaining an active page is engagement. Facebook, being a social media, means that social engagement is of highest priority. This demands timely response to enquiries, engage with comments, and building a conversation with social media users. Greater engagement and sense of community will inevitably lead to more “likes” and “shares” which will proliferate the material across diverse audiences.

Page moderators should aim to respond to all enquiries on the page within 24 hours, whether it be responding directly to a question or giving them the appropriate contact details for their enquiry. Where possible, enquiries should be responded to directly or delegated to an active volunteer – enquiries that are not responded to promptly will only discourage potential new members.