

SWIM ALBERTA SOCIAL MEDIA HANDBOOK



TABLE OF CONTENTS

Starting a Facebook Fan Page.....	3
Facebook Fan Pages: A User Guide.....	6
Twitter User Guide	7
Twitter Glossary	8
Social Media Guidelines	9

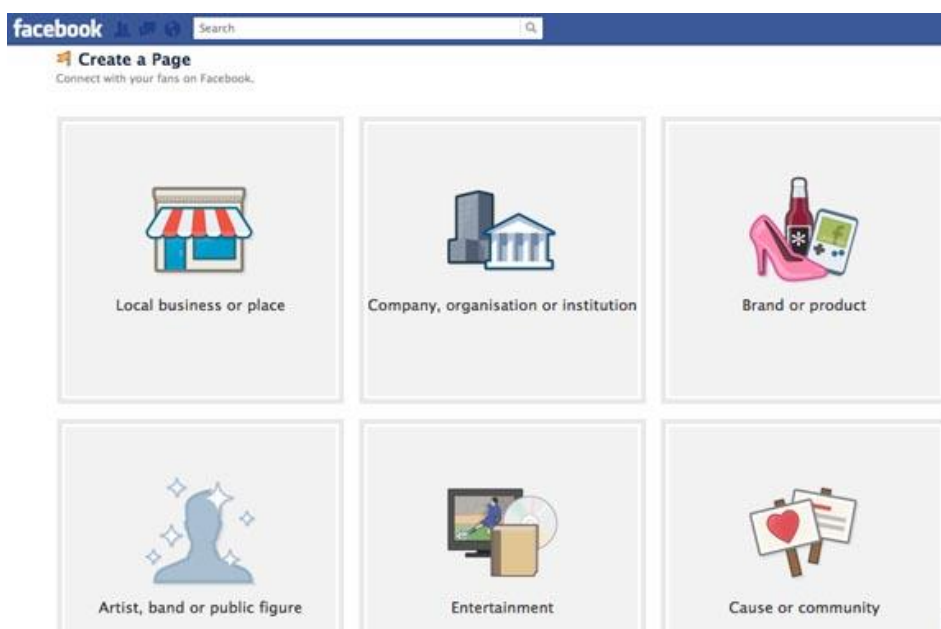
Starting a Facebook Fan Page

Facebook is currently the most popular social networking tool in Canada, which makes it an easy, inexpensive way to reach a broad number of people. For non-profit groups and sport organizations, a Facebook Fan Page is the ideal way to set up your presence on the site.

To set up a Fan Page for your club, visit the following URL:

<http://www.facebook.com/pages/create.php> Note: You must have a Facebook profile to create a page.

You'll be faced with six options of types of pages:



As a swim club you can narrow it down to two options: 'local business or place' or 'Company, organization or institution.' Your choice all depends on how much you want to promote your LOCATION with the Fan Page. Using the 'local business or place' requires you to include an address, so it may be valuable to you if you have one home pool that you frequently use. When your members visit that pool, they can 'check in' to your page to show Facebook that they are there. However if you don't have an address you want to use, choose the 'Company, organization or institution' option.

Next, choose a subcategory. For 'local business or place' the best option is 'Sport/recreation/activities' and for 'Company, organization or institution' the best options are 'Non-profit organization' or 'Organization.'

Create a Page

Connect with your fans on Facebook.

The image shows three panels from the Facebook 'Create a Page' wizard:

- Local business or place:** Includes a 'Choose a category' dropdown, text input fields for 'Business or place', 'Street address', 'City/County', 'Postal code', and 'Phone', a 'Get started' button, and a checkbox for 'I agree to Facebook Pages terms'.
- Company, organisation or institution:** Includes a 'Choose a category' dropdown, a 'Company Name' text input field, a checkbox for 'I agree to Facebook Pages terms', and a 'Get started' button.
- Brand or product:** Features an illustration of a pink high-heeled shoe, a red bottle, and a smartphone, with the text 'Brand or product' below it.

Add your club's name, accept the Facebook terms and continue.

Next, you will be asked to upload a Profile Picture. Use your club's logo if it has one. Alternatively, get creative and use a photo from a swim meet and add your club's logo to it.

The screenshot shows the 'Set your Profile picture' step in a three-step process:

- Step 1:** Profile photo (highlighted in blue)
- Step 2:** Get fans
- Step 3:** Basic info

The main content area is titled 'Set your Profile picture' and contains:

- A large question mark icon in a grey box.
- Two options: 'Upload an image From your computer' and 'Import a photo From your website', separated by 'OR'.
- A 'Skip' link and a 'Continue' button with a right-pointing arrow.

The next step will allow you to invite people to 'like' your page. First, click the 'Invite Friends' button and select the friends you think would be interested in liking the page. Then select 'Import contacts' which will ask you for access to your e-mail account. Once it has access you can select people on your e-mail contact list to send an invitation to. Also, be sure to share the page on your wall and 'like it' yourself.

Step 1
Profile photo

Step 2
Get fans

Step 3
Basic info

Invite Friends
Build the popularity of your Page by suggesting it to friends who might like it.

Share your Page
Let your customers and subscribers know about your new Page by importing your contact list and sending them a message.

Share this Page on my Wall. Include a message

Like this page

[Back](#) [Skip](#)

The next step is to include your club's website address if you have one and a brief, 255-character description of your club. Use short, punchy, active sentences to describe your club.

You will now be taken to your page. If your club has a website, scroll down to the 'Promote this Page on your website.' Clicking the link will give you HTML code to paste onto your website, so that people who visit your website can 'like' your page directly from it. Copy the code and either paste it into your website, or send it to your web designer to do.

5 **Promote this Page on your website**

Add a Facebook Like box to your site and give people an easy way to discover and follow this Page.

Congrats! Your page is now set up! Now, please read our Facebook Fan Page user guide.

Facebook Fan Pages: A user guide

Now that you've set up your Facebook Fan Page, it's time to learn how to use it. Your page is now on a site that attracts roughly 17 million Canadian users, making it the most popular social media site in the country.

Your Facebook Fan Page allows you to publish content directly into a user's news feed. Your posts (photos, statuses, links, etc.) will show up on the main page of people who 'like' you.

A successful Fan Page requires two things – people who 'like' it and relevant, interesting content that is posted to it.

How to get 'Likes':

- Invite your Facebook 'friends' who will be interested in your Fan Page.
- Consider adding another Facebook user as an administrator to your Fan Page, so that person can invite his or her friends.
- Send a personal message to your Facebook 'friends' inviting them to your Fan Page (telling them what it is about).
- Allow Facebook to access your e-mail address book to send an e-mail to contacts who may be interested in your Fan Page.
- Once you have 25 'Likes' get your own Facebook URL and paste it into your e-mail signature, letterhead, website and anywhere else your address/contact info is displayed.
- Set up a 'Like Box' on your website so people can access your Fan Page from your website.
- Word of mouth. Tell parents, athletes, coaches, and officials about the page.
- Send a tweet via Twitter with the link to your Fan Page.

Posting information to your Fan Page:

- Post updates, news and meaningful information.
- Post photos of your athletes, coaches and officials, once you've ensured you have permission.
- Don't be afraid to post external links (i.e.: news stories, training tips, etc.) as long as you think your fans will find that information interesting.
- Post reminders about events, but do so sparingly.
- Never 'flood' your fans' news feed by posting rapid, continuous updates. It may be tempting to post results of an event as they happen, but refrain. This will get you "unliked" very quickly.
- Try to post a few times a week if at all possible.
- Spell check your posts before you post them.

Other tips:

- Keep an eye on your impressions. Every time your posts or updates are seen in a person's news feed, it is recorded as an impression. Make note of what time you made your posts and how many impressions they received.

Twitter: A user guide

A successful Twitter account requires two things – people who ‘follow’ it and relevant, interesting content that is posted to it. These two things very much go hand in hand. If you’re new to Twitter, consider setting up a personal account first.

How to get ‘Followers’:

- Fill out a descriptive bio using keywords that describe your organization. This will help users who search for you (Settings->Profile->Bio).
- Follow other Twitter users with similar interests. When you follow another user they are notified with a message that displays your bio (another reason to make your bio really sell your account). If you sound interesting that user will follow you in return.
- Paste your Twitter account URL into your e-mail signature, letterhead, website and anywhere else your address/contact info is displayed.
- Set up a ‘Follow us on Twitter’ box on your website so people can access your account directly from your website.
- Word of mouth. Tell parents, athletes, coaches, and officials about the page.
- Make a post on your Facebook Fan page encouraging users to follow your Twitter account.

What to ‘tweet’ or post to your Twitter account:

- Post updates, news and meaningful information.
- Post photos of your athletes, coaches and officials, once you’ve ensured you have permission.
- Don’t be afraid to post external links (ie: news stories, training tips, etc) as long as you think your fans will find that information interesting.
- ‘Retweet’ posts from others that may be interesting, funny or valuable to your followers, but ensure they are in good taste.
- Post reminders about events, but do so sparingly.
- Never ‘flood’ your fans’ news feed by posting rapid, continuous updates. It may be tempting to post results of an event as they happen, but refrain. This will get you “unliked” very quickly.
- Try to post a few times a week if at all possible.

Other tips:

- Choose a professional name that describes you or your organization.
- Use your organization’s logo or a photo from an event as your profile picture.
- Use hashtags such as #yeg for Edmonton or #yyc for Calgary. Smaller communities have their own hashtags as well, so ask around to find out what they are.
- Interact with your followers. If someone asks you a question or makes a comment about a posting, follow up with a response.
- If posting links to websites, consider using URL shorteners such as tinyurl.com or bitly.com
- Spell check your tweets before you post them.

Twitter Glossary

Direct Message or DM: A message sent to another user that is private and will only be seen by that member.

Following: An account that you follow, which means the user's updates show up in your feed.

Follower: Someone who follows you and sees your updates in their feed.

Hashtag: A hashtag is a keyword with the # symbol in front of it. The primary use is to allow users to search for these keywords. When hashtags are used very frequently over a short period of time, they show up as a "trending topic". You may use location-based hashtags such as #yeg for Edmonton or #yyc for Calgary, or topic-based hashtags, such as #swimming or #London2012 for example. Hashtags are usually placed at the end of tweets. Twitter users will tweet their recommendations on who to follow.

ReTweet or RT: To repost somebody else's tweet. It can be done two ways: Hitting the 'ReTweet' button under the post you want to share, or by copying and pasting the tweet into your post window and putting RT in front of it.

Tweet: A post or status update on Twitter.

Trending Topic: A subject determined to be one of the most popular on Twitter at the moment. It is based on the number of people using hashtags or posting similar tweets. For example, when someone famous dies, it is common to see '#RIPJohnDoe' as a trending topic.

URL Shortener: URL shorteners are used to turn long URLs into shorter URLs. This is helpful since you only have 140 characters to post and a long URL can use all those characters. Shortening services include tinyurl.com and bitly.com.

Social Media Guidelines

As a Swim Alberta club, you are encouraged to use social media, such as Facebook and Twitter, to help promote the sport, our organization and yourself as an Alberta club. The following are extra guidelines that you should take into consideration when using these and other social media sites.

- Post as yourself and about yourself. People are following you because they are interested in YOU. Take that opportunity to talk about yourself.
- Remember that you are representing your club and Swim Alberta. What you publish online is permanent, so consider the content carefully.
- Post meaningful, respectful comments. Do not post spam or remarks that are off-topic or offensive. This includes ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc. Is this the image you want your parents, friends, teammates, coaches, and fans to know you by?
- Be respectful. Social media can be a great tool to congratulate competitors, organizations, etc. and to discuss the sport, but it should never be used to speak poorly of a fellow athlete, official, coach or club.
- Protect yourself and your privacy. Be cautious about disclosing personal details. Do not post information that you would not want the public to see. This may include names, photos, e-mail address, phone numbers, etc.