

# CAPABLE CLUBS SNIPPETS

## SOCIAL MEDIA AND WEBSITE

### Overview

Very often, online is the first experience potential new members will have with your club. Create a positive first impression and ensure key information is easy to find utilising a website and social media.

### Brief Summary

1. Nominate a person in charge of maintaining the club website. This might be one person for the website and one for social media, or combined
2. Review your current website and determine whether it is still fit-for-purpose (easy to navigate, easy to update, attractive). If not, investigate switching to a new website
3. Make a list of the pages and information that will need regular updating
4. Create an annual schedule of when the website will be updated
5. Collate the necessary information and update the website
6. Utilise a Facebook page to share information easily with members (i.e. club events, news, results) and show non-members who your club is with engaging photos and videos



### Linked Resources

[Facebook Tips for Squash Clubs](#)  
[Optimising Your Club's Website](#)  
[Website & Social Media Coordinator JD](#)  
[Active Toolkit – Social Media](#)

### Key Points

1. Like all important roles within a club, maintaining the club's website and social media presence should be tasked to a particular person or persons. The beauty of this task is that if you can't find someone from among your own members, it can be done from anywhere in the world! Use the Website and Social Media Coordinator job description in the resources section.
2. There are a range of free websites available such as Sporty. You can also pay a bit extra for additional features and design. Many club management systems such as Hello Club and Pay-2-Play also have modern websites that clubs can utilise with their platforms.
3. Facebook is one of the most efficient ways for clubs to connect with their members. You can simply post on your club's page for public messages or for targeted member-only messages you can set up a Facebook Group so only those in the group will be able to see them.
4. Make the most of advertising club activities on a local community Facebook page. Most of these will have thousands of members, all local to your club, and best of all it's free advertising!
5. Instagram is also a platform your club might consider utilising particularly if you want to target the younger demographic