



SOCIAL MEDIA FOR CURLING CLUBS





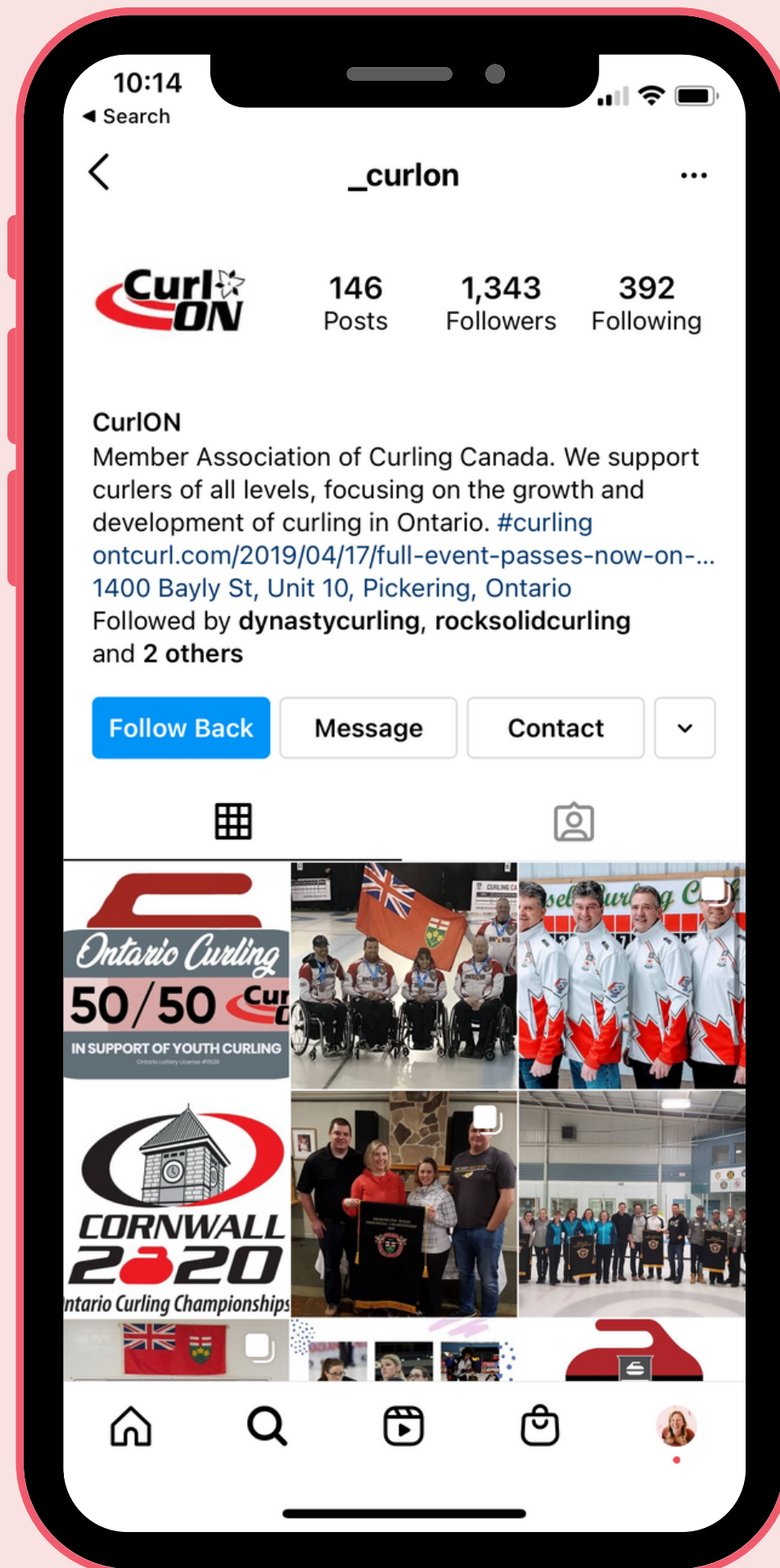
SOCIAL MEDIA FOR CURLING CLUBS

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Presented by **SOCIAL**
KAT MEDIA

SOCIAL
MEDIA

HOW TO LEVERAGE
SOCIAL MEDIA TO
CONNECT WITH YOUR
MEMBERS AND GROW
YOUR AUDIENCE.



- Opportunity to connect with your members and community
- Build brand awareness
- Develop strong relationships with local businesses and organizations

Social media shouldn't be an afterthought

HERE'S HOW TO MAKE IT A
PRIORITY:

SOCIAL MEDIA STRATEGY

PICK YOUR PLATFORMS

- You don't need to be everywhere
- Focus on platforms that your members are on and the ones staff are interested in
- Quality > Quantity
- Keep it consistent



- A secondary website
- Every audience is on Facebook
- Access to advertising on Facebook & Instagram
- Instagram & Facebook Business tools



- Events
- Videos
- Groups



- Visual-focused platform
- Community building
- Multiple features and content types



- Instagram Stories
- Live Videos
- Reels
- Hashtags



HASHTAGS

- Focus on local based hashtags to attract your core audience in addition to curling and activity based hashtags



- Real time
- Communication and conversations

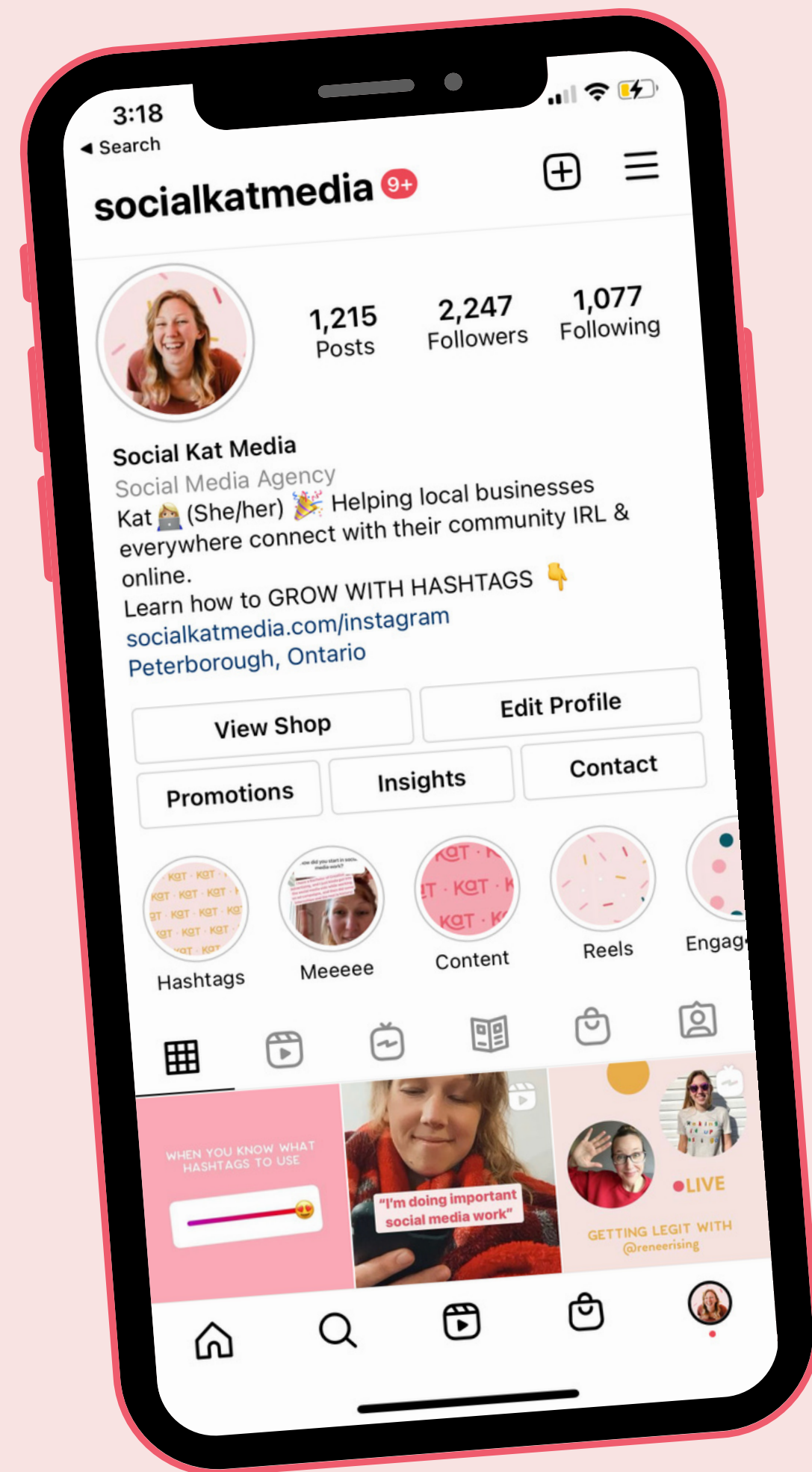


- Active and in the moment



HASHTAGS

- Choose 1-3 local and/or curling based hashtags to add to your tweets



DEVELOPING YOUR CONTENT PLAN

CREATE CONTENT CATEGORIES

- Updates
- Community
- Connection

UPDATES

Share what's going on and keep people up-to-date. Market what you do!

- Registration deadlines
- Upcoming events
- Fees due
- Workshops
- New equipment
- New members
- Sharing info from CurlON/Curling Canada
- Post updates during and/or after board meetings

CONNECTION

Connect the greater community with the club and its people. Build stronger relationships with your members.

- Introduce staff members and board members
- Photos and stories from leagues
- Behind the scenes of running the club (the day-to-day operations). What are you working on?
- Film a video of the ice maker working on the ice
- Show the club decorated for the season or special events

CONNECTION

Connect the greater community with the club and its people. Build stronger relationships with your members.

- Share the history of the club (historic facts, people, etc)
- Invite members to share photos from the club
- Film a video of members talking about why they love curling
- Poll your members - if you can have any snack after the game, what would it be? What would be your curling dream team? If you could curl anywhere in the world, where you would go? What's the best curling shot you've ever seen?

COMMUNITY

Reach people beyond the member base, build community beyond curling

- Connect your club with big events - i.e. what people are eating for the superbowl, making stanley cup picks, lights out for earth hour
- Share community events that members may be interested in
- Ask members for recommendations for restaurants, books, tv shows, etc.

COMMUNITY

Reach people beyond the member base, build community beyond curling

- Invite people to ask anything about curling to get answers
- Share photos from members at local community events
- Share curling memes (or create your own)
- Shout out sponsors and their events and updates
- Share local events and community updates

OFF SEASON

Stay connected and engaged

- What's happening at the club when the ice is out (updates, special events, projects)
- Community events
- Commentary on pop culture moments (talking about the Olympics, World Cup, etc.)
- Showing how members are enjoying the off season (gardening, cottage pics, etc. - encourage your members to share what they are up to)

OFF SEASON

Stay connected and engaged

- Poll your audience to ask for ideas and suggestions for next year
- Share off season training ideas
- Share shots/clips from Curling Canada Season of Champions
- Show creative ways people are continuing to curl in the summer
- Share throwback photos
- Reflect on the top moments of the season (at your club and/or from major competitions)

PLAN IN ADVANCE

Save time and be more strategic!

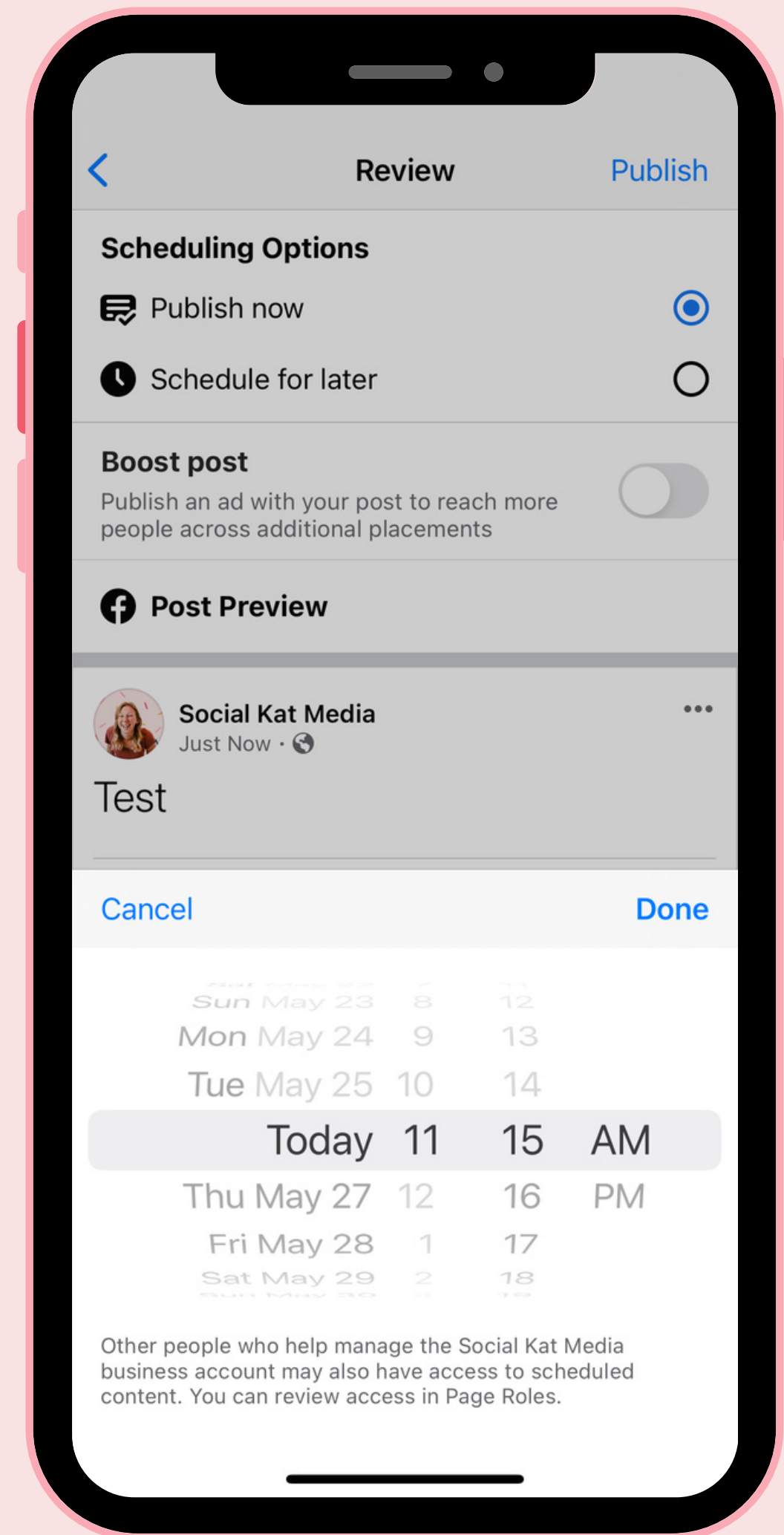
PLAN A MONTH IN ADVANCE

1. Updates (important info from the club)
2. Holidays & social media holidays (fun & important dates to mark)
3. Community & Connection (fill in the rest of the month with fun posts to build community & connection.)

PLAN A MONTH IN ADVANCE

1. Brainstorm at board meetings or committee meetings
2. Use a paper calender or a digital system to mark down ideas
3. Expand on ideas
4. Capture the content
5. Schedule content

SCHEDULING
CONTENT CAN
HELP YOU SAVE
TIME AND
REMOVE THE
SOCIAL MEDIA
BURDEN.



VISUALS

- Create a photo library
- Embrace the power of video
- Create on brand graphics

CAPTIONS

- Keep things professional but fun
- Speak directly to your audience

The left side of the image is decorated with numerous small, colorful, pill-shaped confetti pieces in shades of yellow, pink, red, and teal, scattered across a light blue background.

COMMUNITY MANAGEMENT

Be social on social media!

A collection of colorful, pill-shaped confetti in shades of yellow, pink, red, and teal, scattered across the left side of the slide.

DAILY TASKS

Check messages

Respond to comments

Stories and other in-the-moment tasks



OUTREACH ENGAGEMENT

Engage with new
accounts to grow!



OUTREACH ENGAGEMENT

Engage with your
community, especially
non-curling accounts.
Grow your reach and
awareness.



OUTREACH ENGAGEMENT

Search and interact
with like-minded
accounts like sports,
activities, etc.



OUTREACH ENGAGEMENT

Make this task a
priority :)

YOUR SOCIAL MEDIA TO-DO LIST

- Develop task force/committee/person in charge
- Refine your strategy
- Develop a plan
- Create and schedule content
- Engage often and actively



BE SOCIAL.

HAVE FUN.

STAY CONSISTENT.

TRY NEW THINGS.

THANK YOU!



LET'S CONNECT
ONLINE
@SOCIALKATMEDIA

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KAT MEDIA

