



Introduction to Social Media Marketing



Introduction

Running and organising social media accounts for your rugby club can be hard work, there's no denying that. But done right it can be very rewarding too – both for you and your club.

This guide will help you do two things:

- A** Communicate effectively with your players, members, fans and stakeholders on social channels
- B** Coordinate your club's social media – whether that's just you, a group of club volunteers or those lucky enough pay a professional

This document introduces social media marketing for rugby clubs.

By the end of the document, you should have a broad understanding of who uses different social platforms, what the algorithms behind Facebook, Twitter, Instagram and TikTok are looking for, and how to know when your strategy is working.



Contents

What is organic social and why is it important for your rugby club

How social algorithms work, and what they want

Measuring social media activity





The importance of organic social



An Introduction to Organic Social Media

Organic social media is all about using social media platforms to engage with relevant people, without using paid advertising or sponsored content.

This involves creating and sharing content that is designed to be interesting, informative, and engaging to users, with the aim of generating likes, shares, comments, and other forms of social interaction.

The most noteworthy and valuable social platforms for rugby clubs include Facebook, Instagram, Twitter and TikTok. This guide will concentrate on those platforms.



Why Organic Social?

Building awareness
around your club

Regularly posting relevant content to your social platforms will help to position your club as relevant and show people what you're all about.

Understanding your
audience

Clubs and customers can learn about each other simultaneously, as both brands and consumers are posting and sharing content they feel is important or relevant.

Creating a community

Social media reaps long-term benefits by building a community of like-minded individuals who share your club values.

Helping sponsorship

Trustworthy content demonstrates social proof that is valuable to consumers, and attractive to sponsors.

Complementing other
activity

Can be used to reinforce the values and messaging found in other marketing activity



Why Organic Social

91%

of people
believe in
social's power
to connect
people

64%

of consumers
want
organisations
to connect
with them

51%

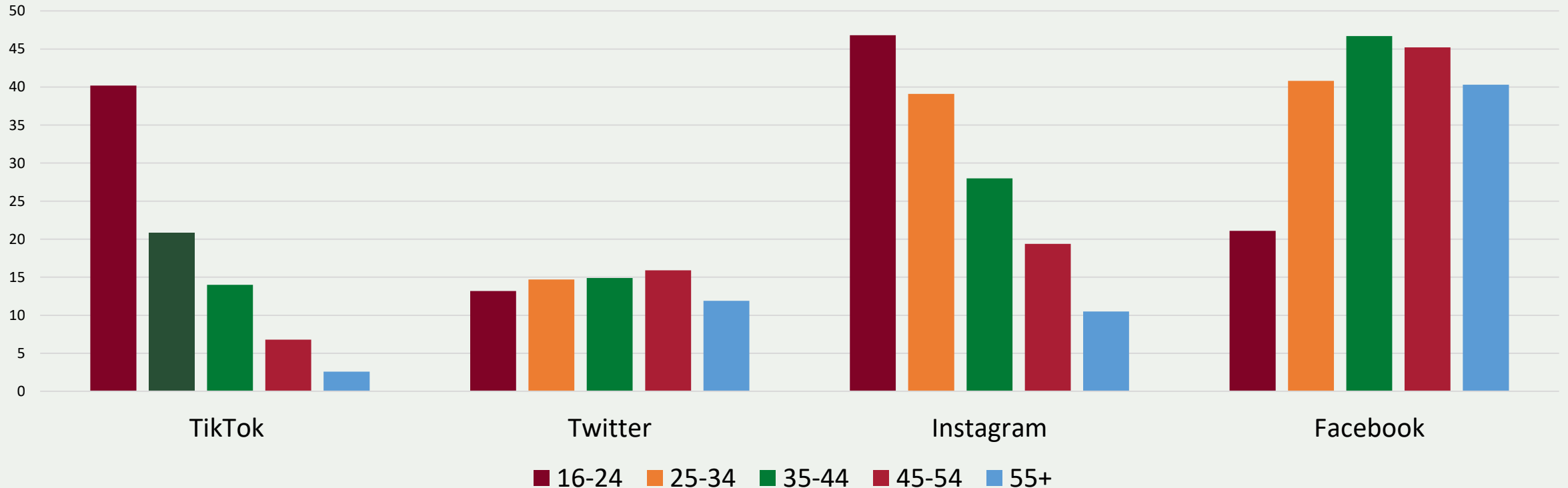
need to feel
like an
organisation
understands
them



Social Demographics

Facebook is the most popular social network across the UK population, but younger people ages prefer to use channels such as TikTok and Instagram.

This chart shows how many people in each age group use social channels daily.

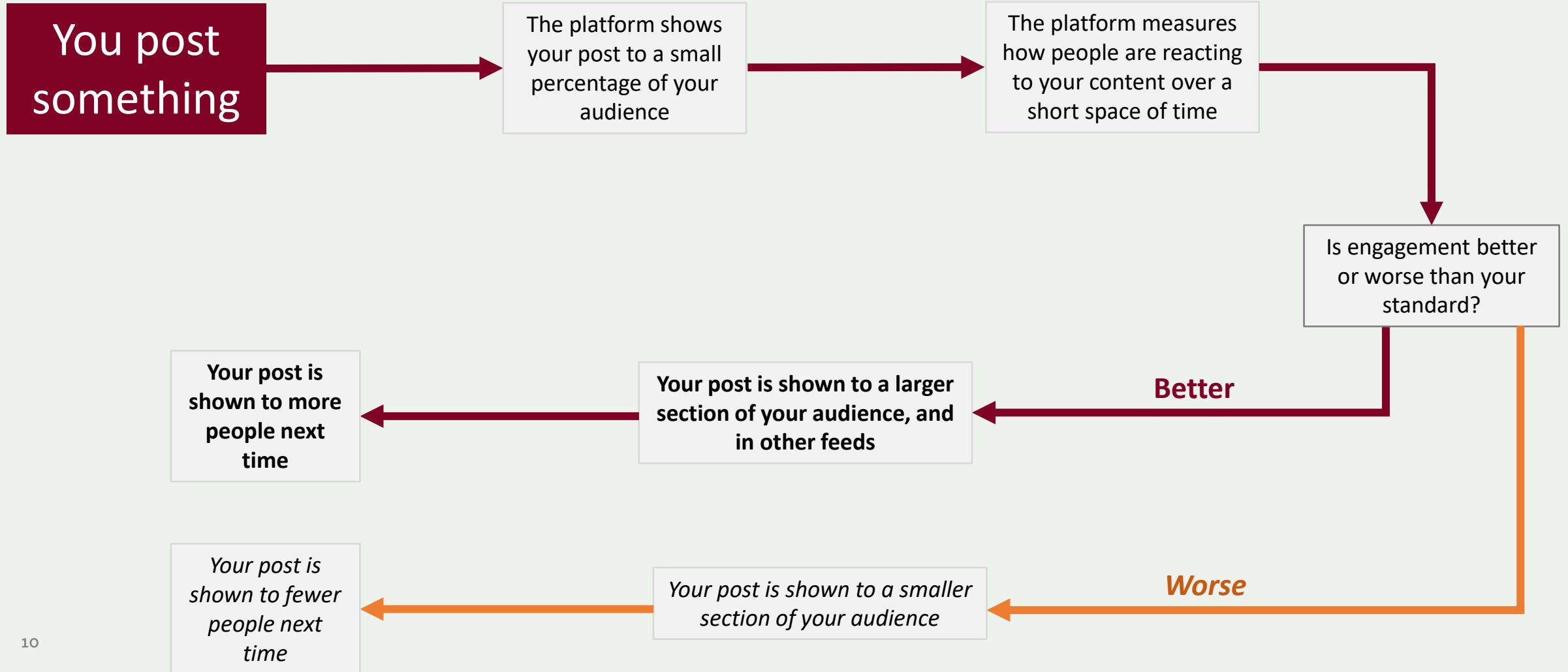




Algorithms



How Social Algorithms Work





Instagram and Facebook in 2023

What they want today

While not identical, Instagram and Facebook are similar in how they understand what content to show users.

Ranking signals include:

Engagement	Posts that earn more engagement (such as likes, comments and shares) are rewarded with more reach.
Consistency	Posting regularly helps algorithms and people develop understanding. Find out when your audience are most likely to be viewing and post then.
Hashtags	Posts which have some hashtags are easier for algorithms to understand and for users to find.
History	Posts from accounts which users have engaged well with before will show up highly in their feeds over time

For more information about the Instagram algorithm, [visit this guide.](#)

For more information about the Facebook algorithm, [visit this guide.](#)



Twitter in 2023

What it wants today

Twitter is less algorithm-based – it's 'following' section just shows users posts from accounts they follow. However, its 'Home' and 'Topic' sections show content that they think users would like.

Ranking signals include:

Recency	Showing topics that are popular now, rather than topics that have been popular for a while or on a daily basis.
Relevance	Using data from users' previous actions on Twitter (such as who they follow and what they've liked) to show other relevant topics
Engagement	Posts that earn more engagement (such as likes, comments and shares) are rewarded with more reach.
History	Posts from accounts which users have engaged well with before will show up highly in their feeds over time

For more information about the Twitter algorithm, [visit this guide.](#)



TikTok in 2023

What it wants today

TikTok is heavily influenced by its algorithm, which means it's constantly deciding which is the best content to show to users.

Ranking signals include:

Interactions

As with other social platforms, posts that earn more engagement (such as likes, comments and shares) are shown to more people.

Hashtags and Video Information

TikTok users are more likely to watch videos which use hashtags that they've watched before.

Consistency

Posting regularly helps algorithms and people develop understanding. **So find out when your audience are most likely to be viewing and post then.**

Viewing Length

Videos on TikTok which people watch for a long time are prioritised by the algorithm.

For more information about the TikTok algorithm, visit [this guide](#):



How The Four Differ

FACEBOOK

Community platform, where people check in on friends and family
Copy can be more in depth but remember to let your content do the talking. Video performs well on Facebook.
Organic performance prefers real connections (comments, likes and shares)
Paid content offers good targeting options

TWITTER

News platform, where people find out what's happening in their world
Copy can be more in-depth, with the potential to 'thread' together multiple posts
Great for regular updates and posts, and for public affairs-type content
Potential to tap into trending hashtags and reach new audiences

INSTAGRAM

Photo sharing platform, where people find visual content, they love
Copy tends to be more conversational, and always revolves around the image or video
Great opportunity to tap into trending hashtags and become discoverable to new audiences
Brings together multiple types of content onto one channel

TIKTOK

Video entertainment platform, where people find engaging content to educate, inspire or entertain
Copy is short, and all about the video. Copy is essential on the video to explain to viewers what's happening
Great opportunity to tap into trending hashtags and become discoverable to new audiences



Measuring Social Media Activity



Tracking Success: Social Analytics Glossary

There are many different terms used to report on within social media. Some of the most important are:

Impressions	How many people's feed your post featured in
Reach	How many unique people saw your post
Engagements	How many people reacted in some way (such as liking, clicking, sharing or commenting)
Engagement rate	How many people engaged with your content, divided by impressions. A good engagement rate is usually between 1 and 5%.
Amplification rate	How many people shared your content, your post
Followers	How many people follow your social profile
Audience growth rate	How many new followers you have over a set period, divided by your total followers



Success and Analytics

Success on social media is relative to your wider goals as a rugby club.

However, in general, if you see your metrics improving from month-to-month, and this becomes a regular trend, you can rest assured you are doing something right.

For an example of this subjectivity, most social media experts will agree that an engagement rate of between 1% and 5% is good, but this varies greatly depending on the industry you are in and the type of content you post.

They will also say, quality is more important than quantity, and that the higher number of followers you have, the harder it is to achieve a high engagement rate.



Key Performance Indicators (KPIs) for Rugby Clubs

The social media metrics you measure should reflect the goals you have for your marketing activity. No one will know your club's KPIs better than you.

For example, if you're looking to:

**RAISE AWARENESS
OF YOUR CLUB**

✓ Monitor impressions. This will show the number of people who see your posts.

**ENGAGE THE LOCAL
COMMUNITY**

✓ Monitor reactions, comments, shares and clicks. This will show the number of people who engage with your posts.

**GROW A LOYAL
FOLLOWING ONLINE**

✓ Monitor audience growth. This will show the number of gained and lost followers.



Social Media in 2023

What matters across all platforms

Who posted it

So we try to involve club people in content - whether that's players, fans, volunteers or partner businesses, and ensure they share it with their communities.

What it says

So we plan content in advance, use relevant hashtags, if necessary, and use high-quality, unique visual content.

Whether people care

So we should always create compelling content. It should talk about the topics that your followers want, and be written in a way they understand.