



SOCIAL MEDIA

GUIDELINES 2019

WWW.AUSJUDO.COM.AU





Before you start

Ensure you have the right person/people to manage the account – it should be active to ensure followers are engaged

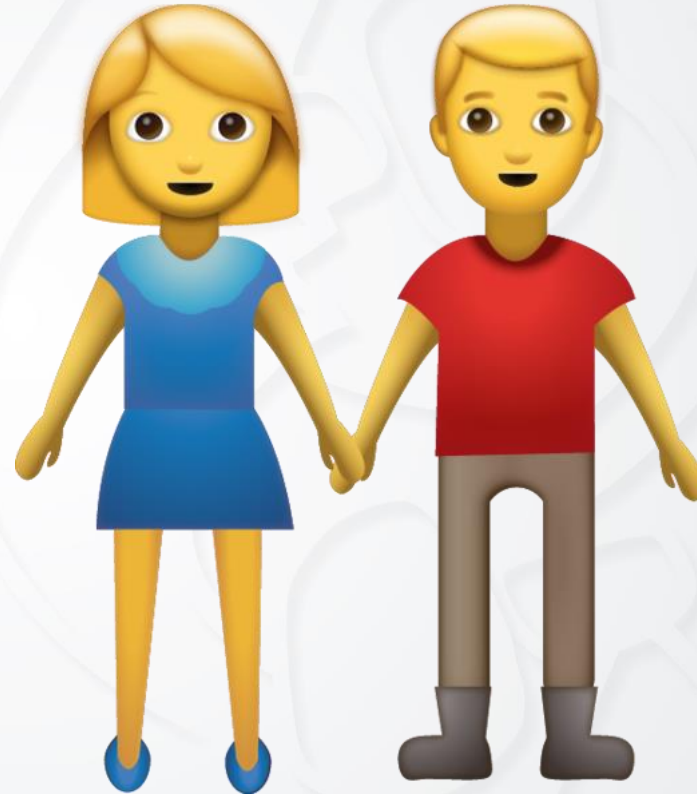
Choose a tone of voice – lighthearted, serious, factual, fun, whatever you choose this should be reflected in what you say and how you respond

The first rule of building followers is to follow others – keep following people who make an influence on your product, and who will want to hear from you

On Twitter generate conversations – talk to relevant people about relevant topics and if you see something you want to respond to, do so

Have others retweet you – include twitter handles of people who are involved with what you are talking about or who you think will respond

Showcase through great imagery your Club or Brand and what it represents, imagery that will attract peoples attention





A micro site for hosting information and longer form content



For engaging in conversations with people and breaking news



For taking people behind the scenes from a pictorial point of view



RULE 1 – always host content natively on these platforms. Avoid linking to external sites unless it adds to the post



RULE 2 - keep Reach and Relevance to audience as top priorities



Host video and imagery natively – and in landscape



Post content you'd consider putting on the website



Keep posts to a short length, no more than two paragraphs



Boost posts with small amounts of cash if possible



Use hashtags, no one follows them on Facebook



Post links without content or explanation



Leave the comments section unattended – always moderate



Use @ handles of people you want to include in the conversation – tag them if you just want them to retweet/share, include in the tweet if you want them to respond



Create, communicate and utilise #hashtags – especially for events to track trending



Use it as a resource for media to gain information



Respond to conversations you are included in



Utilise short video and small imagery – in landscape



Post links to external sites without any text explaining what it is



Use too many words



Engage in negative conversations



Engage in Insta Stories



Create, communicate and utilise #hashtags – especially for events to track trending



Remember - quality over quantity



Have posts planned for days of significance



Post behind the scenes imagery – an insight into something



Post individual pictures if you have several to post – use the gallery function



Post images without any wording, or paragraphs of wording



Post links in the text – it doesn't work. Links can only go in the bio