

MORE THAN A CLUB



Issue 4 December 2020

CLUB
DEVELOPMENT
MAGAZINE



"How you present yourself is how people first view you, what will you showcase?"

MORE THAN A CLUB

ISSUE 4 MARKETING & SOCIAL MEDIA

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DEAL FOR THE TEAM**

MORE THAN A CLUB




AS THE CLUB SUPPORT OFFICER I KNOW WE HAVE SO MANY FANTASTIC FOOTBALL CLUBS ACROSS THE COUNTY OF ALL DIFFERENT SHAPES, SIZES, PATHWAYS ETC. BUT....IT IS MY JOB TO KNOW THIS! DOES EVERYBODY ELSE KNOW? THIS IS WHY MARKETING IS SO IMPORTANT TO THE SUCCESS OF ANY ORGANISATION. MARKETING GETS THE WORD OUT ABOUT YOUR CLUB, HIGHLIGHTS WHAT YOU OFFER AND SHOWCASES WHAT MAKES YOU SO SPECIAL.

In this month's issue we will be looking at marketing and social media as a club development tool. How your club is perceived from the outside will affect its ability to attract and engage new Players/Volunteer/Sponsors/Supporters. Effective marketing also helps to give current club members a sense of club identity and pride which in turn can help you retain them for many years to come.

In this issue we will aim to highlight the importance of social media as a tool to engage with a wider audience for your club, the importance of having an online presence to make your club

visible and finally, what constitutes good marketing and social media. We'll first be visiting Millmoor Junior Football club for our first Club: In Focus section who will be sharing their approach to social media. We'll then have a social media guide by our very own Molly Johnson. Finally, we will look at building an effective website with Penistone Church FC and the do's and don'ts.

Throughout the issue we want you to consider your own club, what you currently do to market the club to a wider audience and think about how you may adapt your approach moving forward in line with your clubs' ambition. 

[Click the following links to visit Sport England Club Matters Page](#)

[Marketing Strategy](#)

[Marketing Research](#)

[Marketing Options](#)





USING SOCIAL MEDIA

MILLMOOR JUNIORS FC

CLUB IN FOCUS



Millmoor Juniors are another one of our fantastic local grassroots football clubs. Their social media presence is fun, professional, consistent- It really showcases the club in a positive light to followers and engagers. They currently have over 2000 followers on their Twitter handle @Official_MJFC. In this piece they are going to discuss how and why they use social media for the benefit of the club and benefits of having an online presence.

What do you use your social media platform for?

We use both Twitter and Facebook to promote the Club in a positive way and to engage supporters, parents, sponsors and the local community. We use it to post photographs of match action, fixture information, recruitment and to promote upcoming events. Sharing our clear pathway for all players (both boys and girls) from nursery to senior on social media is extremely important to us as we are passionate about what we do and want to share it with others. We are proud to be an FA Charter Standard Club. We also use our social media to promote County FA and FA initiatives, such as Respect campaigns, rainbow laces. More recently we used our platforms to share videos and guidance around our Covid procedures at the Grange.



How much time on average per week goes into your social media?

A minimum of 15 hours per week, however, we aim to ensure that all teams receive coverage each week. Midweek, we focus on showcasing our sponsors, who have supported the Club, so they receive maximum exposure. Saturday's focus on girls football and men's County Senior whilst Sunday is a focus on our Junior

teams and Ladies Senior Team. We are currently using social media as we want to create a positive atmosphere for everyone to enjoy their football at Grange Park. Therefore, we are supporting the 'Make Your Pledge' Respect campaign, promoting this online on a regular basis.

Who are you trying to target with your social media posts?

The local community and anyone who has an interest in grassroots football.



What benefits does your social media presence have for the club?

It has raised the profile of the Club and promotes the Club in a positive way. The posts are delivered in a professional format, providing informative information and a show of unity throughout the Club. Our hashtag/club moto #oneclub is known throughout the local footballing community and is something we are proud to promote.



TOP TIP!
SEARCH 'SOCIAL MEDIA MANAGEMENT TOOLS' ON GOOGLE FOR A VARIETY OF APPLICATIONS THAT ALLOW YOU TO MANAGE ALL YOUR SOCIAL MEDIA PROFILES THROUGH ONE APPLICATION.





USING SOCIAL MEDIA

MILLMOOR JUNIORS FC

CLUB IN FOCUS



How do you engage with sponsors? What benefits does this have for the club and the sponsors?

We share videos/photographs and links to their social media. The sponsors receive maximum exposure and the Club receives much needed financial support which goes into running a grassroots club. Positive relationships are built between the Club and sponsors, with sponsors becoming part of the Millmoor family.



How has the way you have communicated with parents/players changed over recent years?

Following the appointment of a new Board and changes within the Club, we aim to be as transparent as possible with parents/players. Communication goes through our social media platforms but also through managers/coaches meetings. We have noted a number of new players requesting to join our Club following social media exposure.

Has your social media presence helped to increase the number of players you are attracting to the club?

Definitely, especially the senior section. However, when Junior teams want to add players, we advertise

TOP TIP!
IF YOU HAVE A CLUB FACEBOOK PAGE YOU CAN LINK IT TO YOUR INSTAGRAM PROFILE POST THINGS SIMULTANEOUSLY

on social media. Who wouldn't want to join such an amazing Club which is on the 'up', passionate about developing their own players, with a clear Club philosophy and be part of something special?



Finally, do you have any top tips for clubs looking to increase their social media presence?

Even though we are all volunteers, as with other roles within the Club, this needs time and commitment and needs to be carried out in a professional manner. Share high quality, detailed information which is relevant to your Club to keep visitors engaged. It is also important to promote local grassroots football as well as your own Club.



#KEEPGRASSROOTSFOOTBALLALIVE



SOCIAL MEDIA TOP TIPS



Molly Johnson runs the CFA's social media channels as well as the Website.

Here are Molly's Top Tips for running a social media account.



Keep posts short and sweet! Aim to keep your post short and focused on one specific message! Consider that most users consume their social media via their phones and don't have the screen size to absorb large posts.



Use visuals to make the posts more attractive. The use of emoji's, photos and videos make posts more visually appealing for users. Try to include your club logo on all pictures and videos. Some people viewing the post may not read it but may take note of the visual!

"The use of emoji's, photos and videos make posts more visually appealing for users"



Consider When you post. Try to post during peak times, when people are likely to be scrolling through social media. Lunch time and evenings are a great time to get more views.



Try to start conversations and encourage replies. This helps to grow the number of people that see your posts. Think about the type of post that you put out. Questions & Polls are a great tool to engage with your followers.



Engage with club partners and other organisations. Tagging your partners within your tweets is great way to encourage them to engage with your posts. Also try to engage with everyone that tags the club in their posts. People may have questions that you can answer easily over social media. They may be sharing pictures from match- its great to engage and thank people for attending.

BEST PRACTICE



Match reports accompanied with match day photos.



Retweeting relevant content



Man of the Match Twitter Poll



Engaging with sponsors

DID YOU KNOW?

Twitter have a tweeting starter kit to help you plan your content This is accessed on the club officials tab. Click the link below [Twitter Starter Pack](#)



SOCIAL MEDIA TOP TIPS



Keep Fans/Parents up to date.
Use your social media to promote fixtures, results, player signings etc as well as keeping fans and spectators up to date on the latest club news.



Shout about your good work!
Showcase the positive work that your club does- this helps people to get a feel for what your club is all about!



Create a club Hashtag that you use on all posts.
This helps to connect your posts to each other and makes it easier for consumers to find similar posts from yourself.

“Your photos and visuals should represent what your club is all about”



Use diverse and inclusive photos that represent your club.
Ensure photos and visuals on your social media align with the message you are sending. Your photos and visuals should represent what your club is all about.



Schedule posts.
To reduce the amount of time you need to spend on social media use scheduling tools- they allow you to plan and schedule posts in the future. This allows you plan for the month ahead. Scheduling can ensure you keep your timelines consistent, varied and uncluttered.



Keep your social media professional
Consider the language that you use when posting. Avoid posts with offensive language etc.

When replying to or liking a post check that they are posted from appropriate accounts and contain no offensive material.

CLUB DEVELOPMENT IMPLICATIONS

-Increase awareness of your club.

-Increase the number of customer enquiries.

-Better relationships with current fans/members/spectators.

-Improve perceptions of your club.

-Opportunities to attract sponsorship.

-Attract new players and fans.

DID YOU KNOW?

80% of social media is consumed via mobile phone devices.



BUILDING A GREAT WEBSITE

PENISTONE CHURCH FC CLUB IN FOCUS



COVID-19 COMMERCIAL CONTACT US



(1) HOME FIRST TEAM ▾ OTHER TEAMS ▾ OUR CLUB ▾ NEWS SHOP

(2)

ONE CLUB. ONE COMMUNITY.

WELCOME TO PENISTONE CHURCH FOOTBALL CLUB

PENISTONE CHURCH FOOTBALL CLUB

1- Can people find it?

Your first step here should be to type in your club's name into a search engine and see if it returns as a top result. Secondly try searching grassroots football in your location e.g Rotherham and see if your website appears on the first page of results. Finally, for those clubs that don't currently have a website when making a website try to ensure that the domain name you select is a close match for the club, try to avoid slang words and avoid using punctuation as it can make them difficult to remember for customers.

TOP TIP!
UPDATE YOUR WEBSITE WITH REGULAR CONTENT AND KEYWORDS LINKED TO YOUR CLUB TO INCREASE ITS RANKING ON SEARCH ENGINES

2- Is the website easy to navigate?

Organising your website so it is not cluttered is key to ease of use. Try to keep the homepage clutter free. Use tabs across the top to allow people to find easily what they are looking for (1). Always have a clear way back to the homepage!

TOP TIP!
MAKE THE HOMEPAGE IMPACTFUL WITH THE MOST IMPORTANT INFO

Find Us. Call Us. Join Us.

Get in touch with us using the below information, or use the map to find us at the DSM Memorial Ground.

How To Contact Us (3)

CALL US (2)
01226 370 095

EMAIL US
hello@penistonechurchfc.com

CLUBHOUSE & BAR (4)
Currently Closed Due To Covid-19
Monday 6:00pm to 11:00pm
Tuesday 6:00pm to 11:00pm
Wednesday 6:00pm to 11:00pm
Thursday 2:00pm to 11:00pm
Friday 6:00pm to 11:00pm
Saturday Noon to 9:00pm
Sunday Noon to 8:00pm

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3- Are your Contact Details up to date?

It is so important to ensure that the contact details on your website are up to date, potential customers, new players, parents and sponsors will use the info on your website to attempt to make contact with you, if the info is out of date or the mailboxes are not monitored you could miss out!

TOP TIPS!
PUT YOUR CONTACT DETAILS ABOVE THE FOLD- NOT HIDDEN AWAY AT THE BOTTOM OF A PAGE. (2)
IS YOUR ADDRESS AND PLAYING LOCATION UP TO DATE? (3) LOCATION IS KEY FOR PLAYERS AND PARENTS, MANY PEOPLE WILL SEARCH FOR CLUBS BY THEIR LOCATION. (4)



BUILDING A GREAT WEBSITE



PENISTONE CHURCH FC CLUB IN FOCUS



OUR HISTORY

It all started with 3 men called John...

Three key people had an important effect on the formation **Sheffield Football Club**, the world's oldest football club - John Shaw, John Marsh and John Ness Dransfield, **all of whom attended Penistone Grammar School.**

Football games had been arranged as early 1844 by a John Marsh specifically stating that they wanted to play "foot ball" not "hand ball".

4- Does it contain info about the club, its history, philosophy and policies?
Your website maybe your first chance to make an impression, does your website clearly state what your club is all about. Do you demonstrate that you are a well ran and organised club by storing your clubs policies within the website?

**TOP TIP!
STORING POLICIES ON LINE IS A GREAT WAY TO MAKE THEM EASILY ACCESSIBLE FOR YOUR CURRENT MEMBERS TOO!**

5- Does it make it clear what you offer?
Are you a 1 team adult club or a 35 team junior club with boys' and girls' teams? We should be able to tell from the moment we arrive on your website what you offer.(5)

6- Are the visuals inclusive and representative of your club?
If you are a 1 team adult club do the photos and visuals sit in line with that, if you have a junior offer and a boys and girls pathway do the photos and visuals on the website align with that. Your photos and visuals should represent what your club is all about. (6)

**TOP TIP!
HAVE ROBUST PHOTOGRAPH CONSENT POLICY TO ALLOW YOU TO BUILD UP AN ARCHIVE OF CLUB PHOTOS**

Girls Teams

Growing the girls' game

We are proud of our multiple girls teams playing in the Sheffield and Hallamshire Women's and Girls League. Many of our players have been with us through several age groups, helping us constantly develop their game in the same format as the boys' game.

Whilst many of our teams are now full we will always try to welcome new players that would like to join us for training. Players must not be registered to any other team in SHWGL. Please feel free to get in touch with the managers directly, contact details are shown with each team in the dropdown below.

Want to get in touch?
Head of Girls' Football - Steve Stead (07941 027541) stevestead78@gmail.com

Select a team below to see their league table, results, fixtures and contact information.

Select a team...

Latest News

News Categories

- 1906 Club
- Club News
- Coronavirus Guidance
- FA News
- First Team
- Hackett Blog
- History
- Juniors
- Transfers

Richards warns season could be a sprint rather than marathon
16th Sep 2020

Penistone Church manager Ian Richards believes the new Toolstation NCEL Premier Division season could be a sprint rather than a marathon. With the prospect of further lock... Read More

2020/21 Fixtures Released
10th Sep 2020

Here's the full fixture list for our return to league football, with us kicking off the season away to AFC Mansfield. Other notable fixtures include our Boxing Day clash a... Read More

7- How often do you update it?
Whilst we appreciate nearly all club websites are ran by volunteers, keeping them up to date is key to making them easy to find on search engines and also for a positive first impression.

**TOP TIP!
INCLUDE BONUS CONTENT E.G MATCH REPORTS, GOOD NEWS STORIES, FUNDRAISING ETC**

A huge thank you to Penistone Church for allowing us to showcase their fantastic website. Check out the page on the following link <https://www.penistonechurchfc.com/> Also check out their social media platform too @pcfc1906



SHEFFIELD & HALLAMSHIRE COUNTY FA

MORE THAN A CLUB



FOR ALL YOUR CLUB'S DEVELOPMENT NEEDS PLEASE FEEL FREE TO GET IN TOUCH WITH TOM MEASHAM, CLUB SUPPORT OFFICER

TOM.MEASHAM@SHEFFIELDDFA.COM



FROM EVERYONE AT SHEFFIELD & HALLAMSHIRE COUNTY FA, A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL YOU GRASSROOTS FOOTBALL HEROES.

KEEP AN EYE OUT FOR ISSUE 5 COMING IN JANUARY 2021!

@SHCFA #MTAC

