

SOCIAL MEDIA ACTION CHECKLIST

Reboot Sport initiative

Prioritise suitable social media platform

- Review article [Platforms for Member Engagement in Community Sport.](#)
- Identify the proportion of members likely to access to different platforms.
 - Facebook _____
 - Instagram _____
 - Team App _____
 - Zoom _____
 - Email _____
 - Text _____
 - LinkedIn _____
- Discuss with committee members to prioritise social media platforms.
- Consider pros and cons of each platform to use that are specific to your club.
- Choose the most suitable platform or platforms.
- Priority Platforms: 1. _____
2. _____
3. _____

Prepare and plan

- Determine length of time for plan: _____ months
- Consider a limited term committee role as Social Media Coordinator: Yes/No
- Identify type of action: sharing information / events / discussion groups
- Identify 3-4 candidates to actively participate in posting relevant information or activities on the club's social media page.
- Review [Reboot Sport for Participation to Thrive](#) article for ideas.
- Create an action checklist relevant to achieving the goals for social media plan.
- Keep a record of members and access to social media / email so that you can plan to be inclusive in your communications.
- Review Club Social Media [good practice examples](#) via Reboot Sport website.
- Plan a launch to get people excited and talking about your page. Keep it simple and interactive.
- Develop a simple Social Media policy or include it in existing policy (eg. Code of Conduct) and allocate this to a committee member or add a committee role.

Take action and build content

- Review your sport's state or national organisation and draw content such as COVID safe plans, participation activities and health & wellbeing practices.
- Review Reboot Sport's list of sporting clubs effectively using social media.
- Identify relevant examples and adapt to suit your club.
- Set a weekly schedule to ensure regular communication.
- Allocate content development to your identified 3-4 social media champions.

Ethical behaviour

- Review [Play by the Rules](#) website to develop an idea of an inclusive, safe and fair environment, particularly note any issues to manage with social media.
- If your club includes children, take particular notice of child safe guidelines and apply this within your social media approach and policies
- Create social media policies and make club members aware of these. May include a rules and etiquette section. Create awareness of mental health and wellbeing issues that individuals may have.

Inclusion

- Create a list of who is participating in activities and social media communication.
- Identify who is not involved and find a way to involve them.
- Create hard copy newsletters to cater for members that aren't using social media. (optional but may be influential in maintaining membership).
- Review [4 Steps to Reboot Mental Health through Sport](#) article.
- Be aware of members who have gone unusually quiet and connect with them through direct messages. Phone calls are still a good way to make contact!

Stick at it

- Review the activities that were implemented.
- Get feedback from participants on what worked well and what didn't.
- Try new ideas and share the load to reduce fatigue on key contributors.
- Update the schedule each month to pick up on emerging issues and opportunities.