


Sporting Club Social Media Examples

Sporting club	Activity	Target	Purpose
Greater Melbourne Volleyball Academy	Live streamed workout sessions via Facebook	Players	Maintain player fitness levels
Port Adelaide District Hockey Club	Promote “don’t become complacent and undo all the hard work” in their “Magpie update” .	Players, members, the community.	Creating a COVID-19 safe environment at the club.
Bowls Australia	#StayAtHomeChallenge includes members setting up obstacles at home where they would film themselves practicing bowling and post on their social media. Facebook page	Open to all clubs to participate.	Maintain skills and keep them engaged with the club.
Wakehurst Football Club (soccer NSW)	Created a clear document for a COVID safety plan in PDF format. Includes a document with visuals of ground plans across the league for game day. Very clear for each ground. (Manly Warringah Football Association).	Community members, players, staff. Spectators and Clubs within the association.	Creating a COVID-19 safe environment at the club. Creating a COVID-19 safe environment at the football grounds
Bankstown Sports Hockey Club	Have clear communication on their Facebook page . COVID-19 signage around the pitch.  Sign in procedure where an ID card is given and used through QR scanning to sign in. Useful as it is contactless.	Players, members, spectators. Players, members, spectators. Committee members and players	Information is clear. Promoting a Covid-19 safe environment Don’t share pens etc. and all information can be kept in one place.
Athletics Victoria	Facebook page which provides members with tips on maintaining health.	Members	Maintaining individual’s health

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Lower Plenty Football Club	Virtual \$5k reverse raffle done through Facebook live.	Members, players and community	Fundraiser and engagement from the community.
Sarina Demons Junior AFL Club (QLD)	Have a written strategy for COVID-19 restrictions that can be found on their Facebook page . It has a clear layout with visual of oval training layout and includes the names of trained COVID volunteers.	Community members, players, coaches	Creating a COVID-19 safe environment at the club.
Trafalgar Football Netball club	Weekly number draw posted on their Facebook page where winner gets \$500. \$\$ entry fee	All members and players	Fundraiser and engagement from the community
Hockey NSW	Clear resources and infographics for clubs and associations to use. Provided coaches information sessions via zoom.	Community hockey clubs. Hockey coaches.	Educate clubs and associations. Educate coaches.
Eastern Sirens Synchronized Swimming Club	30-day splits challenge over Facebook – post a video of you doing the splits: Facebook page	Players	Maintain players flexibility and keep them engaged with the club
City West Falcons Netball Club	Shoutout players/members on their Facebook page when it's their birthday TikTok Tuesdays – players make a video at home which is posted every Tuesday	Members and players Members and players	Provides individuals with a sense of belonging in the club. Club engagement
Melbourne United Basketball Club: Switching things up	Entered a team to participate in the Life Changer foundation KM'S4KIDS challenge Online coaching seminar	Community Coaches or members.	Improve fitness/health through walking or running, fundraising and engagement Support coaches during the second phase of lockdown.
Basketball Victoria	Design your Jersey Competition	Public/younger audience	Isolation project, gives local basketball clubs an opportunity to engage with their players/members

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Eltham Wildcats Basketball Club	Ready 2 Rebound – 8 live training sessions a week, interviews, coaching education and weekly games nights. Facebook Page	General public, players and members	Get the community re engaged with basketball after lockdown.
Nelson Bay Hockey Club	For junior training, coaches record arrival time for participants. Each child is given a labelled drink bottle and stick.	Players	Promoting a COVID-19 safe environment at training.
Orienteering Victoria	Using Maplink and DIY map library to complete activities.	Members	Maintain skills and keeps participants connected to the sport.
Baseball Victoria and Calisthenics Victoria	Created a YouTube channel to re-watch highlights and also learn new training techniques at home	Players	Maintain Skills, keep players entertained and connected and maintain engagement of the sport.
Bicycles for Humanity	Pedal for Purpose virtual challenge – done via Strava. aim to ride 11,000km as a community throughout the month of August.	Community cyclists	Promotes exercises and an engagement with the sport and community.
Hockey Victoria	#KeepHockeyAlive – challenges grass roots clubs to create a video of their players at home showing their skills. Posted on their Facebook Page	Grass roots clubs, and players	Maintain skills and engagement with the sport. Promotes inclusion.