

Chorley Women FC

Social Media Strategies

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Example Role Description

Social Media Strategies

Introduction

For all social media platforms, set up two emails; 1 for volunteers, 1 for sponsorships
Example emails could be...

sponsorshipchorleywomen@hotmail.com

Volunteerschorleywomen@hotmail.com

Role Description for Volunteering at Chorley Women FC

Chorley Women FC is one of the longest serving women's football clubs in the country, established in 1983.
The first ever Lionesses captain used to be a Chorley Women player manager and lifted the championship in 1983-84.

Volunteering roles:

Social Media Manager
Match Reporter (Home & Away)
GK Coach (All 3 Teams)
Sponsorship Coordinator
Fundraising Officer

Role Purpose:

To help support Chorley Women FC in the running of the club, with focus on social media to compete with those the league and draw in people to attend our games.

Personal qualities and experience:

- Enthusiastic and willingness
- Students studying marketing and media
- Commitment
- Flexibility

Beneficial if experience with:

- Worked with PhotoShop and Canva

Signature:

.....

Name:

Date:

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LinkedIn:

Good 'about' section, but I would include all links to the other social media platforms instead of just the website to increase traffic to those sites.

Post the same posts as the Instagram and twitter at the same time. (Team news – full time results – match previews etc)

Use LinkedIn for its intended purpose of making professional connections. For example keep in contact with UCFB as they can push any required voluntary work you may need to students.

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Example LinkedIn post:

Use of emojis is useful to grab the attention of a jobseeker but not 100% necessary on a platform like LinkedIn.

Posts shows each role followed by a link that would take the jobseeker to a job description document where the role is explain in more detail.

Hashtags are important to use to cast a wider net when recruiting.

Alternatively you could use a graphic instead combined with a link to show you are offering voluntary roles as another way to grab attention.

!! 🚨 Volunteering Roles:

Chorley Women are looking for full time Volunteers to fill the following vacant roles

Social Media Lead:
[link to apply](#)

Match Reporter (Home and Away):
[link](#)

Gk Coaches (3 teams in need):
[link](#)

Sponsorship Co-ordinator:
[link](#)

Fundraising Officer:
[link](#)

#NWL #ChorleyWomen #Volunteers |



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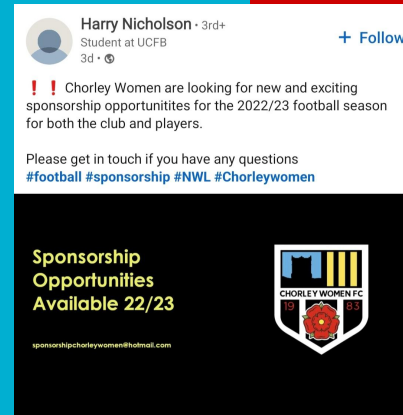
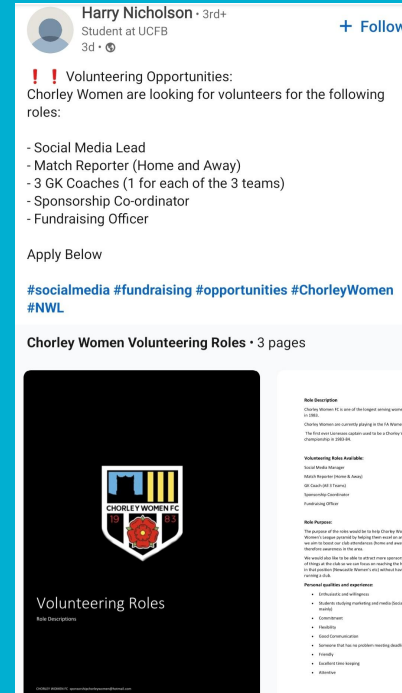
LinkedIn Example Posts:

I used the photo editing software GIMP which is a free alternative to software like Canva and Photoshop that have the same if not similar capabilities.

Example 1: This example is the list of roles available with a role description attached available to download and send back.

Examples 2 & 3 : These examples simply use the graphics to showcase that opportunities are available for sponsors and volunteers.

It is important to use the use of hashtags and emojis to be able to reach a wider audience within the platform.

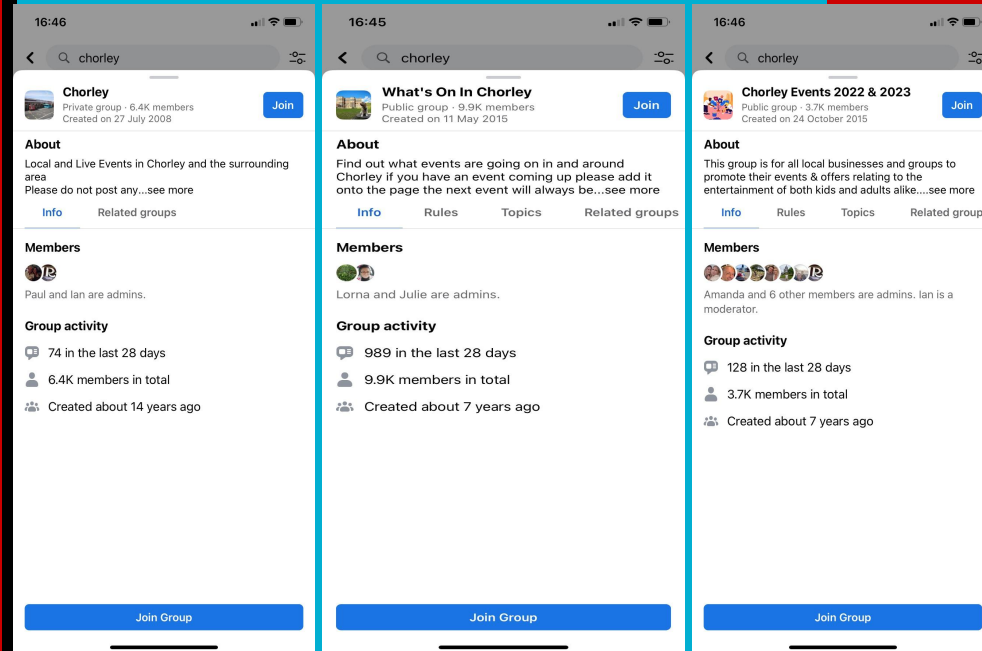


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Facebook:

- It's great advertisement that your Facebook page is already very active!
- A way other clubs who are also struggling with attendances promote their matches is through chat groups.
- Chorley have several different chat groups that are active with posts on a daily basis so it would majorly help to promote upcoming matches and improve attendances.
- Use the groups to promote the low ticket fees therefore it is a cheap family day out
 - good selling point on Chorley event pages.



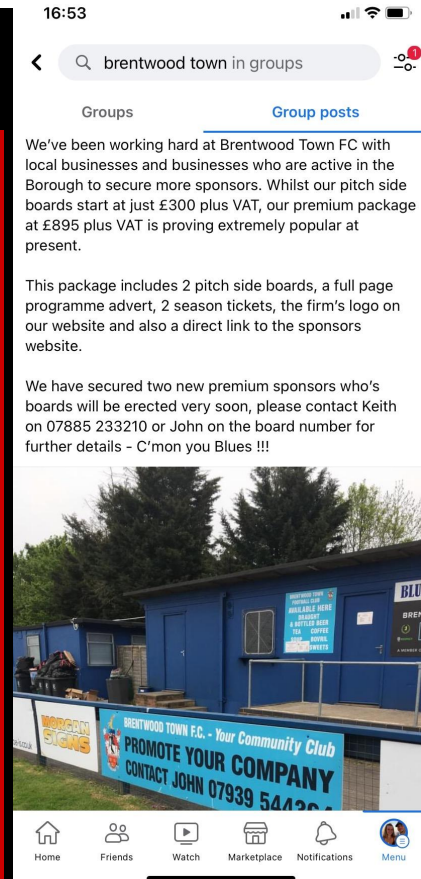
Above are examples of Chorley event groups

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Facebook:

- Another way Facebook groups could help to promote Chorley Women is through gaining sponsorships through it.
- Not only do other clubs use groups to promote games but also to promote sponsor packages for people to get mentions in programmes boards or any other area the clubs need a sponsor.
- This could be a hugely successful way for Chorley Women to gain sponsors improving the income of the club.



Above is an example of match promotion on a group and to the left is an example of new sponsor advertisement from another club.

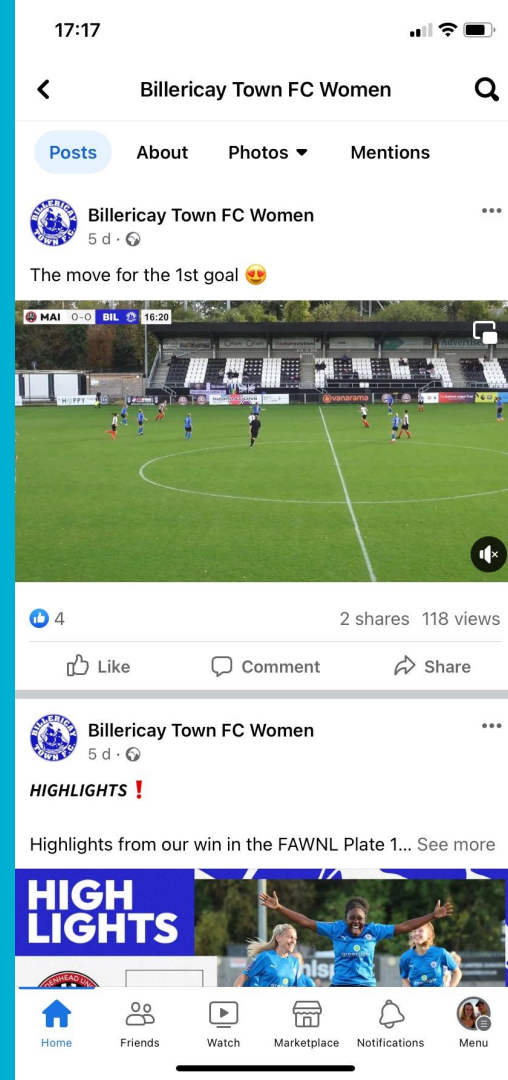
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Facebook:

- An additional way to encourage people to attend matches using Facebook is through posting videos on Facebook.
- Posting videos of the women in training is a good way to promote upcoming games.
- Additionally, posting videos of the crowd celebrating when Chorley Women win or score a goal would also be a good way to entice people in to upcoming games.
- Match highlights or manager interviews would also be good to upload for supporters to feel closer to the club.

To the right is an example of how to utilize Facebook video posts.



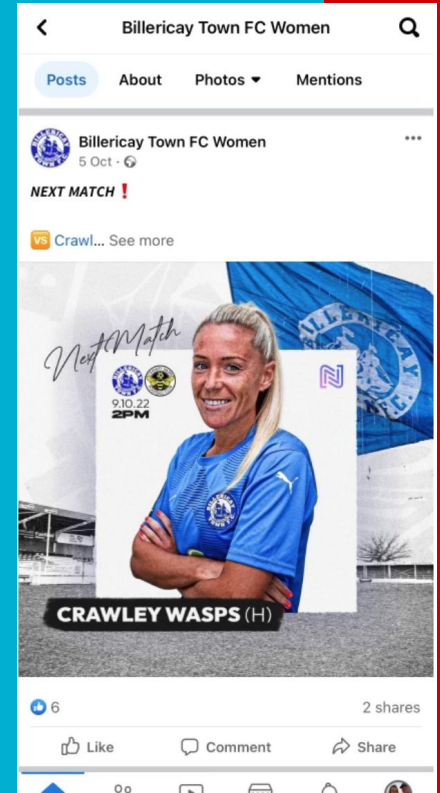
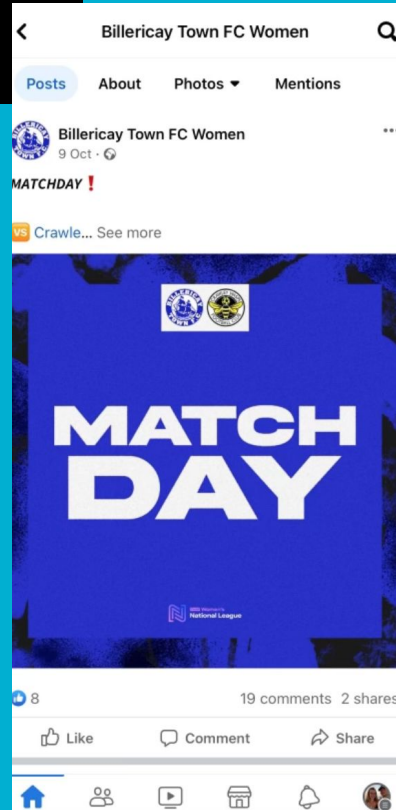
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Below are example posts from another club promoting matchday's.

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Facebook:

- An additional way to use Facebook to promote Chorley Women is to look at the timing of your posts ensuring you always post in the days leading up to the home games promoting under 16's getting free entry and tickets for adults only costing £3.
- Alongside this, Facebook can be used for updates during matches. By doing this fans that cannot attend every match are still getting updated as key moments happen in games.

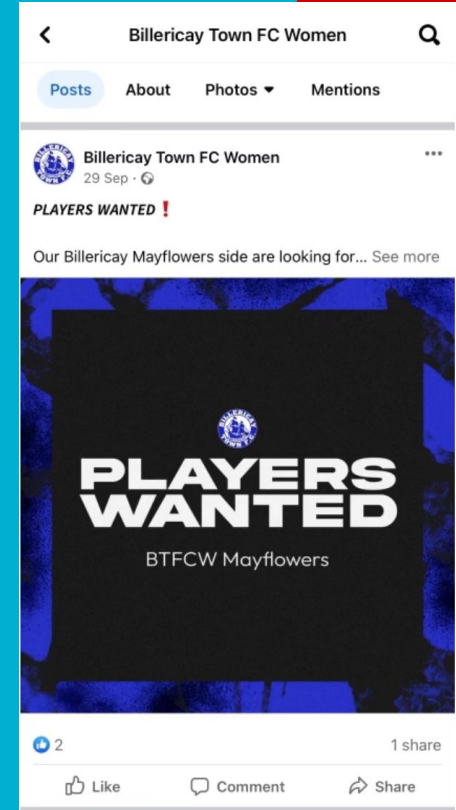


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Facebook:

- Role promotions can also be advertised on Facebook. For anybody looking to work in the football industry there is a great opportunity for volunteers at Chorley Women.
- Both Facebook groups and your main Facebook page can be great ways to promote the various different roles you have available as there is something to suit everyone.

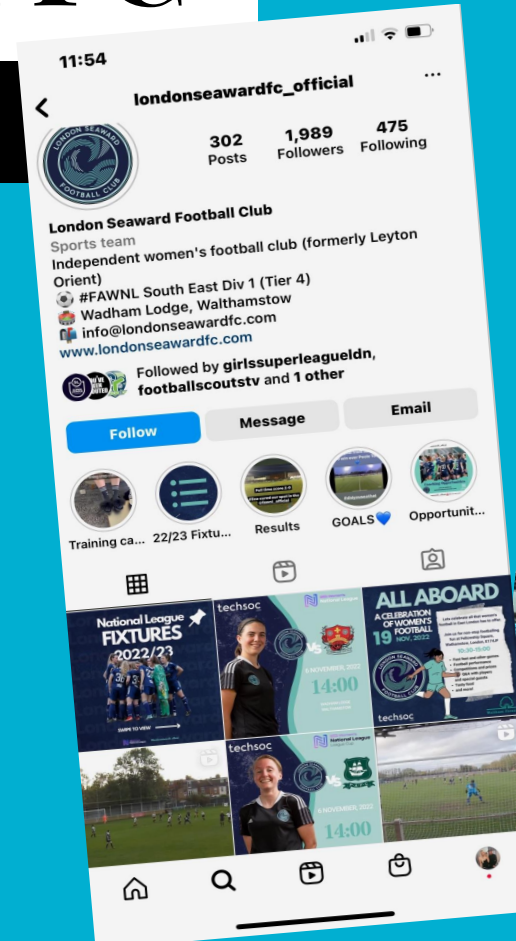


Above are example ways to use Facebook to promote job roles.

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Instagram Strategies - How to find Success

- ❑ Visually Appealing Content - Instagram is all about Visuals
- ❑ Consistent and Quality Content being posted **Regularly**
- ❑ Engaging with Followers / target audience
- ❑ Utilizing all the features - reels, IGTV, Hashtags, Highlights etc
- ❑ Find Inspiration from other accounts and follow those in the related niche (Women's Football)



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Instagram Strategies - First Steps

- ❑ Switch to a Business Account (Helps with promotion and provides analytics)
- ❑ Change Profile Picture & update Bio (spaced out, easy to read, emojis, hashtag and link - linktree)
- ❑ Add Cover Pictures for Reels that currently have a blank image
- ❑ Add Highlights to Account (can add previous stories and add new ones as created)

- ★ Decide on an aesthetic (Reading & Chelsea are good examples of cohesive feeds)
- ★ Decide on a Hashtag (#FAWNL , something related to club?)
- ★ Use National League Logo on Graphics - brand association

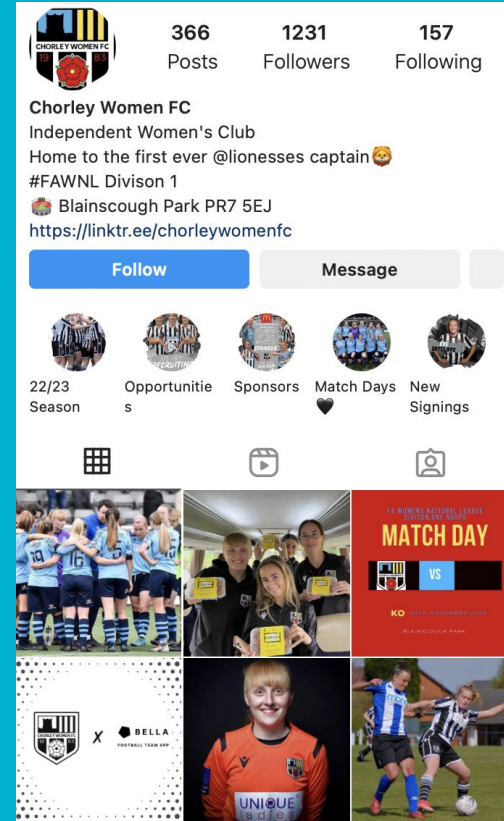


**TheFA Women's
National League**

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Instagram Strategies - Volunteers

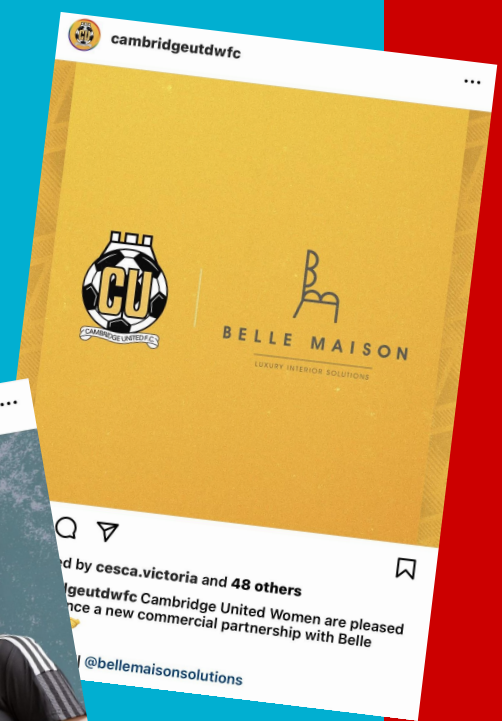
- ❑ Create a highlight section dedicated to Volunteers
- ❑ Add job posting to your story then add it to the highlight reel ensuring it gets seen
- ❑ This section can also include pictures / testimonial of other volunteers from the club showing why others would want to get involved
- ❑ Graphic with the role description posted to feed as it can also be shared on stories



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Instagram Strategies - Sponsorships

- ❑ Create a Sponsorship highlight section, can use logos of sponsors / graphics of the players with their sponsor (also pictures of sponsorships around the ground can be added)
- ❑ Tagging the Sponsor in the picture (also inviting them as a collaborator) in addition to the Caption (easier to share)
- ❑ Having the business account and sharing the metrics with possible sponsors demonstrates the exposure they will get
- ❑ A Graphic / Post of players who need sponsors or what the club is looking for

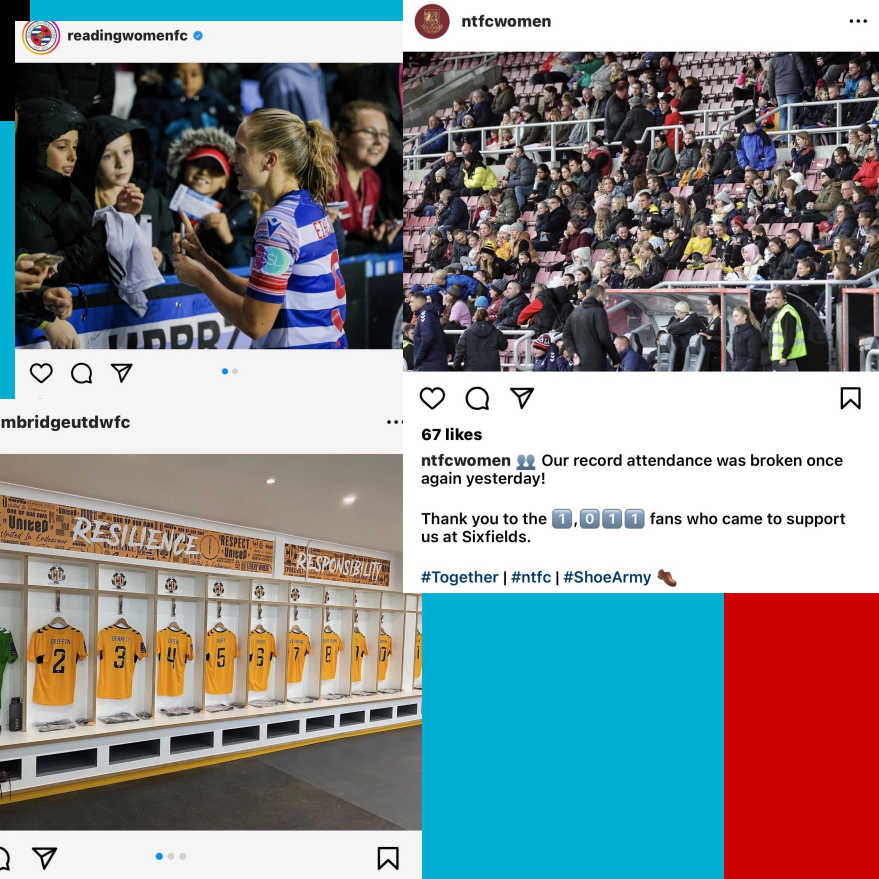


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<https://www.instagram.com/reel/CkbOhanj4-2/?igshid=YmMyMTA2M2Y%3D>

Instagram Strategies - Fans to games

- ❑ Post atmosphere, highlights from the game, to show people why they want to be there
- ❑ Behind the Scenes for match days, media days etc any notable event.
- ❑ Highlight Section for match days (videos of team walking out, arriving, half time chat) Make match days special
- ❑ Remember target demographic, fun content like the camera at practice creates the feeling of closeness with the team
- ❑ Keep match day graphics simple yet eye catching



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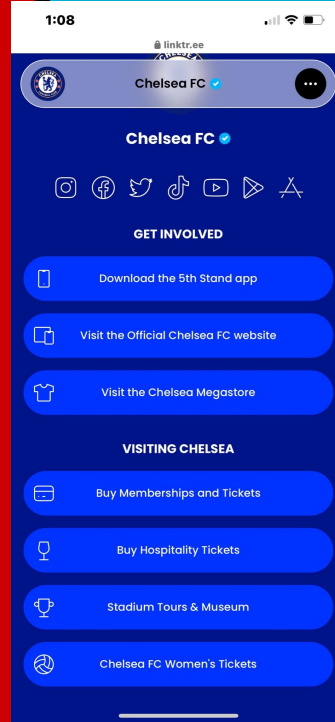
Instagram Strategies - Things to Remember

- ❑ Less is more, keep graphics and images simple and pleasing to the eye
 - ❑ A theme or aesthetic will create brand identity
 - ❑ Interactive Stories, liking and engaging with comments and posting on a regular basis will impact your posts in the instagram algorithm (**essential** for getting content seen)
 - ❑ Choose a handful of hashtags to associate with the page (Software to check the effectiveness of engagement)
- ★ Ensure images and videos are high quality
 - ★ The use of emoji is proven to enhance user experience and make it feel more personal 😊
 - ★ Tagging players socials and sponsorship socials to help reach a wider audience
 - ★ Review Analytics closely over the next few months to see when your followers are most active, the demographic, location and more to cater your content and posting times.

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Instagram Strategies - Things to Consider

- ❑ How many times a week can you reasonably post? (Aim 2-3 plus match day)
- ❑ Creating a Linktree Account and adding it to your bio (a popular social media feature, Chelsea Women also use)
- ❑ Using Veo footage of goals, celebrations etc to create reels (using trending sounds on reels can quickly reach large audiences)
- ❑ Batch creating content - using images and videos to pre create content (saving them as drafts) to post as needed



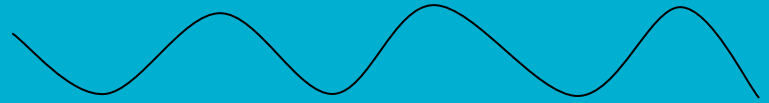
- ★ Getting players to visit local teams / schools and hand out flyers / free match day tickets for youth (children having a good experience = wanting to come to games)
- ★ Adding hyperlinks to the social media channels on the homepage of website for easy access
- ★ Have QR codes on flyers / around the venue on match day that link to the social media channels / website

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Instagram Strategies - Future Steps

- ❑ Utilize working relationship with UCFB and see if they can post roles on Job Teaser (Social media manager, Match day photographer, videographer etc) *The more hands on deck to shoot content the better*
- ❑ Look to get a social media managing software such as [Sprout](#) or [Hootsuite](#) in addition to Canva or photoshop for graphics (figure estimated costs this season to try and get a sponsor to cover for next)
- ❑ Find ways to engage with the community and share it on social media

- ★ Goal / Target setting to ensure you have attainable long and short term goals to work towards



Women's news / media and club account you may find inspiration from

- | | |
|-----------------------|-----------------------------|
| ★ @shekicksmag | ★ @chelseafcw |
| ★ @sportingher | ★ @readingwomenfc |
| ★ @football4women | ★ @arsenalwfc |
| ★ @weplaystrong | ★ @cambridgeutdwfc |
| ★ @womensfootballtalk | ★ @londonseawardfc_official |

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Twitter Strategy:

- ❑ Platform with the highest engagement- continue to be consistent with posting on this platform

Main Priorities:

- Updating twitter Bio: to include a linktree and location of home stadium
- Hosting an audio space to promote the club
- Cross promoting other platforms on twitter. E.g Tweeting about Chorley's Facebook/ LinkedIn for work opportunities
- Using more polls to build interaction with followers



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Twitter Strategy: First Steps

- **Update the twitter bio:** This example includes emojis and it will be beneficial to have a club hashtag that you can use on all posts.
- **Including the link for tickets** is a priority for all women's clubs as they grow.
- Link is easily accessible which means a higher chance of ticket sales.
- FOLLOW other WNL clubs and get players to **promote the page by retweeting content**

Home of Chorley Women FC. (# a Chorley hashtag related to club)

🏆 FA WNL ND1

Sponsors: @uniqueladies @stevenstraceability
Howard's IFA. Get your match tickets below 📌

(Location)

(Link tree)



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Twitter Strategy: Fan Culture

Posting pictures/ videos of the clubs support

This allows your audience to see the supporters of the club and the culture around the club.

Tweeting when there is a attendance record

This thanks fans for the support and hopefully attracts more fans

Add Polls for POTM:

Fans will feel more connected to club and players:
Allows for more engagement and followers

Fan Takeover on Twitter and Instagram Stories

Cross Platform content: Brings the audience over from both platforms

Who's todays POTM 🏆

Player 1		✕
Player 2	16	+
Poll length	1 day ▼	



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Twitter Strategy: Volunteers/Sponsors

Utilising numbers from twitter platform to attract sponsors

The twitter account shows the reach the club has and can be beneficial to promote brands

Players retweeting to gain player sponsors

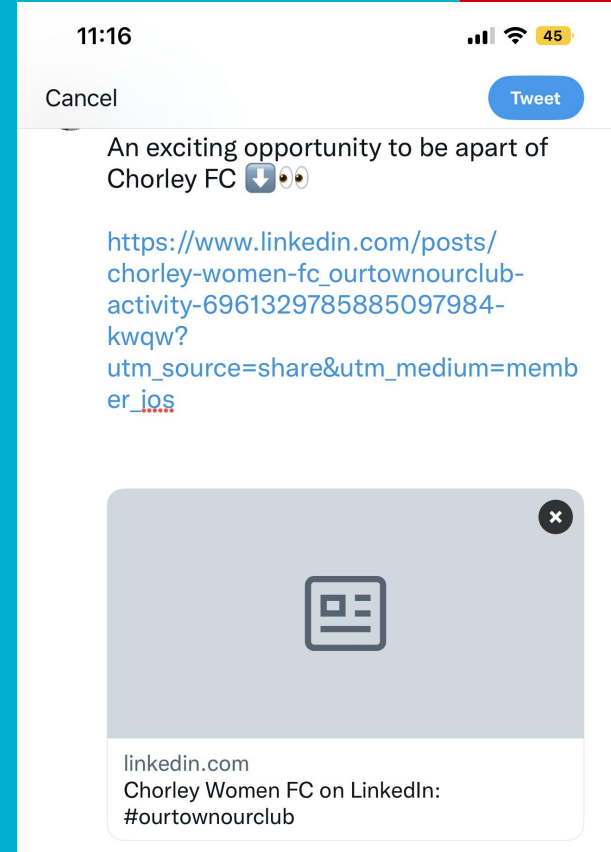
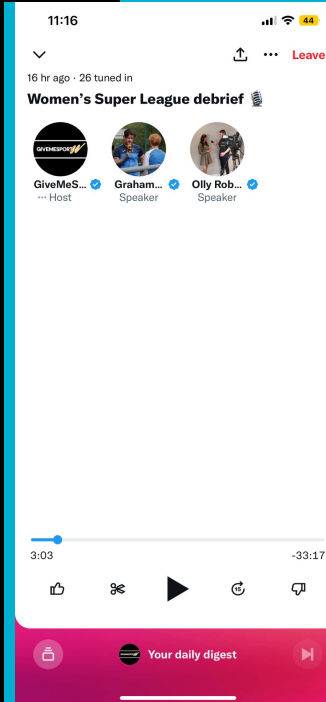
This attracts a larger audience to the post

Resharing the linkedin/Facebook posts on twitter

This can take followers to the accounts which goes into depth about the roles/ opportunities.

Audio Rooms

Club can showcase the roles available



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Twitter Strategy: Tips

Simple is Key:

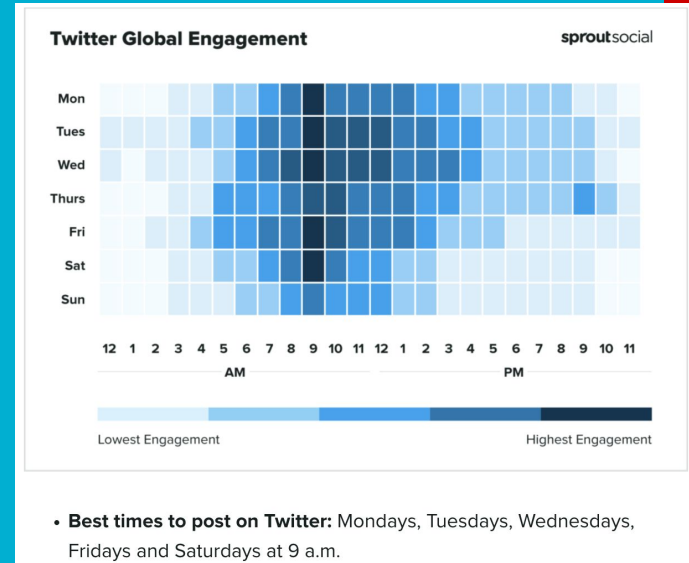
Don't need to create loads of content- Quality of information rather than how much there is.

Content Planner:

There are many planners online that you can use, this is really good especially for time management.

Being aware of the best times to post:

These analytics show when the majority of users use twitter. On the chorley account it will give this information under insights.



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Future Steps

- Potential Charity match for 40 years of the club— make it as a donation and invite local sponsors— promote on socials and grab in volunteers
- Once you are beginning to make a profit, start looking into investing into graphic makers online- Canva for example.