



Marion FC – Social Media Coordinator

A Social Media Coordinator is becoming one of the most important positions within a club as social media is such a powerful way to grow, engage your club's audience. Effective use of social media will also support and drive the achievement of many of the club's goals and objectives.

In even the smallest of clubs the volume of information which could be included in social media means that the role is often too big for one person, so a key function of the role is to build and co-ordinate the activities of the social media team.

The key objectives of any communication plan should include the following:

1. Build your clubs audience on social media of people who genuinely follow and have an interest in your club
2. Build the sense of belonging between your club and its (social media) supporters and followers
3. Support the achievement of club goals and objectives (e.g. sell 100 tickets to the mid-season ball)
4. Relay important "operational" information to relevant people within the club (i.e. under 12 training is cancelled tonight)

Responsibilities

Prior to the season

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop strategies to support and promote each activity
- Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- Determine which social media platforms and strategies best suit the achievement of your communication strategy and club goals and objectives
- Review and update the social media policy (code of conduct) and ensure this is provided to the committee for sign off
- Recruit and train your social media team
- Inform the committee with regards to current social media numbers and outline strategies to grow social media followers.

During the season

- Actively update the club's different social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements, milestones etc)
- Promote club's key activities and events throughout the year,
- Promote sponsors, especially promoting special offers from sponsors which people love
- Facilitate social media participation and engagement within club stakeholders
- Actively engaging followers to transform visitors into advocates for the club (creating a sense of belonging between the club and everyone)
- Collaborate with all divisions of the club to ensure their message and stories are being continually promoted and communicated.

Post season

- Review the list as people who have access to each of your club's social media sites and remove access for those you no longer wish to have access to the club's social media sites through the off season and beyond.
- Inform committee of end of season numbers for social media followers and discuss growth or decline and possible reasons.

Essential skills and requirements

- A frequent user of social media sites
- The ability to plan what the clubs needs to communicate and when
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Strong understanding of the club's social media strategy and willingness to follow it
- Respectful and effective communication
- Understanding how to create memes, photos and video for use on social media
- Thorough knowledge of what is going on within your club

End of year hand over

Updating key documents

At the end of each year a key activity of the Social Media Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.

The social media coordinator should compile a list of people at the end of each season who have access to each of the social media platforms and provide this list to the committee. Ideally the social media coordinator should review the communication plans for the season just finished and make recommendations to the committee for any changes they suggest for next season.

The updated Position Description and supporting information must be provided to the club secretary prior to the Annual General Meeting each year.

Induction of the incoming Social Media Coordinator

An important responsibility of the outgoing Social Media Coordinator is to train, mentor and support the incoming Social Media Coordinator and the next seasons social media team.