



Get going on...



Social Media - Platforms

People use different social media platforms to accomplish different goals, and their behaviour can vary significantly among social media platforms. Understanding how people use social media, will help you adapt your strategy to suit their needs and reach a greater audience.

Remember you do not need to use all the social platforms. A little research into your audience or intended audience will help you to target your efforts and save time.

Facebook

Facebook users are the largest and most diverse social media audience. This platform has many personal connections as well as access to news, entertainment, and special interest information.

Due to this vast amount of content, users spend a lot of time scrolling, but only a few seconds or less viewing each post. Facebook algorithms also play a large role in who sees your posts. So, in the brief moments you must capture your audience, your content must create an emotional connection or a sense of intrigue for them to look further.

Attention-grabbling tactics of sharing high-quality, eye-catching graphics or videos, or by asking for an action (asking a question or sharing a link), and keeping content crisp. Facebook is a great way to direct your audience to your website.

Videos are very effective on Facebook which leads to higher engagement than posts using photos or graphics. Facebook Live videos are even more effective as Facebook prioritises this content type in user feeds (imagine Facebook Live a student's first landing or a before and after AEF experience).

Instagram

Instagram is a very visual platform, so your content should have a visual component to it. Using bold and colourful photos, high quality graphics, and short videos are a great way to drive engagement.

Instagram posts (unless paid advertising or in stories) don't include links, so they are not as effective as Facebook for driving website traffic. However, using club-branded hashtags in Instagram posts can encourage users to adopt them to help grow your following. Remember you can search your



hashtag to find user-created content that mentions your club, learn about your audience, and grow your network.

The Instagram algorithm trends towards rotating images in multi-image posts, these carousel posts can be effective at driving engagement. So, if a user does not engage with a carousel post the first time they see it; Instagram shows them a different image from that post the next time.

Instagram stories are a great way to share a lot of content at once or to alert users to new posts on your newsfeed, without flooding your users' feeds.

TikTok

TikTok is all about short videos and having fun. It's the platform to use for experimenting, taking risks, trying new types of content, and joining the latest trends. TikTok editing tools offer a variety of effects to enhance your content and make it pop.

Select TikTok's Search bar to see trending topics and follow the hashtag #TrendAlert to jump in early on trends that might fit your club brand. Stay relevant – and have fun!!

Don't forget to tune in to audio, which is critical to your success on TikTok. According to TikTok, "When brands feature songs that TikTokers like in their videos, 68% of users say they remember the brand better" and "58% say they feel a stronger connection to the brand."

Consider finding younger members in your club to help run this type of account.

X (formerly Twitter)

X's audience is accustomed to short, sharp, informative messaging, with an equal focus on news and social content. X posts are limited to 280 characters, ensuring that your content is direct to the point. However, you need to make sure your message is clear, and you balance clarity with a tone that reflects your club personality.

Posts that include videos are fast becoming some of the best-performing content on X. Keep your videos short, simple, and clear. X recommends using products and people in your video content and being strategic with logo placement.

As with the other platforms, club-branded hashtags can be an effective means of increasing visibility. Remember your hashtags count towards your character limit, so only use hashtags relevant to your club brand.

Do and Don't

Whichever social media platform you choose to use for your club, remember to promote it in your communication with club members, visitors, other clubs, and previous members. The more engagement you can create by asking others to share your club brand the more successful your communication strategies can be.

Most importantly keep your social media current and fun and enlist the help of several members (especially younger members) to keep it running well.

Do:

- Use social media to keep your members up to date
- Share live videos of your AEF, Students, and members flying
- Post images and videos of your club to advertise your facilities
- Have fun with emojis, stickers and GIFs
- Use hashtags to make your content easy to find
- Keep an eye on performance and identify which posts perform better than others, then repeat similar posts
- Ask your members for feedback polls
- Be fun and engaging

Don't:

- Flood social media accounts with too much content – don't spam your members
- Leave long gaps between busy periods – post regularly
- Post images or videos without your member's consent
- Allow negative comments to go unnoticed. Make sure harmful comments are responded to and if needed moved.
- Overthink it – you will get better at it the more you do it
- Post content not relevant to your audience or doesn't match your club brand.

<https://help.hootsuite.com/>

Look out for...

Get Going On... *Social Media Posts*

Get Going On... *Social Media Hashtags*

Get Going On... *Social Media Advertising*

