



Get going on...



Social Media - Posts

You already know it's important to have a social media presence with fresh, engaging, and current content. The more effective your social media content is, the more chance you have of attracting members, promoting air experience flights, or getting your club's name out into the community. If you are unsure about what to post...read on...

Know your post anatomy

Caption: Describe your visual, or draw attention with a statement, question, or headline. Research shows that an average of 150 characters, or about 15 words, get the most clicks. Try to strike a balance between being clear and intriguing. Effective headlines should:

- Promise a benefit or result
- Convey a sense of urgency
- Ask a question
- Spark curiosity, such as offering new or surprising information

Emoji: Include relevant emoji to add tone and interest. Make sure you know the meaning of an emoji before you use it. If you are not confident with emojis you might also include a basic symbol such as an arrow or pointing finger to draw the attention of the reader. Starbursts can make text pop or convey excitement or celebration.

Call to action: Try to begin or end your posts with a clear call to action. Ask a question to encourage comments or share a link to invite your audience to learn more, try, or buy.

Mentions: Mention other accounts (yours or others) for added visibility and reach – this is known as social networking. Promote or thank a partner, supporter, or your brand with the aim they may share your post or

reciprocate with their own. This is a good way to gain visibility in your local community.

Hashtags: Hashtags are words or phrases combined and preceded by the # symbol. Add topical and relevant keywords for added reach. They are immediately searchable on social media as soon as you publish, so they make your post more discoverable.

Images or videos: Include one or more (depending on the platform) compelling, high-quality photos, GIFs, or video clips, tailored to your brand and the tastes of your audience. Some visual elements that attract attention are people and faces, colourful, sharp, high-contrast graphics, and video. Test your images and videos on mobile devices to ensure that your visuals are clear and oriented properly.

Know your networks

You don't have to create all your social content from scratch! Your club and your members are excellent content resources. Clubs can create an email where members can send pictures, videos, stories, promotions, etc that can add value to your social channels.

Consider what content is relevant for your target audience and respect their time by ensuring it is relevant. Make sure your viewpoint on the content you share is clear. Add an introductory sentence or two and demonstrate your expertise in your industry by offering your unique perspective.

What should I post?

Variety is key to keeping your audience interested and engaged. Different post types can achieve different goals, so plan content according to four pillars: **educate**, **entertain**, **inspire**, and **promote**.

Educate: This type of content should spark curiosity and help your audience to gain knowledge. Examples include tips, FAQ's, Top 10 lists, and Did you know? Questions. This content can be about your club or just relevant to gliding and your audience.

Entertain: Entertaining content should be intriguing to your audience, as well as quick and punchy. Entertaining doesn't mean you have to be funny (although humour can be a great technique when done well). This could



include unusual stories, behind-the-scenes perspectives, and before and after posts.

Inspire: Inspiring content should be especially positive or memorable. It should have an emotional impact and drive the audience to take action or alter their perspective. Examples include people-focused stories and stories about social responsibility or community involvement.

Promote: This content is about encouraging your audience to take the next step. Be sure to tell people what you want them to do with a call to action. This could be contact us, book now, or leave a comment.

When you know what your content should do, you can begin planning what and when to post. Use the four pillars to mix up your content and ensure variety while creating your club's voice and encouraging engagement.

Look out for...

Get Going On... *Social Media Platforms*

Get Going On... *Social Media Hashtags*

