



# USING SOCIAL MEDIA FOR MEMBER ENGAGEMENT



## REACH



### Determine your objective:

**Post reach:** by posting less often, your audience will read posts more thoroughly when they occur.  
(longer/important/informative posts)

**Page reach:** by posting short, fun or casual posts often, your club will regularly be on their timeline, but less time will be put into reading those posts

## PLATFORMS

### Facebook

- Widest reach
- Can have variety of content
- Members should be able to engage with posts (ie. like, comment, share)



### Twitter

- Quick updates, more frequent posts
- More informal, interact with followers
- Share other users' posts



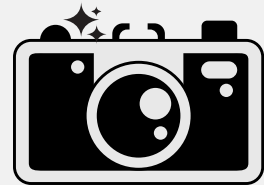
### Instagram

- All about visual content
- Posts tell a story and allow members to feel connected
- Stories connect with followers in real time



## CONTENT

- Different content should be posted on each platform
- Content can be mix of fun, educational and club updates
- Hashtags should be chosen and used in posts ie. #BowlsCanada



## OTHER TIPS



- Plan social media posts in advance to stay consistent
- Reply to comments and messages to maintain a dialogue with members
- Tag Bowls Canada in your posts!