

THE MODERN CLUB & SOCIAL MEDIA

PUBLIC RELATIONS OFFICERS' SEMINAR



WHAT IS SOCIAL MEDIA & WHAT WORK DOES IT DO?

Websites and apps we use to create and share content, and take part in social networking
Includes social networks, blogs, microblogs, online forums, video sharing and more



SOCIAL MEDIA IS LOTS OF FUN!

Think of social media as a

PARTY

not a

CLASSROOM



ROB' S 7 RULES OF ENGAGEMENT

Rule 1 The most important guideline to consider when creating social content is:

“When we care,
we share”



ROB' S 7 RULES

...CONTINUED

2. We share content that makes us look good
3. If content is useful, people will happily spread the word
4. People share stories, not info



ROB' S 7 RULES

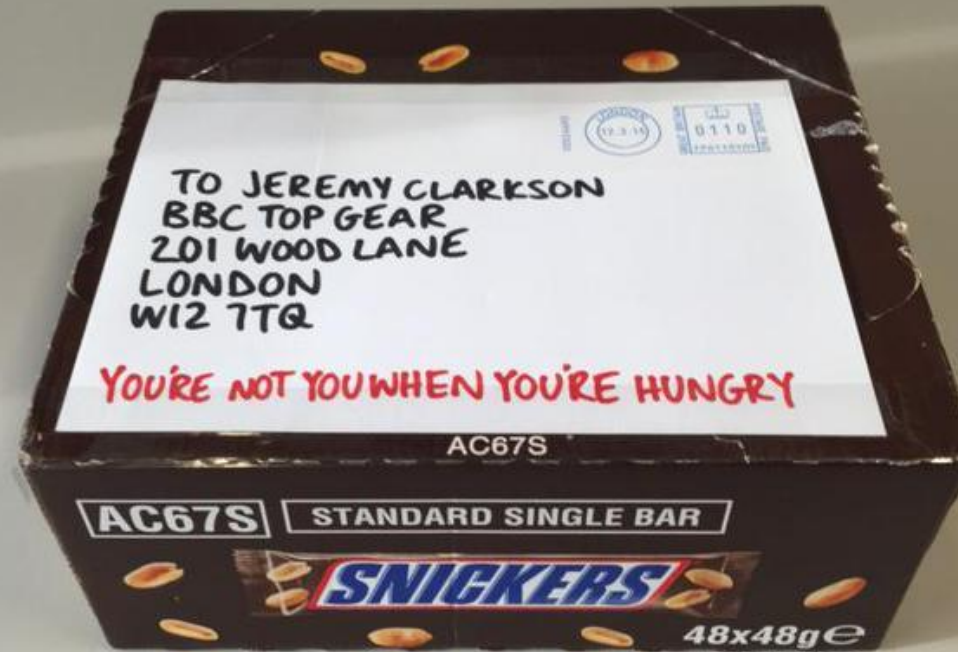
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5. Use video & images to capture and hold attention
6. Infotainment mix: right content for right audience
7. Humour can 'go viral'



BE DARING WITH CONTENT

Some of the best and most effective content is opportunistic rather than planned



GETTING STARTED ON FACEBOOK

- The biggest social media channel in the world
- 1.5 billion users
- How to set up an account:
www.facebook.com



CLUB' S OFFICIAL FACEBOOK PAGE

- Designed for businesses
- Club's has 65,000 fans
- Pages are public
- Administrators post content to page
- facebook.com/thefriendlyclub



WHAT CONTENT SHOULD I POST?

- Images, videos & links
- Keep posts short & sweet
- Look at insights for when is best time to post to your fans
- Voluntary officer do's & don'ts



SHOULD I RESPOND?

- Respond promptly, sound like a human and be genuine
- Take heat out of negative comments where possible
- Experiment with frequency



FACEBOOK CLOSED GROUPS

- Share what you care about with like-minded fans
- Groups designed for use by clubs and communities
- Control who sees group
- Message group members



CLUB SOCIAL MEDIA GUIDELINES

- Personal channels can't display Club branding
- Club Unit channels can't display Club logo
- Club Units may not run public pages, profiles or groups



CLUB SOCIAL MEDIA GUIDELINES

- Anyone may post to the Club's official Facebook page to promote Club Unit events
- Club unit accounts should be monitored by Unit Webmaster



GETTING STARTED ON TWITTER

- Micro-blogging channel delivering information in 140-character messages called Tweets
- Great way to discover latest, real-time news
- [Twitter.com/campandcaravan](https://twitter.com/campandcaravan)



TWITTER BASICS

- Find and follow others
- Check your timeline for tweets from those you follow
- Click #hashtagged keywords to see all tweets about a topic
- Interact: retweet messages you like, @reply & @mention



THE CLUB ON INSTAGRAM

- Visual platform based on photos and short video posts
- Passes Twitter for daily users
- Big with millennials (ie, those born since 1995)
- [Instagram.com/campandcaravan](https://www.instagram.com/campandcaravan)



Instagram

Q. Search

Log out



campandcaravan

EDIT PROFILE

Camping and Caravanning Club The official Instagram account for The Camping and Caravanning Club - the Club for all campers, however they choose to camp. www.campingandcaravanningclub.co.uk

112 posts 580 followers 157 following



THE CLUB ON GOOGLE+

- Rival social network to Facebook, launched back in 2011
- Recently revamped to focus on collections and communities, so it's now an interest network
- Still favoured by Google



The Camping and Caravanning Club's interests



The Camping and Caravanning Club's posts



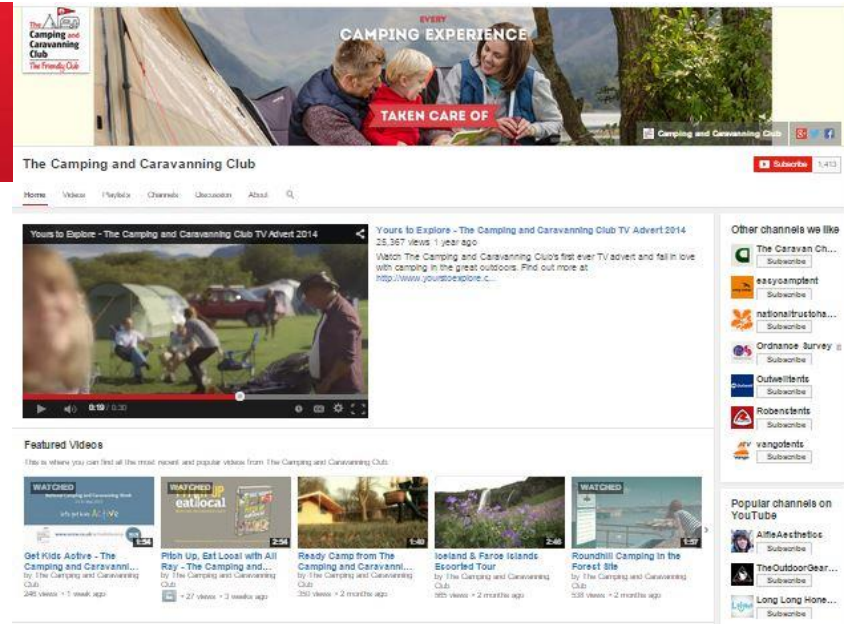
THE CLUB ON LINKEDIN

- Great platform for professional networking
- Employees create profiles, and helps shed light on the high quality of our team
- Profiles help with our search rankings



THE CLUB ON YOUTUBE

- Video sharing website
- Have over 300 videos
- People like, comment and can subscribe to the channel
- Inexpensive video hosting
- Youtube.com/thefriendlyclub



HOW WE REACH OUT TO CAMPERS OF ALL AGES

- The benefits of camping remain unchanged for more than 100 years
- Help people share timeless experiences
- We've been there through the decades
- These values feature in our campaigns



WE USE OUR HERITAGE IN MODERN COMMUNICATIONS

- We regularly make use of historic content and footage
- We run campaigns that appeal to fans of historic camping
- We use multigenerational footage to promote our social camping programmes, such as our National Feast of Lanterns rally and Big Club Get Together
- <https://www.youtube.com/watch?v=hxv0U7HoVFM>

INVESTMENT IN CLUB CAMPSITES

- £millions on modernising Site network: site videos support this
- Launched Ready Camp in 2015, with this video:
- <https://www.youtube.com/watch?v=y7JZpaPFtZg>



CAMPAIGNS: TARGETING YOUTH

- Ran Get Kids Camping campaign, on the educational benefits of camping
- We toured the results with a pop-up campsite roadshow of UK urban areas
- <https://www.youtube.com/watch?v=Qesj20Hcup4&t=7s>

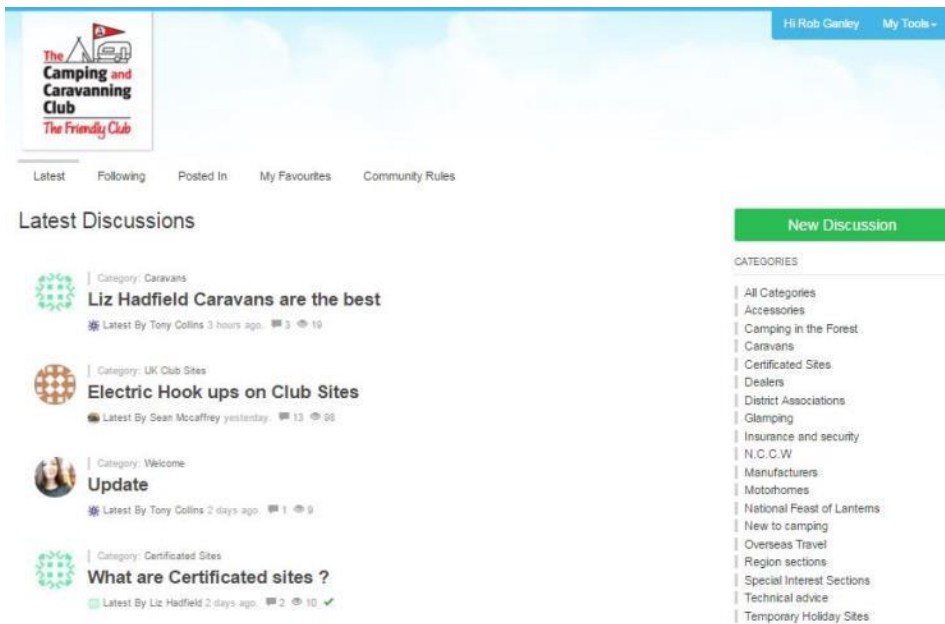






MEMBER-ONLY ONLINE FORUM

- Online forums are old social media
- Another two-way channel with members
- Launched Jan 2016
- Now more than 11k users
- [Online forum link](#)



A FEW FINAL THOUGHTS

- Give social media a go – you're not going to break anything!
- People tend to look at images at work but not videos – save video for evenings and weekends
- Don't steal images: find royalty-free shots under a creative commons licence



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