



Sportivate

Marketing support material

For Sportivate delivery partners

Version 1, 20th April 2011

You can download a copy of this document at www.sportengland.org/sportivate

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Introduction

This document is designed to offer practical help to Sportivate delivery partners in promoting and running Sportivate programmes. We are aware that the delivery partners may be sports clubs, youth clubs, local authorities, national governing bodies, county sports partnerships or others. The knowledge levels will vary greatly, as will the amount of resource (both time and money) which can be allocated to the process. And so whilst we understand that at some point we will patronise the majority of our readers, we also hope that the practical nature of the checklists will prove useful to all, regardless of your experience.

Broadly, we cover the most important elements in promoting a programme:

- Understanding your programme and the intended participants
 - Who are they?
 - What makes them tick?
- Engaging with your potential participants
 - The tone of voice and other issues related to your participants age and motivations
- Your contacts and networks
 - Who you already know
 - And how they can help
- Promotional techniques
 - A comprehensive checklist to choose from
 - Detail on social media
- Retaining and sustaining
 - Relevant techniques to help in these Sportivate phases

A note on the use of example programmes and our turn of phrase

Throughout, we will take an example Sportivate programme as a technique to help us develop a train of thought. This technique has its advantages (chiefly in helping us to be practical), but of course it also has disadvantages, so we would highlight the following:

- Where we use an example programme, your discipline will be to apply the techniques to your own programme
- Where we refer to clubs, read “any delivery partner”. Talking about clubs and club members is simply the best way to highlight your single most effective promotional technique – word of mouth in all of its forms.

Your programme and your participants

The first stage in promoting your programme is to consider the programme itself, and your target participants.

We will then draw on Sport England's research to show you the value in building a portrait of your target participant in order to work out what makes him (or her) tick.

Next, we'll look at how to engage with your target participants. How should you write for them? What kind of language should you use?

Finally in this section we'll discuss some ideas for reaching our target participants where they hang out – in our example programme we'll be discussing, the pub.

You will run through this process for each programme you are running, ending up with:

- A summary of your programme
- Who you want to attend
- What will encourage them to attend, and what will discourage them
- An understanding idea of where your participants hang out, and so where you can reach them

It's a useful technique to define some scenarios which we can use to generate ideas for. You can use the techniques to draw parallels for your own programmes.

Let's remind ourselves of the overall Sportivate aims:

- To attract 14-25 year olds to a sporting programme
- It consists of six weekly coaching sessions and supporting participants to continue participating in sport
- Aimed at those who would not seek out sporting opportunities themselves or would not prioritise doing sport in their spare time

Our example scenario(s) – your programme(s)

Multisport programme

- four NGBs have come together to offer a multisport programme
- Sports are
 - Athletics - running
 - Swimming
 - Cycling
 - Triathlon (probably with a view to charity events)
- There's no firm commitment to competitive sport when participants join
- But suitable social events will be used to motivate people (and of course open competitions and championships for those who show willing)

- Fun runs and charity runs
- Park running groups
- Charity cycle rides
- Charity and short course triathlons
- Local open races and championships (for your more competitive participants)
- Clear pathways will then lead people to
 - Social running groups, Run in England, Park Run
 - Athletics clubs
 - Swimming groups, pools and clubs
 - Cycling clubs, social cycling groups
 - Triathlon clubs
- Age range is 18+
- Gender is mixed (though we'll focus on males)

Youth club

- Have funding for a table tennis table, want to provide coaching programme
- Plan to run an informal ladder system
- And possibly compete in a league depending on the people who join
- And make it open table on regular club nights
- Also to attract local non-members to join the club
- Age range is 14-18
- Gender is mixed

Your target participants

Your target participants should already be tightly defined by the nature of the programme and its application process.

What we want to do now is look at how best to find potential participants, and think about how to talk to them.

Who are your participants?

Sport England has done a lot of work on defining the types of people who are interested in sport, so it makes sense to draw on this research to help us define our target participants. There is a “pen portrait” for each of 19 different types of people, four of whom are the right age ranges for Sportivate.


Please note that within this document we refer to Jamie’s pen portrait throughout, rather than always referring to “Jamie, Ben, Chloe and Leanne”. This is purely to ease the flow of the document. In reality, you should refer to those pen portrait which best match your target participants.

When you work through each exercise using Jamie’s pen portrait, repeat the exercise with Leanne (and Ben and Chloe, if they are relevant).

Note also that the pen portraits do not extend to the lower age ranges in Sportivate. This is due to the availability of suitable data when producing the pen portraits. As a result, we have chosen to focus on the older age range throughout this document.

Ben (male, 18-25)

<http://segments.sportengland.org/pdf/penPortrait-1.pdf>



Ben - 1
Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

Male, recent graduates, with a 'work-hard, play-hard' attitude
5% of all adults; 10% of adult men

About Ben
Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

Ethnic origin
Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin, or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names
Josh, Luke, Adam, Matesuz, Kamil

Jamie (male, 18-25)

<http://segments.sportengland.org/pdf/penPortrait-2.pdf>



Jamie - 2
Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool
5% of all adults; 11% of adult men

About Jamie
Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. He spends cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.


Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

Ethnic origin
Individuals in this segment are predominantly of White British (80%), or Other White (15%) origin, or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names
Ryan, Nathan, Ashley, Adiel, Pascal

Chloe (female, 18-25)

<http://segments.sportengland.org/pdf/penPortrait-3.pdf>



Chloe - 3
Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim
5% of all adults; 9% of adult women

About Chloe
Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a noon meal and a few drinks with her friends.


Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin
Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin, or may also be Asian/Asian British (8%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names
Nisha, Sophie, Lauren, Charlotte, Lucy

Leanne (female, 18-25)

<http://segments.sportengland.org/pdf/penPortrait-4.pdf>



Leanne - 4
Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

Young busy mums and their supportive college mates
4% of all adults; 8% of adult women

About Leanne
Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

Ethnic origin
Individuals in this segment are predominantly of White British (85%), or Other White (14%) origin, or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names
Hayley, Kerry, Danielle, Nisha, Saima

If there is no exact match between the pen portraits and your target participants, use your best judgement to draw up an equivalent set of information about your participants

This isn't as effective as drawing on the detailed research, but the discipline and structure that it gives to your approach will really help

With the caveat above, let's focus on Jamie, drawing out the most relevant information for our purposes.



Creating sporting opportunities in every community

Jamie - 2

Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.



Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.



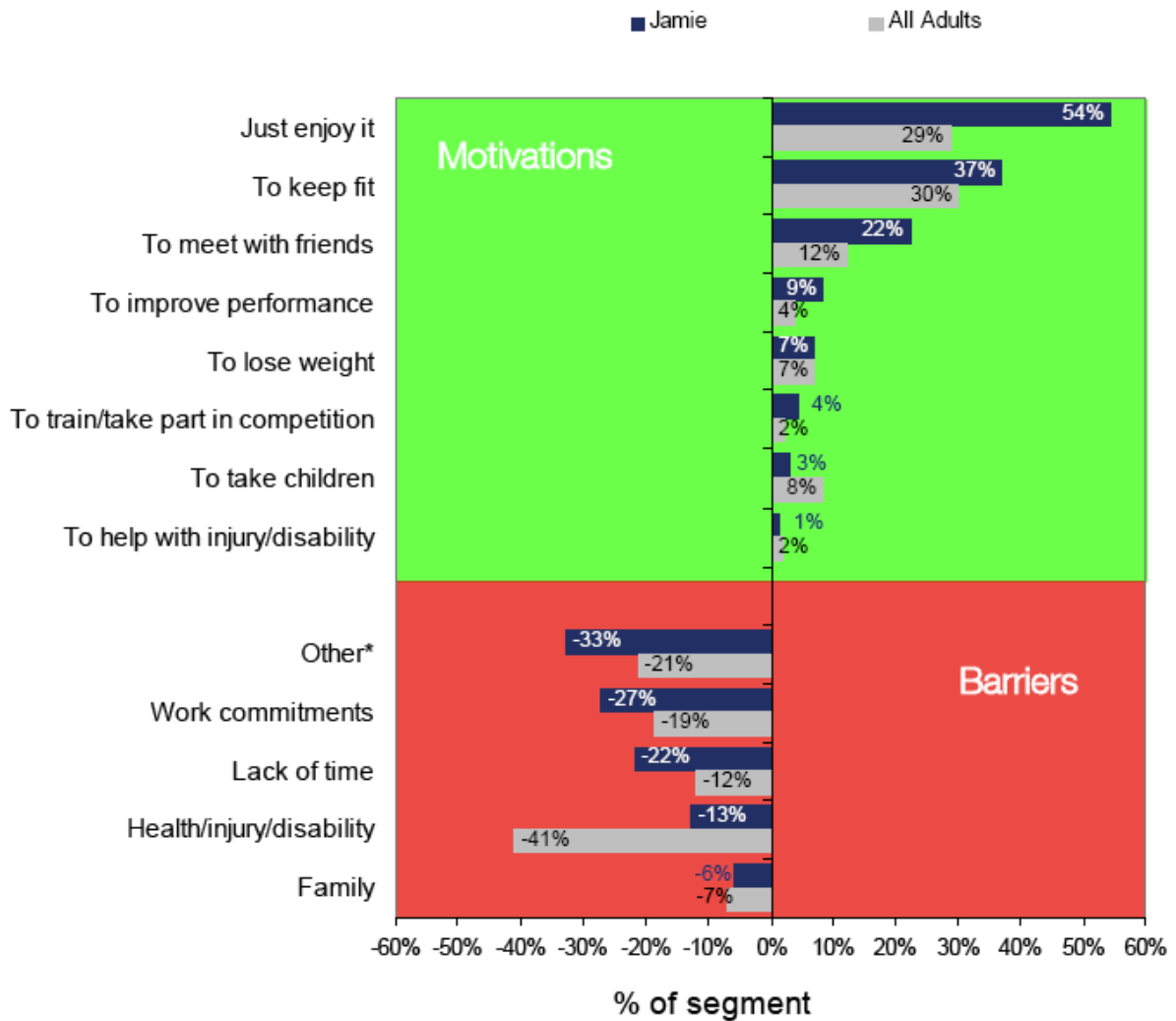
Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

Jamie: Motivations and barriers for taking part in sport



Source: Sport England Market Segmentation 2010. Motivations derived from the 2006 Taking Part survey and barriers from the Active People Survey (April 2009-April 2010), asked of people who are doing less sport than a year ago. Respondents may choose multiple responses, so these will not add up to 100%. Negative percentages have been used to show barriers. *Other barriers include 'left school', 'no opportunity' & 'economic/work reasons'.

So now, let's work out:

- How does our multisport programme fit with Jamie's general motivations?
- And how is our programme impacted by Jamie's barriers?

Most important motivations

- Enjoy it
 - Competitive elements will be enjoyable
- Keep fit
 - This programme will improve your fitness but in a way that injects some competition

- Meet with friends
 - Promotion should focus on getting a group of mates together
 - Or meeting new friends when you get there

Having mapped our motivations, next we need to look at making sure we deliver an effective message to Jamie (Leanne, Chloe or Ben):

- A message that addresses the motivations and barriers
- A message that he will see
- A message he will respond to

Engaging with your participants

This checklist doesn't set out to show you how to set up a programme that caters to young people, we assume that the actual programme itself is defined. We will also steer clear of too much detail, concentrating on the practical without looking full reasons.

We are therefore looking at how you might communicate differently with young people. Obviously the points in this checklist run across all of the other checklists – if we were supplying this document in print form, we would print this page on a fold out so that you can view it alongside every other checklist. If you've printed them out, rip this page out and run it alongside. If you're on screen, open a second copy of the file and leave one copy on this page.

Feeling patronised and slightly annoyed? Point made ... 😊

Your broad age ranges, 14-25

Some key characteristics span the entire Sportivate age range of 14-25, whilst other attributes are more specific to a smaller age range.

Much has been written in the marketing and business literature about the younger generation, usually referred to as Generation Y, Generation Why?, or Digital Natives. We'll go with Generation Y, who were born between the early 1980s and mid 1990s – almost a perfect match for our Sportivate age range. (See references if you'd like to read up more on Gen Yers).

Who came before Generation Y? Generation X and Baby Boomers, of course.

We will therefore first address the universal characteristics, and then tease out the differences by specific age range.

It's likely that your Sportivate programme will focus on smaller age ranges too, and so we hope that this section should help you with some general advice whilst also offering some more in depth advice on the age range for your programme.

Core characteristics

- Don't read newspapers
- No landline phone
- Television on their terms
- Trust peers
- Internet experience is social
- Content is going mobile
- Television is for video games
- Want to be heard and self-express
- Email is for parents/work
- On demand content

A little more narrative on those characteristics

- Unlike Generation X and older, Generation Ys are used to equal relationships and co-decision making. So **don't tell them what to do**.
- You will not successfully dictate an opinion to Generation Ys, they will form their own opinion with reference to their peers, their family and *trusted* experts. For this reason, **word of mouth works well**.
- Idealism and activism is an important motivator. We mention this because you will want to gauge to what extent the link between London 2012 and Sportivate works **for** you in generating word of mouth.
- They expect to personalise their lives. This is **more pertinent for the programmes** you are defining and the subsequent pathways to participation than to our communications.
- They expect you to be open and honest. Obviously there's no reason to think you won't, but when you ask for their help with word of mouth, be clear that that's what you're doing.
- Mobile phones are the only ubiquitous device to deliver messages to.
- Half of 16-24 year olds media consumption is via computer (vs TV dominating above that age)

Media consumption across the group

Interesting but no stand-out lessons.

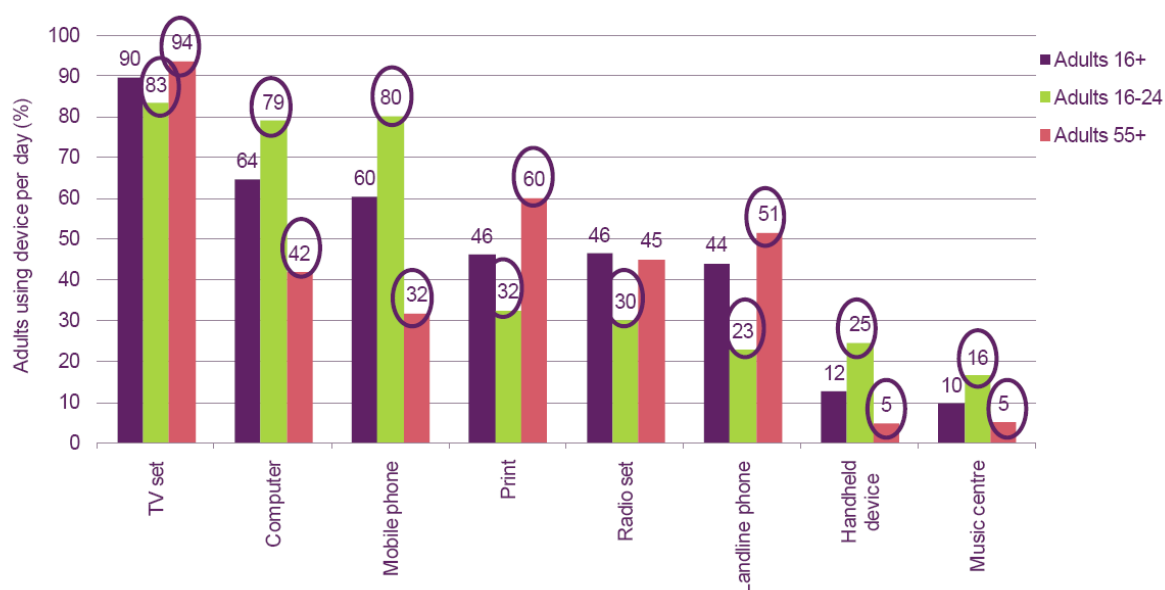
	All 16+	16-24s	25-44s	45-54s	55+
Time Awake (minutes per day)	945	913	945	961	951
Time spent with media and communications (minutes per day)	425	395	438	442	416
Proportion of media and communications time that is solus	80%	71%	77%	81%	88%
Proportion of media and communications time that is simultaneous	20%	29%	23%	19%	12%
Amount of media and communications activity (minutes per day)	528	572	564	537	467
Watching video (% of all activity)	40%	32%	36%	37%	52%
Listening to audio (% of all activity)	17%	14%	17%	22%	17%
Voice communication (% of all activity)	5%	6%	5%	6%	5%
Text communication (% of all activity)	15%	30%	18%	11%	6%
Print Media (% of all activity)	6%	3%	4%	5%	10%
Games (% of all activity)	3%	5%	3%	2%	1%
Other internet (% of all activity)	7%	5%	8%	9%	4%
Other media (% of all activity)	7%	5%	9%	9%	4%

Source: Ofcom research, base = All respondent days: 16+ = 7966; 16-24s = 1106; 25-44s = 3003; 45-54s = 1484; 55+ = 2373. Green indicates results higher than the UK average and red indicates results lower than the UK average.

Device usage across the group

Confirming that mobiles and computers are the way to reach our age range *once you know who they are*.

Figure 13: Daily reach of devices - adults 16+, 16-24 and 55+



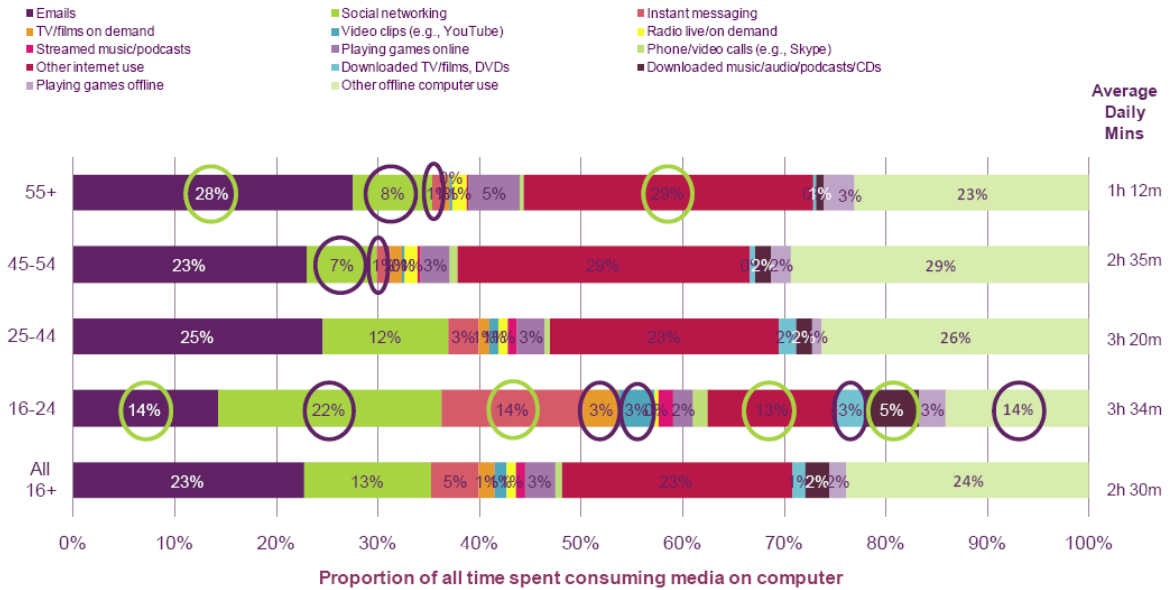
Source: Ofcom research, base=all respondent days:16+=7966, 16-24s=1106,55+=2373. The circles on the chart indicate a significant difference versus the UK adults, tested at 99%.

And what our Sportivate age range uses their computers for

Key uses are:

- Email
- Social networking
- Instant messaging
- Streamed music

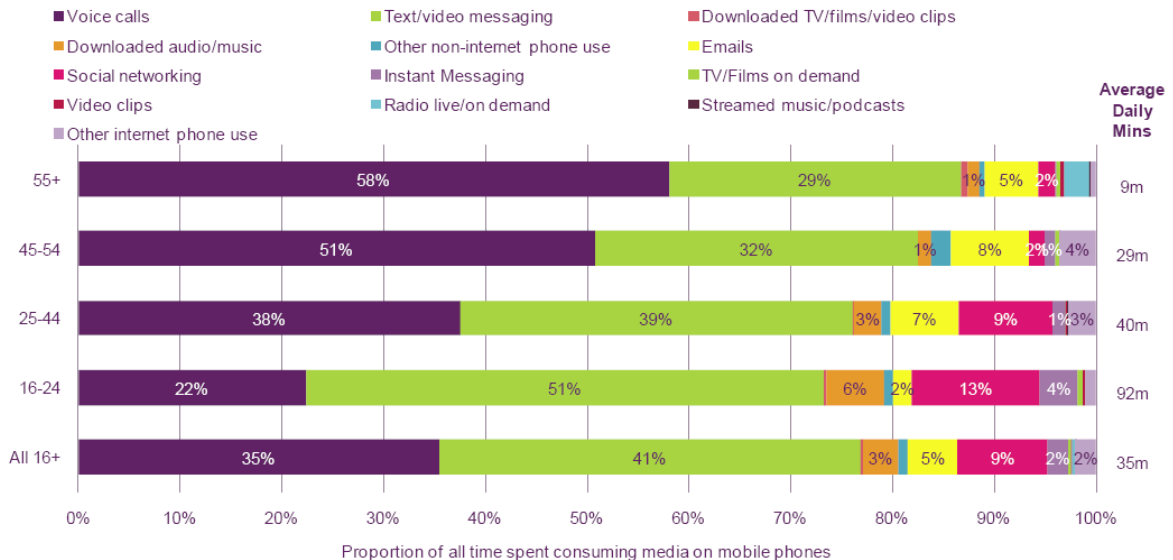
Figure 20: Proportion of computer use by activity, by age



Source: Ofcom research, base = All respondent days: 16+ = 7966; 16-24s = 1106; 25-44s = 3003; 45-54s = 1484; 55+ = 2373. The circles on the chart indicate a significant difference versus the UK adults, tested at 99%.

You didn't think mobiles were for calling people did you?

Figure 23: Proportion of mobile phone use by activity, by age



Source: Ofcom research, base = All respondent days: 16+ = 7966; 16-24s = 1106; 25-44s = 3003; 45-54s = 1484; 55+ = 2373. The circles on the chart indicate a significant difference versus the UK adults, tested at 99%.

Conclusions

Really, these Ofcom figures confirm the widely received views:

- That media consumption is already fragmented
- That the value of print coverage is to prove your value to the CEO
 - Though there is some merit in reaching parents via local print media
- And that we need to find “new” ways to reach out to people

Ages 19-25

Sport England has done much of the work for us with their segmentation work and pen portraits.

Let's apply this to *the example* multisport (triathlon) programme.

Locations and techniques to try

Beyond the standard checklists below where you will use your existing networks to generate word of mouth, you could also try the following approaches.

Pubs

- “Conventional” approach - beer mats, poster in gents
- Recruitment event
 - In town centre
 - Early Saturday evening
 - Use gym equipment
 - Stationary bike challenge, one minute sprint
 - Winners notified by text, opts in to message about programme
- The fittest pub in Coventry
 - Local “pub championships”, teams of four to enter
 - Sport England’s research indicates that a “teams based” approach to recruitment is the most effective.
 - Really, you are recruiting the **activator** in each group of friends.
 - Backed by local newspaper (will provide lots of photos for them)
 - Introduce a charity angle too?
 - The offer to the pub is:
 - Your team attends our Sportivate programme
 - Then the team enters either a triathlon we are running
 - Or more likely a suitable local triathlon
 - We may be able to find a triathlon that accepts relay teams too, with 1 sport per person?
- This approach is proven with formal team sports (mid week cricket, football) and could work with all informal networks

Workplace

- Uses “local championships” approach, will the supermarket where Jamie works contact their staff for you?

- Remember we really need to find the one person who will organise the rest, so do what we can to make it easy to be that organiser by easing the administrative burden
- By the same token, we need to make it easy for the supermarket to promote the event:
 - Provide a poster for their noticeboard

Provide copy to cut and paste on to their intranet and in to their newsletter

Flashmob

- A Flashmob is an impromptu gathering of people to do something, usually something extrovert in order to gain attention
- Maybe not one for our multisport event, but with some sports (badminton, inline skating, dance-based sports, high jump), there may be an opportunity to use the technique to launch a programme

Advertising on Facebook

- We know budgets are tight, but we would recommend that a small number of CSPs/programmes trial advertising on Facebook and reporting back on the results
 - We're fascinated to know, so Nemisys will support (say) three trials free of charge so long as you can find an advertising budget. You will find the results on the Sport England Facebook Page
- Facebook Advertising is covered in greater depth below

Other online advertising

- Google – target by geography and search terms. Probably less effective than Facebook.
- In-game advertising – high cost set up and need for creative would make this too expensive.

Jamie's tone of voice

Again, it's worth stressing that while we're focussing on Jamie there are three other pen portraits for you to use.

The kind of language Jamie responds to:

- Young
- Off the wall
- Experiential
- Relaxed
- Edgy
- Funky
- Cutting-edge
- Transitory
- Urban
- Informal

What this really means

- Use a warm, chatty voice, like you'd use with friends
- Use contractions like we're, you're, don't etc

- Write like you're speaking. Better than that, write like you're chatting
- Grammatical faults are ok, that's all part of (them) reading it like (you're) saying it
- Ask and suggest, don't assume and tell
- Use colloquialisms like "give it a shot".
- Comparisons need no explanation, so long as you use the right options:
 - "Ferguson or Mourinho?" works
 - "Humphrys or Paxman" probably doesn't
- Issuing a challenge is fine
- Understand (but be very wary of using) youthful terms like phat, rad and chillax
- Inject humour and fun whenever you can. Think Innocent Smoothies not legalese mumbo-jumbo.
- Don't pretend you're not selling to them – in fact, why not acknowledge it.
 - "Look, I'm aiming for 60 people to turn up. I can either do it myself, or I can find 15 people to round up a team of four. Which would you do?"

Above all, don't try to be something you're not, or they will pwn you (look it up - <http://en.wikipedia.org/wiki/Pwn>).

Let's have a look at pubs again

Remember the process we've worked through to get to this point:

- For our multisport programme, we're focussing on Jamie
 - Don't forget you'll also want to work through the same process for female participants
- He drinks in his local – importantly, with a bunch of mates, which is why we're targeting him there
- The right tone of voice is informal and with humour
- He responds to a challenge, he's competitive

Our solution

- A poster
- In the gents
 - Means we can go for absolute precision with context
- Objective
 - We want Jamie to mention it to his mates (and suggest they sign up)
 - And we also know the call to action is tricky in a toilet.

When will you next work up a sweat?

Fancy a shot? You've probably got your hands full just now, so round up your mates and sign up behind the bar.

When will you next work up a sweat?



Fancy a shot? You've probably got your hands full just now, so round up your mates and sign up behind the bar.

Ages 14-18

Niche characteristics vs broader age range

- Different legal requirements for advertising, email and websites (14-16)
- Probably at school – but don't forget "early" leavers
- Safeguarding credentials essential – but we have assumed that safeguarding requirements have been met as part of the funding minimum requirements
- Please reference the CPSU document here:
 - http://www.nspcc.org.uk/Inform/cpsu/cpsu_wda57648.html

How to reach them – best networks

- Can be reached via relevant schools infrastructure.
- Email is something that's broadcast. Its demise is massively overhyped, but until people hit the workforce it's unlikely to be the best technique for word of mouth.
- Facebook usage is high – but whilst they may like your Facebook page, don't expect to be **(or seek to be)** their friend

Media: 12 – 15 year olds

Ofcom undertook a supplementary study among children aged 12-15 years old who had the internet **at home (note the skew)**.

- 83% use video communications daily
- 69% use text communications daily
- 72% watch television daily

Devices used by percentage of time

- 75% of the time that 12-15 year olds spend with media is with a TV or computer.
- 10% of their media by time is with a mobile phone.

Legislation/regulation

For specific guidance you should refer to the relevant legislation. It is useful to draw your attention to the following in relation to under 16s:

CAP/BCAP Code

The CAP/BCAP Codes cover most forms of advertising, direct marketing and sales promotion in the UK. A child is classed by the Codes as somebody under the age of 16.

Do

- Be sensitive to their age, vulnerability and lack of experience;
- Tell them to get adult approval if the product is pricey or complex;
- Make it easy to judge size, characteristics & performance of a product;
- Include the price if the product costs £30 or more.

Don't

- Make a direct appeal to children to buy advertised products;
- Ask them to persuade their parents (or other adults) to buy on their behalf, this is 'pester-power';
- Undermine parental authority (e.g. "using this is more important than tidying your room");
- Show, encourage or cause any dangerous or immoral behaviour;
- Imply children will be unpopular or disloyal if they don't buy the product;
- Use ambiguous language such as 'only', when you include a price;
- Advertise age-inappropriate products (for examples, such as alcohol or gaming, see "Specific Sectors" tab).

Drawn from <http://www.check.uk.com/list>, which also has advice on email, SMS, data collection and peer to peer marketing.

Tone of voice

Much of the tone of voice advice for Jamie holds true here, but with some key differences (marked in colour)

- Use a warm, chatty voice, like you'd use with your friends (**your friends – not their friends**)
- Use contractions like we're, you're, don't etc
- Write like you're speaking. Better than that, write like you're chatting
- Grammatical faults are ok, that's all part of (them) reading it like (you're) saying it
- Ask and suggest, don't assume and tell
- Use colloquialisms like **"give it a go"**
- Comparisons need no explanation, so long as you use the right options (for age and gender):
 - **"X Factor or Glee?" works**
 - "Humphrys or Paxman" probably doesn't
 - Double check your references with someone at the youngest end of your age range
- Avoid issuing a challenge to this age range
- Understand (but be very wary of using) youthful terms like phat, rad and chillax
- Inject humour and fun whenever you can. Think Innocent Smoothies not legalese mumbo-jumbo.
- **Note the relevant legislation and regulations for under 16s – double check your copy with this in mind**

It's even more important with this age group you don't try to be something you're not. Your context is you are an adult suggesting a positive activity to a minor.

Your existing networks, contacts and channels

Many of the techniques covered in these checklists rely on asking other people to do something for you. And over time, it's likely that you will run the same kinds of events with a similar need for low cost, effective promotion.

So this will sound obvious, but build a list of useful contacts that you can use again and again. You can build a database if that's your thing, but really a spreadsheet is good enough for a Club, and easy to pass around to spread the workload between your various volunteers.

And above all – use your new list the next time you come to promote an event or a Sportivate programme.

Organisations you know

- Sports organisations
 - Your club
 - Other local clubs, same and related sports
 - Your CSP
 - Other CSPs (if you're near a boundary)
 - Relevant NGBs (might be more than one)
- Voluntary and local organisations
 - Local authorities
 - Local schools infrastructure
 - Venues and leisure centres
 - Local youth organisations
 - Local universities
 - Local papers
 - Other local networks

People you know

- Your club members (so for CSPs, read “all your local clubs' members” etc)
 - Their friends and family
 - Their employers
 - Their other networks (social and real world)
- Participants
 - Previous club member
 - Booked to attend

Web pages you control – your “bankers”

- Your club website
- Your Facebook Page
- Your events system (if using a separate system)

Other web pages and services

- CSP sites and listings
- NGB site(s) and listings
- Local clubs / partnerships
- Blogs and forums
- Cultivate friendly webmasters
- Twitter

Media

- Local papers
- Local TV
- Local radio

Promotional techniques

This section provides a list of promotional techniques, with some advice on how to tailor each technique to Sportivate.

For your Programme, take this list of techniques and hold it beside the list of contacts and organisations you know. For each promotional technique, work out if there is an angle for all of your contacts and organisations.

For example, take the technique “email newsletters” below. Then run down your list of contacts to check whether they have an email newsletter they could help you with.

- Sports organisations
 - Your club – *yes, goes monthly, check deadlines*
 - Other local clubs, same and related sports
 - Club abc
 - Club xyz
 - Club 123 etc
 - Your CSP
 - Active Norfolk – *yes, lunch arranged to discuss options*
 - Other CSPs (if you're near a boundary)
 - Active Suffolk
 - Relevant NGBs (might be more than one)
 - England Athletics
 - Run in England
 - ASA
 - British Cycling
 - BTF
- Voluntary and local organisations
 - Local authorities
 - Coventry and Warks Council
 - Local schools infrastructure
 - Venues and leisure centres
 - Etc etc
 - Local youth organisations
 - Local Universities
 - Local papers

- Other local networks
- Your club Members (so for CSPs, read “all your local clubs’ members” etc)
 - Their friends and family
 - Their employers
 - John Doe, wife runs staff newsletter for Jaguar, 1500 recipients
 - Etc etc
 - Their other networks (social and real world)
- Participants
 - Previous club member
 - Booked to attend

Hopefully the technique is clear, let’s look at some of the techniques.

Online marketing techniques – promoting your programme

What are the online marketing techniques that your organiser could consider in promoting their programme?

Set up a landing page

- On your website, set up a landing page (or pages) specifically to “convert” 1st time visitors
- Use this with all links and advertising

Email

- Your Club newsletter
 - Does your club have a scheduled email newsletter
 - Ensure you have the content and any collateral designed to help with word of mouth ready for the date scheduled for your insertion, not just the promotional copy
- Other email newsletters
 - Do any of your Contacts run relevant newsletters, or have access to place pieces in them (be creative - they might run a local company employing 500 people and be crying out for content.)
- Solus emails
 - Better than inclusion in a newsletter, can you send a specific email about the programme?
 - Also great for if you miss the deadline.
- Signatures
 - For corporates, can you change your email signature to mention your programme?

- For clubs, will Contacts change their personal signature to help?

Event listings


- Your Club events listing
- Other events listings
 - Does your CSP have an online events listing? A no brainer, we would hope.
 - Local sports centres – if you're feeling cheeky you could even try those not involved in the programme, it's in their interest to see participation rise across the board
 - Local papers – "What's on in ..." – usually crying out for information more exciting than the local flower arranging group
- Facebook events
 - Consider creating a Facebook event, run in parallel to your true event booking
 - A highly effective way to take "one click bookings", just be sure on the logistics of them "migrating" people to your own event booking process

Calls to action

Your call to action should be specific to your programme, but it's worthwhile working through the essentials.

- Online
 - Link to your website
 - Link to your Facebook page
 - Add a Facebook like button (means people can like your Facebook page without even leaving the page they are on)
 - Use friendly URLs to take people direct to a relevant web page
- Print collateral
 - Consider QR codes, a kind of barcode which you can scan with a smart phone to take you directly to a web page. Once you have read this, you will start to notice QR codes all over in shops, posters, trains etc. Here's a photo of someone scanning a QR code (under Creative Commons, <http://www.flickr.com/photos/mathplourde/>)



- Particularly for posters where just about the only thing you're sure people will have with them is their mobile
- Got a smartphone? Download a QR reader if you don't already have one:
 - <http://itunes.apple.com/gb/app/scan/id411206394?mt=8>
 - <https://market.android.com/details?id=la.droid.qr>
 - <http://appworld.blackberry.com/webstore/content/13962?lang=en>
 - <http://store.ovi.com/search?q=qr+scanner>
 - Then visit Sportivate on Facebook by scanning our QR code:

 - And generate your own QR code here: <http://qrcode.kaywa.com/>
- Or for an altogether simpler approach, you could just publish the web address and suggest the reader takes a photo of the poster.

Search engines

You won't be able to rewrite your website, but do as many of these things as possible when you add your programme to your website. If this section is a bit technical please pass the list on to your web developer.

- Make your title tag meaningful
 - "Running coaching, athletics coaching and swimming coaching in Coventry, suitable for beginners and casual participants"

- Make your page title/headline meaningful
 - Use H1 tag
 - “Coventry’s first multisport coaching programme”
- Break up your text with subheadings
 - Use H2 tag
 - Subheadings might be “Cycling essentials”, “Running techniques”, “Swimming strokes” etc etc
- Make your meta-description meaningful, encourage people to click
 - This won’t help with your rankings so much as encouraging people to click when they do find you.
 - “Our running, athletics and swimming programme gives high quality coaching to casual athletes who fancy trying a sport. You can come along with a bunch of mates, and you’ll also meet other casual athletes in an informal setting. Give it a shot.”
- Links
 - When you are linking to your programme, be descriptive in the words you use
 - [Sportivate multisport coaching programme](#)
 - If you link to pages away from your site (say, registration), be descriptive in the words you use
 - “[Register for the Sportivate Multisport programme](#)”
- Images
 - When you save your images for your website, ensure your file name is meaningful
 - And when you use the images on the page, ensure your alt tag is meaningful to a visually impaired person
- Documents
 - When you save your documents, ensure the file name is meaningful
 - And when you create your documents, use paragraph styles to format the text (ie. In Word, use Heading 1, Heading 2 etc, don’t just format headings by changing the font size and making them bold).
- Semantic markup
 - This one is for the real techies – just point your developer at this page and ask what they can do. <http://www.google.com/support/webmasters/bin/answer.py?answer=164506>

Online advertising

- Free advertising
 - It’s worthwhile asking local media, niche sports sites, NGBs and CSPs whether they could run adverts free of charge on their sites

- We would usually recommend a simple text link over a banner advert
- Facebook adverts
 - Facebook adverts can be effective, particularly where they are used to promote Facebook events and Facebook pages
 - See below for targeting, essential if they are to work for you
- Google Adwords
 - The targeting within Google Adwords works differently to Facebook, and for this reason we do not see such potential for advertising Sportivate programmes on Google as on Facebook
 - BUT, several of our charity clients receive \$10,000 worth of Google Adwords inventory every month via a Google scheme
 - The prime criteria is that you should be a registered charity – if you are, visit this address to learn more and apply
 - <http://www.google.co.uk/grants>

Blogs

- Some bloggers are very well respected and connected, so it's well worth tracking down the most popular bloggers in your sports or area
 - Our experience is that a mention in a decent blog will drive more visitors to a website than a write up in a national paper or a TV slot.
- Do comment on other peoples blogs, but make sure in doing so you are both relevant and adding to the conversation – you can spam a blog just as you can spam by email and in a forum
- Befriend popular bloggers – treat them as you would other journalists
 - Include them on your news release schedules
 - Invite them to your events
- For more on blogs, see [“exploiting other people’s existing communities”](#)

Forums

- Virtually all sports have busy forums, and it will certainly be worthwhile posting details to these forums
- All will work in different ways, but do make sure you abide by the forum’s rules, usually these are published for all to read
- For more on forums, see [“exploiting other people’s existing communities”](#)

Link building

Link building is activity designed specifically to gain relevant links on other peoples’ websites. The most useful forms in our Sportivate context have already been covered (blogs and forums), but there are some other techniques you should try.

- Events listings –see “[harnessing local press](#)”, though in this context do think beyond local press
- Could you issue a media release to friendly contacts?
 - A single release for England Hockey generated over 60 relevant links on hockey club websites – good for direct traffic and search engines

Managing goodwill

- Just as for Facebook you will make it easy to “like” you, for word of mouth make it easy to **like** you
 - Offer whatever currency you have to sites who link to you and carry your news items (keep them in the loop with news, offer them photos to use, invite them along if you have a Sporting Champion coming to meet you ...)
 - Keep an eye on your web analytics and thank people who link to you, even if they don’t make a point of letting you know
 - Link to relevant and reputable websites, and let them know you have linked

Encouraging registrations

There are a few simple techniques you can use to increase the conversion rates on any registration or booking process. Use this checklist to decide which is most suitable for your programme, and more importantly for your target participants.

- A “time close” such as a discounted early bird registrations have several advantages:
 - They encourage a decision
 - They encourage people to share the good news with their friends
 - They encourage bloggers etc to write about you, so that they can be seen to be offering their readers a scoop
- Segmented-based offers can be used in a similar way to time closed offers
 - The difference being that you are asking people to “qualify” for an offer based on a criteria such as being a student, receiving benefits etc
 - You therefore need to decide how high to set the “hurdle” – will you demand proof, or is it good enough that someone claims a discount, really you are after numbers at any cost?
 - As with time close, people within a segment will be encouraged to share the offer with their friends, and to publish the offer to relevant blogs and websites
- Multi-buy discounts
 - It’s common to offer an incentive to the “organiser” – the person who gets their friends together to attend
 - Review your programme, is there an obvious significant number of attendees, usually based on number of players in a team
 - So for a golf programme, you’d say “one in eight plays free”, giving you two four-balls

Word of mouth techniques

Many of the techniques detailed above will actually employ word of mouth, such as email. However, it's worthwhile looking at some specific techniques designed to stimulate word of mouth.

Friend get friend

When someone signs up, ask them if they have any friends who might be interested.

- On the “thank you for registering” page, prompt them to share to Facebook etc
- Generate an automatic email suggesting they forward it to their friends

This tactic scores on all counts, and often it's ***as simple as asking***:

- It increases your participants
- They are more likely to attend
- And to keep attending
- And to move on to a club together

Finessing friend get friend

- This is what social networks do in spades – make sure people can share to Facebook from websites and application processes
 - See [Social Networks](#) checklist for more detail
- Incentivise people – one in X places free for groups of friends?
- Provide sample copy for them to describe the programme
 - In emails
 - On blogs

Buzz marketing

A horrible term, but an effective technique. Buzz marketing refers to the use of a high profile event or personality to create some buzz around your programme.

Can you attract the involvement of a high profile sports personality (***maybe through [Sporting Champions](#)***)? If so, don't just think about the event itself, think about how you can leverage their attendance to get the most out of it:

- Trail/preview their attendance in local and social media
 - But make it clear they are coming along to meet Sportivate participants – to encourage sign up.
 - How will you maintain attendance after the celebrity's visit?
 - Ask them to Tweet before they come
- On the day
 - Take photos for your Facebook page

- Take videos for your Facebook page
- Arrange some kit for the celeb to sign, you can offer to give it away on the final session to incentivise attendance.
- Ask them to Tweet for you

Find your local influencers

Thinking specifically about your target participants, are there any people who we could regard as “influencers” in your local area – people who everybody knows and who has their ear.

For Jamie, this might be a local non-league footballer. Chances are Jamie or someone he knows played against him at school, and so keeps an eye on his sporting career.

- Do your influencers have an easy way to help spread your message?
- In a business marketing context this would be easy – you would buy him lunch and ask if he’d feature your Sportivate programme in his next email newsletter
- We have to think of the options for our local celebrity – would he make a statement of support via the local press, “welcoming the opportunities Sportivate presents” for people to play more sport?
- Some influencers will also be on Twitter, have a Facebook page or even run a blog – will they either carry your boilerplate or (better still) write their own message recommending that people should sign up?

Conversation creation

The technique is to create interesting or fun activity designed to provoke discussion. So pick a subject close to your participants’ hearts and get stuck in.

- The simplest example would be to post on your Facebook:
 - You have one free ticket - opening ceremony or 100m finals?
 - Can’t wait to meet Jane Doe at our next session – what shall we ask her?
- Once you are engaged with a community, the ideas will flow:
 - We have a signed England shirt to give away – why do you deserve it?
 - I’m planning next week’s session – would you prefer a bleep test or a game?
- Where’s the weirdest place you can do keepy-uppy? POIDH.

Make it easy to help

You have no budget. You are trading on favours and word of mouth. The best you can do is make it easy for people to help you.

- Can you fit a “How you can help” page on your website – be up front
- Provide several formats of boilerplate copy
- Provide photos and images people can download and use on their sites

- Provide logos, banners, buttons and instructions for how other people can use them (bloggers love this sort of thing)
- Provide sample text for emails
- Provide sample html emails
- Provide facts and figures about Sportivate and your programme – some people may want to write a little bit more in depth about you
- Provide PPT slides, just two or three key slides and images to make it easy for people to talk about you
- Provide posters to download, print and display

Exploiting other peoples'/existing communities

When you're looking for those influencers, it makes sense to choose ones who can talk to hundreds or thousands of people at the touch of a button.

- If they run an email newsletter (they still exist.), ask them to write about you
- If they write a blog, can you write a guest article?
 - Or will they write about your programme and recommend people to sign up?
 - If they are local, invite them to attend a session to give them an insight
 - Provide photos or video for them to use
- If it's a forum, hang out there **but be careful not to spam** it
 - Answer questions, be supportive
 - You can mention your programme, but only if it's relevant
 - Don't be afraid to ask the forum administrator if it's OK to post a message about your programme – they might do it for you, an implicit endorsement
- On Twitter, ask people to ReTweet a message
 - But be gentle – you wouldn't see them in a pub, sit down opposite them and then ask them for a favour
- And don't take offence if they don't respond

Think about your own friends/networks

It's surprising how many people you can reach with just a little lateral thinking. Many sporting organisations employ people who play their own sport. If that's you, ask around your staff the next time you come to promote an event or a Sportivate programme.

Let's say you have 10 current and retired players each of whom has played for 3 or 4 clubs. With a quick email, you could easily have your message featured in 30 email newsletters for free.

Refer back to the [section above](#) and start working on that list of contacts.

Social media

Grass roots sports promotion has always relied on word of mouth at its core. This is what makes the use of social media so suitable for Sportivate – social media amplifies word of mouth by making it easier for people to pass on your message as their own.

It's worth being really clear about **the value of social media within Sportivate**.

For Sportivate, success in social media isn't about Sport England, CSPs or delivery partners "broadcasting" to participants. Success comes when participants talk with each other (and possibly with us), and in doing so spreading the word about your Sportivate programme.

You will encourage participants to talk with each other by encouraging the conversation, seeding topics, curating content and responding to their questions.

A note of caution on using social media with young people

On Facebook, we are advocating that you set up and run a Page. In doing so, your personal profile is hidden from fans of your page when you post to the page. However, there may be instances when it makes sense for you to join the conversation as an individual, in which case you will want to friend your participants personally. **As a Sportivate delivery partner, you should not friend minors on Facebook – post via your Page, as a Page admin.**

First, let's look at Sport England's approach to using Facebook for Sportivate. After that, the Facebook section below will show you how to get started on Facebook for your Sportivate programme.

Sport England's approach

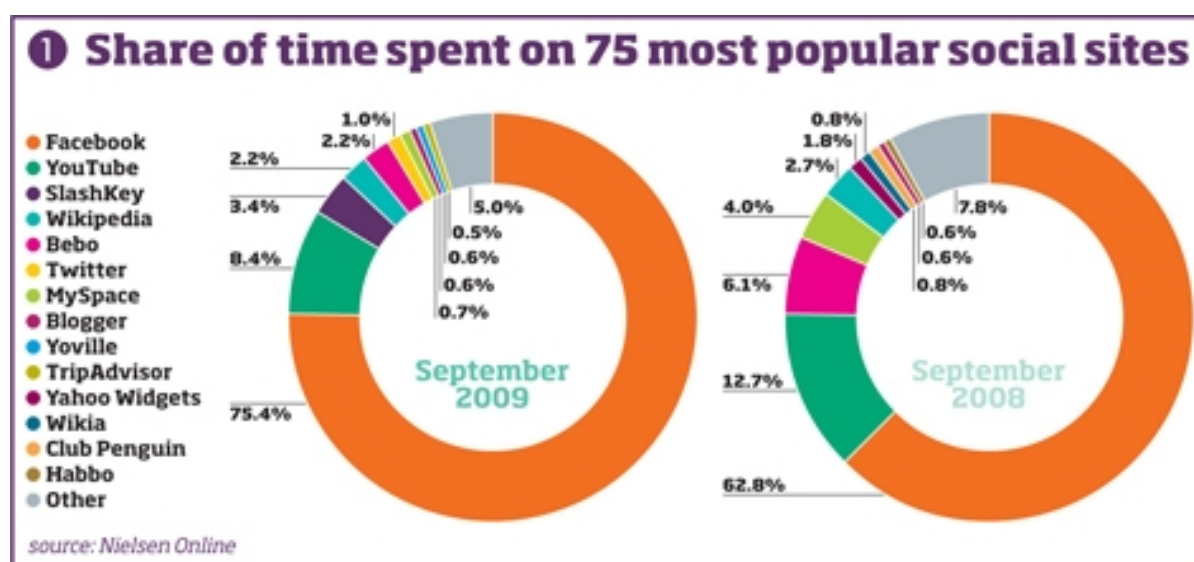
- Sportivate Facebook page
 - Target audience is CSPs
 - Discussion, news and tips for CSPs
 - Content from Sport England, CSPs, possibly delivery partners
- CSP Facebook pages
 - CSPs may set up Sportivate pages (though by no means compulsory – email may still be suitable for a small and formal network)
 - Most suitable use to engage with your delivery partners
 - You to funnel relevant messages from wider CSP/Sportivate community to your own delivery partners
- Programme pages
 - This is where the participants and potential participants will engage
 - (With the best will in the world, we know your participant doesn't really care about Sport England or his CSP.)
 - Potential to improve recruitment rates
 - And to improve retention rates

Facebook's reach

- Of the 4.9 million 17-22 year olds in the UK,
 - 85% are on Facebook
 - Giving us a reach of 4.1 million
- Spending 25 minutes/day
- During two visits
- With 50% returning daily

(Source: Facebook internal data, ONS)

Let's also look at how Facebook stacks up compared to other social networks.



How to use Facebook

What is a Facebook page? Why would you bother?

Pages are Facebook's way of letting organisations in to its community. They are designed specifically to allow *organisations to engage in conversation with people who are interested in them*, as opposed to broadcast to people. Of course, Pages are also important to help Facebook earn revenue from its community.

Beyond the statistics above about Facebook's reach into your target participants, let's look at what you can use a Page for.

- An effective call to action, within Facebook and on your website
 - Once you have a Page, you can suggest that people "Like" it on Facebook. This gives you a "one click" way to acquire people, after which you can engage with them on a longer term basis

- The importance of simple acquisition is key when you are driving promotion via word of mouth, because often you only have one shot at contacting someone (say, in someone else's email newsletter)
- Taking registrations
 - By creating your programme as a Facebook event, you could take registrations with a single click
 - We'll look at Events in more detail below

Setting up your page

All you need to set up a Facebook Page is a Facebook account. Use your personal account rather than setting up a single "company" account to administer the page (trust us on this – your personal account will remain invisible and it causes complications further down the line if you don't).

The steps here are current at the time of printing, but it's likely that they will be out of date within a month or two (that's just how things are at Facebook, there's always lots of improvements going on), so do pay attention to the onscreen instructions, whilst using this advice to help you with some of the decisions you'll be making.

1. Create your page

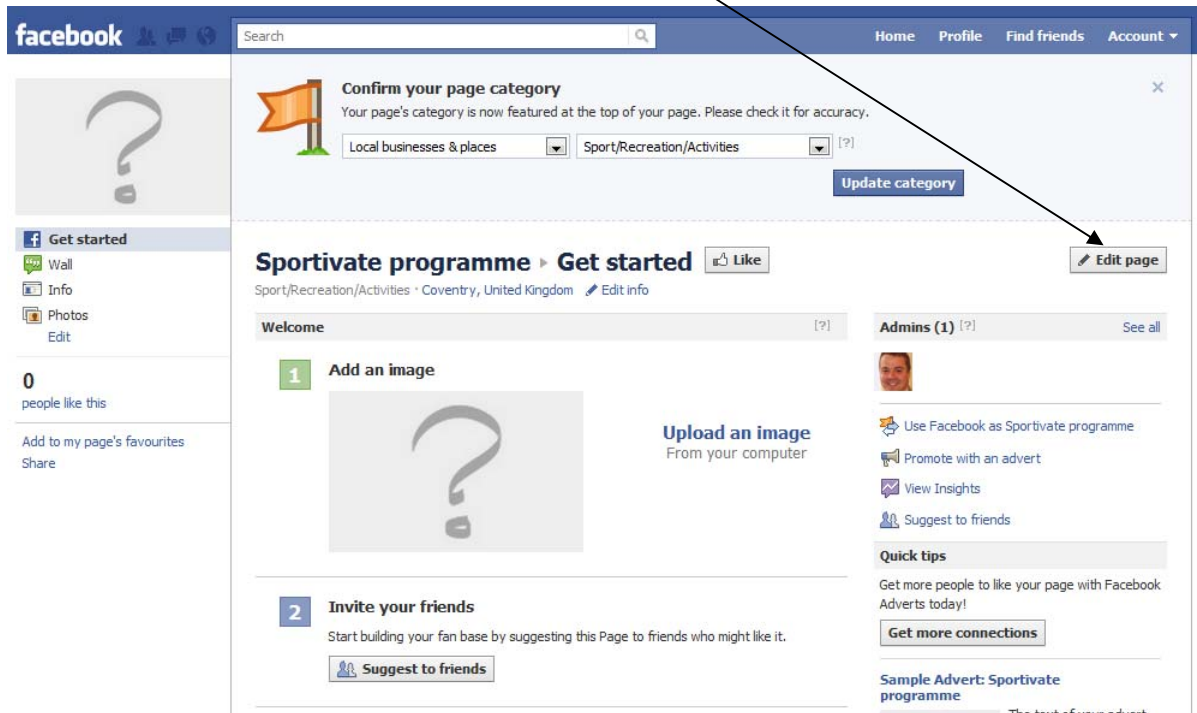
- Visit <https://www.facebook.com/pages/create.php>, then sign in
- Choose "local business or place", then choose "Sports/recreation activities"
- Complete the form, noting that your organisation name will be used as your Page name

2. Advice on naming your Page

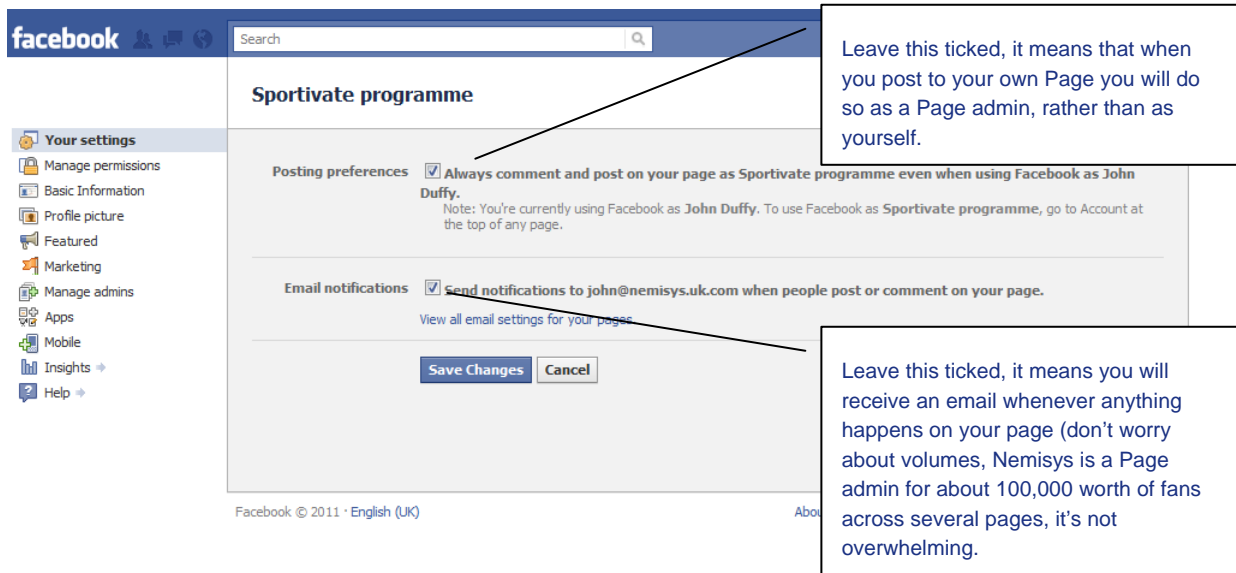
- If you are running several programmes, decide whether there is any benefit to running a single Page for all of your programmes, or whether you should run one Page per programme
- The most important factor in making this decision is the participants – remember this is about participants talking to each other (about you, we hope), so decide if your different programmes form a single coherent community, or whether participants in different programmes really don't have much to talk about
 - Veer towards one page per programme unless there's a compelling reason to combine them
- With the name, be as literal as you can be in light of the decision you made above

3. Setting your page up

You'll see a page that looks like this. Click "edit page"



That's better, now we can work through your page settings – click "your settings".



Next look at “permissions”.

The screenshot shows the Facebook 'Sportivate programme' page settings under 'Manage permissions'. The settings are as follows:

- Page visibility:** Only admins can see this page
- Country restrictions:** Type a country... What is this?
- Age restrictions:** Anyone (13+) What is this?
- Wall Tab Shows:** All posts [?] Expand comments
- Default Landing Tab:** Wall
- Posting Ability:**
 - Users can write or post content on the Wall
 - Users can add photos
 - Users can add videos
- Moderation blocklist:** Comma separated list of terms to block... [?]
- Profanity blocklist:** Medium [?]

At the bottom, there is a 'Delete Page' option: Permanently delete Sportivate programme. Below the settings are 'Save Changes' and 'Cancel' buttons.

Three callout boxes provide additional instructions:

- Top callout:** Tick this box, it keeps your page secret while you are building it. (Points to the 'Only admins can see this page' checkbox.)
- Middle callout:** Please please please be as relaxed as you can be about this. In fact, if you cannot leave these boxes ticked, question whether it's worthwhile you setting up a page. (Points to the 'Posting Ability' checkboxes.)
- Bottom callout:** Choose to suit your participants – we haven't come across any real issues with swearing in 10+ years of running online communities. (Points to the 'Profanity blocklist' dropdown.)

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Now basic information.

The screenshot shows the Facebook page creation interface for a page named "Sportivate programme". The page is categorized as "Local businesses & places" with a sub-category of "Sport/Recreation/Activities". The form includes fields for Username, Name, Address, City/town, and Postcode. A "Hours" section allows for setting operating times for each day of the week. There are also fields for "About", "Description", "Price Range", "Parking", "Email", "Phone", and "Website".

Callout 1: As soon as you have 25 fans (can you ask staff and friends?), choose a username that will give you a friendly web address (like www.sportengland.com/sportivate)

Callout 2: Work through answering as best you can. In information and description, don't get writer's block. It's a crying shame, but none of your participants will read this, just your colleagues.

Callout 3: Set up a friendly URL to use for your programme page on your website.

Next, your photo

The screenshot shows the Facebook interface for a page named 'Sportivate programme'. The left-hand navigation menu is visible, with 'Profile picture' selected. The main content area shows a large question mark icon where a profile picture should be. There are two options: 'Choose File' (with 'No file chosen' next to it) and 'Take a picture'. A callout box with a black border and white background points to the 'Choose File' button. The text inside the callout box reads: 'If you do all the cropping first, you won't be relying on Facebook to do it for you. Work to 200 pixels wide, but to be safe allow 176 pixels for crucial information. You photo can be 600 pixels high, but remember the thumbnail is square, so it must also work when cropped square.'

We'll come to marketing later, so skip down to "Manage admins"

The screenshot shows the Facebook interface for a page named 'Sportivate programme'. The left-hand navigation menu is visible, with 'Manage admins' selected. The main content area shows a profile picture of 'John Duffy' and a search box with the placeholder text 'Start typing a name or email address...'. Below the search box are 'Save Changes' and 'Cancel' buttons. A callout box with a black border and white background points to the search box. The text inside the callout box reads: 'If your colleagues are also Facebook friends, type their name. If they aren't friends (and that's the way you like it), add the email address that they used to register with Facebook and you can add them without making them a friend.'

One final tip – though not endorsed by Facebook

There's something we would recommend that you do if you are fairly new to Facebook, or even if you've been around a while but still wonder exactly what the effects are of posting to a Page, commenting on a Page's wall etc. Though we ought to point out that it's against Facebook's Terms of Service. We never said this, right?

Set up a second Facebook account, and Like your own Page, as well as becoming a friend of several other people who Like your Page (this is easy if your fellow administrators all do the same thing).

Then in two different browsers, sign in to Facebook using each different account and do "some stuff". Anything you like, from Liking and commenting on other peoples' photos to publishing a photo to your Page, setting up an event etc etc. Then have a look at each account's news feed, and you will start to get an idea why it's so important that your fans interact with your Page. If you "just broadcast" that's

ok but won't really go beyond your circle of friends and fans. If your fans post on your Page, comment, like, respond to polls and questions etc etc, then you make it in to their news feeds, which in turn makes it in to their friends' news feeds – you see where we're going with this?

And that's it for setting up your page – now let's look at running your page effectively.

Running your page

So it's easy to set up a Facebook Page. But unless you put some time and effort in to running and promoting it, nothing will happen.

The first thing to understand is that social content is the lifeblood of any Page. It's what Facebook is set up to circulate via word of mouth.

Photos

- It's really simple, but doesn't come naturally to everyone. Take photos at every opportunity, and post them to your wall.
 - Of the venue for your programme
 - Of yourself – the trainer (so people will know who to head for when they turn up)
 - When your participants turn up
 - When a celeb visits
 - Etc etc

Videos

- Just like photos, and only slightly harder to take
- Many smart phones shoot video now
- And you can pick up fantastic video cameras for £70-£100 for HD cameras

Events

- Consider setting up your programme as a Facebook event so that people can “register” with one click
- You can then contact people who have registered and ask them “to complete your more detailed online registration”, so whilst you benefit from the Facebook promotion you also have the administration streamlined
 - This is a relatively common practice and shouldn't worry regular Facebook users

Blogs (or Notes)

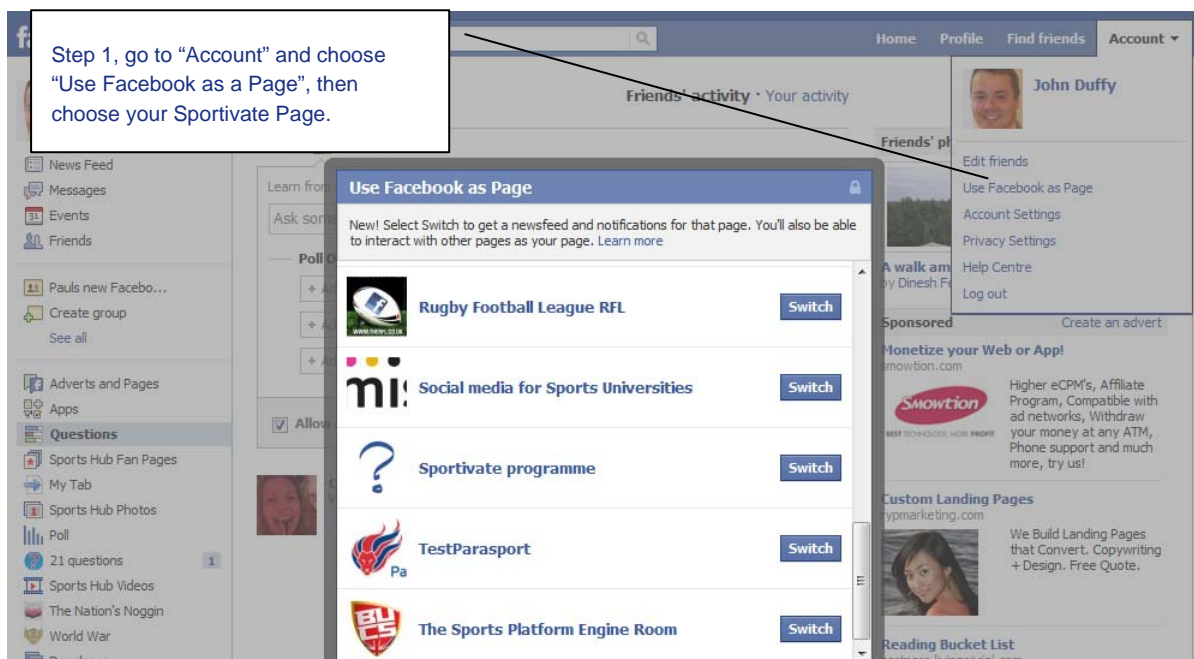
- Notes is Facebook's version of a blog
- Again, not something everyone will take to, but if you have any keen bloggers approach this in two ways:
 - Option one is to add Facebook's Notes app to your page and start writing

- Go to <https://www.facebook.com/notes.php> when signed in to Facebook and “using as your Page” (explained above)
- Option two is to import notes from your regular blog automatically in to Facebook notes
 - Whilst not best practice, it’s a time-effective compromise and works well for English Golf Union’s coaching director Peter Matsson
 - Original blog here <http://petermattssondoc.wordpress.com/>
 - Facebook Notes here <https://www.facebook.com/EnglandGolf?sk=notes>

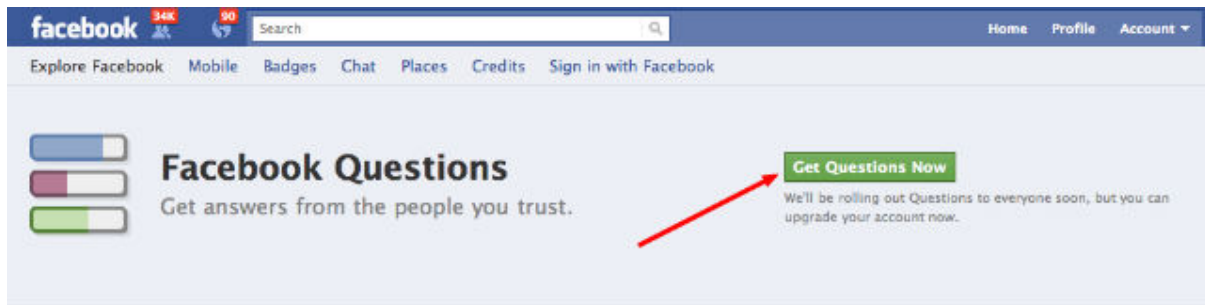
Questions

If social content such as photos and video is at the heart of effective engagement, questions are the training that makes the heart fitter. There is a Questions application that makes asking questions very easy. And when someone answers one of your questions, their answer shows in their news feed, the key to people sharing your message.

This app lets you ask questions to your Page fans. Questions being one of the best ways to engage with a community. <http://www.facebook.com/questions/>



You'll see this page (image courtesy of Mashable)



Learn From Your Friends
Get recommendations on restaurants, music and more.

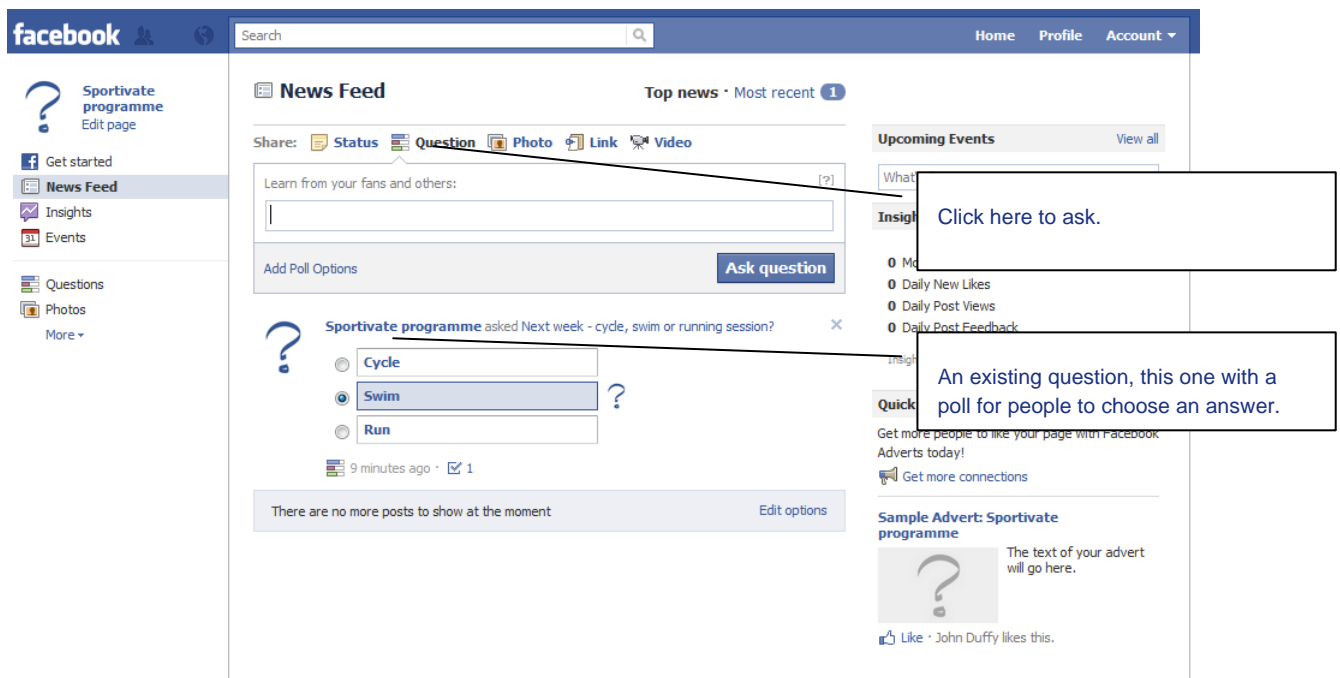


See Where People Stand
Create a quick poll to gather opinions and learn about your friends.



Share What You Know
Answer questions or point your friends in the right direction.

Then just ask your question – the interface is easy to use, just make sure you are asking on your Page rather than on your own personal profile. This is easy, just browse to your Page’s news feed to ask your question.



The results - when someone answers your question, their activity is visible to their friends.

The screenshot shows a Facebook interface with a 'Questions' section. The questions and answers are as follows:

- Question 1:** Cat Buffett answered 'Which True Blood-inspired mythical creature are you?' with Vampire. Options: Vampire, Fairy, Shifter. 101 more options.
- Question 2:** Andy Smith answered 'Who will score first in today's FA Cup Semi?' with Manchester United. Options: Manchester United, Manchester City FC - Official, Me. 99 more options.
- Question 3:** Graeme Gardner answered 'Which of these NME 100 Best Albums (2003) do you have?' with Nirvana - In Utero. Options: The White Stripes - Elephant, AC/DC - Back In Black, Blondie - Parallel Lines. 97 more options.

The right-hand column contains sponsored ads for retirement funding, a 1-minute response service, and a reading bucket list.

What to post

We've covered the content formats that are most effective (photos, videos etc), but when you first start running a page it can be useful to have a checklist to look for suitable content sources for your page too.

- Photos and videos
 - The trainer, the venue
 - Groups of participants, individual participants – whatever they feel comfortable with.
 - Relevant events – take photos/video of any sporting events you attend
 - Ask your staff to do the same.
- Questions you ask
 - Simple either/or
 - Views for a winner on upcoming matches
 - Views on previous matches
 - Input for future training sessions
 - Maybe give some options in a poll
 - Provoke a reaction, banter

- “12 minutes of extra time – bet you hope I don’t use that ref’s watch when I’m timing your 1k swims this week.”
- “I can’t wait for Redknapp to take over from Fabio, reckon it a matter of weeks now”
- Questions your fans ask – Q&A
 - Offer to run a Q&A session online on your wall, where anyone can ask a question of you/your trainer/a celeb etc (only really works if you can guarantee a decent attendance)
- Participants
 - Take questions from participants – seed them from friendly faces.
 - Ask participants to post up if they do any sport in between sessions – with photos if they have them
- Visitors
 - If you have anybody noteworthy visiting your organisation, ask if you can take their photo, or even record a quick video or audio interview
- Competitions
 - Do you have any stash you can use to incentivise a simple giveaway “to one fan of our Page”?
 - Or on a larger scale, run photo or video competitions for Fans who upload to your wall
- Results
 - If you do any competitive sports or time trials etc as part of your programme, post the results to your Page

Facebook adverts

You will all have seen the adverts on Facebook, and most of you will swear blind never to have clicked on one. But people do, particularly when they are well targeted.

An overview

Facebook allows anyone to set up adverts by working through a simple wizard. You can advertise a Page, an Event or even point people towards sites outside of Facebook.

You can target adverts quite closely based on the information Facebook holds about people.

You can also choose to pay based on the number of clicks you receive, or the number of times your advert was shown.

Finally, you can also control the budget on a daily basis, from quite a low level, meaning that it may be worthwhile experimenting with Facebook adverts.

Targeting

The targeting feature is what sets Facebook Adverts apart from (say) Google Adwords. We have set up an advert for our multisport event in order to demonstrate the degree to which adverts can be

targeted. Here, you can see the choices we have made below, and the number of people who fit our profile at the top – 6360.



Obviously all figures should be viewed cautiously, budgets tightly controlled and a small trial used to evaluate the effectiveness of adverts for Sportivate.

Twitter

Why would someone use Twitter? It's been proved that it's not possible to answer that question to both parties' satisfaction, particularly the questioner.

All we can ask you to do is to pretend you are about to go to the cinema - suspend your disbelief, step inside and see if it's for you. More importantly, let's then work out if it's for your Sportivate programme.

Twitter receives a lot of coverage on broadcast media, but our advice would be that you should be clear about what to expect from Twitter.

- A good medium to reach "influencers"
 - Journalists
 - Bloggers
 - Evangelists
- But not necessarily the place to reach participants

What is Twitter?

- A micro-blogging platform for you to post opinions and links in very short bursts
 - Give your views
 - Alert your news channels
 - Share links
- Somewhere to listen
 - Listening to relevant conversations *about you*
 - <http://search.twitter.com/search?q=sportengland>
 - Questions from an event audience (shown at the event, or for others not attending)
 - Engaging with people who talk about you
 - Potentially, dealing with negative issues quickly
- A news service
 - Set up lists of related people (eg. local sports clubs, local journalists)
 - <http://twitter.com/#!/nemisys/managing-sport-in-england>

How to approach Twitter

- Before you Tweet
 - Follow people relevant to you
 - Use Twitter lists
 - Get a feel for what's going on
 - Then dive in..

- When might you Tweet?
 - With links to new content on your own website
 - With links to content on other sites, including your Facebook site
 - Retweets – that’s passing on somebody else’s wise words
 - Industry news of note
 - During events and championships
 - Comment on “the weekend’s play”
 - Running workshops and training events
 - Recycle that same Facebook content – photos, videos etc
- Twitter – what’s your style?
 - Little(.) and often
 - But not too often – “10 per day” rule of thumb
 - Some personal content is fine
 - Retweet Tweets you like – “acquired wisdom” or ego stroking

Some more Twitter tips

- Find your relevant hash tags
 - Your town will have one (eg. #woky = Wokingham) – use it to be visible to **local** influencers
 - Your sports will have several
 - High profile events also have them
 - Use only when relevant –don’t #tag spam.
- Use 3rd party Twitter programs – find the ones that suit you
 - Tweetdeck
 - Good quality, robust Twitter client
 - Versions for smart phones – so you can sync your lists and searches between laptop and smart phone
 - Also Hootsuite
 - All of the above, plus scheduled Tweets
 - And great for teams, where several people run a single account, or multiple accounts across Twitter, Facebook etc
 - Twitter’s own smart phone app is acceptable now
- Use Twitter lists

- Increase your value to the broader community
- And make it easy for you to manage your connections
- Check trends
 - Tweetmeme for trends and ReTweets
- For photos and video
 - Use Twitpic or Yfrog etc
 - But also note that your 3rd party client will integrate with several, they are all pretty much equal so easiest just to go with whatever Tweetdeck/Hootsuite suggests
- Use Twibbons
 - To garner support for your campaign, if there is a charity angle
- Use paper.li to turn your Twitter lists in to a “daily paper”

Twitter recap

- Twitter won't really be useful to reach all of your participants – but do use it to reach journalists and influencers
 - It's not for everyone – but try it, and at least *listen* on there so you can respond to people who talk about you
- Decide on the type of account
 - Personal or business or both (the personal brand ...)
 - Add a link to your account from your site
 - Add ReTweet buttons to website articles

MSN/chat

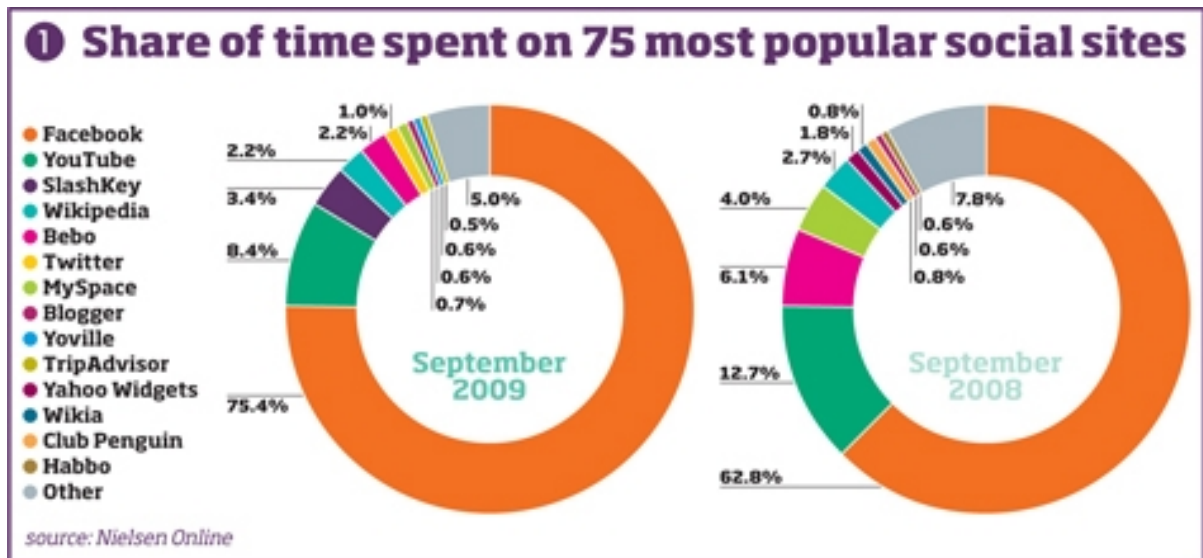
Whilst the use of instant chat among your target participants will be high, this isn't really a space that you can participate in, as the chats are synchronous and between friends.

YouTube/video

Shooting video scares some organisations, but with some simply practice it's simple to shoot reasonable quality video using cheap (ie, £100) cameras and even smart phones

- This table tennis example shows that video doesn't have to be expensive if the creative idea is right and it's fun
 - <http://www.youtube.com/watch?v=0A83akaAHwc>

It's often mentioned that YouTube is now the second largest search engine after Google, and Nielsen's research backs up its importance.



However, unless you plan to use video extensively on your own website, or unless you already have a YouTube channel, we would recommend using Facebook for your video for simplicity.

If you decide to use YouTube, the following tips will help you get more from your efforts.

- Apply for a not for profit Partner Account – this lets you brand your channel
 - <http://www.youtube.com/nonprofits>
- Choosing your account
 - Choose name carefully – you can't change it later (*youtube.com/user/yourfullname*)
 - Do take time to complete your profile
 - Account type – choose guru
 - Name and tag your channel
 - Choose to show your latest videos by default

Uploading content

- You should try to source video in HD where possible – this will become increasingly important as peoples' expectations change
- When uploading, TAKE TIME TO NAME AND TAG CONTENT - this makes it visible in search, and as we said, YouTube is the second largest search engine...
 - Include your organisation name
 - Include your sport (don't forget Americanisms -> field hockey, soccer etc)
 - Use your event name
 - Include the location

FourSquare (and Facebook Places)

Our advice would be that with limited time and budget, it's too early in their adoption to worry about proactively using location-based services such as FourSquare and Facebook Places for your Sportivate programme.

However, for those of you who manage venues, you should at least claim your venues on these platforms.

- FourSquare venue search - <https://foursquare.com/search>
- Facebook claim your Place - <https://www.facebook.com/help/?page=1154>

Making it easy to help you – providing boilerplate

There's a term marketers use for copy they write for use in all sorts of places – boilerplate.

Do produce boilerplates – it's what makes many of the low budget promotional techniques effective, because often you're asking for people to do something for nothing. Providing boilerplates makes it easy for them to do you a favour.

Of course, boilerplate also means you control the quality of the copy too, and means there is much lower chance of getting key information such as dates, locations and costs wrong.

The final reason for producing boilerplates? Your best opportunities for free publicity almost always seem to come when you're away, or at 5 minutes notice. If you have a set of standard copy to draw on, it's much easier to take advantage of these opportunities.

Produce the following types of boilerplate:

- 50 words summary
- 100 words summary
- 200 words description
- Variations suitable for
 - Editorial in/on someone else's web page, newsletter etc
 - A single email shot all of your own (ie, someone offer to send an eshot for you rather than piggyback a newsletter)
- Event listings
 - Work up a format suitable for online events listings
- "Essentials"
 - Title
 - Cost (or say if free)
 - Venue
 - Day, date, time
 - Register by
 - Web address
- Offers and logistics
 - Are there any pre-requisites to attendance
 - Or any offers based on set conditions
- Call to action – choose from
 - Web address
 - Facebook Page

- Email address
- Phone number
- QR code (see above)

A note of caution

You will be providing copy for people to use on, amongst other things, their website. This means that if you are successful there will be identical information on many websites. In the past, Google has struggled to work out who “owns” the copy, but recently it has made advances in this area.

So, if you want to be seen by Google as the originator of the copy, publish it on your website before circulating it for reuse.

Harnessing local press

Often it's just a case of finding the right person to speak to in your local papers and providing information in a format that's easy for them to use and fits with their schedule.

This checklist aims to help you get a little bit more out of the local media.

First, remember that running a Sportivate programme is:

- An events listing
- A good news story
- A people story
- A sports story
- Topical and significant – it's part of the London 2012 legacy

Plan your approach

- Get hold of a copy of your local paper(s)
 - What events listings do they run
 - What other similar stories do they run?
 - Do they tend to carry photos?
- If they run an events listing – that's your minimum aim.
 - The events listing should explain how to submit your event
- Similar stories
 - Look for the type of stories listed above – good news, people, sports, London 2012
- If you're going for a story, you'll need to provide some descriptive copy
 - Most papers will edit it
 - But work out how many words they might print by looking at similar stories and some might just cut and paste your words with very few changes.

Writing copy

- Give local context
- Waivers for photography

Other tips

- Photography
 - Would the paper like to send a photographer to your first session?
 - Great if people can still sign up to the other five if they miss the first one.

- Even if they can't, the paper will hold a file copy of the photo and may run it before the next programme if you are running a repeat programme
- If you take a photo, ensure you have permission
 - You will find consent forms on our Sportivate page

Don't forget that Sport England also provides stock photography for you to use, you can search for suitable photos here: http://www.sportengland.org/media_centre/image_library.aspx

Retaining and sustaining

As you will know, gaining a programme registration is only half the battle, we then need to ensure that people attend the first session, continue to attend the remaining sessions and then carry on to take part in sport regularly after that.

Social media may have a role to play, and equally there are some simple actions throughout the process.

On registration

On registration, it's key that participants diarise the sessions. Diarising might mean several things:

- At the younger age range, telling their parents about the sessions
- Noting on a shared calendar
- Adding to an online calendar, or a programme such as Outlook

Clearly there is no magic bullet for this, but some simple techniques could help:

- The event page and the acknowledgement (“thank you for registering”) page could have an “add to calendar” functionality as seen on many online event systems
 - Common formats are Outlook and iCal, which will work with other calendar formats
- The acknowledgement page could also offer a reminder service
 - By email
 - By text message
- Or an opt in to receive reminder could be part of the registration process
 - This places you in greater control, but needs careful consideration

Retain and sustain

The use of email will prove effective for some participants (very broadly speaking, those in employment), but beyond that segment email's effectiveness starts to drop. That's not to say that other do not have email accounts, but they are not viewed as the place to receive timely communications, more for things that are either formal or not time critical.

Text messages

Text messages remain the most effective technique in terms of the percentage of our participants who can receive the message. However, there are costs associated with sending text messages.

Free systems to broadcast small quantities of SMS messages used to be plentiful, and Google seemed to be an option for a short while, but no longer.

We have suggested a discussion between Sport Structures, Nemisys and the CSPs around the use of the Sportivate Portal for sending outbound SMS to registrants.

Social media

Once your participants are connected to each other as friends and via your programme Page, you can start to influence their attendance through relevant posts:

- Reminders of what's coming up, even tackle competing demands on time when you know there will be a clash
 - "Looking forward to ... have even set my Freesat+ to record the game."
- Requests for input to the sessions (see Facebook Questions above)
- Sharing content from the sessions
- Use incentives
 - For week by week attendance
 - For completion of the programme
 - For moving on to regular sport

Resources

Generally useful

<http://www.womma.org>

<http://www.sportingchampions.org.uk/>

Legislation and guidelines – advertising, online advertising, email marketing and SMS

<http://www.iabuk.net/en/1/iabstandardsandguidelines.html>

<http://www.isba.org.uk/isba/guidance-notes>

<http://www.copyadvice.org.uk>

<http://copyadvice.co.uk/Ad-Advice/Help-Notes.aspx>

<http://www.check.uk.com/list>

Safeguarding

http://www.nspcc.org.uk/Inform/cpsu/cpsu_wda57648.html

<http://www.ceop.police.uk/>

General statistics

<http://stakeholders.ofcom.org.uk/binaries/research/811898/consumers-digital-day.pdf>

Social media and sports

<http://mashable.com/social-media/>





www.allfacebook.com

<http://techcrunch.com/tag/facebook/>

<http://www.slideshare.net/johnrduffy/university-of-sheffield-social-media-and-sports-workshop-9-august-2010>

Appendix 1 – relevant pen portraits

Download the following pen portraits to work alongside Jamie's when you are planning your promotion.

<p>Ben (male, 18-25)</p> <p>http://segments.sportengland.org/pdf/penPortrait-1.pdf</p>  <p>Ben - 1 Competitive Male Urbanites</p> <ul style="list-style-type: none"> Mainly aged 18-25 Single Graduate professional <p>Male, recent graduates, with a 'work-hard, play-hard' attitude 5% of all adults; 10% of adult men</p> <p>About Ben Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.</p> <p>Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.</p> <p>Image and brand conscious. Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.</p> <p>Ethnic origin Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).</p> <p>Alternative names Josh, Luke, Adam, Mateusz, Kamil</p>	<p>Jamie (male, 18-25)</p> <p>http://segments.sportengland.org/pdf/penPortrait-2.pdf</p>  <p>Jamie - 2 Sports Team Lads</p> <ul style="list-style-type: none"> Mainly aged 18-25 Single Vocational Student <p>Young blokes enjoying football, pints and pool 5% of all adults; 11% of adult men</p> <p>About Jamie Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.</p> <p>Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.</p> <p>Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.</p> <p>Ethnic origin Individuals in this segment are predominantly of White British (80%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (2%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).</p> <p>Alternative names Ryan, Nathan, Ashley, Adiel, Pavel</p>
<p>Chloe (female, 18-25)</p> <p>http://segments.sportengland.org/pdf/penPortrait-3.pdf</p>  <p>Chloe - 3 Fitness class friends</p> <ul style="list-style-type: none"> Mainly aged 18-25 Single Graduate professional <p>Young image-conscious females keeping fit and trim 5% of all adults; 9% of adult women</p> <p>About Chloe Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.</p> <p>Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.</p> <p>Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.</p> <p>Ethnic origin Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).</p> <p>Alternative names Nisha, Sophie, Lauren, Charlotte, Lucy</p>	<p>Leanne (female, 18-25)</p> <p>http://segments.sportengland.org/pdf/penPortrait-4.pdf</p>  <p>Leanne - 4 Supportive Singles</p> <ul style="list-style-type: none"> Mainly aged 18-25 Likely to have children Student/part time vocational <p>Young busy mums and their supportive college mates 4% of all adults; 8% of adult women</p> <p>About Leanne Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can't look after Carly.</p> <p>Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.</p> <p>Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.</p> <p>Ethnic origin Individuals in this segment are predominantly of White British (85%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).</p> <p>Alternative names Hayley, Kerry, Danielle, Nisha, Saima</p>

A taster of the different types of information within the pen portraits.

Ben's preferred marketing tone

- Dynamic
- Entertaining
- Fresh
- Humorous
- Individual
- Innovative
- Interactive
- Sociable
- Stylish
- Young

Jamie's preferred marketing tone

- Cutting-edge
- Edgy
- Experiential
- Funky
- Informal
- Off-the-wall
- Relaxed
- Transitory
- Urban
- Young

Chloe's preferred marketing tone

- Amusing
- Colourful
- Entertaining
- Fun
- Image conscious
- Innovative
- Interactive
- Sociable
- Stylish
- Young

Leanne's preferred marketing tone

- Chatty
- Entertaining
- Free trial
- Kids
- Practical
- Sociable
- Time saver
- Uncomplicated
- Value
- Young