

# How to use your Facebook and Twitter pages to grow long-term support for your club

## Tips for growing your fan base on Facebook and Twitter

The more interactive and fun that you make your social media, the more fans you will gain. To give you a hand getting started, we've thought of a few ideas to help you promote your community club. Some top tips include:

- Uploading pictures of your players/teams. You might also take some action snaps at a training session or pictures from a recent match for supporters that weren't able to make it.
- Some 'previously unknown' fun facts about your players that will engage the fans and give them a reason to take an active interest in your social media activity.
- Include 'behind the scenes' pictures or stories that fans can only get access to by following you on Facebook and/or Twitter.
- Post information about training times/match details and locations. This will encourage both the players and the fans to engage with your page. You might also upload the team lists so that your supporters know which players will be playing in the next match.
- End your tweet/post with a question. E.g. 'What are your predicted score lines for Saturday's match?' This is a great way to start conversations between the fans, and make your social media really interactive.
- Remember not to 'spam' your followers. On Facebook you might upload a maximum of one post per day. On Twitter, however, you could consider tweeting up to four times in a day.
- Establish a fun rivalry, and give your social media a real personality by engaging with other clubs. If your club is playing theirs, you could tag them into your posts/tweets.
- Most importantly: make your social media conversational, fun and engaging. Respond to your supporters' posts and comments – and get their views on club-specific issues or broader news topics across the sport.

# facebook

## Facebook explained

Facebook is a social media platform which enables you to give a "voice" to your club, and build a community of fans with whom you can share your club's latest news/social events/match times with. You can use Facebook to upload photos and videos, post a status about your club, and interact with your supporters on your wall. Your wall is a public space where fans can talk to each other and gather support for the club. Don't forget that you can now use hashtags on Facebook (e.g. #RugbyLeague). This means that anyone searching for content on Rugby League will be able to see your post (providing that you have set your posts to 'Public' on your privacy settings).

The image shows a screenshot of a Facebook page for 'Tetley's Challenge Cup'. The page features a large cover photo of a silver trophy and a rugby ball. A profile picture shows the Tetley's Challenge Cup logo. The page has 3,954 likes and 141 people talking about it. The page is categorized as 'Sports League' and is the official account of the title sponsors of the Tetley's Challenge Cup. The page includes navigation tabs for Photos, Likes, Videos, and Win With Tetley's. Annotations with red boxes and arrows point to the Cover Photo, Profile Picture, and the number of likes.

Cover Photo

Profile Picture

You can choose to upload a cover photo and a profile picture. You might choose to include your club logo and a photo of your players in action on the pitch.

Tetley's Challenge Cup  
3,954 likes · 141 talking about this

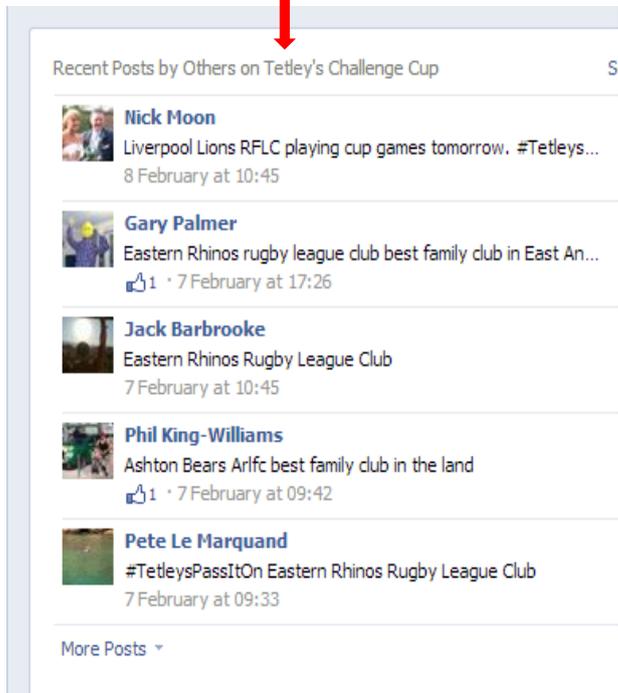
Sports League  
Official account of the title sponsors of the Tetley's Challenge Cup. <http://www.drinkaware.co.uk/>

About – Suggest an Edit

Photos Likes Videos Win With Tetley's

You can see the amount of 'fans' that have 'liked' your page. The more fans you can encourage to vote for your club, the more likely you are to win a £1000 prize.

Your wall is the space on your page where your fans can post comments and engage with you.



Increase the visibility of your Facebook page by 'liking' other clubs and rugby organisations. This will encourage others to become a fan of your page, and interact with your fans.



Make your Facebook wall more interactive by posting photos, a 'call to action' for fans – encouraging them to get voting for their club, and links to websites/news stories or the Tetley's Challenge Cup Facebook page – where they can enter the #TetleysPassItOn competition

# Clubs that are using Facebook well

**Leeds Rhinos**  
33 minutes ago

On this Day in 2005 the Rhinos won their first ever World Club Challenge with victory over Canterbury Bulldogs at Elland Road. Gareth Ellis made his debut and there were seven tries from the Rhinos, do you remember who scored them all? — with David Wayne Rhinos and 3 others.



Like · Comment · Share

164 people like this.

19

Engaging post which reminds fans of the club's past success and encourages supporters to engage with the post's content.

**Bradford Bulls RLFC** shared a link.  
18 hours ago

Luke Gale has committed his future to #BradfordBulls & signed a contract extension which will see him at the club until at least the end of 2016: <http://ow.ly/tw54D> #BELONG



**GALE COMMITS FUTURE**  
[www.bradfordbulls.co.uk](http://www.bradfordbulls.co.uk)

England Knight, Luke Gale speaks of his excitement after signing a two year extension to his current contract today, solidifying his commitment to...

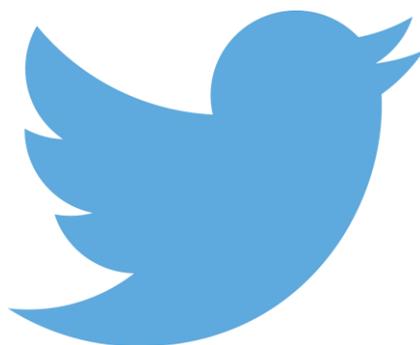
Like · Comment · Share

4

179 people like this.

Top Comments

Interactive post which encourages fans to comment and engage with the post



## Twitter explained

Twitter is a social media platform which enables you to give a "voice" to your club, and build a community of fans with whom you can share your club's latest news/social events/match times with.

**Hashtag** – When using your Twitter account, you will have the option to include hashtags (#) in your tweets. This means that anyone who searches for that particular hashtag (e.g. **#RugbyLeague**) on Twitter will be able to see your tweet and retweet it onto their account. If your tweet is 'retweeted' by someone – it will appear on their Twitter page, and will be seen by everyone who is following them.

Which 13 players would you pick to make up one ultimate Tetley's Challenge Cup winning team? [#rugbyleague](#)

Anyone who searches for content associated with 'Rugby League' will be able to view your tweet and 'favourite'/retweet it to their followers.

**Handle** – When creating your account, you can choose a 'handle' which others can tag you in when they post from their accounts. When you want to include someone else's handle in your tweets, simply type '@' followed by the name of their account (e.g. @RFL). As you can see in the example below, the RFL have tagged the Tetley's Challenge Cup in their post by including @TetleysChalCup. Once you become active on your account, you will find that your handle becomes more recognised and that more and more people will tag your account in their tweets. Don't forget that you can tag individuals as well as organisations!



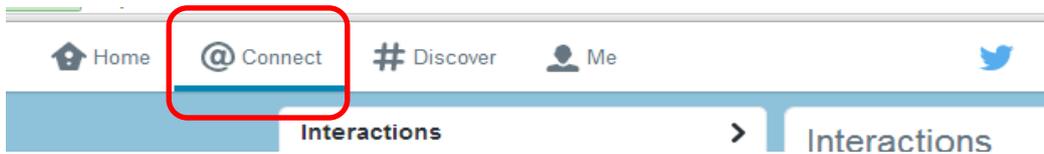
The RFL @TheRFL · Jan 8

Ties for the @TetleysChalCup 1st Rd will take place over the weekend of 1st Feb Good luck to all those clubs involved! [#rugbyleague](#)

Expand

Reply Retweet Favorite More

**Mention** – When your handle is included in a post, you will receive a notification on your Twitter account. You can see all your mentions and other interactions on your Twitter account by clicking on the 'Connect' button.



**Retweet** – If one of your tweets appeals to someone else, they might retweet (RT) it. This means that your tweet will appear on their Twitter feed, and all their followers will be able to see it (and retweet it again). The more RTs you receive; the more likely you are to gain followers to your account. Similarly, the more that you RT other clubs/individuals tweets, the more up to date and relevant your page will be for fans. Clubs will regularly post their latest team news/score updates or other information, in order to promote their club and to keep fans up to date with current events. See example below:



**Favourite** – If one of your tweets contains content that other Twitter users find interesting or informative, they have the option to favourite it. If your tweet is favoured, it will appear under the 'Favourites' section on the Twitter feed of whoever has favoured you, and you will receive a notification. Receiving a number of favourites on one of your tweets is a good indicator of how relevant and exciting your followers are finding the content that you are uploading. By 'favouriting' the tweets of other users, and by having your tweets favoured, you will gain like-minded followers and increase the popularity of your account.



**Twitter Bio** – Your Twitter Bio will appear at the top of your Twitter feed. When people click on your handle (e.g. @RFL) in posts, or search for you – this is the first thing that they will see on your page. You can use this space to include information about your club. You might choose to include a link to your club's website or blog so that people can find out more information about the club/players/location. You can also display the location of your club and a club logo/crest, as well as a cover photo. Your Bio will also show how many followers your account has, and how many people you are following. The more people/other clubs that you choose to follow; the more likely you are to attract followers to your own account.

**Example:**

The screenshot shows the Twitter profile for 'The RFL' (@TheRFL). The profile picture is the RFL Rugby League logo. The cover photo is a black and white image of a rugby player. The bio text reads: 'The official Twitter account of the RFL, the National Governing Body for #rugbyleague in the UK. Red Hall, Leeds · therfl.co.uk'. Below the bio, the statistics are: TWEETS 4,698, FOLLOWING 515, and FOLLOWERS 20.7K. A 'Following' button is visible in the bottom right corner. Red callout boxes with arrows point to various elements: the profile picture, the cover photo, the bio text, the website link, and the statistics.

Upload your club logo/crest or a photo of your club members

Upload a cover photo which promotes your club. It might be a picture of your players during a match.

Write a short description of your club. You could also include which League you play in, or a short fact. For example 'Currently competing in the Tetley's Challenge Cup'

Include a link to your club's website or blog/fan page

See how many followers you have, how many people are following you and the number of tweets you have generated

## Clubs that are using Twitter well

This tweet received 12 retweets from fans of the club

**St.Helens R.F.C.** @Saints1890 17h  
Saints edged 28-16 by Wigan in James Roby's Testimonial. Great game, thanks to Wigan Warriors for coming over and being part of it. (booo!)  
[Expand](#)

**MYTON**  
WARRIORS A.R.L.C.

**Myton Warriors ARLC**  
@MytonWarriors

Amateur Rugby League Club From Hull (City of Culture 2017), England, Playing In The National Conference League 1st Division.  
Hull, England · mytonwarriorsarlc.co.uk

TWEETS 802 FOLLOWING 200 FOLLOWERS 646

[Follow](#)

Followed by The RFL.

Twitter Bio that includes description of club, location and their website

By using engaging content and interacting with handles and hashtags, this club has attracted over 600 followers