

How often should we post?

Post Frequency

AUDIENCE	Average TOTAL Posts Per Season	Average TOTAL Posts Per Week (25)
Less than 300	35	1.4
300 to 499	55	2.2
500 to 700	85	3.4
700 to 1,000	115	4.6
1,000 Plus	155	6.2

Recommendation

If your social media audience is between 700-1,000 aim to publish approximately 115 posts this season.

Each sport is unique, so the best place to start is by better understanding how Little Athletics clubs and centres are managing their Facebook publishing nationally.

As can be seen above the average number of posts published each season reflects the size of a clubs audience. The bigger you are (audience) the more we recommend you post.

Post Type

AUDIENCE	VIDEOS	PICTURES	LINKS
Less than 300	Less than twice a season	Three times a month	Once every two months
300 to 499	Twice a season	More than once a week	Less than once a month
500 to 700	Three times a season	Twice a week	More than once a month
700 to 1,000	Once a month	Three times a week	Ten times this season
1,000 Plus	Once a month	Four times a week	More than twice a month

Recommendation

If your social media audience is between 500-700 aim to publish approximately 3-Videos, 50-Pictures and 9-Links this season. To be precise!

Videos Fun Fact #01

6% of all posts are Videos, the largest total published by a Little Athletics club last season was 99.

Pictures Fun Fact #02

83% of all posts are Pictures, the largest total published by a Little Athletics club last season was 380.

Links Fun Fact #03

12% of all posts are Links, the largest total published by a Little Athletics club last season was 86.

Consider

Guide

Recommendations are based on an analysis specific to Little Athletics. If you can post more - awesome! If you can't hit these targets do the best you can.

Quantity vs Quality

There's a fine line between posting carefully selected, high quality content that engage audiences and posting so much content that it becomes 'spammy'. **Choose wisely.....**

Consider

Key factors influencing audience size and engagement:

- Club Size (Membership)**
Determines revenues, resources and content quantity.
- Account 'Age'**
Social media early-adopters have a big head-start.
- Priority**
How important is social media?
- Resources**
A clubs or centres size and priorities determine resources available for social media.
- Skillset**
Strong volunteer social media skills can offset any club size, priority or resource limitations.
- Systems & Processes**
Social media success is driven by robust systems that aggregate, curate and consistently publish high quality content.

