

Social Pro's & Con's

There's no shortage of social media platforms available to Little Athletics clubs and centres. Evaluating five of the most popular options we reckon one is essential, another a nice to have, with a third worth keeping an eye on.



Summary

Despite its shortcomings Facebook is likely to remain the platform of choice for Little Athletics clubs and centres for the foreseeable future due to its adoption rate, audience size, familiarity, functionality and (zero) cost.

Utility

Increasingly Shunt is seeing Facebook replace club websites for the reasons outlined above.

Content

It's an anything goes type platform re content format, length and type (eg. livestreams, video, pictures, text and links).

Audience

Parents and increasingly grandparents.

Verdict

We might not like it for a bunch of reasons but it's now an essential communications tool for sport.



Summary

Instagram initially gained prominence for its food and travel imagery, then morphed into the home of selfies, now its shifting to video as it takes on the popularity of TikTok.

Utility

Think of it as a showcase for your club or centre's best visual (image or video) content.

Content

Ideal for images (carousels) and increasingly video. Hint! Avoid excessive use of text or graphics as it performs poorly for engagement.

Audience

Teenagers, younger adults and 'hip' parents.

Verdict

If your club or centre can consistently deliver high quality images and video Instagram is worth investing in.



Summary

Favourite of traditional media (print, radio and television) due to its micro-blogging, headline snippet type format. Sports audiences overall have slipped from number two (to Facebook) to a distant third to Instagram.

Utility

One of its last high engagement strongholds in sport is national team and league accounts.

Content

Most effective if your club or centre has LOTS of short, sharp event type content and a receptive audience.

Audience

Some parents. Plus sponsors that uses the platform (eg. Government) and sports media.

Verdict

Covid has driven a significant reduction in sports activity on the platform due to disrupted event calendars. Likely pass.



Summary

The new kid on the block. Making major headway with kids due to often silly but really addictive content, supported by a clever algorithm that's quite different to competitors.

Utility

Fills a largely untapped content niche in sport for endless bloopers-reel type content.

Content

Sports content themes include; silly, absurd, weird, comedy, embarrassed and failed.... You get the picture!

Audience

Teenagers and young adults.

Verdict

This could well become THE big platform to drive future participation. Ask your kids for advice on how your club or centre might crack the 'code' to make Little Athletics more TikTok-able.



Summary

Positioned as the B2B, Peer-2-Peer, business, advocacy, employment, career development and personal brand building platform. Phew!

Utility

While its networking (sponsorship) potential is clear, many sports don't know what to do with it.

Content

Requires a very specific type of content to be effective (see Summary). Many sports struggle to get this right (see Utility).

Audience

Parents. Emerging little athletes interested in building their personal (career) brand.

Verdict

If you've got plenty of time, resources and an engaged local business community then LinkedIn might be worth a look? Otherwise it's a pass.