

WHAT DOES SUCCESS LOOK LIKE?

Assessing the success of your clubs social media.

1

AUDIENCE

The simplest data point to track via a quick scan of your account data. Little Athletics clubs and centres can still expect solid organic audience growth (range 5-15% per annum) but anything above this will likely require organic posts to go viral or be supported by an advertising boost.

The bigger your audience, the larger the following you have the ability to engage.

OLDIE BUT STILL A GOODIE

2

ENGAGEMENT

Engagement (reactions, comments and shares) measures an audiences response to your posts. If followers are the maximum number of people you can speak to, the percentage engaged measures how effective your communications skills are.

There is a direct relationship between output (posts) and engagement. The more you post, typically the higher the reactions, comments and shares.

SENSE OF BELONGING

3

POST PERFORMANCE

Average engagement per post is a really simple metric (total engagement divided by the number of posts). The trick here is to strike the right balance between the quantity and quality of your posts. Publish too little and engagement is missed, post too much and you risk 'spamming' audiences.

If time is tight (when isn't it!) then this could be your most important metric?

EFFICIENCY & EFFECTIVENESS

“THE SUCCESS COMBO”

Growing audiences, while engaging followers through high quality content is a winning strategy. *Simple!*

WHAT'S THE PURPOSE OF SOCIAL MEDIA?

4

MEMBERS FIRST

No other organisation within the sport is better placed to first attract and then keep kids involved in Little Athletics than your club or centre.

Use social media to ensure you have the right content, in the right place at the right time to make members feel both welcome and valued.

5

VALUE PROPOSITION

Social media platforms like Facebook are a really useful (free) tool to both inform and engage your club or centre community.

It's this highly engaged, emotionally connected audience sport has by default that really appeals to local businesses. How are you unlocking your greatest sponsorship asset?

6

SUSTAINABILITY

Everyone connected to Little Athletics has a vested interest in ensuring the next generation of Australian's are able to participate in your sport.

Long-term success will be defined by how well each level of the sport pulls together to deliver a financially sustainable, fun, family and friendly environment!