



Elsternwick Amateur Football Club

Social Media Campaign Strategy

BSM103 – Social Media

Assessment 3

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Elsternwick Amateur Football Club

History

The Elsternwick football club dates back into the 1860's, among some of the first football teams like the Geelong Football club and Melbourne Football club.

Officially introduced into the Victorian Amateur Football Association in 1906, with a long and proud history as a local community club. With no affiliation to any schools/clubs.

The club won their first premier/ A section title in 1920 and again in 1925. They later went on to win premier B/ section B in 1939, but there was to be a wait for another league title, winning division 1/ section D in 1959.

The wait was even longer the next time around, winning division 3/ F section in 1991. Their final trophy was won in 2005 in division 4. The club currently plays in division three in the VAFA.

Elsternwick Amateur Football Club

Social Media Use

The club currently uses Facebook and twitter as their two main social media platforms, with 534 likes on Facebook and 389 twitter followers. The Facebook page is used as the main way to communicate with the public, with semi regular posts during the season, with regards to deals for the fans and game information, messages from the president and events for end of season presentations. The twitter page mainly links to the Facebook page.

The Facebook page we did notice had a lot of content that didn't need to be there, photos and videos of club nights that looked a little unprofessional from a sponsorship and fan perspective.

We have some ideas later on in the presentation that can help with some of the content posted on the public Facebook page.

Objectives and Targets



The Elsternwick Amateur Football club has stated they would like to develop social media strategies that:

Increases awareness of our sponsors (promotions)

Builds business for our sponsors

Help us connect with the community

Highlight our involvement in the community

Increase our awareness in the community

Build our online/social media community

Provides valuable content for our players and fans

Increase our engagement with players and fans

Realistic targets

- Increase in Facebook likes
- Increase in twitter followers
- Split Facebook pages with cleaner content

Our main objects in this campaign are:

- Boost/promote community involvement so it can help prove to the local council they deserve a grant for the room upgrades
- Promotion of sponsors so that there is greater amount of business running through the club and can hopefully gain greater community tightness with local organisations and the club
- Increase fan engagement for online content so that the fans can be more a part of this historic club

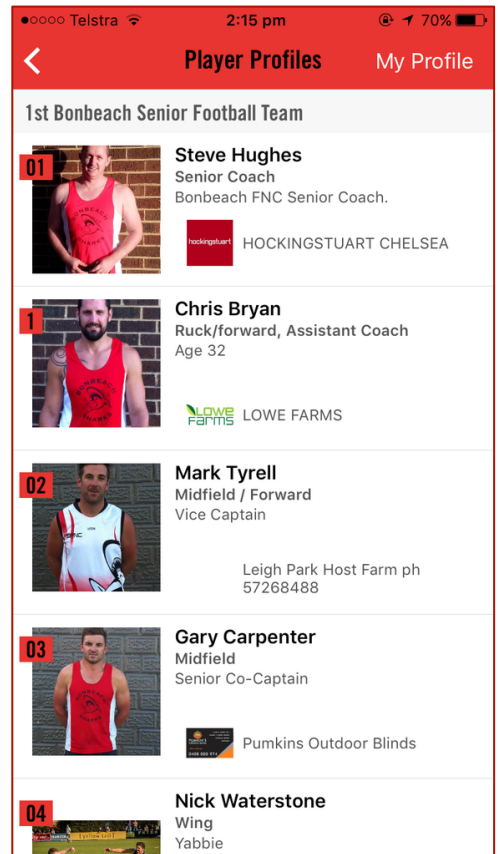
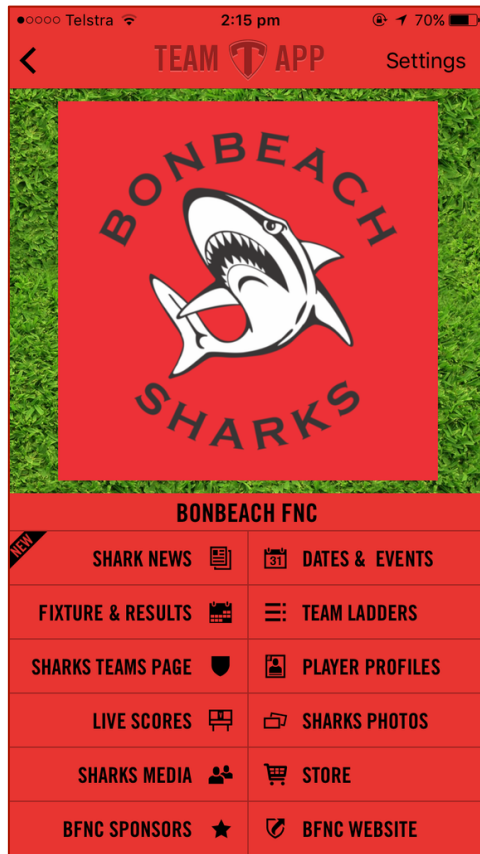
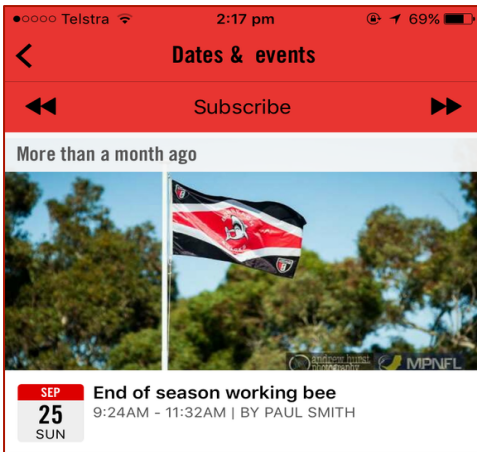
Tactics to increase likes and followers:

- Sponsors 'giveaway' competition (random like of a photo of EAFC and Elsternwick hotel receives free drink or food at hotel)
- Players like, share retweet through their Facebook and twitter pages (rewards for doing so?)
- More content posted based on history of the club through Facebook and twitter (online voting on clubs' history, prizes from sponsors for the winner)

Campaign Strategy

Team App

This application is a great place for the footy club to keep all events, dates and news up to date. The app offers the club a chance to promote their sponsors through it.



Video Tutorials

<https://youtu.be/SEELURSkh0s>

<https://www.teamapp.com/about-commercialise>

<https://www.teamapp.com/about-advertise>

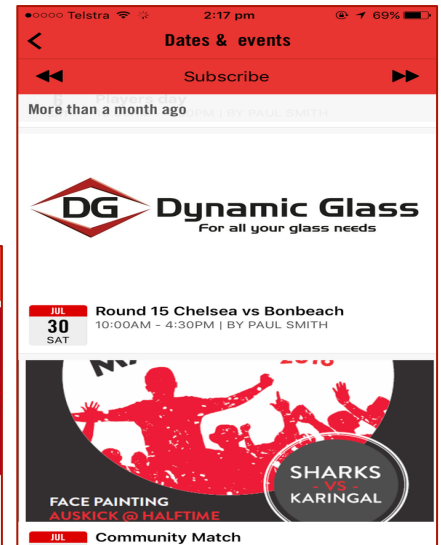
Campaign Strategy

Community Involvement

- You are able to create dates and events for up coming functions or possible involvements with the community.
- An example of promoting the football club could be a sausage sizzle at their local Coles just on Glen Huntly Road.
- Another opportunity for the footy club could be to walk down the road and ask Elwood Primary School whether they can do a footy clinic with the children.

Sponsor recognition

- Elsternwick have the opportunity to create a tab that links you to all their sponsors with all the information on how to get in contact with them.
- They can also link each upcoming round to a sponsor. E.g. Round 1 Elsternwick Fc VS Power House AFC brought to you by the Elsternwick Hotel. Or as conducted below.



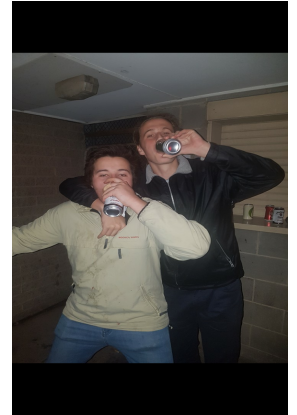
Campaign Strategy

Sponsor Recognition

With the use of the Elsternwick hotel, the clubs main sponsor, the club should try and attract fans to head down to the pub by offering a promotion. E.g. 'If you show that you are a member of the Elsternwick football club, then receive one free pot of beer!'

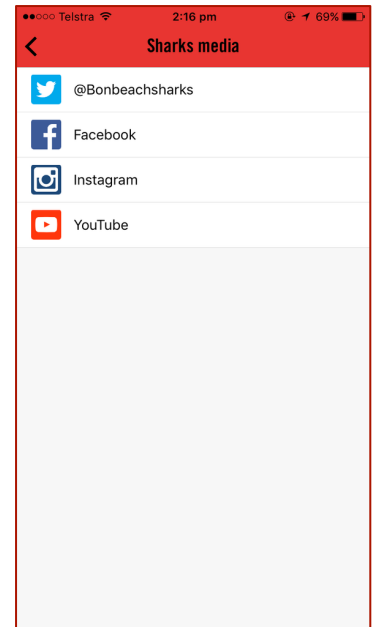
Professionalization of Facebook page

The club has mentioned that they have a private Facebook page. This is where they should post photos like this:



Team App then lets them link their pages and allows fans direct access to them.

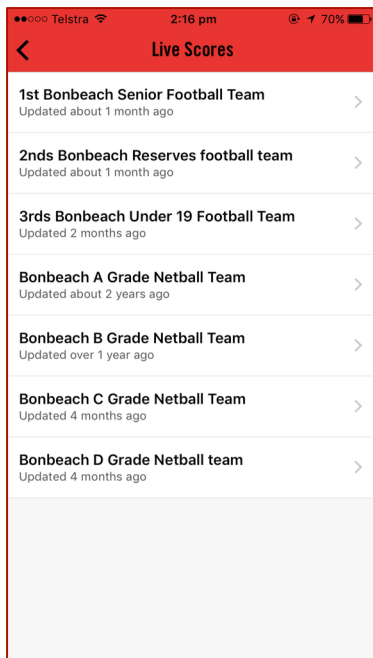
For their public page, we believe that they should post more professional photos and videos to try entice fans to like the page.



Campaign Strategy

Live Score Updates

Instead of the traditional way of sending a text or calling someone to give live updates, why not set up live scores on Team App? This way you can update each fan of the scores on the one platform.



Coaches Messages

For the pre season, the club will want players. A short video of the coach and possibly the captain giving a quick run down of the club and asking all current players, fans to try get interested players down to play.

Weekly Review

- We believe providing a weekly review of all the matches played, best players, goal kickers etc. Will give the fans a quick run down of the weekends play. An example by the St Kilda Cricket Club shows how it could be conducted.

<https://youtu.be/uN8NOt1FqW4>



Campaign Strategy

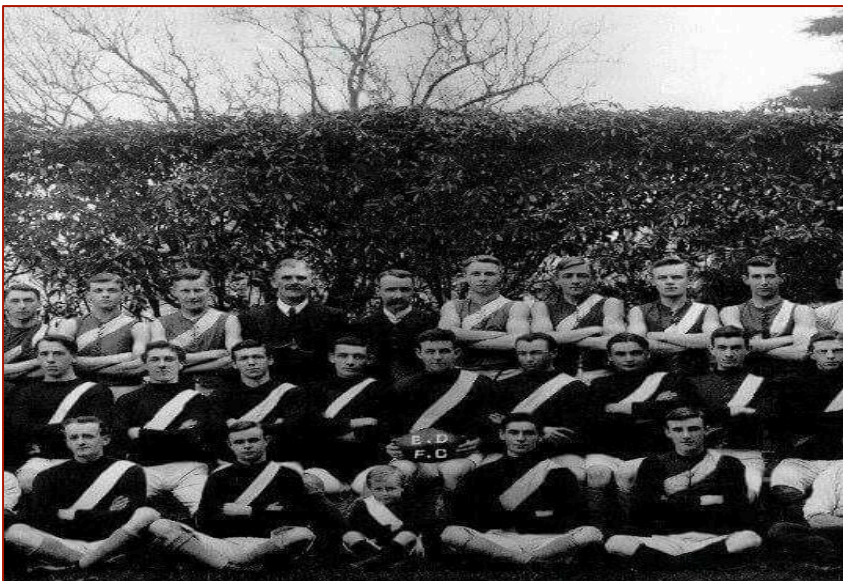
History

“The Wickers” have a rich history. We want to use that positively.

We want to have a ‘Mondays Moments’ – Brought to you by the Elsternwick Hotel on Facebook where the club posts a question in regards to the history of the club and for the first person to answer correctly can win a free pot at the pub.

Then on the Friday before the match, the club should post a photo that flashes back to a past occurrence and shows the fans a historic player, match, win etc.

Fans can then engage in the comments and tag whoever the player is, coach etc. to promote the occasion.



Website Update

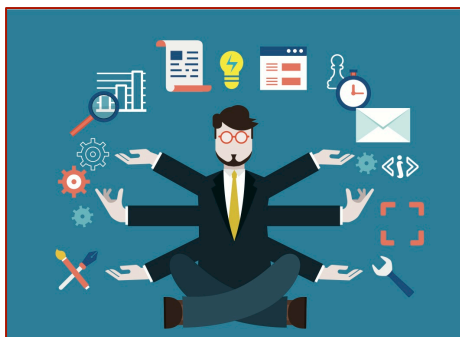
Elsternwick is a little bit behind with their page so we believe an update would be beneficial.

As the committee already knows, the home, contacts, history and photo pages need to be updated for 2017.

Once the club has updated their website, they can link it to Team App and gives you direct access to it when you click on the tab, just as below.



Costs, Recourses and Social Media Training



Costs

There is no cost to run Team App, Facebook and Twitter.

There may be a need to advertise for a volunteer to run the social media pages.

Resources

As mentioned, a volunteer to run the social media pages should be required.

Social Media Training

Team App - No formal training, although the website offers a step-by-step guide on how to set up correctly.

Facebook, Twitter and club website are already set up, just need some time and dedication for updating for 2017.



CONTENT PLAN VAFA ASSOCIATION - SOCIAL MEDIA STRATEGY

ELSTERNWICK VAFA CLUB

A Week During the Season

MONDAY

Time	Title	Context	Likes	Shares	Views/Clicks
	TWITTER				
10:00	Match Report Upload	Detailed Match report from the coach, captain or team manager from the game on the weekend.	10	4	65
2:00	Ladder Position	After all the games have been played and scored finalised, announce where the team is now sitting on the ladder accompanied by a picture.	5	2	30
4:00	Announce Next Training	For players and fans to see, announce time and place of next training	12	5	50
6:00	Retweets	Retweet any useful information from AFL, VFL, VAFA or anywhere else you would like.	3	0	20
	FACEBOOK				
10:00	Match Report Upload	Detailed Match report from the coach, captain or team manager from the game on the weekend.	25	10	100
2:00	Announce Next Training	For players and fans to see, announce time and place of next training	10	3	60
	TeamApp				
8:00	Match Report Upload	Detailed Match report from the coach, captain or team manager from the game on the weekend.			100
12:00	Photo Uploads	Upload any photos taken from the game on the weekend.			100
4:00	Training Announcement	When and where the next training session will be.			100
	INSTAGRAM				
12:00	Game Photos	Share photos of the recent game to share with the public.	18	3	30

TUESDAY

Time	Title	Copy	Likes	Shares	Views/Clicks
	TWITTER				
14:00	Training Announcement	When and where the next training session will be.	2	0	40
16:00	Club News	Any updates in the club with events or player announcements	3	1	30
	FACEBOOK				
8:00	Training Announcement	When and where the next training session will be.	10	5	65
10:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer.	15	7	50
	TeamApp				
4:00	Training Announcement	When and where the next training session will be.			100

WEDNESDAY

Time	Title	Copy	Likes	Shares	Views/Clicks
	TWITTER				
12:00	"Way Back Wednesday" Giveaway	With the club having such a rich history, we will post an image with a caption of the past 100 years to boost fan interest.	20	8	50
16:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer.	20	6	50
20:00	Retweets	Retweet any useful information from AFL, VFL, VAFA or anywhere else you would like.	3	0	20
	FACEBOOK				
10:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer.	10	2	35
	TeamApp				
12:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer.			100
4:00	Training Announcement	When and where the next training session will be.			100
	INSTAGRAM				
12:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer with an image.	15	2	40

THURSDAY

Time	Title	Copy	Likes	Shares	Views/Clicks
	TWITTER				
10:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.	10	5	35
20:00	Retweets	Retweet any useful information from AFL, VFL, VAFA or anywhere else you would like.	3	0	20
	FACEBOOK				
6:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.	12	1	30
10:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer.	15	3	50
	TeamApp				
8:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.			100
12:00	Giveaway	Announce that if you are a member of the club and show your membership at the Elsternwick Hotel you will get a free beer.			100
4:00	Training Announcement	When and where the next training session will be.			100
	INSTAGRAM				
12:00	Club Photo	To keep up in the newsfeeds post a photo of the teams with a caption about the games.	15	1	60

FRIDAY

Time	Title	Copy	Likes	Shares	Views/Clicks
	TWITTER				
14:00	Team Announcements	Announce the team with a link to the Facebook post	13	5	45
20:00	Retweets	Retweet any useful information from AFL, VFL, VAFA or anywhere else you would like.	3	0	20
	FACEBOOK				
8:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.	14	8	45
10:00	Team Announcements	Announce the team lineup and any injuries.	15	3	45
4:00	Upcoming game estimation	Looking at history of the two teams playing and what the outcome may be	25	4	50
	TeamApp				
12:00	Upcoming game estimation	Looking at history of the two teams playing and what the outcome may be			100
4:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.			100
	INSTAGRAM				
12:00	Action Photo	Announce the game tomorrow with an action photo.	20	3	40

SATURDAY

Time	Title	Copy	Likes	Shares	Views/Clicks
	TWITTER				
10:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.	12	2	30
12:00	Live Score Updates	Keep the fans up to date with the scores with score by score updates.	10	3	40
14:00	Live Score Updates	Keep the fans up to date with the scores with score by score updates.	10	5	40
20:00	Retweets	Retweet any useful information from AFL, VFL, VAFA or anywhere else you would like.	3	0	20
	FACEBOOK				
8:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.	12	3	30
10:00	Score Updates	Update the fans with the scores	5	1	25
	TeamApp				
8:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs.			100
12:00	Scores	Update the scores			100
	INSTAGRAM				
8:00	Game Announcement	Details about the game including the team lineup, when, where and any other needed details such as entry costs with a picture.	22	2	35

SUNDAY

Time	Title	Copy	Likes	Shares	Views/Clicks
	TWITTER				
12:00	Scores	Post the scores of the day before	8	2	30
20:00	Retweets	Retweet any useful information from AFL, VFL, VAFA or anywhere else you would like.	3	0	20
	FACEBOOK				
6:00	Scores	Post the scores of the day before	15	3	50
	TeamApp				
8:00	Scores	Post the scores of the day before			100
12:00	Photos	Of the game and any images from during the week.			100
	INSTAGRAM				
12:00	Match Photo's	Post a photo or two from the game on Saturday, should be one with onfield action ie: kick, mark.	20	5	50
18:00	Player of the Week	Headshot of the elected player of the week referencing to your key sponsors	30	4	55

Key Performance Indicators

Current Facebook likes	Future Facebook likes based off 1 like per day	Current Twitter followers	Future Twitter followers	Current Team App members	Future Team App members
535	30 days – 565	389	30 days - 429	0	30 days – 565**
	60 days - 595		60 days - 459		60 days - 595
	90 days - 625		90 days - 489		90 days - 625
	120 days - 655		120 days - 529		120 days - 655

Red – Not enough

Orange – Good progress

Green – End goal

****NOTE** - Team app members after 30 days is based off transferal of Facebook likes.**

