CLUB SUPPORT VOLUNTEER RECRUITMENT

SOCIAL MEDIA USER GUIDE

ENGLAND ATHLETICS

USER GUIDE

We're here to help you recruit new volunteers

Visit the **Club Hub** to download the NEW social media assets created to help your coaching community.

These FREE assets have been designed for you to post on your Instagram and facebook accounts to attact and engage with potential new volunteers. In this guide we will share designs and captions, and show you to post online.

If you have any issues, please contact club support **clubsupport@englandathletics.org**

Download

CONTENTS

ASSETS

**Assets are available in the following sizes
for use on Instagram and Facebook.**

JOIN OUR
WINNING
TEAM

JOIN OUR
WINNING
TEAM

JOIN OUR
WINNING
TEAM

Instagram Grid
1080x1080

Instagram Story
1920x1080

Facebook
1200x675

CAMPAIGN

DESIGNS

- Use **A** as the first frame

- Choose one (or all) **B** frames depending on who you are targeting with the post.
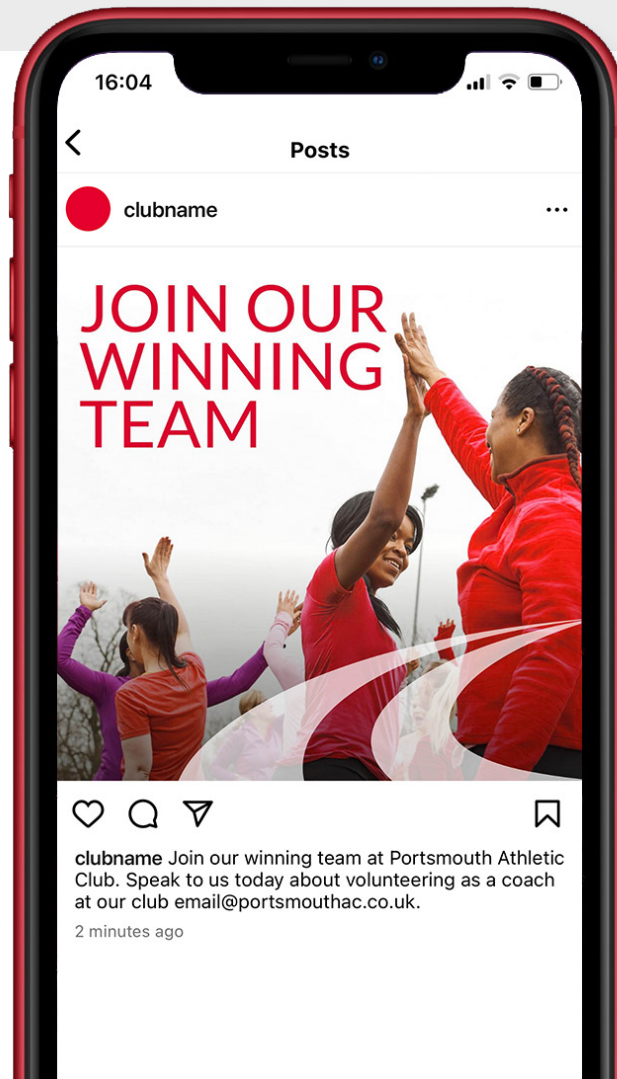
- End on **C** with a call to action

A

JOIN OUR WINNING TEAM

B1

VOLUNTEER AS A COACH TO HELP THEM GROW

B2

VOLUNTEER AS A COACH AND BE PART OF SOMETHING SPECIAL

B3

VOLUNTEER AS A COACH AND GIVE BACK TO ATHELTICS

C

SPEAK TO US TODAY ABOUT VOLUNTEERING AS A COACH AT OUR CLUB

ENGLAND ATHLETICS
AFFILIATED CLUB

Context

A. Cover Image
B1. For Parents/carers
B2. For Grandparents
B3. For Athletes/coaches
C. CTA Image

Showing how to use the posts in a carousel, in the example below this would be targeting parents and guardians.

16:04

Posts

clubname

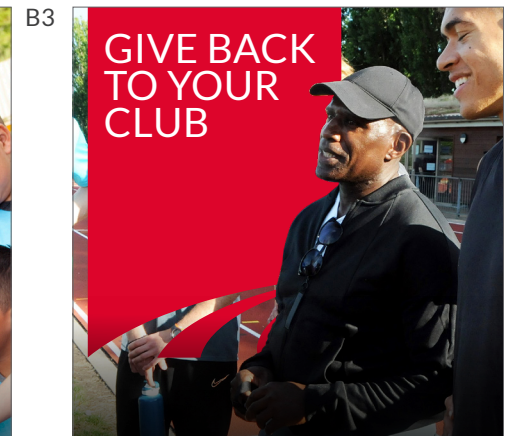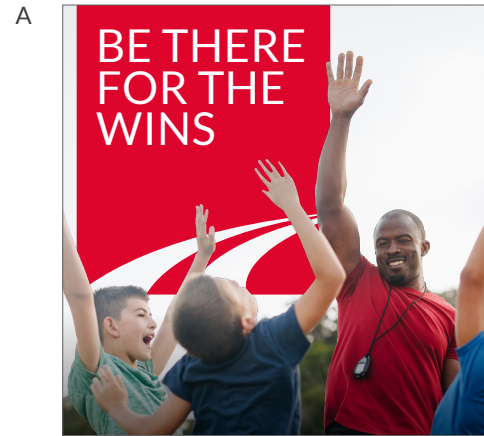JOIN OUR WINNING TEAM

clubname Join our winning team at Portsmouth Athletic Club. Speak to us today about volunteering as a coach at our club email@portsmouthac.co.uk.

2 minutes ago

VOLUNTEER AS A COACH TO HELP THEM GROW

SPEAK TO US TODAY ABOUT VOLUNTEERING AS A COACH AT OUR CLUB

ENGLAND ATHLETICS AFFILIATED CLUB

DESIGN V2
INSTAGRAM GRID POST

- Use **A** as the first frame

- Choose one (or all) **B** frames depending on who you are targeting with the post.

- End on **C** with a call to action. **C2** is optional.

A

BE THERE FOR THE WINS
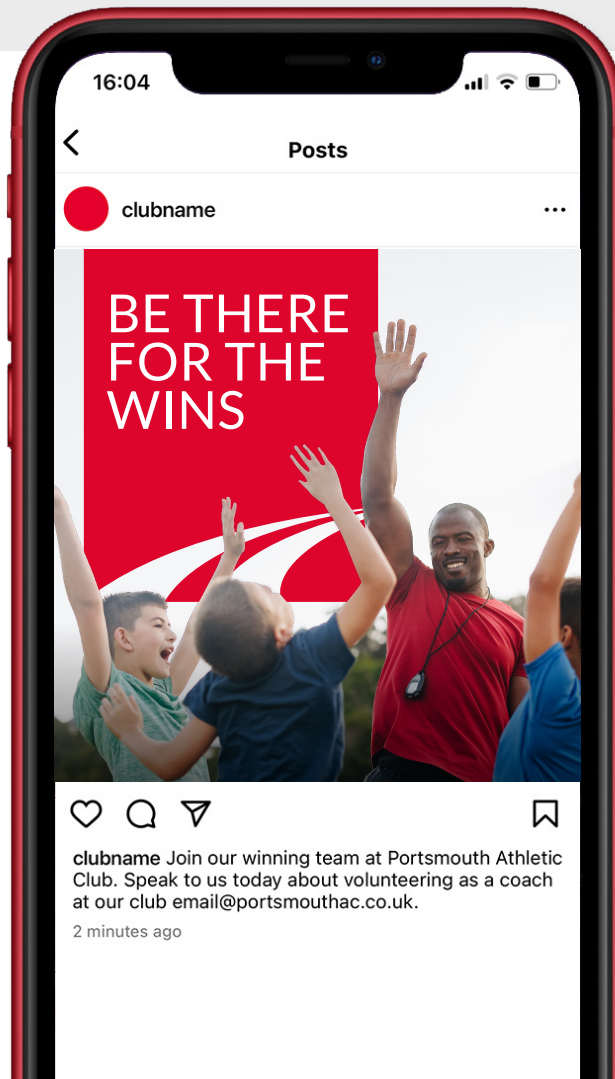
B1

BE THERE FOR THE FUN

B2

BE PART OF SOMETHING SPECIAL

B3

GIVE BACK TO YOUR CLUB

C

Talk to us about volunteering as a coach at our club

ENGLAND ATHLETICS

C2

Go online and take your first steps in coaching success

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(OPTIONAL)

Context

A. Cover Image
B1. For Parents/carers
B2. For Grandparents
B3. For Athletes/coaches
C. CTA Image

Showing how to use the posts in a carousel, in the example below this would be targeting grandparents.

16:04

Posts

clubname

BE THERE FOR THE WINS

BE PART OF SOMETHING SPECIAL

Talk to us about volunteering as a coach at our club

ENGLAND ATHLETICS

clubname Join our winning team at Portsmouth Athletic Club. Speak to us today about volunteering as a coach at our club email@portsmouthac.co.uk.

2 minutes ago

DESIGN V3
INSTAGRAM GRID POST

- Use **A** as the first frame

- Choose one (or all) **B** frames depending on who you are targeting with the post.

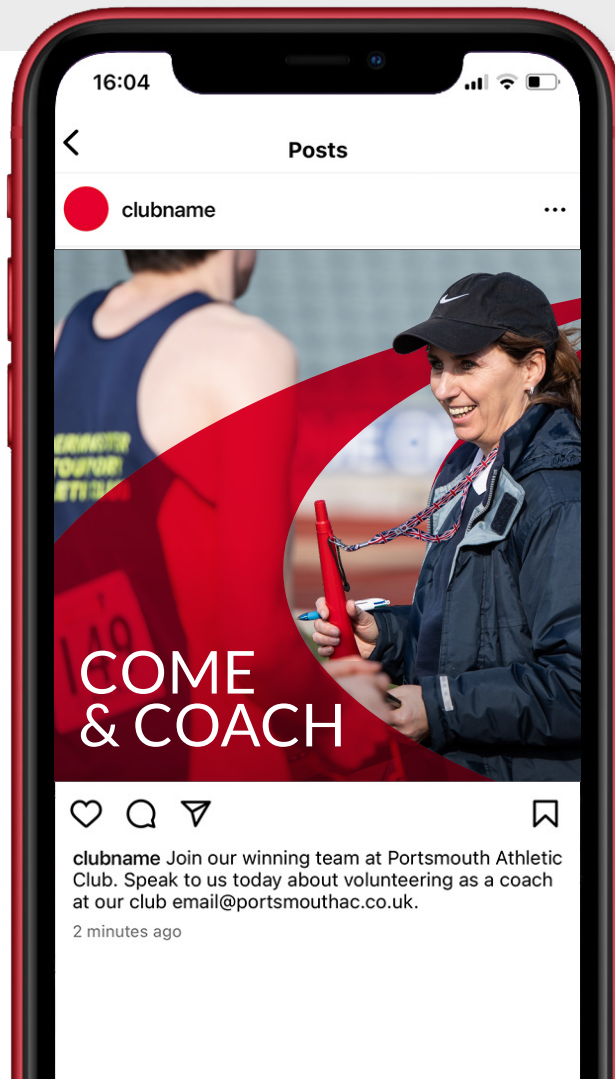- End on **C** with a call to action

Context

A. Cover Image
B1. For Parents/carers
B2. For Grandparents
B3. For Athletes/coaches
C. CTA Image

A

COME
& COACH

B1

COME
FOR
THE FUN

B2

COME &
JOIN OUR
COMMUNITY

B3

COME &
DEVELOP
YOUR SKILLS

C

Talk to us about volunteering with our club today

ENGLAND ATHLETICS
AFFILIATED CLUB
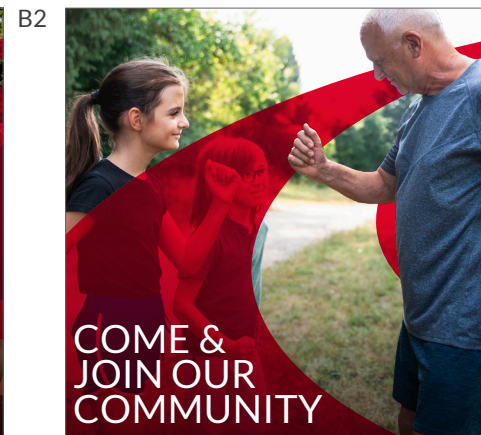
Showing how to use the posts in a carousel, in the example below this would be targeting athletes.

16:04

Posts

clubname
...

COME & COACH

clubname Join our winning team at Portsmouth Athletic Club. Speak to us today about volunteering as a coach at our club email@portsmouthac.co.uk.

2 minutes ago

COME & DEVELOP YOUR SKILLS

Talk to us about volunteering with our club today

ENGLAND ATHLETICS
AFFILIATED CLUB

HOW TO POST

INSTAGRAM (GRID)

To upload from a computer

To upload an image:

1. Click ⊞ **Create** on the left.

2. Click Select from computer and choose a photo *or* drag and drop a photo file.
    The supported file formats are jpg, png and heic/heif.

3. Select the size of your photo, then click **Next** in the top right.

4. Click **Next** in the top right again, you do not need to add filters or Adjustments.

    From here, you can:

5. Write a caption and Add your location.

6. Click **Accessibility** to write alternative text. For a guide on how to write alternative text, click here.

    Optional

7. Click **Advanced settings** and click next to Turn off commenting to turn off comments on your post.

8. When you are finished, click **Share** in the top

INSTAGRAM (GRID)

To upload from a phone

To upload an image:

1. At the top, tap ⊞ then tap **Post**:

2. To upload a photo from your phone's library, select the photo that you'd like to share.

3. Tap **Next**

4. Then Write a caption and Add your location.

5. Click **Advanced settings** to write alternative text. For a guide on how to write alternative text, click here.

    Optional
6. Click **Advanced settings** and click next to Turn off commenting to turn off comments on your post.

7. When you are finished, tap **Share**.
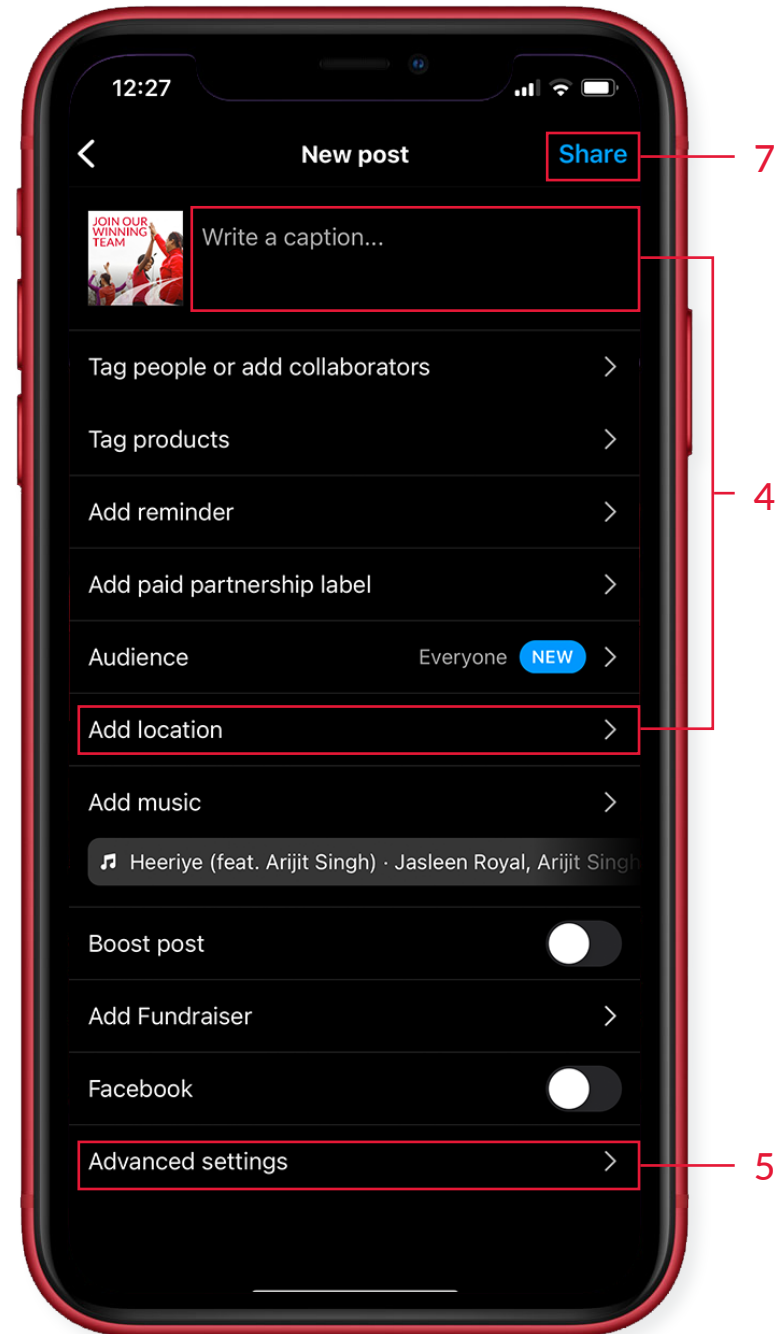
INSTAGRAM (STORY)

Instagram story upload is only available from a phone

To upload an image:

1. Tap ⊞ **create new** at the bottom or **swipe right** anywhere in Feed. Scroll to Story at the bottom.

2. Tap ◯ at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's gallery or camera roll, **swipe up** anywhere on the screen.

3. Tap ✎ , **Aa** or 😊 to draw, add text or a sticker to your photo or video.
   To remove text or a sticker, drag and drop it on at the bottom of the screen.

4. When you're ready to share, tap **your story** in the bottom left.

Note that when you share a video up to 60 seconds long to your stories, it will appear as one clip. Longer videos will be broken up into multiple clips and can be edited using the video trimmer at the bottom. The video trimmer is currently only available on iOS devices.

Stories disappear from your profile, Feed and Direct inbox after 24 hours, unless you add them to your profile as story highlights.
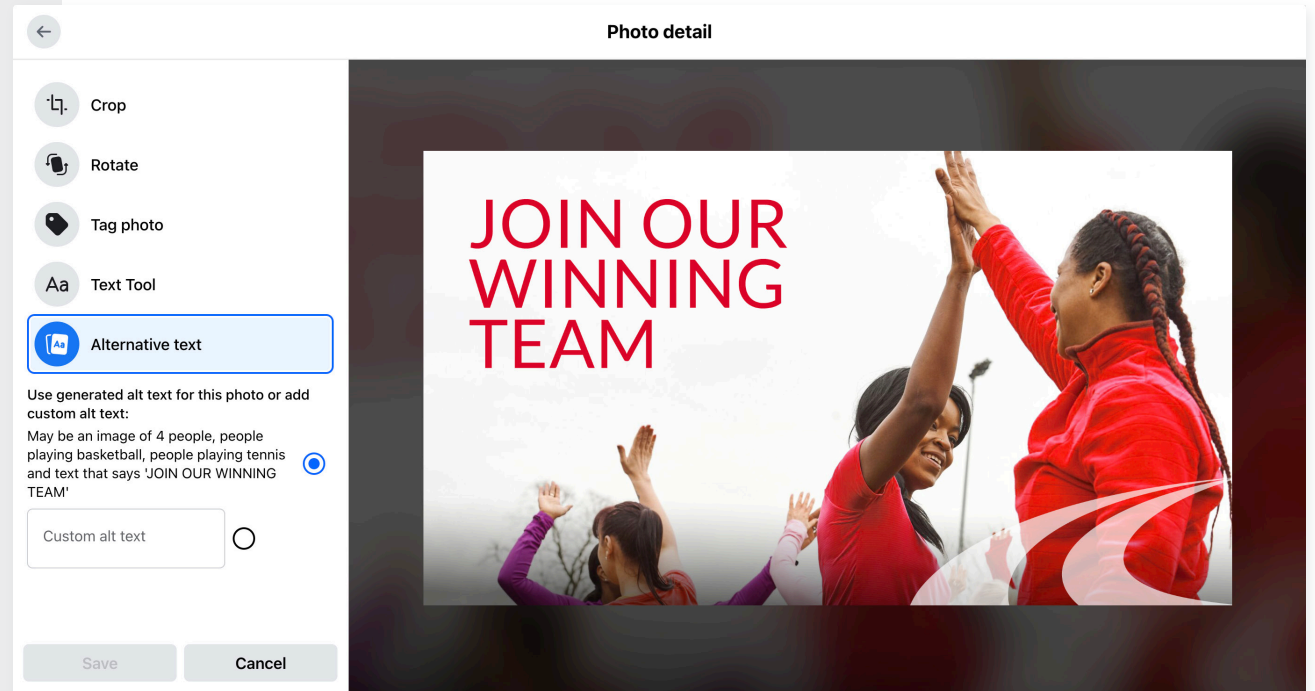
FACEBOOK

To upload from a computer

To share photos on Facebook:

1. At the top of your Feed or timeline, click ⊕ **Photo/Video.**

2. Select the photos you want to share.

3. If you like, you can:
   Click 📷 to add more photos.
   Click 🔄 to tag friends.
   Click ⭕ to add a location.
   Click 〰️, then click **Aa** Feeling/Activity to share what you're feeling or doing.

4. Hover over your photo and click **Add Photos/ Videos** or 😀 **Edit All** to edit your photos.

5. Select your audience, then click **Post**.

Photo detail

⊡	Crop
⟳	Rotate
🏷️	Tag photo
Aa	Text Tool
Aa	**Alternative text**

Use generated alt text for this photo or add custom alt text:

May be an image of 4 people, people playing basketball, people playing tennis and text that says 'JOIN OUR WINNING TEAM' ⦿

Custom alt text ◯

Save   **Cancel**

JOIN OUR WINNING TEAM

SOCIAL POST CAPTIONS

Tailoring your post content for your club

Good captions are really important to attracting new volunteers to your club.

It's important that you include your Club Name and Town, as well as information on how they can get in touch with you for more information.

See below for example post copy for each design. Please note that **<text in brackets>** is where you can personalise with your club details:

V1
Join our winning team at **<Club Name, Town>**. Speak to us today about volunteering as a coach at our club **<Contact email or phone number>**.

V2
Be there for the wins at **<Club Name, Town>**, and give back to your club. Talk to us today about volunteering as a coach at our club.
<Contact email or phone number>

V3
Come and coach at **<Club Name, Town>** - come for the fun, to join our community or to develop your skills. Talk to us about volunteering with our club **<Contact email or phone number>**.

More information is available on our tone of voice on the next page

TONE OF VOICE

We're proud to represent a diverse athletics and running community across England.

Using the correct tone of voice in our content is vital to ensure that we are communicating the essence of our brand, speaking to our audiences in the right way, with the right message. It is about adopting a professional yet down to earth approach to communications, which demonstrates that England Athletics is supportive, personable, humble and dynamic.

"

OUR TONE OF VOICE IS

Supportive

We use the right language so that people feel we are supporting them to be involved, included and engaged rather than dictated to.

Personable

We communicate in a way that ensures that our audiences see us as being approachable and less corporate.

Humble

We exist to support the sport and should demonstrate that we are humble, not arrogant, in how we communicate this.

Dynamic

We want to excite our audiences and be youthful, not outdated, in our approach to communication.

ALT TEXT TIPS

When you write your ALT text, think about :
1. the person who needs it
2. the algorithm who reads it too.

Note: The ALT text maximum character limit is 100 characters. It is strongly recommended that alt text be 125 characters or less to ensure compatibility for popular screen readers.

Photography considerations

- **Describe the image as specifically as you can**.
- Imagine someone is sitting next to you as you scroll through Instagram and they point at a photo and ask what it is. Chances are, you'll give them a **one or two sentence description** that is perfect for writing as alt text.
- Make sure you **focus on what you want people to remember** about your image.
- Is there an **important text** on your photo (like a signage or quote)? Write out the text.
- **Keep it short.**
- **Write who is on the picture** (especially if you have a personal account). For example: Alex and Andrew smiling and jogging.
- **Share what colors are in a photo, if color is important.** A photo can be described as being in black-and-white, having warm or cool colors, or being tinted a certain color. Someone wearing clothes that are the main focus of the photo can write that they are wearing a red sports t-shirt.

LOCATION

Locations not only help context for the post, but also can be used by the algorithm or by others to push your posts to people in the right geographical area.

1. Click Add location.

2. Type your location, then select it from the suggestions.

3. Click Share.

You can also use a public Facebook event as a location.

Just like a location page, you can tap the event name to view all photos and videos shared publicly at that event or location.

You can also add or edit the location of a post that you've already shared on Instagram.

ENGLAND ATHLETICS

For more information, please contact
clubsupport@englandathletics.org