



Social Media Tips for Clubs - All Stars Cricket

Overview

All Stars Cricket aims to engage new audiences, and support the growth of your junior setup. There are many ways in which we can promote the programme, but when used strategically, social media is one of the most powerful forms of marketing. Most cricket clubs in Cheshire have a presence on social media, with **Twitter**, **Facebook** & **Instagram** being the platforms of choice. Although there are techniques for posting on each platform, below we will share some generic tips for posting on social media, and some examples of posts which you can use on your clubs' platforms.

Did You Know?

- **Facebook** was responsible for 11% of All Stars Cricket registrations, nationally, in 2018. Only School Activation (30%) & Word of Mouth (30%) were responsible for more registrations
- Community Pages/Groups are a great way to promote your programme on **Facebook**

Five Top Tips for promoting your clubs All Stars Cricket Programme on Social Media

1. **Links** – Include your vanity URL. A call to action directs users towards what you want them to do
2. **Media** – Be sure to include at least one photo (or video) with every post

<https://www.ecb.co.uk/be-involved/club-support/marketing-material/all-stars-cricket>

3. **Timing of Posts & Consistent Activity** – The two most active windows for social media users are 07:00 – 09:00 & 19:00 – 21:00. As well as considering the time of day that you post, make sure you are consistently active on social media in the lead up to your All Stars Cricket programme
4. **Emoji's** – Use emoji's to give your posts personality. The programme is meant to be 'fun' after all!
5. **Hashtags (Twitter/Instagram) & Tags** – Hashtags are very useful if used correctly, as they will help users viewing content relating to those trending topics/keywords find your content. Some examples of hashtags you might use for All Stars Cricket; #BigMoments #AllStarsCricket #FridayFeeling (if your centre is being run on a Friday), #Parenting, #Cheshire, or area specific (e.g. #Stockport). Take the opportunity to tag in other accounts where possible. On **Twitter** - this doesn't have to be in the body of text, as you only have 280 characters. You can also tag accounts in the photos you post

Example posts (copy & paste to your feeds – add your own photos/hashtags/tags)

☆ | Who's ready for @allstarscricket at **ENTER CLUB NAME**? Register your 5-8-year-old for our eight-week cricket programme using the following link; **ENTER VANITY URL** #BigMoments

☆ | There's still time to register your 5-8-year-old on our eight-week @allstarscricket programme, starting on **ENTER START DATE**. Click the following link to book your place; **ENTER VANITY URL** #BigMoments

☆ | Eight weeks' worth of #BigMoments are about to commence at **ENTER CLUB NAME**. Get your cap, shirt, backpack & bat, and join us on **ENTER START DATE**. Click the following link to confirm your place; **ENTER VANITY URL**

☆ | Register for @allstarscricket at **ENTER CLUB NAME** and not only will you receive eight weeks of coaching from our trained Activators, you'll also receive;

- * Your own personalised All Stars shirt 🧥
- * An All Stars kitbag including your own bat & ball! 🏏
- * All Stars Activity Book, including stickers! 📖

👁 **ENTER VANITY URL**

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