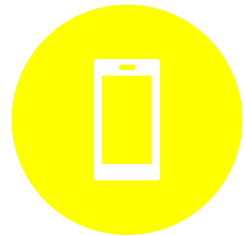




Social Media Etiquette

Social Media Etiquette

Agenda



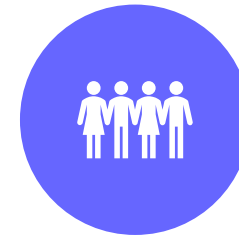
LIVING IN THE
DIGITAL AGE



EA SOCIAL
FOLLOWING
GROWTH



SHARING EA
CONTENT



PERSONAL VS
COMPANY SOCIAL
PROFILES AND
THEIR IMPACT



SOCIAL
ETIQUETTE DOS
AND DON'TS



Living in the Digital Age

Social media can reach millions of people



45 million social media users in the UK.

That's **67%** of the whole population!

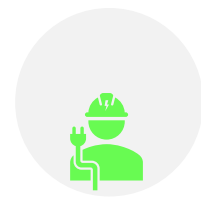


The average UK user spends

1h50 on social media every day.



The average internet user has **7** social media accounts.



Sources:



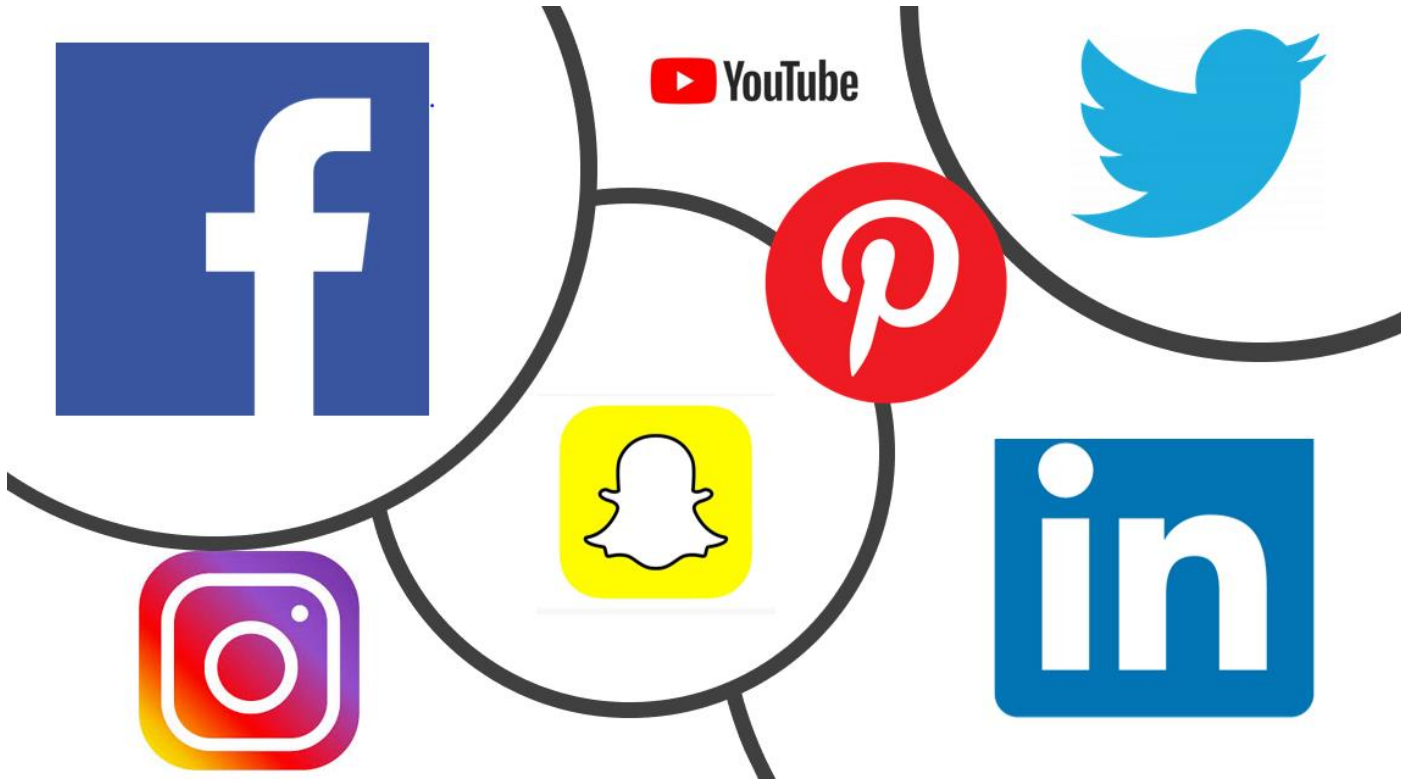
avocadosocial.com



wearesocial.com

Living in the Digital Age

Most popular social platforms in the UK



- 1) Facebook – 35,130,000 users
- 2) YouTube – 23,000,000 users
- 3) LinkedIn – 20,000,000 users
- 4) Snapchat – 16,200,000 users
- 5) Instagram – 14,000,000 users
- 6) Twitter – 13,000,000 users
- 7) Pinterest – 10,300,000 users



Source:

socialmedia.co.uk

Social Media is Changing How We Communicate

Benefits of social media for users



Users have access to real-time news and events.



Users can connect with people and companies directly, 24/7.



Once something is posted, it can reach hundreds or thousands of people instantly within minutes – for free!



It's now more personal. Digital interaction is now much more familiar and personal than formal letters and emails of the past.

Users can video chat, share videos and photos of experiences, and discuss thoughts with others with just a click of a button.



In summary, users have the freedom to follow people/companies of their choosing, hear all the latest news and events from these profiles, whilst being able to share their own opinion too.

A man in a white t-shirt and dark pants is captured in a dynamic, athletic pose on a stage. He is leaning forward with his right arm extended and his left hand near his head. The background shows a large, modern building with a grid-like facade. The entire image is overlaid with a semi-transparent red filter. The text "The EA Social Media Strategy" is centered in white, bold, sans-serif font.

The EA Social Media Strategy

The aims of the EA social media strategy

With social media reaching so many people and growing every day, it's key we have a social media strategy in place as a brand. We aim to:

- **Be consistent** - communicate clear, accurate, on-brand messaging to a wide audience, across multiple platforms.
- **Encourage engagement** – connect and correspond with our followers to start discussions and share our knowledge.
- **Spread the word** – use social media to grow our followers and help build our network of athletes, coaches, officials, volunteers and supporters.
- **Be prepared** – with templated responses for negative comments.

EA Social Following Growth

Our following on social media has grown significantly over the past 2 years

October 2019:



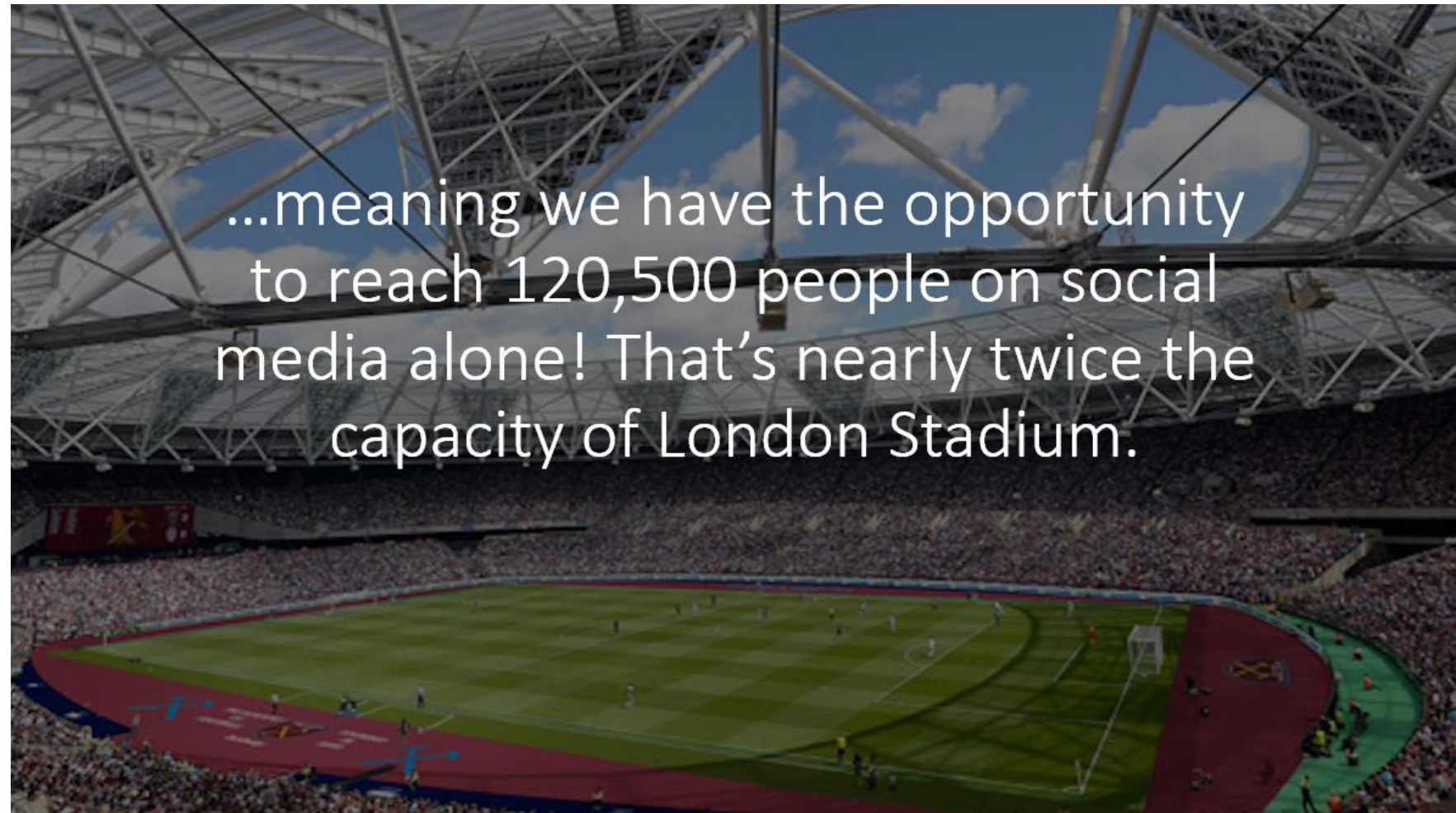
44,525 followers



62,300 followers



13,650 followers



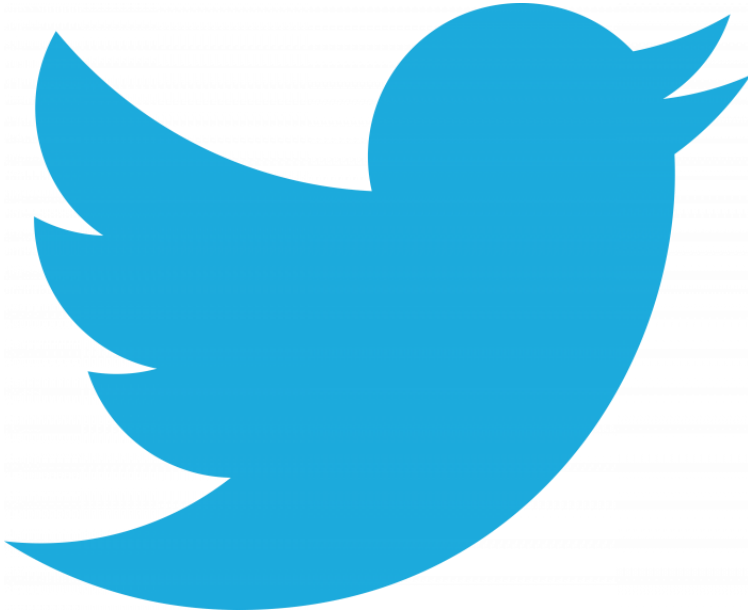
A male athlete in a black singlet and shorts is running towards the camera. The image is semi-transparent and overlaid on a solid red background. The text "How You Can Help..." is centered over the image in a white, bold, sans-serif font.

How You Can Help...

Follow our main EA social channels



@EnglandAthletics



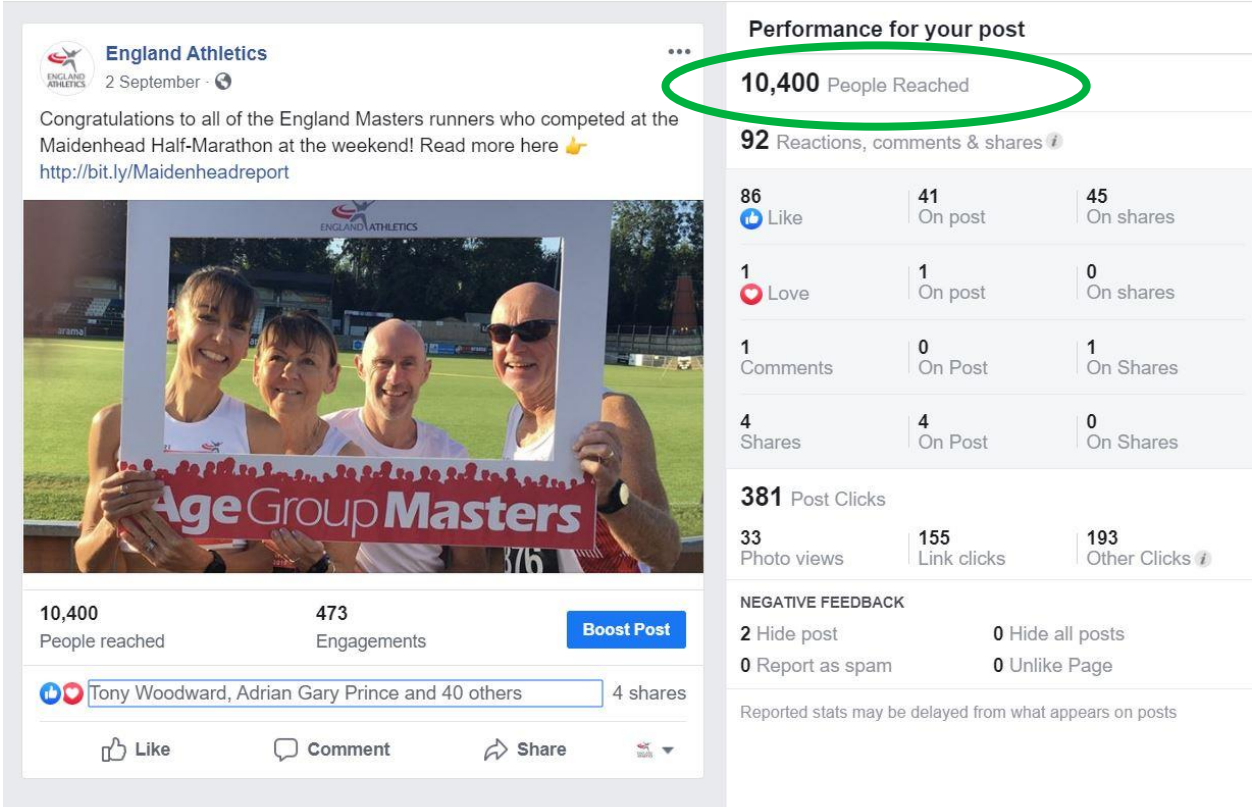
@EnglandAthletic



@EnglandAthletics

Sharing Posts on Personal Profiles

- Share, like and comment on the EA social posts – just look at how much that can help us reach thousands!
- Congratulate your peers on their successes
- Tag your EA team in photos
- Post news on any EA projects or events
- Share some behind-the-scenes photos



The screenshot shows a Facebook post from England Athletics, dated 2 September. The post text reads: "Congratulations to all of the England Masters runners who competed at the Maidenhead Half-Marathon at the weekend! Read more here <http://bit.ly/Maidenheadreport>". The image shows four people holding a sign that says "Age Group Masters". The post has 10,400 people reached, 473 engagements, and 4 shares. The analytics panel on the right shows: 10,400 People Reached (circled in green), 92 Reactions, comments & shares, 86 Likes (41 on post, 45 on shares), 1 Love (1 on post, 0 on shares), 1 Comment (0 on post, 1 on shares), 4 Shares (4 on post, 0 on shares), 381 Post Clicks (33 photo views, 155 link clicks, 193 other clicks), and 2 Hide posts, 0 Report as spam, 0 Hide all posts, 0 Unlike Page.

Performance for your post		
10,400 People Reached		
92 Reactions, comments & shares		
86 Like	41 On post	45 On shares
1 Love	1 On post	0 On shares
1 Comments	0 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares
381 Post Clicks		
33 Photo views	155 Link clicks	193 Other Clicks
NEGATIVE FEEDBACK		
2 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	

We want everyone to be proud of our brand


Sharing Posts on Personal Profiles



In the roles you hold you will add credibility and authority to our posts

England Athletics
31 August · 🌐

Best of luck to all taking on the Maidenhead half marathon tomorrow! A fantastic event now in it's 9th year, renowned for it's sensational spectator support and PB-potential! To all... may time be on your side and most importantly enjoy! 😊👏



6,377 People reached 611 Engagements

Paul Loboda, Alexa Faye Broude and 44 others · 6 Comments · 5 shares

Performance for your post

6,377 People Reached

103 Reactions, comments & shares ⓘ

77 Like	46 On post	31 On shares
1 Love	0 On post	1 On shares
19 Comments	7 On Post	12 On Shares
6 Shares	5 On Post	1 On Shares

508 Post Clicks

256 Photo views	0 Link clicks	252 Other Clicks ⓘ
-----------------	---------------	--------------------

NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

John Smith
Rabinder Mander
Ray Elston
Tony Roberts
Anna Gardiner
Ellie Brown

A group of runners is captured in motion on a paved path in a park, surrounded by trees. The entire image is overlaid with a semi-transparent red filter. The runners are in various stages of their stride, moving from left to right across the frame. The background shows a line of trees and a clear sky, though the red overlay softens the colors.

Company Profiles vs Personal Profiles

What's the difference?

What are the differences between personal & company profiles?

- A personal profile is your personal identity on social media. Your followers will be your friends and family and sometimes work colleagues; people you know!
- A company profile will be building a brand and raising the awareness and engagement of their offering.
- As a council member, personal profiles are also an extended representation of the EA brand. This means both personal and professional profiles **are both one and the same thing**.
- In the digital age, it is easy to connect a person's LinkedIn profile to their Facebook, Twitter and Instagram accounts and vice versa. Remember - all your social media accounts can be viewed by a user as a 'member of the England Athletics National or Regional Council'. You are constantly representing EA.

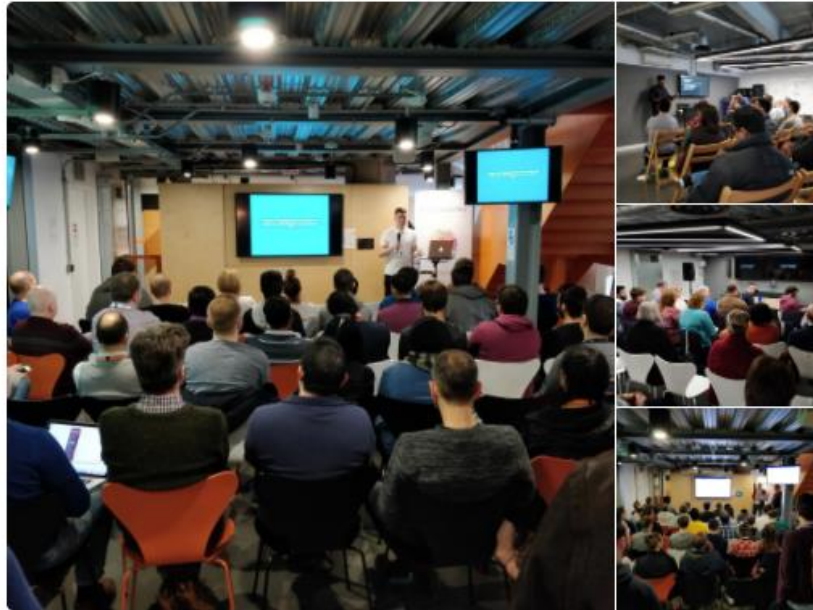
How Personal Profiles Represent Companies Well



Scott Guymer
@mr_scottguymer

Follow

Great first day of #skyleedstechfest some excellent talks from the good people of Sky Leeds! #lifeatsky



8:58 AM - 7 Mar 2018

6 Retweets 11 Likes



Emma Hurst @Hursty2014 · Sep 17

Well Done @nickosettle for coordinating a series of @EnglandAthletic webinars for our member clubs. Looking forward to see how these go over the next few months! 🍷🍷🍷🍷



Nick settle @nickosettle · Sep 16

Do you want to hear about good practice from other clubs and share ideas, without leaving the comfort of your home? Then check out our free @EnglandAthletic webinars series starting this October #sharing #Athletics #EA #Goodpractice 📺🍰👤👍
englandathletics.org/goodpracticewe...



2

1

5



When Personal Posting About a Company Goes Wrong

- Negative comments can be seen and shared by co-workers, local sports representatives and stakeholders.
- Negative comments can also attract negative comments and responses, which can turn viral quickly.
- Posts may be 'shared' to only private contacts, but any post can be screenshot and shared more widely.



Employee



The boss!



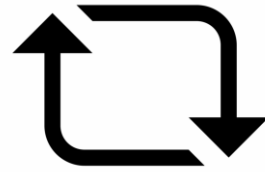
#awkward



Tips, tricks & the #basics



Use emojis- these are built into your smartphone or download them free to your desktop taskbar



Retweet other tweets on Twitter



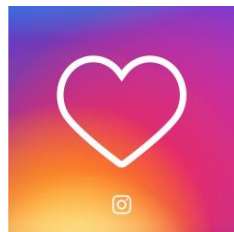
Use hashtags- #'s identify messages on a specific topic. You can search for the topics you're interested in e.g. #GoCoach



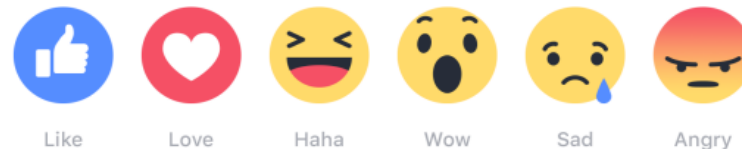
Like our tweets by pressing the heart button



Like our posts on Facebook



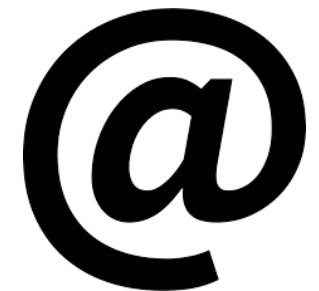
Double tap on an Instagram post to like it



React and comment on our facebook posts using their reaction emojis



Share our posts to your facebook wall



Tag your friends in by pressing @ & searching for their name

A man in a white t-shirt and dark pants is captured in a dynamic dance pose on a stage. He is leaning forward with one leg raised and arms extended. The background shows a large, modern building with a grid-like facade. The entire image is overlaid with a semi-transparent red filter. The text "Social Etiquette: Dos & Don'ts" is centered in white, bold font.

Social Etiquette: Dos & Don'ts

Personal Profiles: Best Practice

Posts we encourage you to share:

- ✓ Any content shared on the national EA Facebook, Twitter or Instagram pages.
- ✓ Photos of any local events or competitions.
- ✓ Company or club successes and achievements.
- ✓ Share your professional expertise. Post your qualifications or awards you receive from EA.



Content To Avoid on Personal Profiles

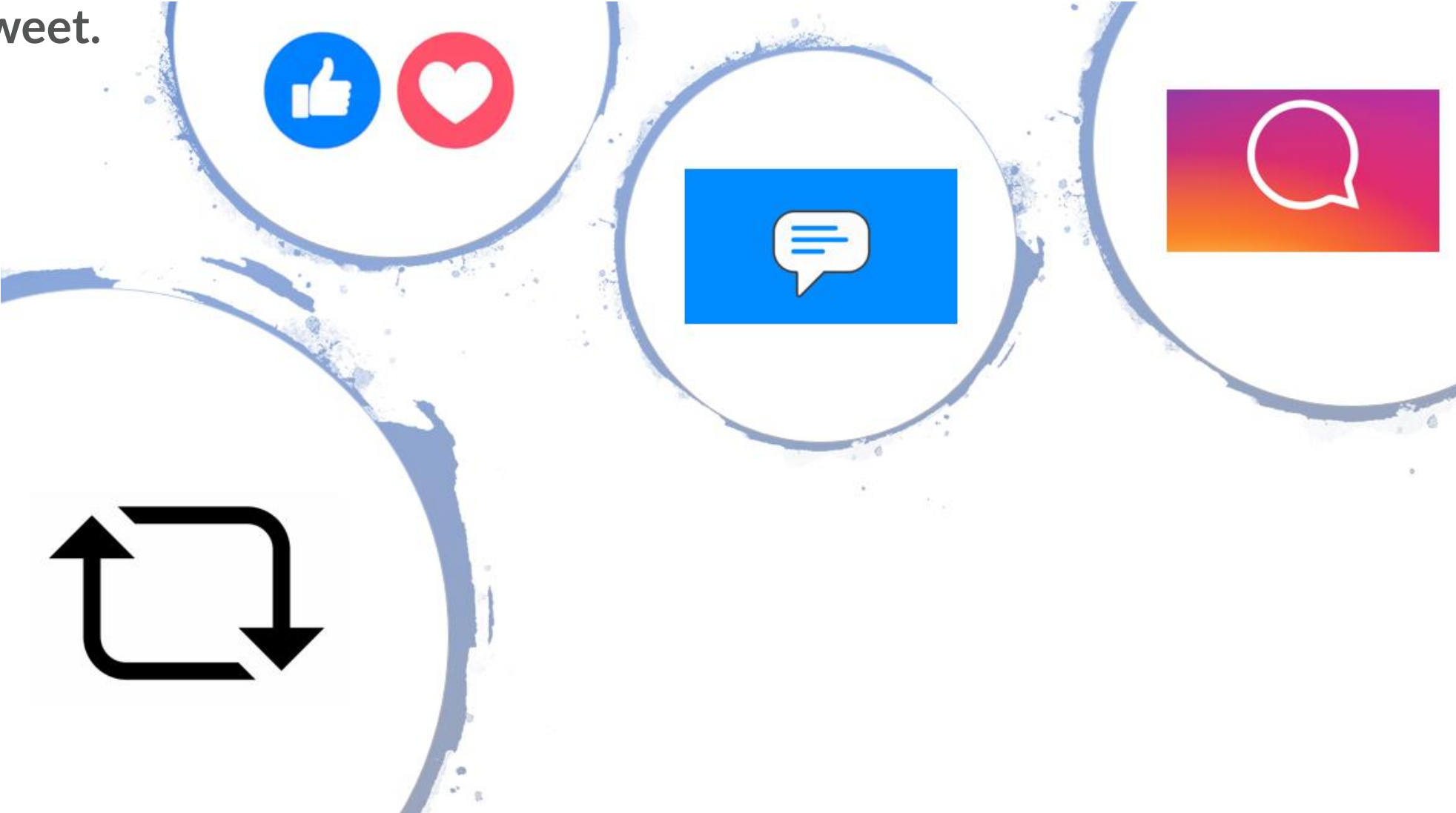
Avoid posting anything that may bring the company into disrepute

- ✗ Confidential business information.
- ✗ Offensive or illegal material.
- ✗ Derogatory content about business practices, colleagues, customers or clients.
- ✗ As a rule of thumb: don't post anything you wouldn't want to share face to face.
- ✗ Negative comments can cost the company their reputation or trust.
- ✗ Social media can be used to air grievances – but these issues cannot be resolved over social media. All grievances should be addressed within the company itself.



Remember

Follow, like, retweet.





Questions?





Thank you

Gemma Mason
Head of Marketing & Communications
gmason@englandathletics.org