



RYA Training Conference 2012

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Social media

How can we introduce and maximise the use of social media within the RYA, training centres and clubs. Increasing focus, advertising and promotion of our sport to newcomers, current participants and instructors?

There aren't many people out there today using some kind of social media whether it be Facebook, Twitter or many of the others available, and the delegates that took part in these discussions came up with some fantastic ideas, but also recognised the challenges using social media brings to our environment.

It was believed that to help clubs and centres optimization social media further advice from the RYA was needed, suggestions were:

- Instructor's conferences providing workshops
- Guides outlining management, policies and user instructions for staff
- Promotion of the page through video,
- Understanding the scope through daily posts, course advertisement and club communication, a place where instructors can share ideas on running sessions
- Bring young people onto committees to run the club pages

Simulating and thought provoking discussions were had regards the benefits it was felt to bring, from using *LinkedIn* to find instructors, using a Facebook page to contact sailing club member through email lists - One club got 2000 likes through doing this, and improving younger instructor and member involvement

There are challenges with using social media and some of the concerns highlighted were; Child protection issues, whether the person running the page need to be CRB checked, how this affects the accountability to the RYA brand, who holds the accountability.....how do we stopping direct media connection between instructors and clients, especially with there is an age concern.