



# Social media for RYA clubs and providers

Download this deck - [www.nemisys.uk.com/rya](http://www.nemisys.uk.com/rya)

4<sup>th</sup> Feb 2012, Wyboston Lakes

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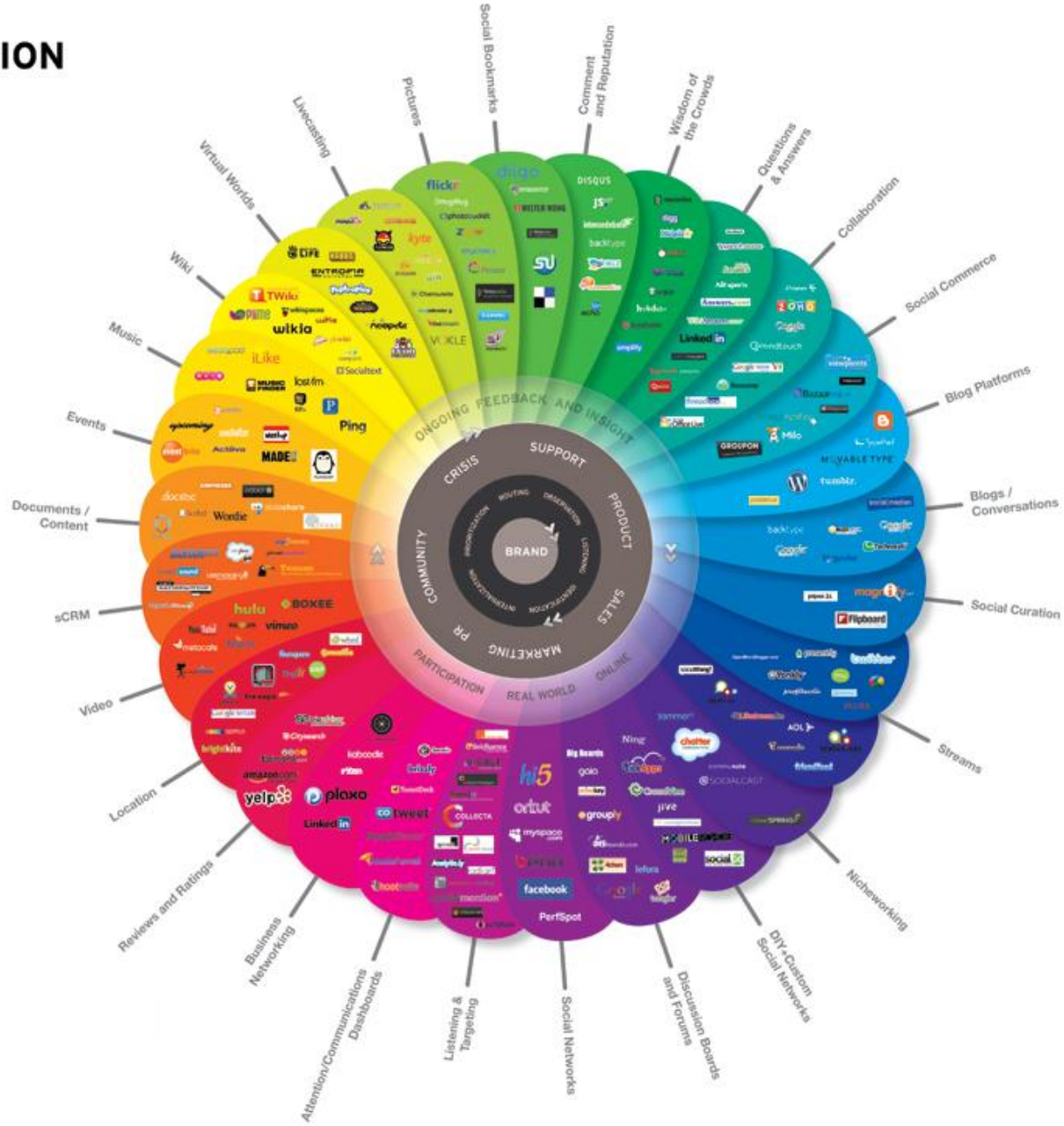
[blog](#)  
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[@johnrduffy](#)  
[@nemisys](#)

# Some of the company we keep



# THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



# What you currently do ...

Total responses	19
Facebook Page	11
Facebook group	2
Twitter	5
YouTube	5
LinkedIn	2
Foursquare	1
Podcasts	1
Vodcasts	4

- **Equivalent to other sports**

**(disclaimer – other  
'Nemisys' sports!)**

# Time

Total responses	16
Less than 1 hour per week	3
1 – 2 hours per week	7
2 – 4 hours per week	3
1 hour per day	2

# Your concerns

Total responses	Mild concern / a worry
Amount of time	12
Things to talk about	12
Safeguarding	9
Privacy issues	7
Controlling what people say	12

# Safeguarding

- <http://www.rya.org.uk/infoadvice/childprotection/Pages/safeguardingandprotectingchildren.aspx>
- [http://www.nspcc.org.uk/inform/cpsu/cpsu\\_wda57648.html](http://www.nspcc.org.uk/inform/cpsu/cpsu_wda57648.html)
- [www.nemisys.uk.com/rya](http://www.nemisys.uk.com/rya)

# Privacy

- Don't worry – it's YOUR privacy at risk from Facebook, Twitter, Google etc
- NOT your visitors at risk from you!
- [Museum of Me](#) ... Let's see what information Facebook Apps know about me!










# Museum of Me

## Apps, games and websites ▶ Apps you use

[◀ Back to app privacy](#)

You have authorised these apps to interact with your Facebook account:

 <b>Intel® The Museum of Me</b>	Last logged in: Less than 24 hours ago	<a href="#">Remove app</a>
<b>This app can</b>		
	<b>Access my basic information</b> Includes name, profile picture, gender, networks, user ID, list of friends and any other information I've shared with everyone.	Required
	<b>Access my Profile information</b> Likes, music, TV, movies, books, quotes, Activities, Interests, Hometown and Current location	Required
	<b>Access my photos and videos</b> Photos uploaded by me, Videos uploaded by me and Photos and videos of me.	Required
	<b>Access my friends' information</b> Likes, music, TV, movies, books, quotes, Activities, Interests, Photos, Videos and Photos and videos of them	Required
	<b>Post to my Wall</b> Intel® The Museum of Me may post status messages, notes, photos and videos to my Wall	<a href="#">Remove</a>
	<b>Access posts in my News Feed</b>	<a href="#">Remove</a>
<b>Last data access</b>	Basic Information <a href="#">See details</a> · <a href="#">Learn more...</a>	Today

# Which information?

## User

- About\_me
- Activities
- Birthday
- Education
- Events
- Groups
- Hometown
- Interests
- Likes
- Location
- Photos & tags
- Videos & tags
- Religion & politics
- Web site
- Work history
- Email
- Friend lists

## Friends

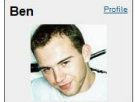

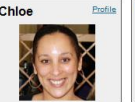















- As the user, apart from
- ~~Email~~
- ~~Friends list~~

# Who are you targeting?

- No really – who are you targeting?

# Sport England resources

Select one or more segments to analyse

 Ben <a href="#">Profile</a>	 Jamie <a href="#">Profile</a>	 Chloe <a href="#">Profile</a>	 Leanne <a href="#">Profile</a>	 Helena <a href="#">Profile</a>	 Tim <a href="#">Profile</a>
 Alison <a href="#">Profile</a>	 Jackie <a href="#">Profile</a>	 Kev <a href="#">Profile</a>	 Paula <a href="#">Profile</a>	 Philip <a href="#">Profile</a>	 Elaine <a href="#">Profile</a>
 Roger & Joy <a href="#">Profile</a>	 Brenda <a href="#">Profile</a>	 Terry <a href="#">Profile</a>	 Norma <a href="#">Profile</a>	 Ralph & Phyllis <a href="#">Profile</a>	 Frank <a href="#">Profile</a>

## Market Segmentation



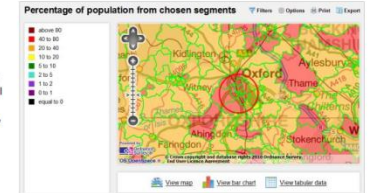
[Home](#) [Segments](#) [Sports](#) [Characteristics](#) [Raw data](#) [Case studies](#) [Resources](#) [FAQs](#)

### Welcome to the Sports Market Segmentation web tool



Why do some people play sport? And why do some simply not want to join in? Sport England has developed nineteen sporting segments to help us understand the nation's attitudes to sport, their motivations and barriers. For more detail on the development of these segments click [here](#).

#### Using this site you can:

- Find out more about [Segments](#) and answer questions such as 'what is the dominant segment in my local authority area' or 'which segment lives within the catchment of my sports centre' or 'where can I find Leanne?'
- Explore a particular [Sport](#) and answer questions such as 'which segments are more likely to play my sport' or 'which segments play team sports' or 'in this area, where are the people located who are more likely to play tennis?'
- Investigate further [Characteristics](#) about the segments and answer questions such as 'where are people located who would like to play sport to lose weight?'



#### Possible output formats include:

-  Maps of your area of interest with query results overlaid.
-  Bar charts showing results within chosen catchment areas.

# Let's have a look at Facebook

The screenshot shows a mobile view of a Facebook page. On the left, there are search and navigation elements. The main content area displays several sponsored posts:

- A post by Paul Ipadio and 1 other with a 'Create event' button.
- A 'Sponsored story' section with a link to 'See all'. It features a post from Lynne Fraser who likes 'Your Golf Travel', which includes a logo and a 'Like' button.
- A 'Sponsored' section with a link to 'Create an advert'. It features a '70% off Tri Gear' advertisement for SportPursuit, showing two bicycle wheels and text about a flash sale.
- A 'UK's Largest Golf Resort' advertisement for manorashbury.co.uk, featuring a golf bag and text about free golf courses and buggies.
- A 'Facebook Marketing Solutions' advertisement with a circular logo and text about being featured in a case study. It includes a link to 'Facebook Marketing Solutions' and engagement metrics: 200 likes, 89 comments, and 26 shares.

- Targeting options

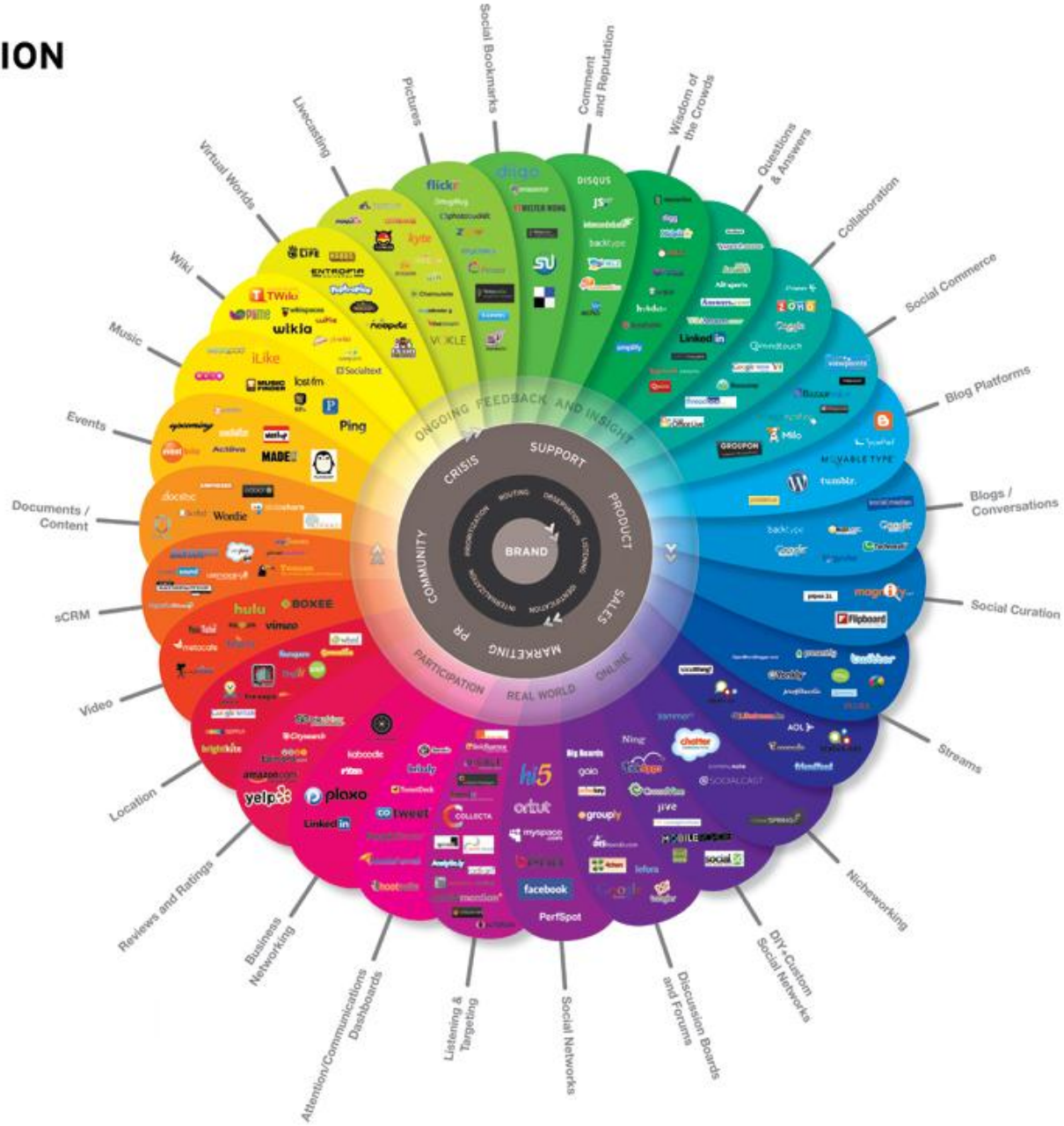
- <http://www.facebook.com/ads/create/>

# Targeting suggestion

- **Cross-over between sailing and other sports?**
  - RYA?
  - Sport England?
  - Your existing membership?
- **Let's expand that ad search ...**

# THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



# The key to success

- If it's not a conversation, it's not ***SOCIAL***

## *And people chat about:*

- Photo
- Video
- Audio
- Opinions
- Competitions
- Fixtures and Results



# On the value of pubs ...



# Some common sense don'ts

- **Don't butt in.** You wouldn't walk straight in to a new pub, sit down at a stranger's table and hog the conversation
- **Don't ignore people.** Don't dominate the conversation, but do join other peoples' conversations if you have something to offer.
- **Don't "broadcast" your links all the time.** Sometimes it's nice just to chat rather than sell.

# And equally common sense dos

- **Do be a regular.** That way strangers know where to find you. Work out how often you can post, Tweet, share etc based on resource + content plan.
- **Do listen.** Be ready to answer if your name comes up in conversation. You will find automated barmen/maids who will listen for you and let you know if your name comes up while you're not there.
- **Do thank people.** Really simple. If someone likes or shares your content, thank them!
- **Do vary your posts.** Back to the pub – don't only tell jokes, tell stories and discuss current affairs too. Mix it up with photos, videos, questions, opinions and of course links.
- **[FB] Do write "for the news feed".** Even though you are writing on your own wall, remember that most people will read your message on their own news feed. So saying things like "check out the tab on the left" doesn't work.
- **[FB] Do send updates, but only for really important things.** Edit page > resources > connect with people & then you can send your message. This arrives as a notification, so don't use this too often or you will turn people off.
- **[FB] Do make your page as open as possible.** Allow fans to post to your page, add photos, tag photos etc. This is the best way to benefit from Facebook's viral effect, so if you don't do this it's just more marketing!



So, you're still in the pub – what tone of voice should you use?

The best way to imagine it is you are going for a drink after work. So you are friendly with everyone – your usual enthusiastic and lively self.

But not as friendly as you would be with the mates you've known since school. You just don't have the same shared experiences and references to be that familiar, particularly when it comes to humour.

- **Be friendly.** Open, honest and considerate
- **Be Informal.** If you have a corporate style guide, start the discussion now about how you'll need to change the rules for social media
- **Be a good host.** Make people feel welcome, ensure they know enough to feel comfortable and have a few tricks up your sleeve to start the conversation going (more on that later)
- **DON'T SHOUT.** Besides being harder to read, online etiquette has it that CAPS is shouting
- **Be humorous.** But stop way before you think you might be getting anywhere near the line. And use smileys just to make sure people know you are joking

**Adam Kelly**

Are the Community shield tickets on sale??

22 June at 11:38 • Like • Comment • Share

**Wembley Stadium** Hi Adam, you need to check with the individual club's ticket offices, they will be handling ticket sales for the Community Shield. Thanks

Yesterday at 14:05 • Like

**Adam Kelly** Ok cheers

22 hours ago • Like

Write a comment...

# Examples

- [http://www.youtube.com/watch?feature=player\\_embedded&v=vdTsNXTQaKw](http://www.youtube.com/watch?feature=player_embedded&v=vdTsNXTQaKw)
- <https://twitter.com/search/RichmondHCskip>
- [https://twitter.com/marlow\\_rowing](https://twitter.com/marlow_rowing)
- <https://twitter.com/leedsrowing>

# Get Active platform

> Register

The screenshot displays the 'Your Sport & Activity Finder' interface. At the top, there's a navigation bar with 'ADD YOUR ACTIVITY, CLUB OR VENUE' and 'MY ACTIVE LONDON'. The main search area includes fields for 'Activity:' (set to 'Sailing and Yachting'), 'Where:' (set to 'Postcode, Borough'), and 'Keyword:' (set to 'Date, Beginner, etc...'). A 'SEARCH' button is visible. Below the search bar, there are several filter sections: 'Results within 3 miles of Enter postcode', 'Clubs, Venues, Activities & Events' (with checkboxes for Clubs: 24 and Venues: 17), 'Sport & Activities' (with checkboxes for Boating: 7, Land Yachting: 0, Yachting: 6, Dinghy Sailing: 38, and Sailing and Yachting: 6), 'What's on offer' (with checkboxes for Beginner: 0, Fitness & Health: 0, Competitive: 0, Social: 0, Coaching: 0, and Performance: 0), 'Age & Gender' (with checkboxes for Under 11: 7, 11-15: 1, 16-24: 2, 25-50: 1, Over 50: 2, Male: 0, and Female: 0), and 'Venue amenities' (with checkboxes for Venue facilities, Date and time, and Disability support). A map shows '39 mappable results are shown' around London. To the right, 'Search results' are listed, including 'Albany Park Canoe & Sailing Centre', 'Aquarius Sailing Club', 'BTYC Sailsports', 'Docklands Sailing & Watersports Centre', 'Erith yacht club', and 'ESSA Water Activities Centre'. A 'NEXT' button is at the bottom of the results list. A 'Venue Safe' warning is present below the map.



- Add for free - <http://www.getactivelondon.com>
- Will appear in CSP & NGB web versions when they come on board

# Parasport

The screenshot shows the Parasport website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, NEWS, EVENTS, SPORTS, WHAT CAN I DO?, REAL LIFE, and PLAYGROUND TO PODIUM. The main content area is titled "Clubs" and "Disability sports clubs". A search bar is present with the text "Enter search keywords" and a dropdown menu set to "Sailing". Below the search bar, there are options to "Show only multisport clubs" and "Show only clubs within 50 miles of b1". A "SEARCH" button is visible. To the right of the search bar, there is a "LIST VIEW" button. Below the search bar, there is a map of the United Kingdom with several yellow location markers. A pop-up window for "Hollowell Sailing Club" is visible over the map. The footer contains logos for ParalympicsGB and ParalympicsGB Education, along with contact information for Parasport, 60 Charlotte St, London, W1T 2NU. The footer also includes a Sitemap, Accessibility statement, Privacy Policy, Disclaimer, and a note that the website is accessible by NEMISYS.

- <http://www.parasport.org.uk>
- **Free upload – so long as you cater for disabled participants**
- **Many sailing clubs already on, Deloitte currently updating info so please respond!**

# RYA activity & resources






A guide to using Social Media

For RYA Clubs and Training Centres  
Communicating with Adults

Version 2. Date 22.02.11

Can't see this e-mail? [Read it online](#)


**RYA** NEWS & EVENTS INFORMATION & ADVICE RYA SHOP [www.rya.org.uk](http://www.rya.org.uk)

Promote your centre with video Follow us:   

Dear Dinghy and Windsurfing Centre Principal

**Did you know?**

- Research shows that 86% of web users prefer to watch video than read text
- Videos are 50 times more likely to rank in page 1 on Google
- Videos help viewers engage with a subject on an emotional level



**Want to liven up your web site with some video?**

We have used some of our own footage and clips from the *ilovesailing* Facebook competition to produce a range of very short, fun promotional videos which can be used to carry a promotional banner for your centre.

**How can your centre and club use these?**

Using one or more of these videos you can reach new customers/members and enthuse existing members/customers or their friends to go sailing. Post this video onto:

- Your centres web site/YouTube Channel/Facebook page
- Links through E- newsletters/electronic media channels
- Onto potential clients/businesses

**[Click here for an example](#)**

**Free to the first one hundred RYA Dinghy and Windsurfing Centres.**

**All you need to do is:**

1.) Pick the video(s) you would like to use. Max three per centre.

- Video A. Start Windsurfing
- Video B. Intermediate Windsurfing
- Video C. Intermediate Windsurfing
- Video D. Start Dinghy Sailing
- Video E. Intermediate Dinghy Sailing
- Video F. *ilovesailing* Dinghy Sailing and Windsurfing
- Video G. Try sailing, Dinghy Sailing and Windsurfing

**Videos can be viewed here**

2.) Read the [Terms and Conditions](#).

3.) Email your video choice (A - G) and your centres logo to go on the opening credit and the text for the final credit (maximum of fifteen words) to [ben.reid@rya.org.uk](mailto:ben.reid@rya.org.uk)

Legal Information | [Manage Your Email Subscription](#)

**RYA**  
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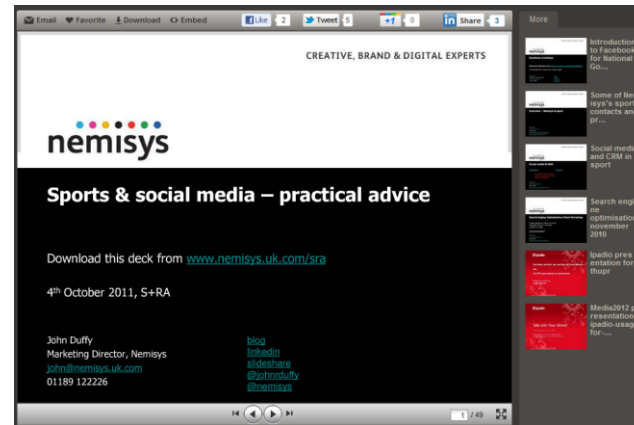



# & some freebies from me



Marketing support material  
For Sportivate delivery partners

Version 1, 5<sup>th</sup> May 2011  
You can download a copy of this document at [www.sportenland.org/sportivate](http://www.sportenland.org/sportivate)



CREATIVE, BRAND & DIGITAL EXPERTS

**nemisys**

**Sports & social media – practical advice**

Download this deck from [www.nemisys.uk.com/sra](http://www.nemisys.uk.com/sra)

4<sup>th</sup> October 2011, S+RA

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**Tackling Social Media**

- County FA Social Media Guidelines
- Safeguarding Children
- Social Networking and the Workplace





## Questions?

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