

# Social Media Guide

## Best Platforms to use



Facebook and



Instagram

## Best performing post types:

### Events:

- Pre-Event posts like reminders of when the event is, changes to the format, updates on entries etc.
- Competition posts like results, any records matched or broken, or celebrations of achievements

### Informational:

- Promote upcoming activities (Come and Try, Club nights etc.)
- Incentivise audience to participate (free morning tea etc.)

### Celebration:

- Celebrate members' birthdays or life events like weddings

### Engagement:

- Let your audience know the behind-the-scenes work happening at the range
- Celebrate your members' successes and start a conversation

## Tips & Tricks from clubs:

*Thank you to Melbourne Gun Club, Frankston Australian Clay Target Club, and Queensland Rifle Association*

- Post regularly with photos and videos, not just text
- Post content that engages the community like celebrating members
- Take lots of photos at events and post them as albums on Facebook
- Use the Facebook events tab so people know all the events coming up
- Keep posts fun and enjoyable so your audience engages
- Encourage members to share your posts
- Recognise volunteers and the work they do behind the scenes
- Tag whatever club/association you are mentioning and remind them to share the post too
- Include member engagement such as celebrating members successes during competition, club improvements, special acknowledgements etc.
- Keep it positive, the more friendly and positive your tone, the better your performance will be