

Source: Bowls Victoria

This guide acts as a resource for Bowls clubs in how to use Facebook and tailor their Facebook use to increase their awareness within their particular community.

If you are reading this and have never used Facebook before, feel free to begin reading from the basic level – this will give an insight in how to post on Facebook, choose a profile picture and lead you through things that are specific for starting to administer your club's page.

If you've had some experience with Facebook previously, but have not yet managed a page or an organization's account on Facebook, start at the basic level too. This will help create your club's webpage and teach skills such as sharing information from State and Territory Bowls Associations and Bowls Australia, customizing your Facebook page to suit your club and also how to give access to administrators and editors of your club's page.

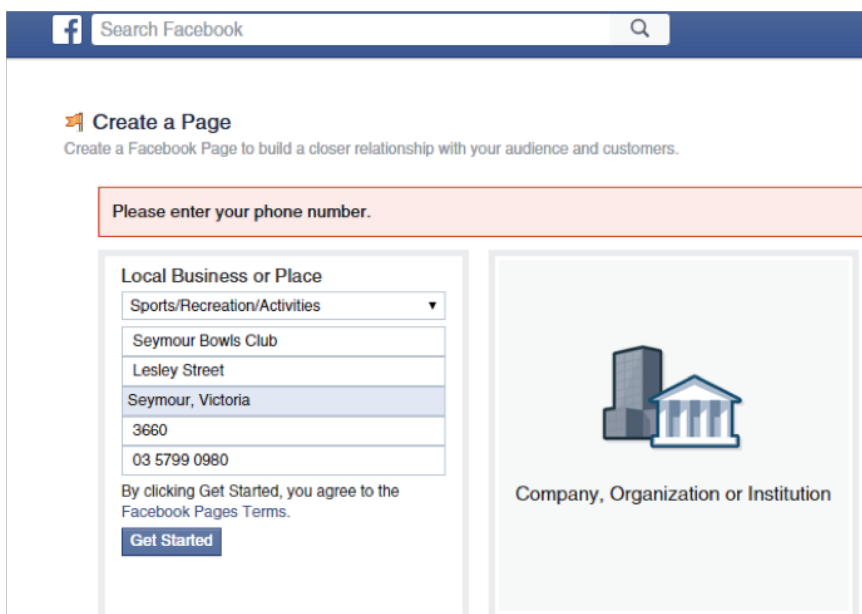
If your Facebook skills are more advanced and you have managed a page previously, visit the advanced section of this guide to learn how to advertise your club as well as setting your Facebook up to promote your club's event.

Introductory Level - Facebook

HOW TO SELECT A PAGE CATEGORY?

- Begin by clicking on the top right drop down arrow and create a page
- Select your page category by clicking on "local business or place" (like the picture above)
- Then add your details in as per the picture above

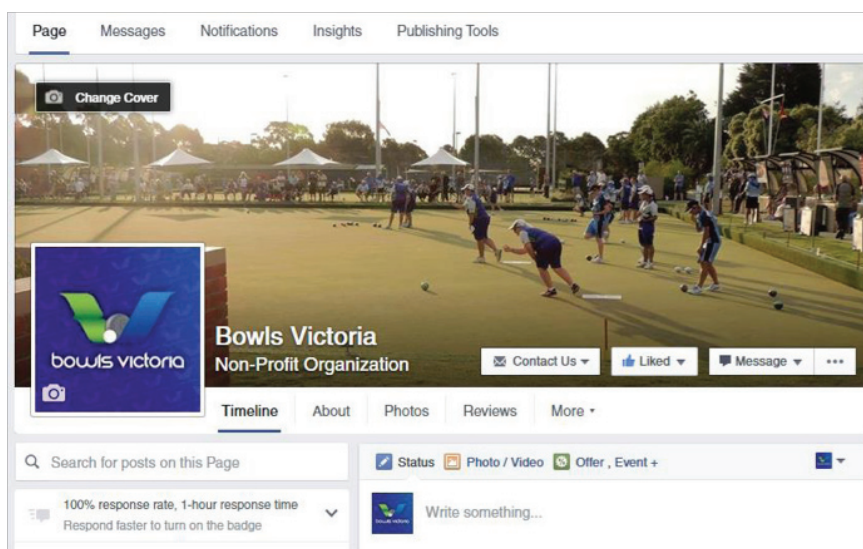
IMPORTANT – Make sure, if creating a club Facebook page, that you see the picture above. Many clubs mistakenly set their Facebook up as a 'person' when they should be setting up their Facebook as a 'page'.



How to choose a profile picture? (Using a logo) & How to choose a cover photo?

Click on the Camera icon (in front of background) to change cover photo – this will be a blank photo when you begin your page

- Click update profile picture in order to change your profile picture (you will need to hover your mouse over the profile picture to get this option) – it's the camera icon near the Bowls Victoria logo in this example (this will also be blank)



Adding a description & website?

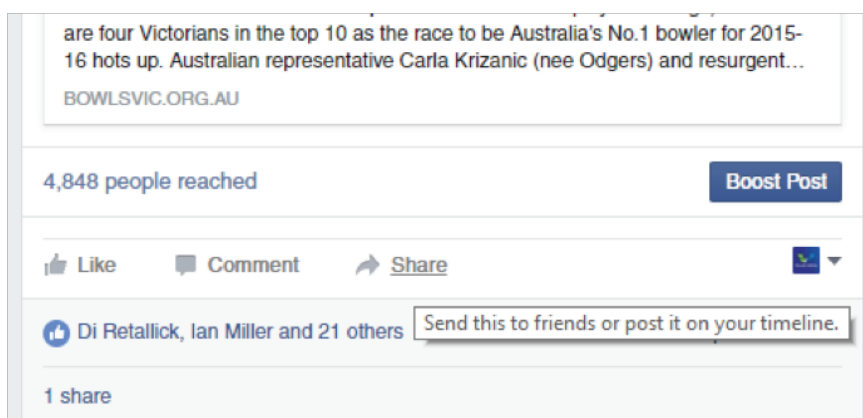
This can be done at the very beginning. When people look at your Facebook page, they will be able to see a map of where you are located, with address/ phone number/opening hours and website in the about section.

- This can be added by simply filling in the prompted information (Facebook will prompt you)
- It's important to know that if you reply quickly to messages, Facebook rewards you by showing on your page that you reply to your members "within a few hours" - (In other words, that your club has good customer service etc.)



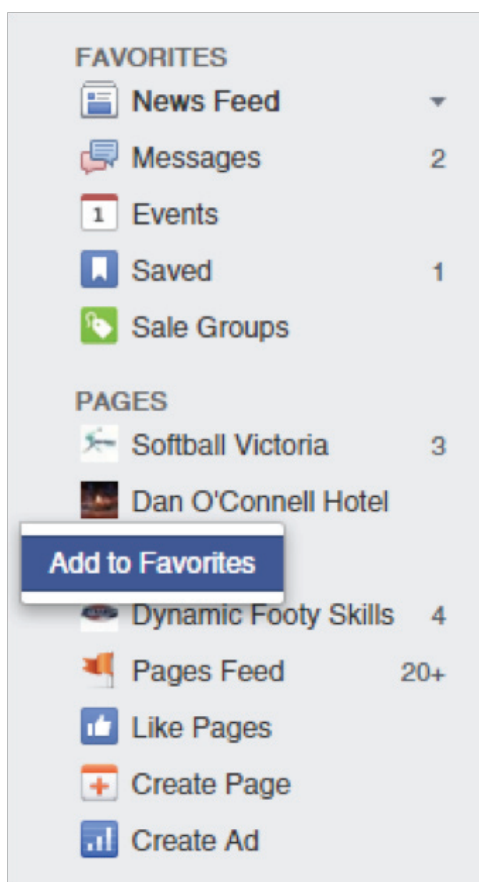
Sharing Information:

- To share a piece of information on Facebook with your members, click share on any post you see to send it straight to your Facebook page
- Once you click share, hit the "share..." button and then share the information as your club, to your club's page
- This could be anything from Bowls Victoria, Bowls Australia or local news outlets that are relevant to your Bowling club



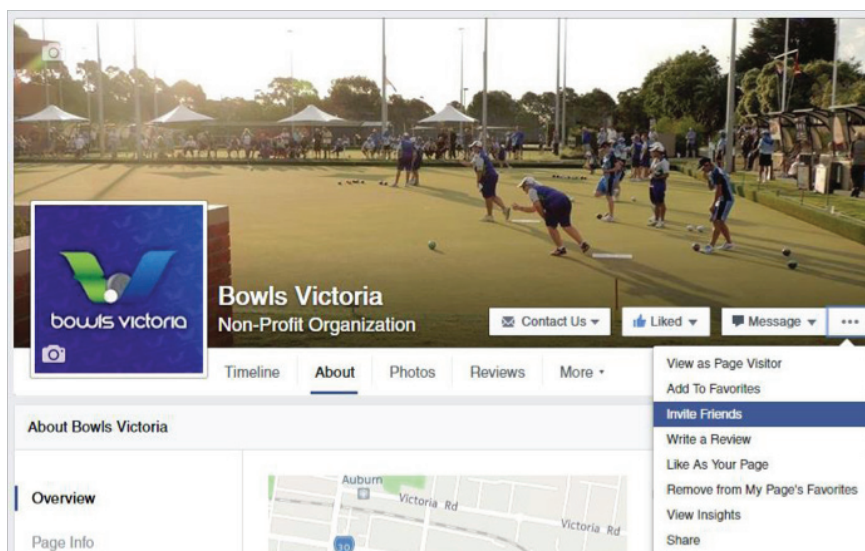
Adding your club to your favourites:

- Adding your club's page to your favorites makes it easily accessible to find your club's page on your own personal Facebook. You can do this by entering your managed pages on the left hand side and clicking on the little circle to the left of the page, then you're able to click 'add to favourites'



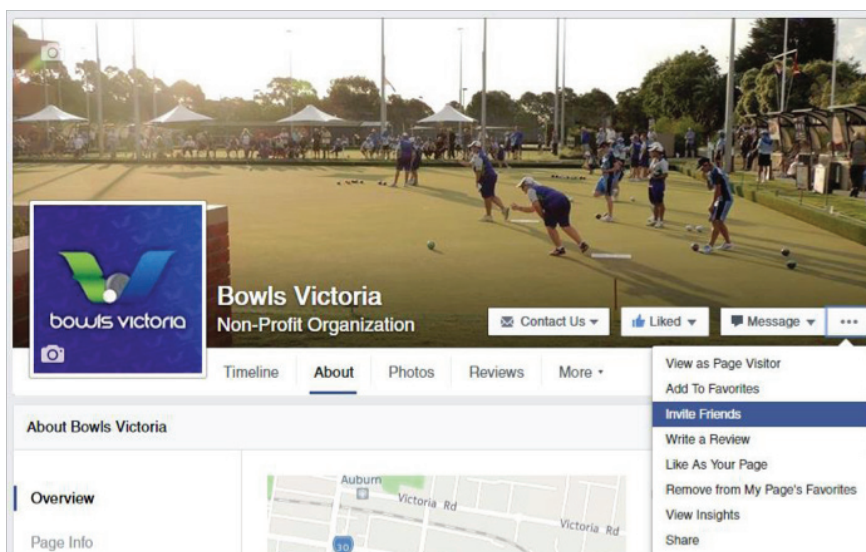
Inviting your friends to like the page

- To invite your personal friends to your club's Facebook page, simply click on invite friends (it's on the drop down menu with the three dots as you see below)
- As discussed in other areas of this document, you should invite as many people who you think would be interested in your club, and then get those friends to invite their friends!



Creating Call to Action Button

- This button can either be a video, shop or contact button for your Facebook viewers to further get in touch with the club and to find out some more information. (Eg: Your point of call to connect with you club)
- The previous picture shows a Bowls Victoria call to action button which is a 'contact us' button. By clicking on this button, a visitor to the page can be directed to a page that connects them to Bowls Victoria – you can do the same with your club!



Uploading Photos, Photo Albums & videos on your Facebook page:

- To add a photo or video, click on the photo/video tab next to 'status'
- If you want to, Add the location when you upload your photo or video to further promote your club
- If looking to view the photos on your page, click the Photos tab on the home page to see your photos (it's halfway down on the left)
- As you can see below, there's an option to upload photo albums and slideshows too!



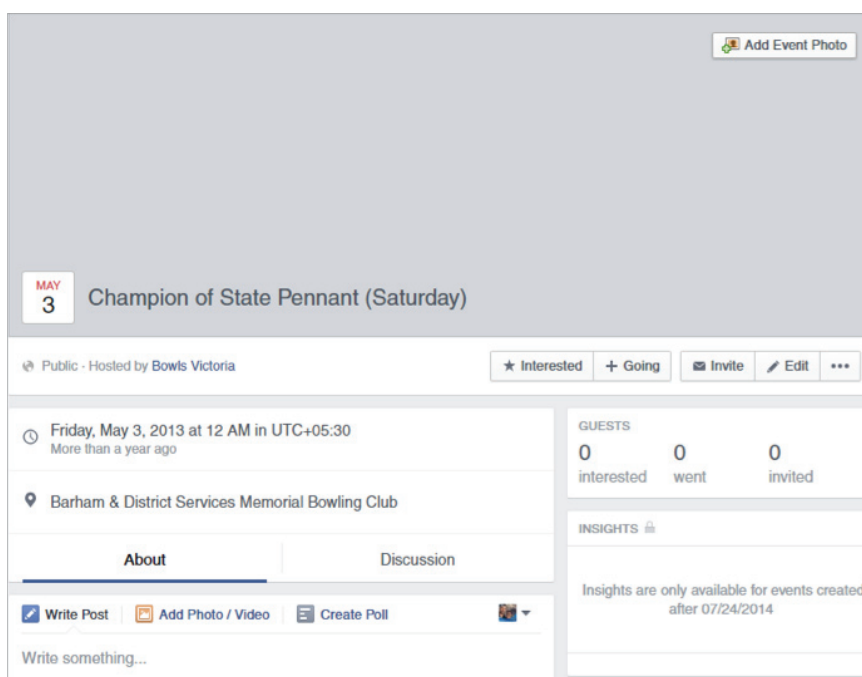


Creating an event (eg: Jack Attack)

Whether it's a club function, a new Jack Attack program or Pennant Competitions, you should do your best as a club Facebook administrator to highlight all events to your Facebook community.

To begin this process, go to your Club page and click the "Offer, Event" section that you see below, then click event.

After this, you'll be able to fill in the details of your event (see below). This involves adding dates, times, photos, descriptions and links to your event. Additionally, you'll be able to invite people to the event and promote it through your personal Facebook page as well as your club's Facebook page.



Custom Web Address

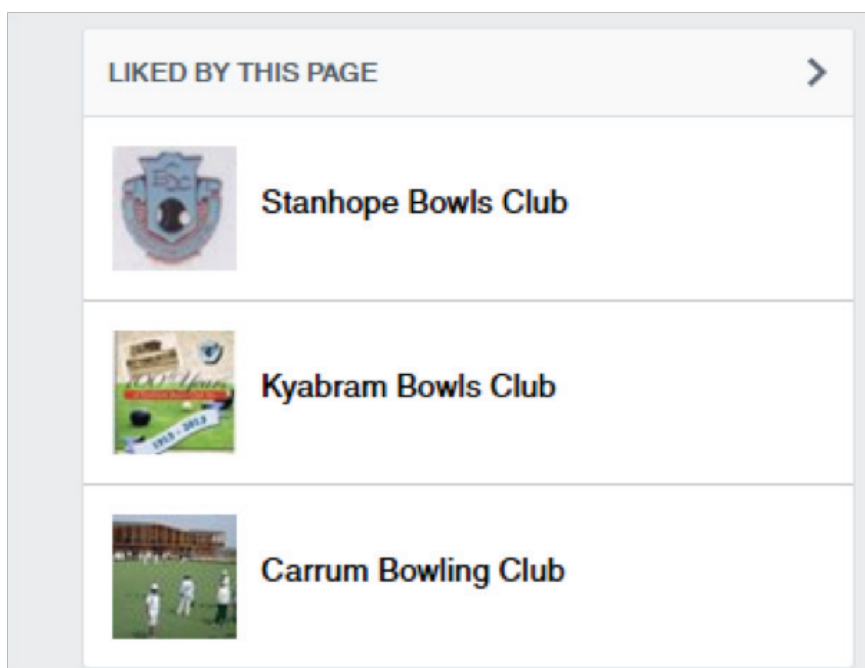
It's important to customize your Facebook address so it's easier for people to read and find your club. This would help on all promotional material, brochures and flyers that your club sends out to members. For example, Bowls Victoria's Facebook page can be reached at: www.facebook.com/bowlsvic

About Bowls Victoria	
Overview	
Page Info	
Category	Companies & Organizations : Non-Profit Organization
Name	Bowls Victoria
Subcategories	Choose up to three subcategories
Facebook Web Address	www.facebook.com/bowlsvic Edit
Address	Suite 7, 32-36 Camberwell Rd, Hawthorn East, Victoria, Australia 3123

Interacting with Local Community Groups

More of this will be discussed in the advanced level, but there are many ways that a Facebook page can connect with local community groups around your bowls club. Some of these ways include your page 'liking' the groups around the area eg: Seymour Bowling Club Facebook page 'liking' the Seymour Telegraph Newspaper Facebook page.

Additionally, as your club Facebook administrator, you are able to 'tag' accounts and direct a particular Facebook page to your post by advertising to them. It's through a click of a button and doesn't cost the club a cent! As mentioned, this will be explained in further detail in the advanced section.



Adding Admins/Editors of your club's page

DIFFERENCE BETWEEN EDITORS AND ADMINS

- **Admins:** Admins can manage all aspects of your club's Facebook Page including sending messages and publishing as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning various Facebook Page roles. (The Facebook Page Manager)
- **Editors:** Editors can edit the Page, send messages and publish as the Page, create ads, see which admin created a post or comment, and view insights. (The Facebook Page Coordinator)
- Only admins can manage your club's Facebook page roles and who has access to your Club's Facebook Page

NOTE: It's recommended that a Club Facebook page should have 3 administrators.

- One being someone with committee authority at the club,
- One being someone involved with the grassroots/development/pennant competition and;
- One who has access to the committee, or is responsible for club communications officer (CCO).

Advanced Level - Facebook

TAGGING ACCOUNTS

A really important way of engaging people around your community on Facebook is to tag them in upcoming events or posts where they need to see the information.

To tag an account simply type the '@' symbol before typing the name of the organization. If you are successful in tagging an account, the name of the organization that you have tagged will turn blue.

In the below example, Seymour Bowling Club has used the tagging method to show that they are now on Facebook. As you can see, they have tagged the Seymour Telegraph (Local Newspaper) and St.Mary's College Seymour (Local School in the area)

In the other example, they have let Seymour VRI Bowling Club (Another Club in the area) know that Seymour is running an Introductory coaches course on the 23rd of March by tagging them in their event post.

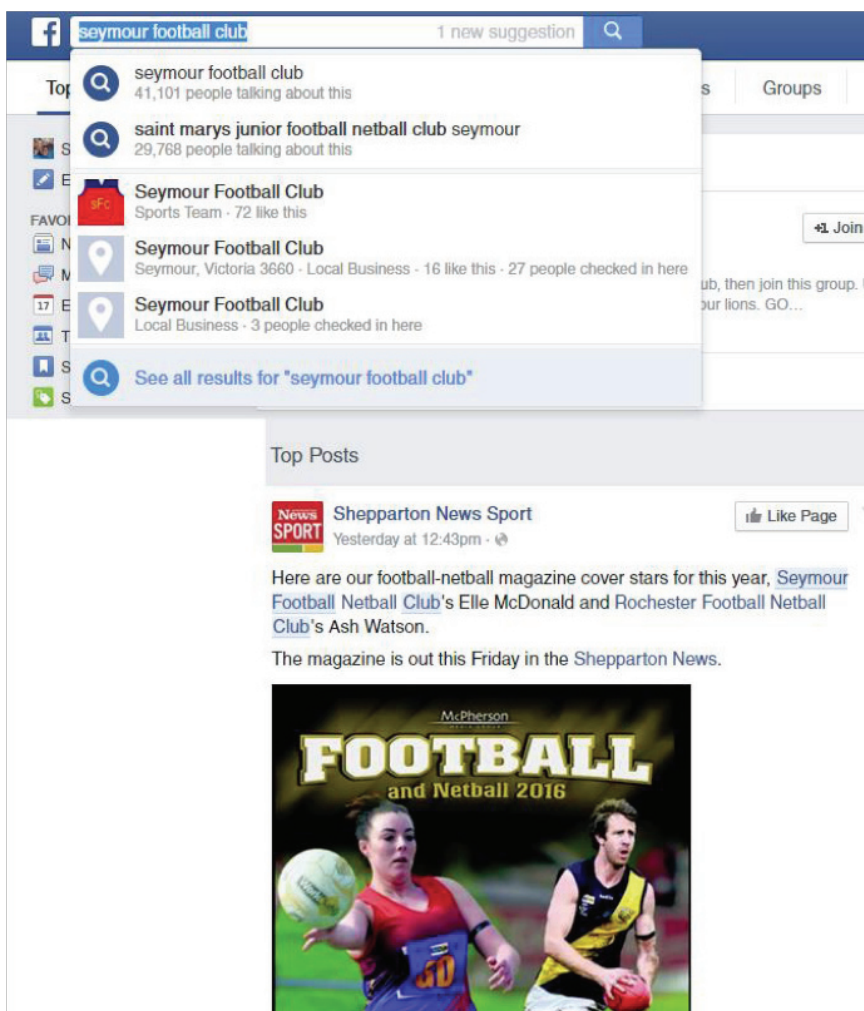
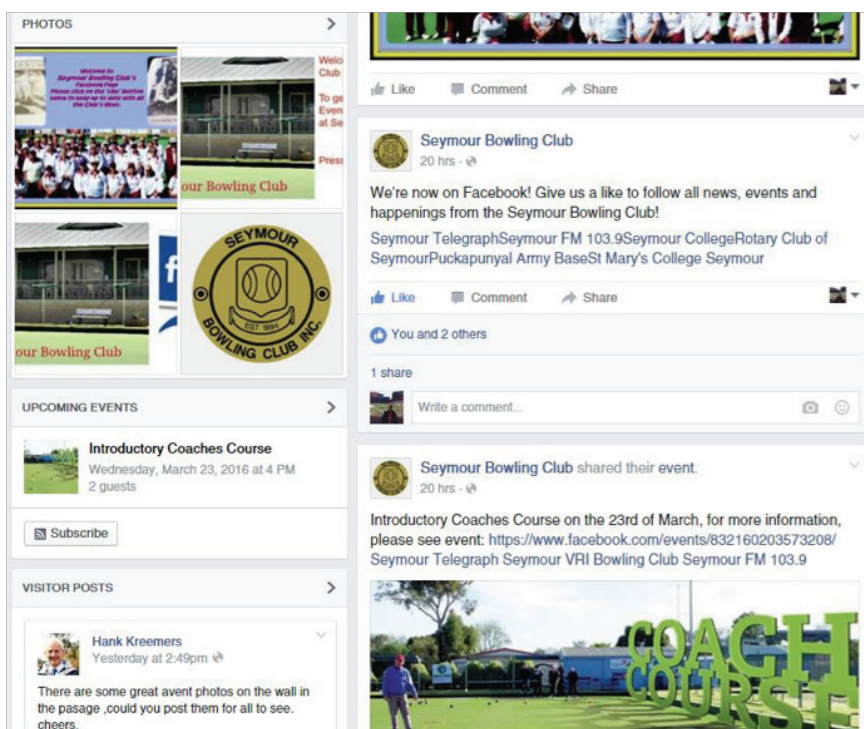
This is a great way to engage community groups but also sponsors. Sponsors who might see this information and share it across to their Facebook followers.

But how do you know if the particular sponsor or group is on Facebook?
Good question.

If we take Seymour Bowling Club for example, and they wanted to connect with the local football club.

They would simply head to the search bar on Facebook and type "Seymour Football Club" in (like shown right).

Notice in this example right that Seymour Football Club has been typed and there are multiple options. To find the right option, click the bottom section that says "See all results for Seymour football club".

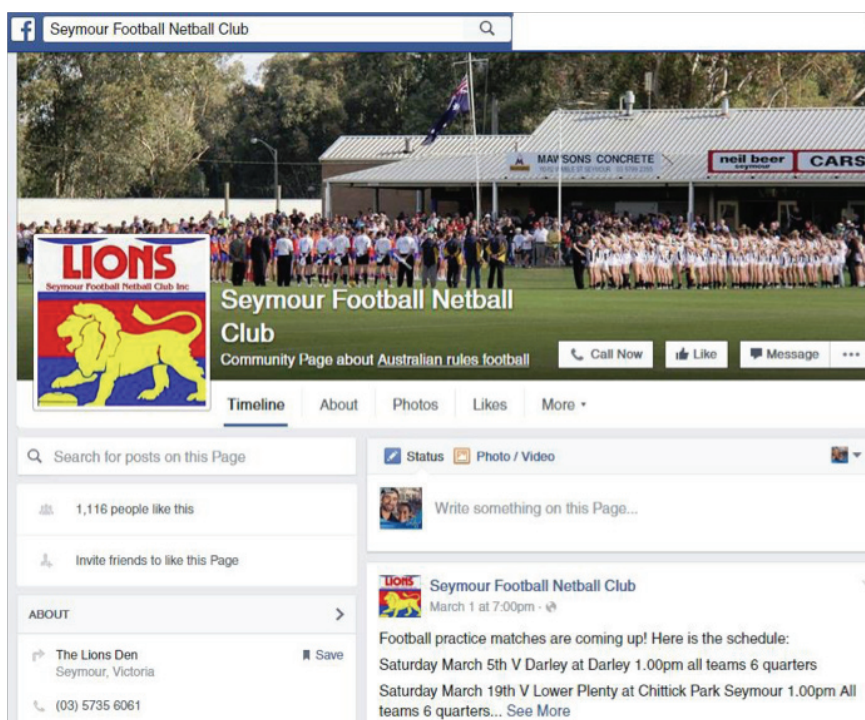


For this example, After doing this, Seymour would find the correct page. The local Shepparton News pops up, posting about the Seymour Football Netball Club (written in blue). Eg: Tagged.

Click on this link and it gives you this page:

The picture shown here has the Seymour Football Netball club logo, people interacting with the post, people liking the page and updated information – this is when you know you have tagged the right page.

After tagging them, then Facebook will know for next time and this process will become much easier!

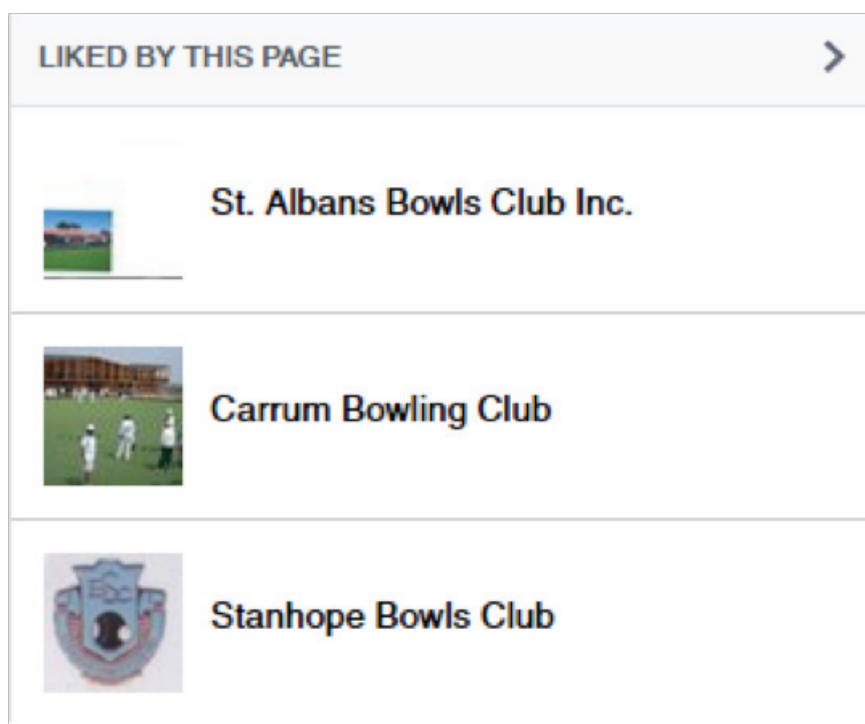


Liking Pages as Your Club:

As you go into your personal Facebook, head to the top right hand side of the page. You will find a drop down menu where it says you can use Facebook as (your club's page).

Using Facebook as your club is an important factor when connecting with local clubs, groups and other bowling clubs.

When you are using Facebook as your club, go in and 'like' all your local sponsors and groups that support your club. The reason you do this is to not only help your members increase their community, but as you can see in the below picture, you are able to showcase these groups on your Club's page too.



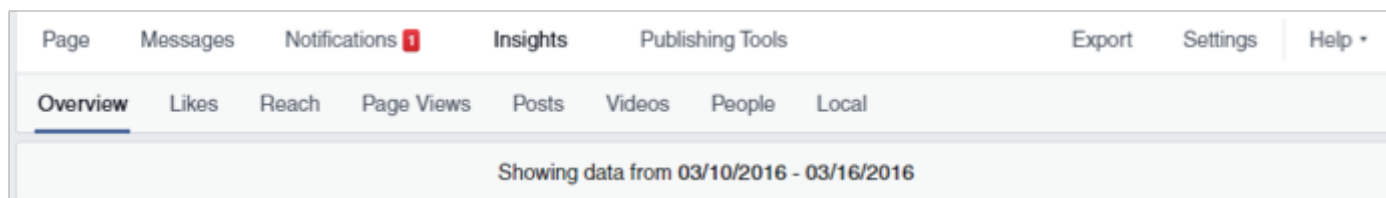
Adding Sponsors to the page

As part of sponsorship packages, mentioning a brand or group a certain amount of times on Facebook each month could be an extra element to a sponsorship deal. Remember you're your members and the wider community who like your page can see what you post, which means your club now has the advantage to highlight your sponsors using your Facebook Page.

Analytics

As a club, the insights tab on your Facebook page will soon become your best friend. As the below picture shows, in the sub menu you are able to see:

- How many likes (followers) on Facebook that your club has accumulated in a certain period of time
- How many people your club has reached on Facebook in a given post
- How many Video Views you've received from a certain post
- & from the people who have liked your page:
- What area they have come from?
- % of people liking your club's page that are male/female, how many are in a certain age bracket
- Even the amount of people that have reached your Facebook page by coming off your club's website!



What to do for major events?

- Design a cover photo to highlight the particular event
- Highlight the event on your page by copying and pasting the URL (website address of the event)
- Promote through word of mouth that there is a Facebook event, get more people to join
- Invite all people that like your page by sending them a Facebook message and then invite more people from the local community
- After that, get those people to invite their friends!

Example:

- As a simple guideline, highlight the event once on Facebook 4 weeks out, once with three weeks to go and when there is two weeks to go – have four posts in the lead up to the event
- Tagging various Facebook accounts that relate to local news and involve local club Facebook Pages

- If it's your club's biggest event on the calendar, spend a couple of \$ on advertising it through Facebook. You can spend this money targeting people around your area and even tailor to certain demographics

Ads & Targeting your audience

The ability to reach people in your community and target who the bowls club markets to is important if you are growing your club.

A reminder that this is NOT what you need to initially do; but this is ideal for a particular club if you are in a growing community and have a bit of money behind it.

Through Facebook ads, you are able to create different ads for different people based on their location, age, interests and more. You can set and control the budget for every ad.

For more information, visit: <https://www.facebook.com/business/products/ads/>

Frequently Asked Questions

Is it free to Use?

Yes, it's free and does not cost your club anything.

How safe is my Facebook page?

Extremely. Just remember to limit password access to your personal Facebook and only limit access to your club's page to key people in the club (2-3 as recommended by BV).

Do you need any special training?

No special training. Follow the guide that Facebook gives you & follow the guide that we've given you, couple these two things with our top tips for using Facebook and you will be fine!

Can I use Facebook on My Phone or Tablet?

Of course! Simply download the Facebook 'app' from the app store – use this link to get you started: <https://itunes.apple.com/au/app/facebook/id284882215?mt=8>

Can more than 1 person use Facebook?

Yes, this means that you are able to give access to multiple people involved in your club. (But not too many!!)

How does it help my club?

Facebook:

- Promotes your club to your local community
- Assists in promoting great achievements within your club
- Updates club information to members
- Let's your club promote its sponsors and partners
- Creates upcoming events that you can share with your members
- Gives an extra platform for members to communicate with one another

How do I connect to existing club members?

Easy. Invite 5 people to the page that are involved with your club, then ask those 5 people to invite 5 others. All of a sudden you might have 50 people connected to your page!

Additionally, post flyers around the club and let people know that you are on Facebook.

How do I connect to non-club members?

Simply tell people around the club to invite their friends. Invite them to an event through your Facebook page, or through word of mouth. Also continue tagging groups around the community or sporting clubs. You never know who will see your information and sign-up as a result!

What do I say on my Club's Facebook?

When posting on Facebook, inform your members about results and information but also post as if you are promoting your club to any potential members.

It's a balancing act.

This could be by promoting a Jack Attack event, but follow up the next day by sharing information from Bowls Victoria or taking a few photos/videos of people having a bowl.

Always think that If you were someone who just happened to click on your club's website – what would you want them to see?

How do I link my page to my website?

Simply, once you have created a custom web address (see beginner tips) you can then add that link to any page on your website that you see fit.

For example: www.facebook.com/BowlsAustralia will feature on our website as a clickable website address.

I already set my club page up as a person and not a page?

Oops.

But it's all ok – a lot of people have made this little mistake. It's no issue, just go in and create a page and copy your information over.

Just take note of the Facebook friends that you currently have, and then you can let them know about your new club page!

How do I upload video?

As per the uploading video discussion above, click the photo/video tab on your club page, and then follow the prompts. Videos can be added off a smartphone or desktop computer.

Can I e-mail people?

You can send a message from your club's account.

Simply type the person's name in when you are using Facebook as your club's page, and press send!

How do I add people as friends?

There are 3 dots on the right hand side of your page, hit that button and press invite friends, then you're able to invite as many people as you want.

It's great to get everyone inviting their friends, as many people will be friends with different people from the club on Facebook!

How often should I write a post?

You should aim to post every couple of days on your page, but no more than 2-3 times per day.

How should I filter out inappropriate content?

If someone has made an inappropriate comment, hover the mouse to the top right hand side of the comment, there should be an X button. Pressing this will delete the comment from the page. If there are repeat offenders posting inappropriate comments, there is a button to block certain people from your page, this is located in the page settings tab.

Who should have access to the club Facebook page?

Approximately 2-3 people at the club, it's advised that one of these people helps out at a competition level at your club (or is playing), one is involved at board level, and one person who is responsible for communications.

If you are a smaller club, have a small amount of people in charge, if you are a larger club, have 6-8 people involved.

But the key to having multiple people on the one page is to communicate with each other! A large amount of information can get lost in translation if you are posting frequently on your page!

How do I create and promote an event?

Creating an event involves going to the events tab and clicking create an event. After this, you'll be able to fill out information about your event. After this, head up to the top to the website address, right click and press copy link. Then you are able to post this website address on your Facebook page (where it says post) as many times as you like!

How do I log onto my Club Facebook?

If you are granted access to an admin or editor position

for your club, you will automatically have access every time you log into your personal Facebook account. To use Facebook as your club, head to the top right drop down menu on Facebook, then click on your club.

Alternatively, if you have selected your club's page as a favourite – then it will be on the left hand side when you start using Facebook.

I'm posting news and information but my members aren't seeing it?

This is because Facebook has a funny way of putting information that you interact with (like and comment) up to the top of your news feed when you log in. BUT, there are a couple of ways around this!

1. Go to your club's Facebook page and click on the drop down menu next to 'liked' (this should be in blue and found on the cover photo) – then click the 'see first' – this ensures any member will see anything from your club 'FIRST'.
2. Go up to the search bar every time you log into Facebook and search your club's Facebook page

How do I show my club members information from Bowls Victoria and Bowls Australia?

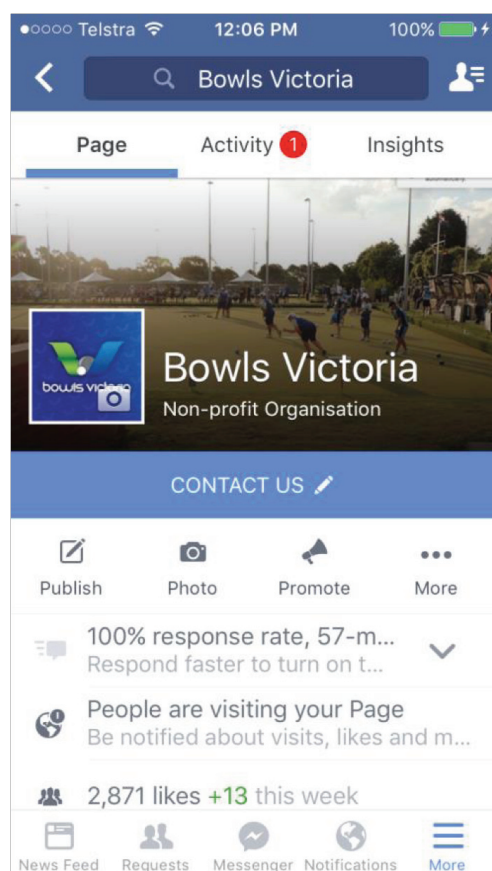
This is called sharing. Simply go to your STAs or Bowls Australia's Facebook page, find the article/information that was posted, then press the 'share' button, and then press 'share as a page that I manage'. This is another way to keep your online members informed of recent news.

How do I convert Facebook Members to Club Members?

Continue to invite Facebook members to events. The more events that are created within your club online will present more opportunities to meet these people offline and down at the club!

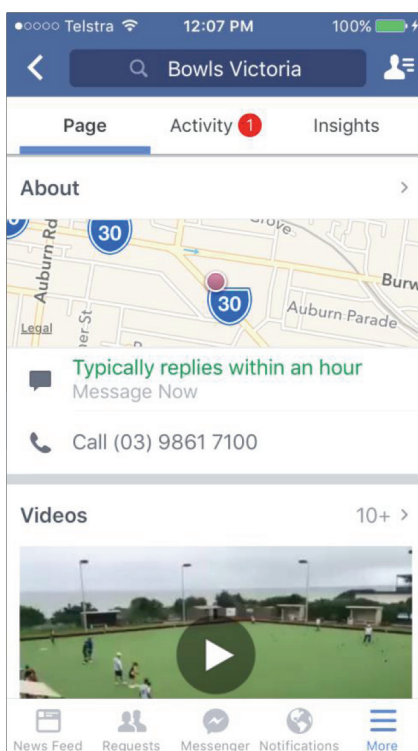
How to use Facebook on your mobile or tablet

Using your smartphone or tablet is similar to your desktop version of Facebook in posting updates, adding photos and events. However, these areas might be switched around a little bit compared to what you are used to.



The above picture is what you should expect when looking at your Club's Facebook page on the mobile version of Facebook. As you can see, the options to post, add a photo, promote your page and check your notifications are not too difficult to find at all. To find your page, all you have to do is head to the "more" button at the bottom right of your screen.

It's the same as if using the computer version of Facebook, click the camera on your profile picture to change your profile picture, or if changing your cover photo up the top, click the cover photo and select upload photo.

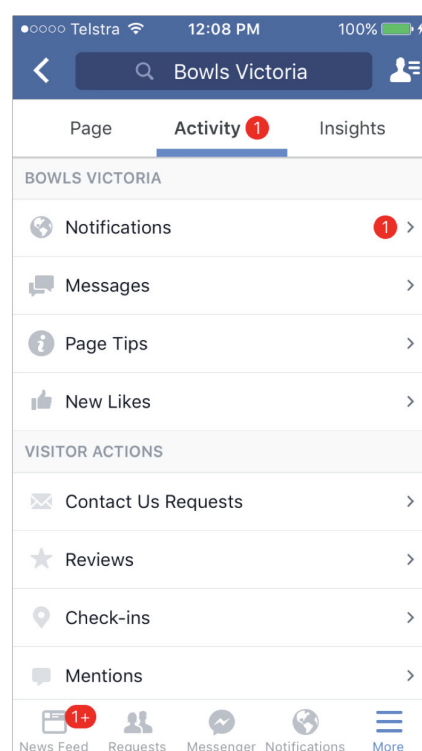
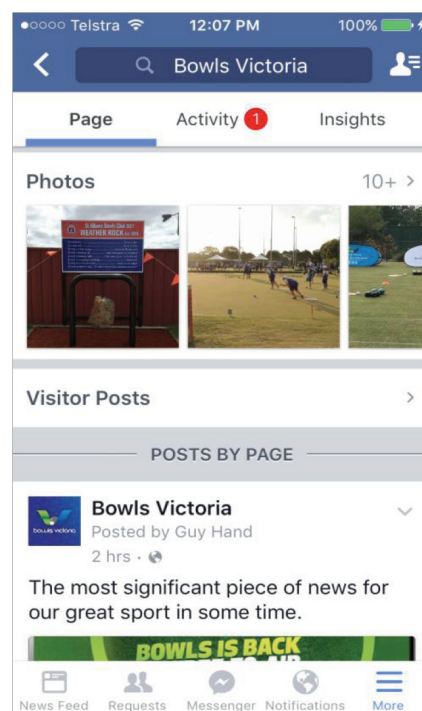


As you can see in the pictures above, you're able to scroll down and see your club's about section which contains maps and contact information. That is all the same. Additionally, by clicking the '>' symbol (to the right of the 'about' sign), it will open up more information about your club.

If you scroll further down your club's page with your finger – you can see your photos, posts and also see what other people have posted by visiting the 'visitor posts' section of your club's page.

Selecting the activity tab at the top is a great way to check your notifications, look at messages and get tips from Facebook.

Both activity and insights are an easy way to track how your page is going and to inform people at your club about the successes you are having on Facebook.



If you want to change settings on your Facebook page via your mobile, simply click the 'more' button on the homepage. From this point, you'll be able to click and edit your settings and change anything that you would normally be able to from the desktop version of Facebook.

<https://itunes.apple.com/au/app/facebook/id284882215?mt=8>

Attached is the link to the Facebook App, where the above mobile screenshots are from. The Facebook App is easy to use and log in, just like the desktop computer version.

