



The teamHOTHAM facebook account is managed by the Program Director, though access is shared with other key Coaches and club members at Director's discretion.

Our facebook is classified as a "Sports Team" page. Facebook is a year-round communication medium with strong engagement from our members. The peak engagement period is April-September (season lead-up to season end), but the club benefits from regular updates in the off-season where athletes are doing dryland and northern hemisphere training. Status and wall posts can include photos, videos, news and reports on training/races, industry news, interesting facts or inspirational insights, links to website articles, or any other relevant topic.

### Tips on facebook use

- Over the past 12 months, we've seen a significantly greater engagement for posts containing a link, in particular videos. Second in popularity are posts with photos, and last, status posts without links or images.
- 99% of user impression occurs in their NewsFeed. Less impact from our page. Need to engage with images or links. This is also critical with increased browsing on SmartPhones. facebook is building new features on pages to encourage visits to pages from the NewsFeed.
- Only ~16% of our fans will see our wall posts. This is why *likes* and *shares* are critical, as the post appears in NewsFeeds of friends of those who *like/share* (depending on preference settings), thereby expanding our audience.
- Goal is *likes* and *shares*. Call to action – "please share/like this", etc, can be effective if appropriate.
- facebook's protocol values engagement over promotion, meaning it has volume and content controls to throttle posts that are seen to promote a product/service, reuse content of an advert, or promote a call to action for eg a competition.  
*Solution:* be engaging and human.
- Always add a description to all photos and videos posted – athletes' names, program group name, coach's names, resort and run used for training or race, etc.
- Be selective posting images – only post excellent shots and a variety of athletes, groups and programs.
- Cross-post exceptional Instagram images to facebook.
- Use Events to promote functions in the club – cross-post on our website and Twitter.
- If posting link to an external article, best engagement is achieved by posting text, with link added at bottom, which displays an image and snippet/meta description of the content automatically.  
*Method:* write a status comment, add a return, paste URL under the comment – the link and image will automatically appear. It may offer a choice of images from the article to scroll through.
- Engage with the MHRs page ourselves. Post *likes*, *comments*, etc, from your personal account and from the MHRs account. To swap to your personal ID use drop down menu at right side of post.
- Ask questions and reply to comments and questions ASAP to engage with followers.
- facebook marketing helps get people to our website for more in-depth information – provide links to web content wherever relevant – news, equipment information, articles, etc.
- Optimised image size for newsfeed is 1200 x 1000 px landscape.
- Cover image: 851 x 315 px.
- Profile picture: 160 x 160 px.
- Add descriptions and website links to all Profile images and logos for search purposes (eg Cover image & Profile picture).

To promote our facebook we should cross-post on other social media, marketing material, newsletters, website, etc.