

mpdale · Jul 16, 2024

How to use social media to promote your squash facility



Last week we looked at [how squash facilities can use external media](#) (websites, newspapers etc) to promote themselves to local audiences. This week, we look at how to use your own social media accounts to deepen connections with your players and engage with your local community.

Quite a lot of squash clubs' social media accounts are stale, non-interactive, infrequently updated, or treated as a platform to blandly 'advertise'. Whilst advertising your facilities and programmes is one function of social media, it is also about forging connections with communities (internal and external), raising awareness, driving traffic to your website (if applicable) and engaging your audience through fun and captivating content.

Let's answer some key questions:

Who?

First of all, you need to assign a person or group of people who will manage your Instagram, Facebook, X, LinkedIn, TikTok, Whatsapp groups, newsletters etc.

Do you have any tech-savvy regular players, committee members or staff who could dedicate 20 minutes each day, or a set time each week to check and update your pages? Who at your club is already active on social media and would be prepared to create regular photo galleries or video at club competitions, training sessions and social events?

What to post?

Start off by thinking about the reasons *why* people come through your door in the first place: to play squash for fun, to compete, get fit, make friends, meet friends or have a drink or two? The content and emphasis of your social media output should align with the priorities of your customers.

Have a think about the *tone and language* you'll use. A club that's part of a big commercial chain may take a very different approach to a smaller, more tight-knit community facility.

Images, video, articles and links should *celebrate* the activities that take place at your club and the people that participate.



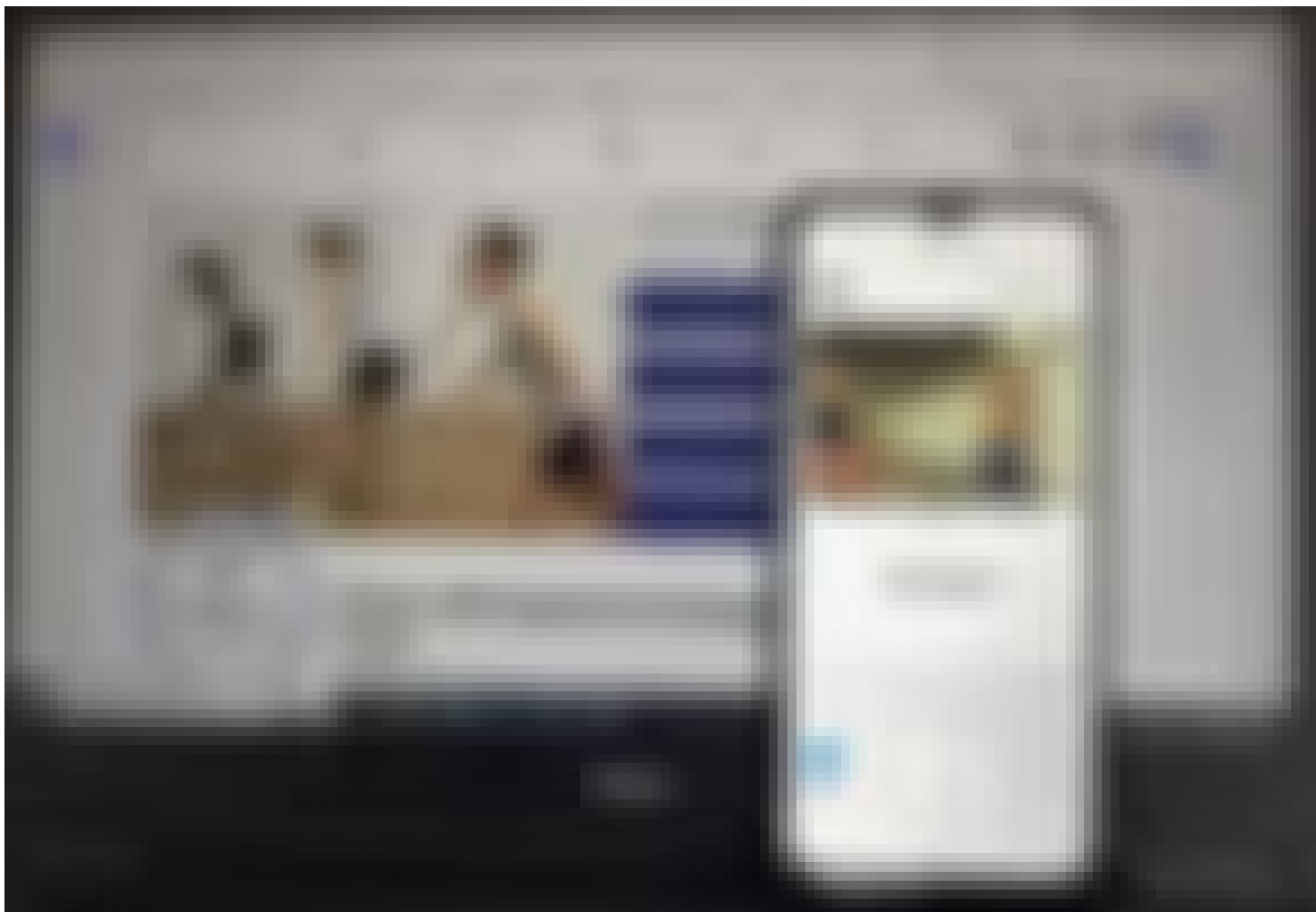
Bear in mind the old adage: *it's better to show than tell*. Posting something like, "Beginners' squash class on Tuesday at 6.30pm" is fine. But think how much more engaging it would be to post a photo gallery or video of beginners smiling and laughing as they learn how to play a backhand drive - and perhaps having a sip at the bar afterwards too!

How can you visually demonstrate the difference that your upcoming event is going to make to someone's weekend, their mental health, fitness levels, social life or skillset? Has anyone participated in the event previously who could give a first-person account of how brilliant it was? Can they say so on video? Do you have good imagery? Could you even film live video at a league night or training session, interviewing the coaches, players, parents and spectators?

This sort of content will be enjoyed and shared by the people who are in it (people generally love seeing themselves and familiar faces on their social feeds). If their friends then see the impact of your programmes, classes, competitions and social events, they will want to find out more and get involved too.

Sharing and responding

Sharing and interacting with content and updates from other clubs, community groups, squash organisations, media, players or influencers that is relevant to your club community is highly recommended.



This helps forge wider connections and enhances your facility's reputation in external squash and local community circles.

Also, you *must respond to messages*. That feeling of interaction is critical for users. Responding to comments and getting involved in conversations will help boost engagement and attract more followers.

Do you have a database of your players' email addresses and phone numbers? Provided you have relevant permissions, use these to connect with your players via Whatsapp and newsletter platforms like Mailchimp or Mailerlite to make announcements and share your content. Also use these to prompt people to follow your other social media accounts.

When?

Research shows that early morning and early evening are the best times to post content on the likes of Instagram and Facebook. But, really, *little and often* is the key. You cannot have weeks of silence. Staying at the top of people's feeds is vital.

Final thoughts...

Once you've got your content right, be *persistent and consistent*. Identify your core message(s) and tell it in different ways and through different mediums. Then do it again. Then again. Telling it that 33rd time might just motivate someone to visit the club, sign up for an open day, join a beginners' class or enter a league. Great content and regular interaction will make existing club members feel more deeply connected and appreciated. It'll be worth it.

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- Which squash facilities do a great job on social media and why? Please suggest examples - and if you have used social media strategies that have been successful, tell us about them too.