



English Schools' Football Association

Membership Matters

Don't forget...

Have a look at the new ESFA website, if you haven't already

www.schoolsfootball.org

All ESFA national competition fixtures are available to view via the website - make sure you submit your scores online

Social Media Special



Welcome to the ESFA Membership Matters **Social Media Special!**

We would like to take this opportunity to

- Encourage those of you who don't yet have social media accounts for your District or County to consider setting them up
- Provide some tips and tricks on providing engaging content
- Advise on how to get the most from your events and messages
- Share with you some important 'dos' and 'don'ts'
- Show you how working together can help create a much fuller picture of Schools' Football in England

Some facts and figures

- There are over 3.1 billion people using social media worldwide
- There are 44 million social media users in the UK alone
- Around 53 million people in the UK are mobile phone users and 89% of people on smartphones are using apps to access social media
- Twitter has 330 million active monthly users
- Instagram has 800 million active monthly users
- Facebook has over 2 billion active monthly users



Schools' Football & Social Media

Benefits for everyone

The ESFA already has over 100 School and District FA accounts linked to their @SchoolsFootball Twitter account - which is fantastic! By supporting each other in our messages, events and campaigns it creates a stronger and more streamlined way of promoting Schools' Football both nationally and internationally.

Sharing the content made available by various Associations helps create a unified overview of the ESFA as a whole - and document the wonderful work carried out nationally on behalf of the Association, its volunteers and players.

Which platforms?

The ESFA content currently runs across three social media platforms -

- Twitter (17,000 + followers)
- Instagram (1,100 + followers since September 2017)
- Facebook (1,800 + followers)

Over the seasons, we have found that Twitter has the biggest and best engagement rates - it provides the perfect opportunity to reach a large and varied audience and plenty of opportunities to easily share and access information with partners, sponsors, stakeholders and members alike. The ESFA's followers have grown by 14,000 in the last three years alone and continues to do so on a daily basis. For sharing successes, news, links, pictures and events, Twitter is an invaluable tool - particularly with regard to completely free publicity.

Instagram is the ESFA's latest social media addition, becoming active in September 2017. This platform is certainly a great way to engage a younger audience, so aimed more towards the players than the establishments they play for. As we are able to gain unrivalled 'backstage' access at many high profile football stadia, as well as updates and action from current Premier League players and historical ones linked to the Association, documenting this in photo form alongside match action (particularly from National Finals), is highly beneficial.

Facebook is still a useful tool in terms of social media, particularly when looking to promote upcoming events. It does require a larger degree of work to get pages off the ground, but once the time is invested it can be a great source of communication. Facebook does also offer the additional benefit of being able to 'boost' posts by spending nominal amounts of money on advertising, which is helpful when trying to reach large audiences.

We suggest...

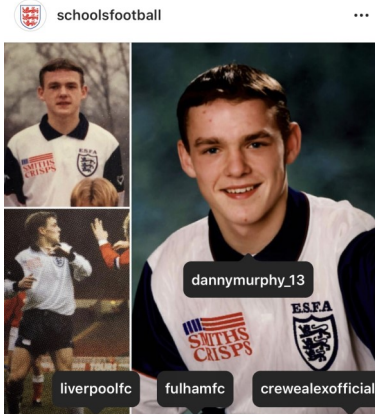
Whilst any and all of these platforms hold their own merit - for those Associations who aren't yet on social media, we would suggest they begin with Twitter. It is a platform that the ESFA has already had extensive success with and our Marketing Team are able to provide support with setting up and maintaining accounts.

If you would like to speak to us about setting up an account, then please [contact us](#) via email and we can provide you with some support.

We may also be able to help you find a student from [UCFB](#) to remotely manage your social media profile - again, please contact us if this is something you are interested in pursuing.

Creating Content

The great thing about Schools' Football, is that all the content is already there, waiting - all we have to do is share it!



English Schools' FA
@SchoolsFootball

Girls' U15 ESFA England Update 🇬🇧
🇬🇧 | The #Midlands England squad announcement trailer

Congratulations girls, see the full squad list here: wp.me/p9B0qs-An

#ESFA 🇬🇧 🇬🇧 #ESFAGirls 🇬🇧



1,951 views

- Share upcoming events and make sure you 'tag' into posts anyone who is involved. Find the social media accounts for schools, sponsors, partners, venues - anyone that could be useful when sharing content - **Always tag @SchoolsFootball - we want to share your posts!**
- Promote activity that's happening in your area by tagging in other local media sources, who may be interested in what you are up to. Local news teams or accounts that report specifically on activity in your area might want to share your successes to a wider audience
- Just because the word count on Twitter has been increased, doesn't mean you have to make overly-wordy posts. Help tell the story by carefully selecting eye catching and relevant images or videos to make a much bigger impact.
- Keep up with hashtag trends and recurring themes - does your post tie into a current topic that's being discussed? If you use a hashtag that's popular, then more people will see your posts #UsefulInformation
- Don't forget events like #ThrowbackThursday and #MotivationMonday and try and post regularly to keep interest levels high

Some do's and don'ts

DO read the ESFA's Child Welfare [policies](#) with regard to social media and ensure you comply with them at all times

DO always tag @SchoolsFootball in any media posts - we want to create much stronger relationships with our Associations via social media and are happy to share your successes!

DO keep up to date with current trends and topics and, if they are relevant, join in the conversation

DO always get the relevant permissions to share photos, particularly of players

DON'T share or write anything that could be detrimental to or found to be offensive by the Association or any of its' stakeholders

DON'T voice personal opinions or those that are irrelevant to the account, or write anything that could be damaging to the reputation of the ESFA

DON'T get into public disputes - if you receive a complaint, ask for them to contact you

Sharing is caring

The ESFA marketing team is dedicated to promoting and sharing as much information on the Association and its activity as possible - our primary aims are to gain coverage for the National Competition and International programmes, but we also want to be able to let our followers know what is going on in local areas across England - equally, we need you to be able to share what we're doing too! It's likely there will be times throughout the season where our news involves teams and/or schools in your area and if you are also able to promote this, it further supports our vision of a more unified Association.

Helping each other out

There are some really simple steps we can take to make sure everyone is on the same page and that information is being shared successfully -

1. Make sure you are following @SchoolsFootball across all social media - we'll follow you back, too!
2. If you have a particular story, event or message you would like us to help you share, simply tag us in your post so we can see it
3. You can also drop us a direct message (DM) over social media asking us to share your post
4. It might be a good idea to turn on notifications for when we write a post - whilst the content may not affect you directly, it will almost certainly be something newsworthy and worth sharing on our behalf
5. We will tag County Schools' FAs in posts when they are specific to those areas, e.g. announcing international squads that include players from certain Counties - if we DM you asking you to share a post or you see we have included you, then please do spread the word - it's good to show support for successes and stories within your own area





Help and support

If you're not sure how to make the most of your social media account(s), or if you want to get started, but don't know where to start, please feel free to contact us for any help and support. We are happy to provide advice and assistance to make sure you're getting the best from your accounts.

[Sarah Kearney, PR & Comms Executive](#)

[Rob Trotter, Marketing Intern](#)

[Claire Chikungwa, Marketing Intern](#)

And finally...

Branding is really important to us here at the ESFA and so is the use of our badge - it's our distinguishing logo and how our audiences are able to recognise us -

We therefore request that no Counties and/or Districts use only the ESFA badge as their 'profile' or 'cover' photos on any social media accounts, but instead use your own County / District logo.

If you don't have a logo then please get in touch and we can help you with this too!



An important Reminder

Members are reminded of the need to apply for sanction to play in fixtures against foreign or unaffiliated opposition, the paperwork for which can be found [here](#) under 'overseas sanctioning'

Please also remember that a risk assessment must also be completed to avoid any foreseeable incidents.

Thanks

