

Getting Results With Social Media



www.bigwave.co.uk

Social Media

- Digital journey
- 5 step strategy
- Functions



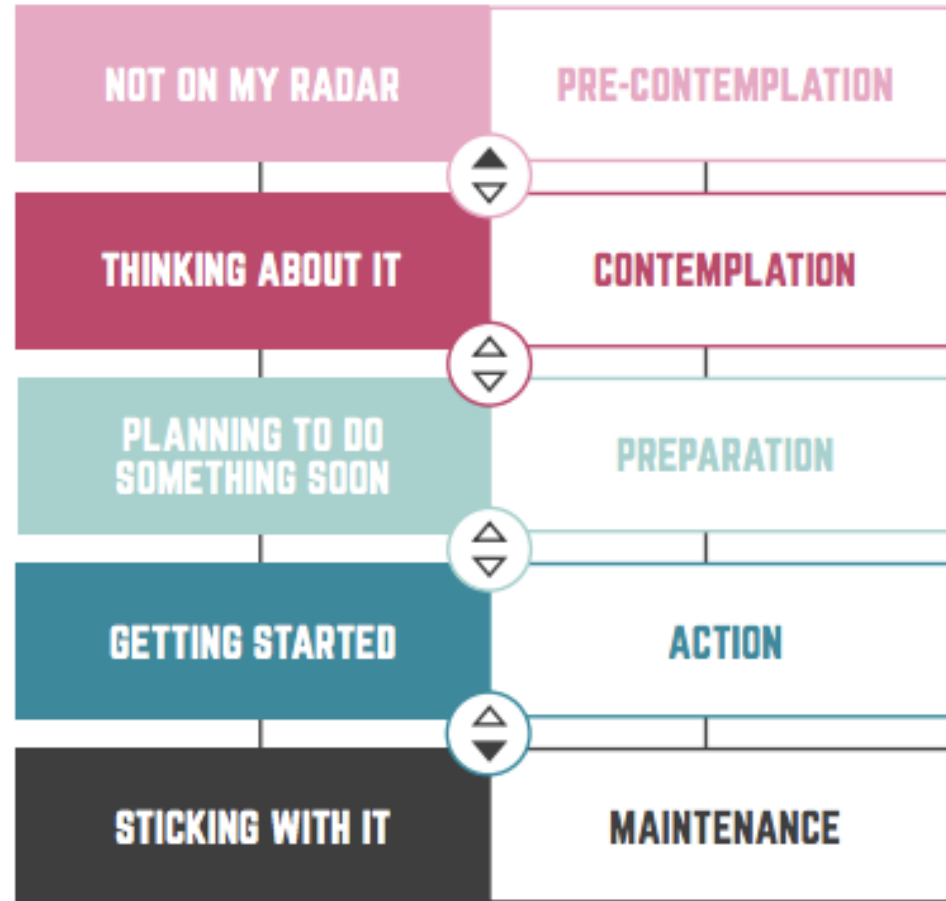


Digital Journeys

THE ZERO MOMENT OF TRUTH

Sport England Strategy 2016-21

BEHAVIOUR CHANGE MODEL



The Zero Moment of Truth

AN DIGITAL JOURNEY FROM GOOGLE





Stimulus

Prospect becomes aware

Meadowside Leisure Centre
Published by SocialSignIn [?] · Yesterday at 13:00 · €

The only bad workout is the one that didn't happen! We're offering 3 months of free membership #NoExcuses <http://socsi.in/Ui88X>



**JOIN ON A NO CONTRACT
TIE IN MEMBERSHIP FROM
£30.70 PER MONTH**

526 people reached Boost Post

Burton Mail
TUESDAY AUGUST 22, 2017

Summer Days out
GREAT 2-FOR-1 OFFERS AT CRICH TRAMWAY VILLAGE AND PEAK CAVERN, PAGE 12

FREE CURRY WITH RICE OR NAAN

HISTORIC BROCH SELLERS FOR £20k

GIZMO'S LUCKY ESCAPE

Charity steps in to save 'lifeline' dial-a-ride bus
Elderly and disabled people worried that they could be left isolated if money could not be found to fund their bus service have been handed a reprieve by a Burton charity. [Full story, Page 7](#)

Cash4Clothes4You
Unit 3, Market Trading Estate, Operating hours: Mon - Sat 10am - 5pm. Burton on Trent, DE11 1JH. Free and easy parking. 01283 48071.



Cheap 24 Hour Gyms in Burton Upon Trent | The Gym Group
<https://www.thegymgroup.com/find-a-gym/burton-upon-trent/>
24 hour gyms in Burton upon Trent. Cheap deals and offers on our pay as you go membership - With No Contract. Join your premium low cost gym today!

PAY LESS GET MORE

3 MONTHS FOR FREE*
ON ANNUAL MEMBERSHIPS
NO JOINING FEE

Find out more at
www.eaststaffleisure.co.uk

Pay Less.....Get More, 3 Months Free on all Annual Memberships!

*Terms and Conditions apply



Research

Prospect
finds out about our
club/activity/business





Purchase

Prospect
buys/signs up/turns up
for first time





Experience

Customer
received/takes part



The Zero Moment of Truth

AN DIGITAL JOURNEY FROM GOOGLE





**Social media.
5 step strategy.**

GET RESULTS



#1

GOALS

Outline your goals

WHAT CAN SOCIAL MEDIA BE USED FOR?

- Generate Sales
- Generate leads
- Improved reach/exposure
- Develop loyal fans
- Reduce marketing expenditure
- Improve search ranking
- Increase traffic
- Establish as industry influencer
- Provide market insight
- Grow partnerships
- Improve customer service



Tasks

AUDIENCE

What are your goals?

Are your goals always top of mind?

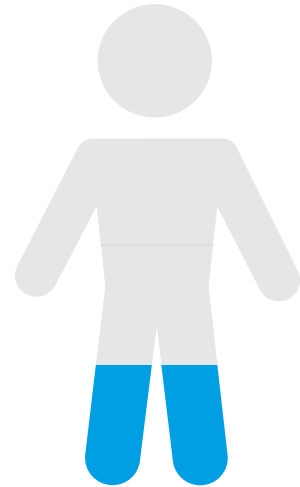
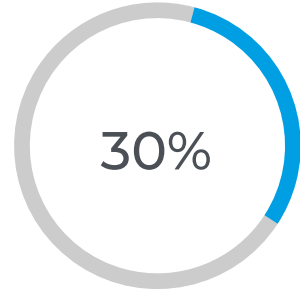
#2

AUDIENCE

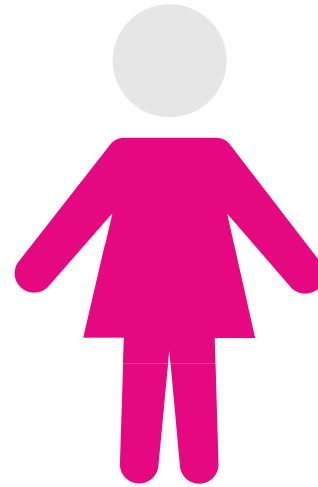
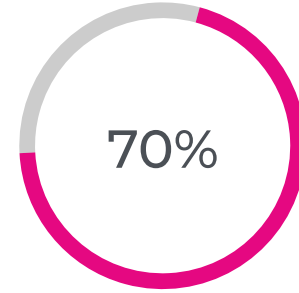


Outline Your Audience

DEFINE YOUR AUDIENCE



Males Aged 18-25



Females Aged 18-25



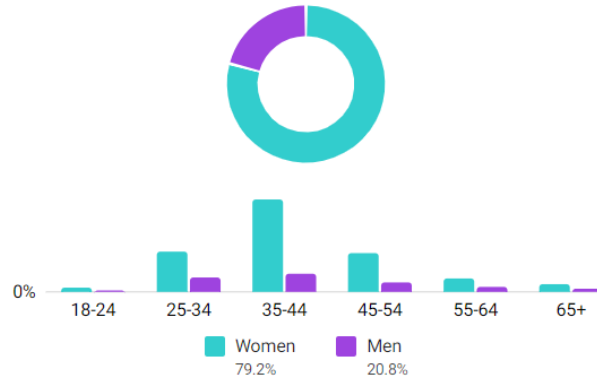
Research your Audience

ANALYSING METRICS

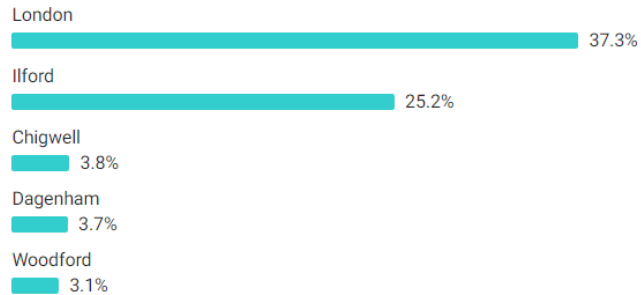
Facebook Page likes ⓘ

1.9K

Age & gender ⓘ



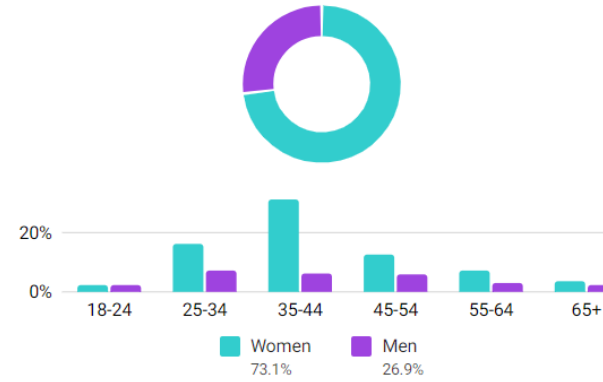
Top towns/cities



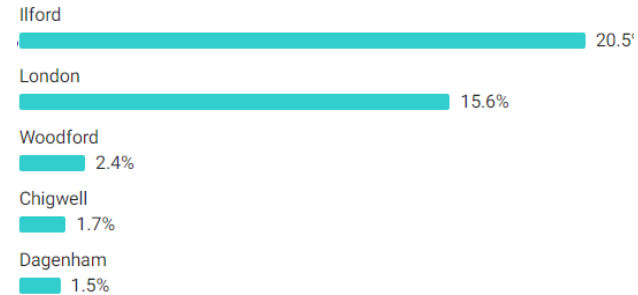
Instagram followers ⓘ

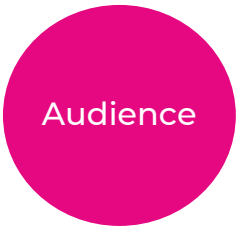
662

Age & gender ⓘ



Top towns/cities





Research your Audience

ANALYSING METRICS



Market Segmentation

Home **Segments** Sports Characteristics Raw data Case studies Resources FAQs

Select one or more segments to analyse

 Ben Profile	 Jamie Profile	 Chloe Profile	 Leanne Profile	 Helena Profile	 Tim Profile	 Alison Profile	 Jackie Profile	 Kev Profile	 Paula Profile	 Philip Profile
 Elaine Profile	 Roger & Joy Profile	 Brenda Profile	 Terry Profile	 Norma Profile	 Ralph & Phyllis Profile	 Frank Profile	 Elsie & Arnold Profile	Or choose:		Dominant Segments

Set location / area of interest

- England
- Local Authority
- County Sport Partnership
- Postcode E.g. OX1, OX1 2, OX1 2EP.
- Sports Facility Begin typing to find your place.

Search

Customer Persona

MAKE THE NUMBERS REAL

- Age
- Location
- Relationship/family status
- Spending power and patterns
- Interests
- Challenges
- Social Media use
- Brands liked
- Wants
- Needs





Planning for your Audience

CREATE A 'CUSTOMER PERSONA'

Understanding your audience



First, consider your clients' traits by demographic and psychographics

Demographics: the average or typical characteristics of your target market.
Psychographics: what motivates them to take action.

Age	Gender	Marital Status
<input type="text"/>	<input type="text"/>	<input type="text"/>
Children	Income	Education
<input type="text"/>	<input type="text"/>	<input type="text"/>
Region	Hobbies	Values
<input type="text"/>	<input type="text"/>	<input type="text"/>

Audience



Facebook

of monthly active users:

2.7 billion

Largest age group:

25-34 (26.3%)

Gender:

44% female, 56% male

Time spent per day:

38 minutes

Audience



Twitter

of monthly active users:

187 Million

Largest age group:

30-49 (44%)

Gender:

32% female, 68% male

Time spent per day:

3.53 minutes per session

Audience



Instagram

of monthly active users:

1 billion

Largest age group:

25-34 (33.1%)

Gender:

57% female, 43% male

Time spent per day:

29 minutes

Audience



of monthly active users:

100 million

Largest age group:

18-24

Gender:

59% female, 41% male

Time spent per day:

45+ minutes



LinkedIn

of monthly active users:

738 million

Largest age group:

46-55

Gender:

51% male, 49% female

63% of LinkedIn users access the network monthly, and 22% weekly.

Tasks

AUDIENCE

Come up with a customer persona?

Are your channels the right ones?

#3

CONTENT

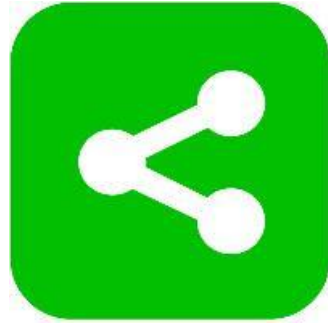
Content

Content Strategy

WHAT DO YOU WANT TO SAY?



Content



**Build once,
share everywhere.**

Promote a New Exercise Class

A CROSS-CHANNEL EXAMPLE



- Launch – Facebook event
- Reels/TikTok –trending music & hashtags
- Instagram & Facebook stories
- Countdown posts
- Video clips to show classes
- Utilise ‘live’ features on launch class
- Instagram Q&A with instructor
- FAQs on website – linked to from FB, Twitter and LinkedIn, Instagram story
- Follow up news story and website content



The 4-1-1 Rule

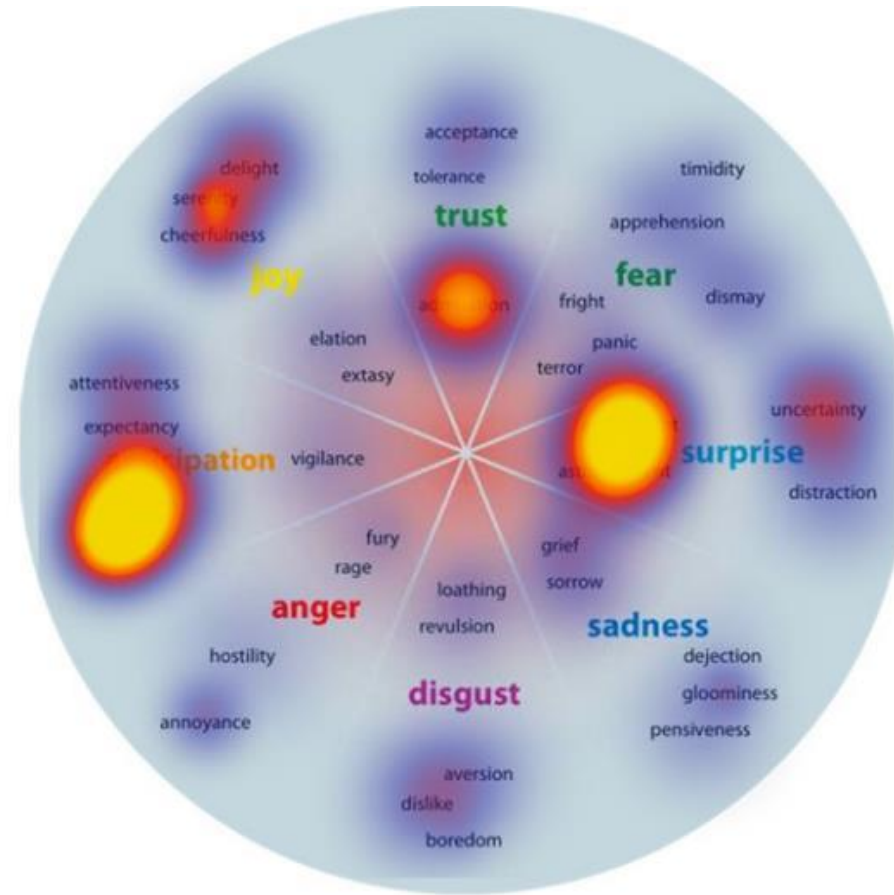


4x content share

1x retweet

1x self serving tweet

Sentiment



Source: HBP. Plutchik's wheel with top 30 reddit images

Media Mechanics

CREATING COMPELLING CONTENT

- Tell a story
- Draw people in
- Can they associate?
- Use emotion



Update Posts - Community

Exeter Student Sport @UoEStudentSport · Aug 1

Exeter team celebrate brilliant bronze for @BritishRowing at the U23 World Championships 🏆🇬🇧.
 Congratulations to @ExeterUniRowing Susannah Duncan, Danielle Semple, Richard Tinkler and @oceanphysio @BeckyDavison_ #represent #BleedGreen

sport.exeter.ac.uk/about/news/art...



Uni of Exeter Alumni, University of Exeter, University of Exeter Sport and 4 others

1 5 23

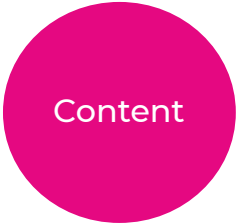
Exeter Student Sport @UoEStudentSport · Aug 7

Great to see @UofExeterSport very own @PJDundass and @oceanphysio Adam Rutter supporting @WesternStormKSL this season #TeamBehindtheTeam #AthleteSupport #BleedGreen #Stormtroopers 🍷🇬🇧🇬🇧

westernstorm.co.uk/news/meet-the-...




3 14




Hashtags

CREATING COMPELLING CONTENT


#YourSport
#SportEvents
#ThisGirlCan


 Tammy Sandhu
@TammySandhu



The beautiful, unintended consequences of #diplomating. Inspiring the confidence and self-belief that I still struggle with.
#ThisGirlCan
@CityofCupertino
@CityofSunnyvale
@DiyaTV
#DiversityIsGREAT

Twitter · 2 days ago

 Runcorn Linnets ...
@JuniorLinnets



What a photo! Our Little Linnets at our Akidamey this morning 🧡💚 #LinnetsJFC #akidamey #thisgirlcan

Twitter · 2 days ago

 Bromley FC
@bromleyfc



👉 **WOMENS FA CUP**
When you find out you'll be a mascot for @BromleyLadiesFC for the #WomensFACup game next Sunday... FREE tickets 👉 www.universe.com/events...
#ThisGirlCan | #WeAreBromley

Twitter · 3 days ago

Visual Content



Infographics

Rank	Sport	Total Attendance	Proportion of Total
1	Football	49.8m	66.7%
2	Horse Racing	5.9m	7.9%
3	Rugby Union	5.3m	7.1%
4	Cricket	2.4m	3.2%
5	Rugby League	2.2m	3.0%
6	Motorsport	1.8m	2.5%
7	Equestrian	1.6m	2.1%
8	Greyhound Racing	1.4m	1.9%
9	Ice Hockey	1.0m	1.4%
10	Tennis	0.9m	1.2%
	Other	2.3m	3.0%

Figure 2: Total Ticketed Attendance for Live Sport in the UK by Sport (2018)

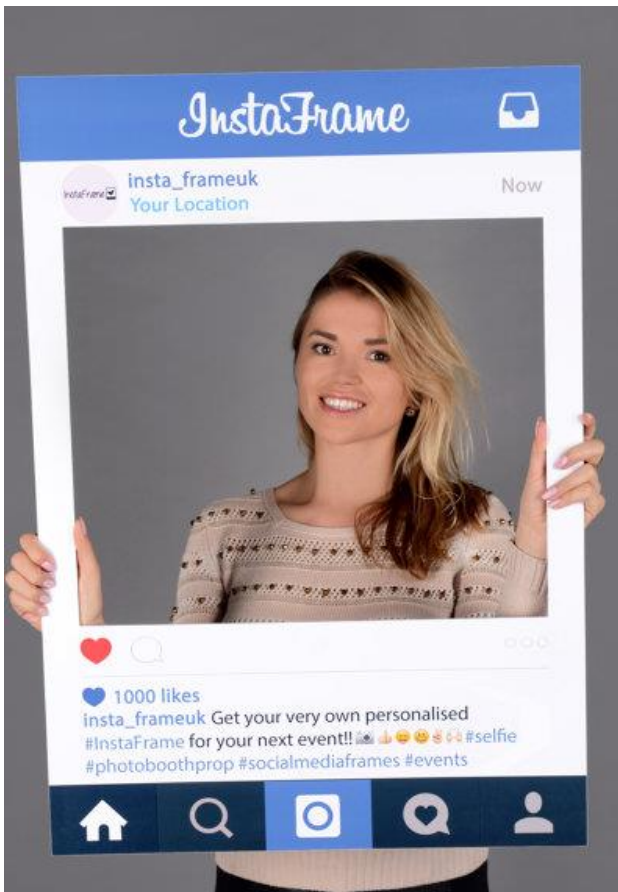
Total UK Ticketed Attendance by Sport (2018)



Source: Two Circles

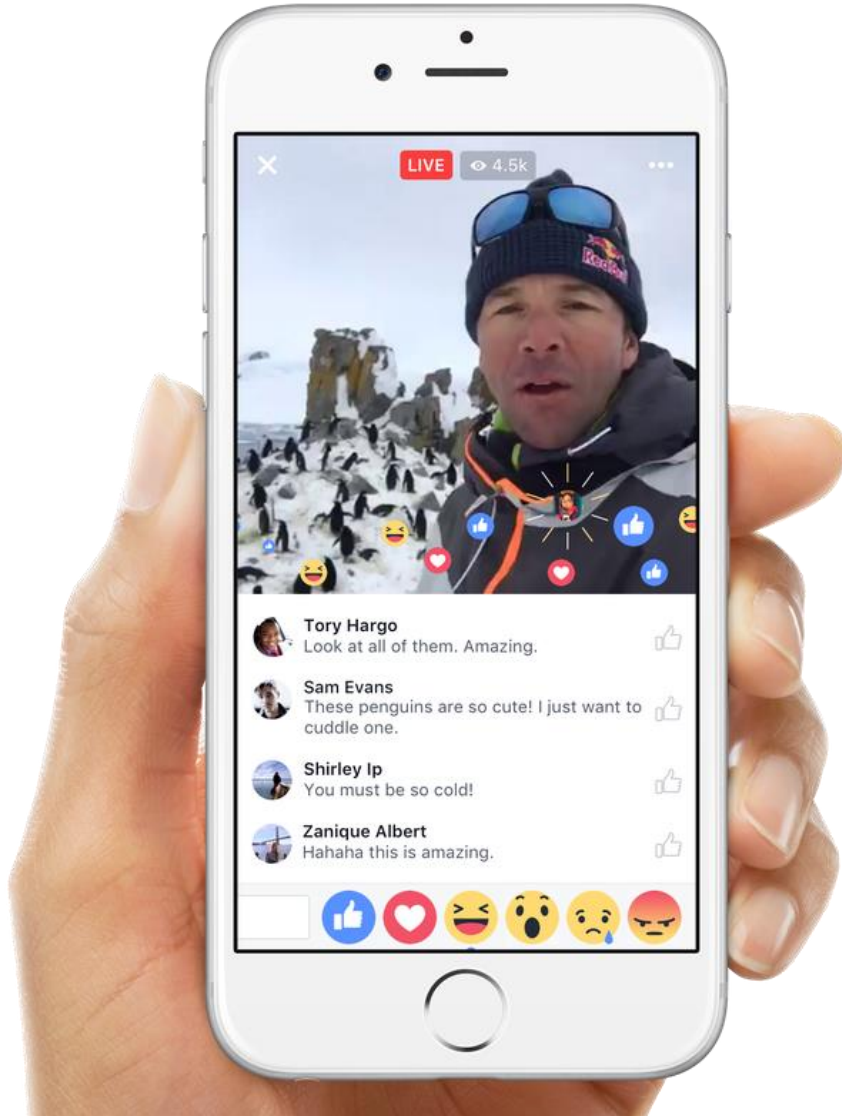
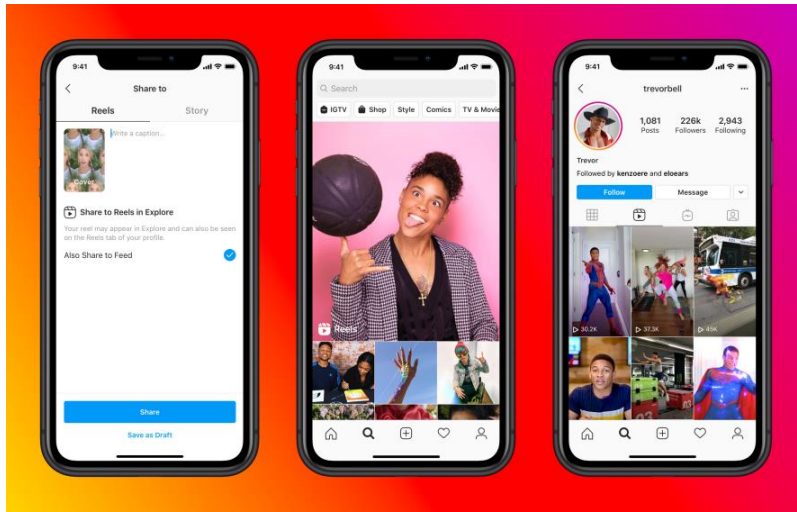
Real World Tools

SOCIAL CARD



Content

Video content



Competitions

EVERYONE'S A WINNER



WIN A YEAR'S GYM, SWIM & FITNESS CLASS MEMBERSHIP AT ACTIVE NORTHUMBERLAND

ACTIVE NORTHUMBERLAND

To be in with a chance of winning, simply enter your details below.

Name D.O.B.

Email

Phone No. Select your local centre

Submit

Terms and Conditions:
By entering the competition you are agreeing to be contacted by Active Northumberland. You must be over 18 to enter the competition. Prizes include one year's gym, swim and fitness class memberships. No cash equivalent available. Competition closes on 31st October.

Blogs







Other Ideas

- Tips / Advice / Resources
- Guides
- Events
- Profiles (players, staff, sponsors, fans)
- Achievements
- Community impact
- Recipes
- Polls
- Before and after photos
- Workout/Warm-up/Instructional videos
- Motivational quotes
- “How-to” videos
- Repost member content (ask permission)
- Weekly content like "tip of the week, or muscle of the week"

Content Schedule

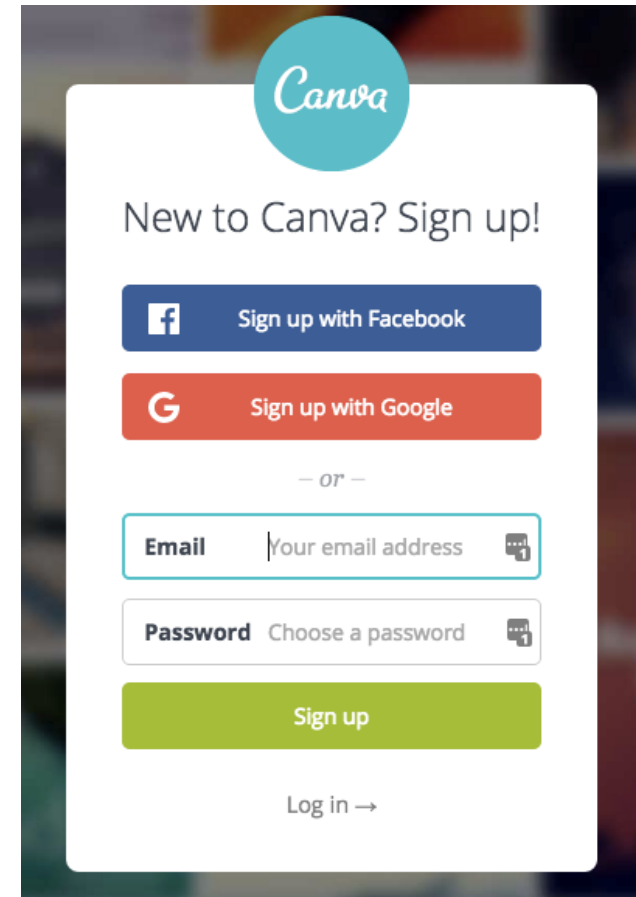
EXAMPLES

- 1x day – join a conversation (hashtags)
- 1x week – member profile
- 1x week – supporter profile
- 1x week – recipe share
- 1x month - blog
- 1x month – partner profile
- 1x month – offer of the month

Date	Post	Image
18/06/2021	<p>The Aspire Academy offers children swimming, tennis and gymnastics training 🏊🎾🤸</p> <p>All programmes follow the latest training standards from Swim England, the LTA and British Gymnastics.</p> <p>Interested in finding out more? Visit www.aspiretrust.org.uk/academy</p>	
21/06/2021	<p>At Aspire Academy, our team of professional coaches follow the industry-leading training programmes to ensure your child progresses and develops whilst getting the most out of every lesson.</p> <p>Sign up for swim, tennis and gymnastics training now <input type="button" value="🔗"/></p> <p>www.aspiretrust.org.uk/academy</p>	
25/06/2021	<p>🤔Did you know 🤔</p> <p>Taking part in gymnastics has a wealth of benefits including increasing flexibility, strength, coordination and balance.</p> <p>The Aspire Academy provides a gymnastics programme for children from walking age through to young adults! Find out more here <input type="button" value="🔗"/></p> <p>https://aspiretrust.org.uk/academy/gymnastics-academy/</p> <p>Is your child keen to start something new?</p>	
28/06/2021	<p>The Aspire Academy offers training in swimming, tennis and gymnastics all following the high training standards set by Swim England, the LTA and British Gymnastics.</p> <p>Enquire now <input type="button" value="🔗"/> www.aspiretrust.org.uk/academy</p>	

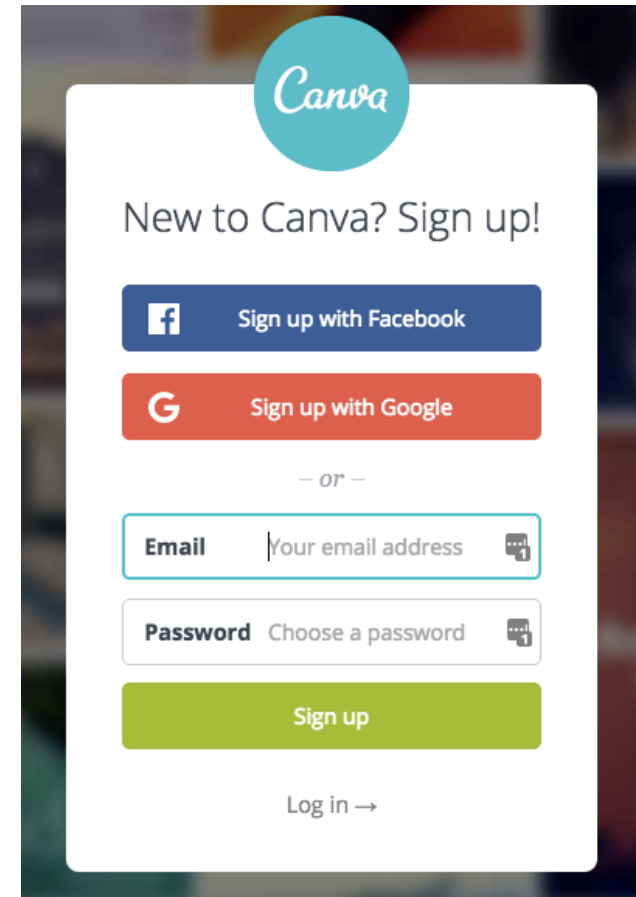
Content Tools

- **canva.com:** designing images, logos, text etc.
- **powtoons.com:** create cartoon strips
- **piktochart.com:** create infographics
- **eventbrite.co.uk:** list free events taking place
- **bbc.co.uk:** find relevant/topical articles
- **Blogs:** look for blogs and share relevant pieces



Content Tools

- **giphy.com:** create gifs on the fly inc screengrabs
- **trimage.org:** image compressions and metadata stripping
- **Google sheets/Excel:** charts
- **Google/365 forms:** surveys
- **Evernote:** scrapbook and organiser
- **Skitch:** Image annotation tool
- **Lightshot:** Screengrab tool
- **Storify:** Live event content curation



Tasks

CONTENT

What types of content could you produce?

Create a simple plan

(e.g. 1x Week / 1x Month)

Who could assist/provide the info?

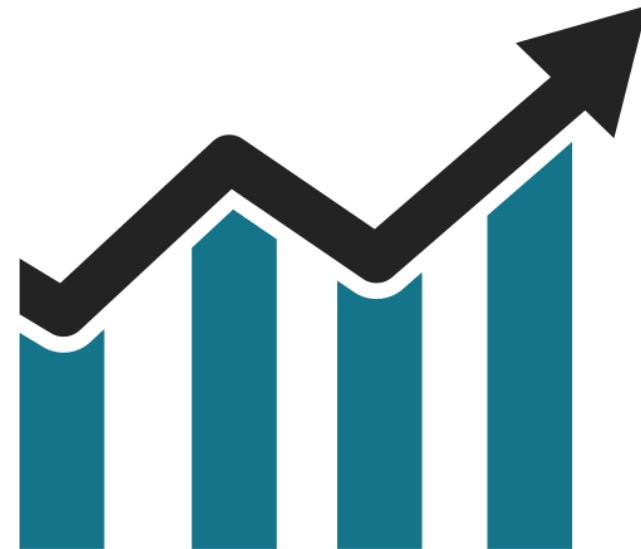
#4

MEASURE

Analyse Your Social Data

USE ANALYTICS TO TRACK PROGRESS

- Review
- Report
- Update



Metrics

OUTLINE METRICS VS GOALS

- Likes / Followers
- Shares / Retweets / Reach
- Sales conversions
- Number of posts
- Number of messages
- Number of clicks
- New reviews
- Sentiment / Emotion
- Competitors





Metrics

PRODUCE A MONTHLY REPORT

- Promotions
- Designed materials
- Generate content
- Key metrics
- Top performing posts
- Analysis
- Improvement





Primary Dimension: [Source](#) [Landing Page](#) [Other](#)

Secondary dimension: [Medium](#) Sort Type: [Default](#) [advanced](#) [grid](#) [table](#) [list](#) [print](#) [share](#)

Source	Medium	Visits	Visits
1. t.co	referral	175	24.75%
2. basecamp.com	referral	113	15.98%
3. facebook.com	referral	106	14.99%
4. hootsuite.com	referral	33	4.67%
5. linkedin.com	referral	27	3.82%
6. google.com	referral	25	3.54%
7. thecravecompany.com	referral	22	3.11%
8. plus.url.google.com	referral	16	2.26%
9. m.facebook.com	referral	13	1.84%
10. twitter.com	referral	13	1.84%

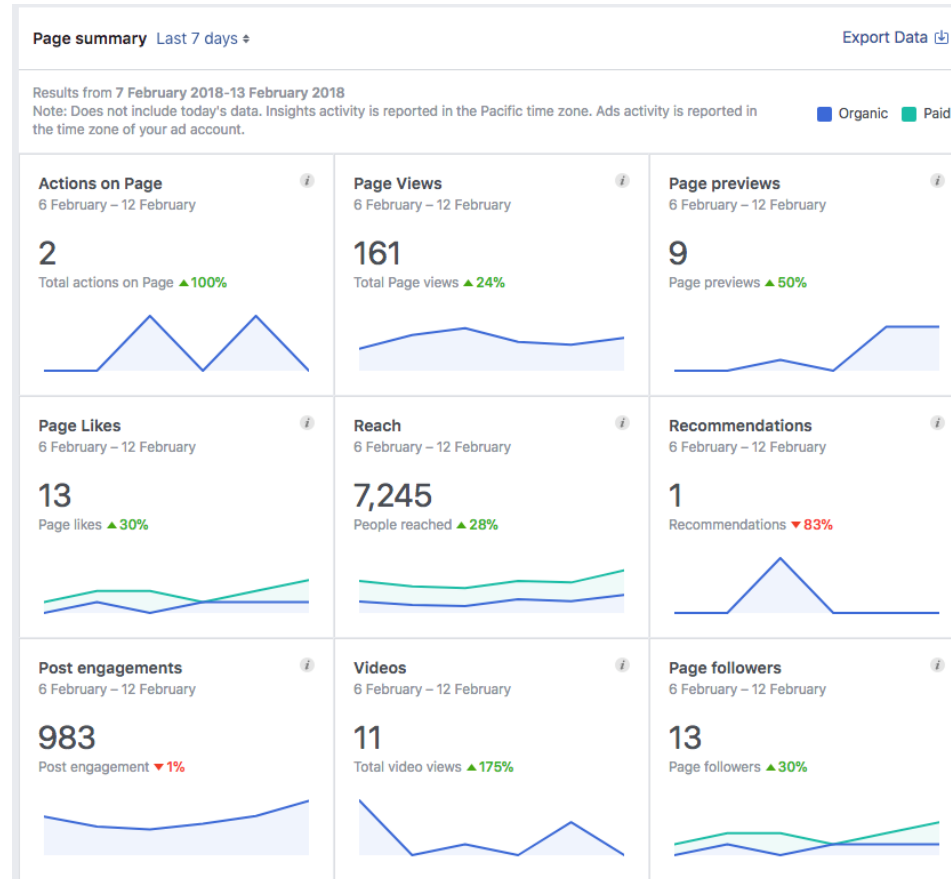
Show rows: [10](#) Go to: [1](#) 1 - 10 of 98 [<](#) [>](#)

This report was generated on 4/8/12 at 1:19 PM - [Refresh Report](#)



Facebook



















































ANALYTICS - INSIGHTS





Facebook

ANALYTICS - INSIGHTS

 <p>Save £9.40 on the junior 10 multi swim card! Get it and swim for a q</p>			690		14 3		Boost Post
 <p>Did you know? Our fantastic Premier Fitness Memberships allow u</p>			381		1 0		Boost Post
 <p>3 months for free on annual memberships! #PayLessGetMore htt</p>			306		4 0		Boost Post
 <p>Graze Snack Boxes are back at the River Café - Meadowside LC!</p>			354		2 0		Boost Post
 <p>Are you heading to the gym or pool today for your training? Keep g</p>			342		8 0		Boost Post
 <p>A message to all our customers... please travel with care this mornin</p>			628		16 6		Boost Post
 <p>Apparently a shot of beetroot juice before you work-out can increase</p>			426		6 3		Boost Post
 <p>The only bad workout is the one that didn't happen! We're offering</p>			553		18 3		Boost Post
 <p>Check out the amazing DASH activities going on at Meadowside LC</p>			516		7 4		Boost Post
 <p>Entry to this years Swimathon event is open! Taking place on Sun 2</p>			440		8 2		Boost Post



Facebook

ANALYTICS – PAGES TO WATCH

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

i Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages](#) to get started.

[Add Pages](#)

Reactions, comments & shares

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
YOU 1 Meadowside Leisure Ce...	2.6K	▲0.7%	28	30

Suggested Pages to Watch

Swadlincote Ski & Snow... Ski, Snowboard, Toboggan, Sno-T...	4.8K			Watch Page
Fitness for Ladies Fitness for ladies is a new women...	1.1K			Watch Page
The Brewhouse Arts Cen... Performance & event venue	3.2K			Watch Page
Unwanted Mcc The home of Unwanted Mcc and li...	2.2K			Watch Page
The Gym Burton upon Tr... Brand New 24 hour gym NOW O...	1.9K			Watch Page

[See More Suggested Pages](#)

Analytics

Twitter

ANALYTICS

www.analytics.twitter.com

Export data

Look at Impressions + Engagement





What will you measure?

What is working?

#5 AUDIT

What is a Brand?

GREATER THAN THE SUM OF ITS PARTS





Audit

Assess Channels

FACEBOOK



The Gym Group
@thegymgroup

Home
About
Photos
Trustpilot Reviews
Join The Gym
Events
Posts
Videos
Groups
Community
Create a Page

SO I CAN
BREAK A
SWEAT NOT
THE BANK

Like Share Block Page ... Sign Up Send Message

Photos

WORKOUT

BEFORE WORKOUT AFTER WORKOUT

KEEP YOUR
SQUATS LOW
AND YOUR
STANDARDS
HIGH

The Gym Group
Gym/Physical fitness centre

Community See all
299,818 people like this
302,055 people follow this

About See all
Contact The Gym Group on Messenger
www.thegymgroup.com
Gym/Physical fitness centre

Page transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - 13 August 2009

People >
299,818 likes



Audit

Assess Channels

TWITTER



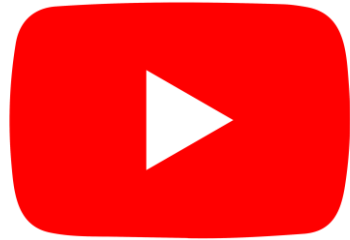
The screenshot shows the Twitter profile of 'The Gym Group' (@TheGymGroup). The profile header includes the name 'The Gym Group' with a verified badge and '41.2K Tweets'. The profile picture is a circular logo with the text 'the gym.' Below the header, the bio reads: 'The UK's Best Value 24/7 Gym. Over 170 contract free gyms across the UK. For membership enquiries, get in touch via live chat - bit.ly/2FzoOVW @ Nationwide, UK thegymgroup.com Joined April 2009'. It also shows '1,456 Following' and '50K Followers'. Below the bio, there are tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'. The 'Tweets' tab is selected, showing a tweet from 'The Gym Group' dated 'Sep 14' with the text 'Who wore it better? #metgala'. The tweet includes a video showing two people in costumes (one in a black gown, one in a white suit) on a red carpet. The tweet has 7 replies, 2 retweets, and 65 likes.



Audit

Assess Channels

YOUTUBE



The screenshot shows the YouTube channel page for 'TheGymGroup'. At the top, there is a blue banner with the 'the gym.' logo on the left, a central image of a woman with a pink towel, and the text 'SO I CAN BREAK A SWEAT NOT THE BANK' on the right. The website 'thegymgroup.com' is also visible in the top right. Below the banner, the channel name 'TheGymGroup' is displayed with '11.6K subscribers' and a red 'SUBSCRIBE' button. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The main content area features a video player for 'The Gym | "So I Can" TV advert 2019 (30 S...' with 3,451,310 views. Below the player is an 'Uploads' section with a 'PLAY ALL' button and a row of video thumbnails with their respective titles and view counts.

Video Title	Views	Upload Date
Safe With Us - The Gym Group	1K views	1 month ago
Challenge Your Limits - Seven Summit Challenge	251 views	2 months ago
Zumba with Vanda	896 views	Streamed 1 year ago
Legs, Bums and Tums with Danielle	1.1K views	Streamed 1 year ago
Legs, Bums, and Tums with Danielle	874 views	1 year ago
Yoga with Danielle	520 views	1 year ago



Assess Channels

INSTAGRAM



thegymgroup [Follow](#)

2,728 posts 67k followers 233 following

The Gym Group
The UK's best value 24/7 gym with over 180 locations across the country.
linktr.ee/thegymgroup

Screensavers Mental Hea...

POSTS GUIDES REELS IGTV TAGGED

Post 1: The Gym Group @TheGymGroup
Here's a question. What would you rather - 1000 burpees or this? 🤔 #squidgame

Post 2: BEFORE WORKOUT vs AFTER WORKOUT

Post 3:



Audit

Assess Channels

IS YOUR MESSAGE CONSISTENT?

- Check: Info / branding
- Management: Ownership / access / tools
- Are our goals top of mind in the messaging?
- Is our content getting engagement?
- Can we improve our content?

Tasks

AUDIT

Set a date to audit your social channels

Social Strategy



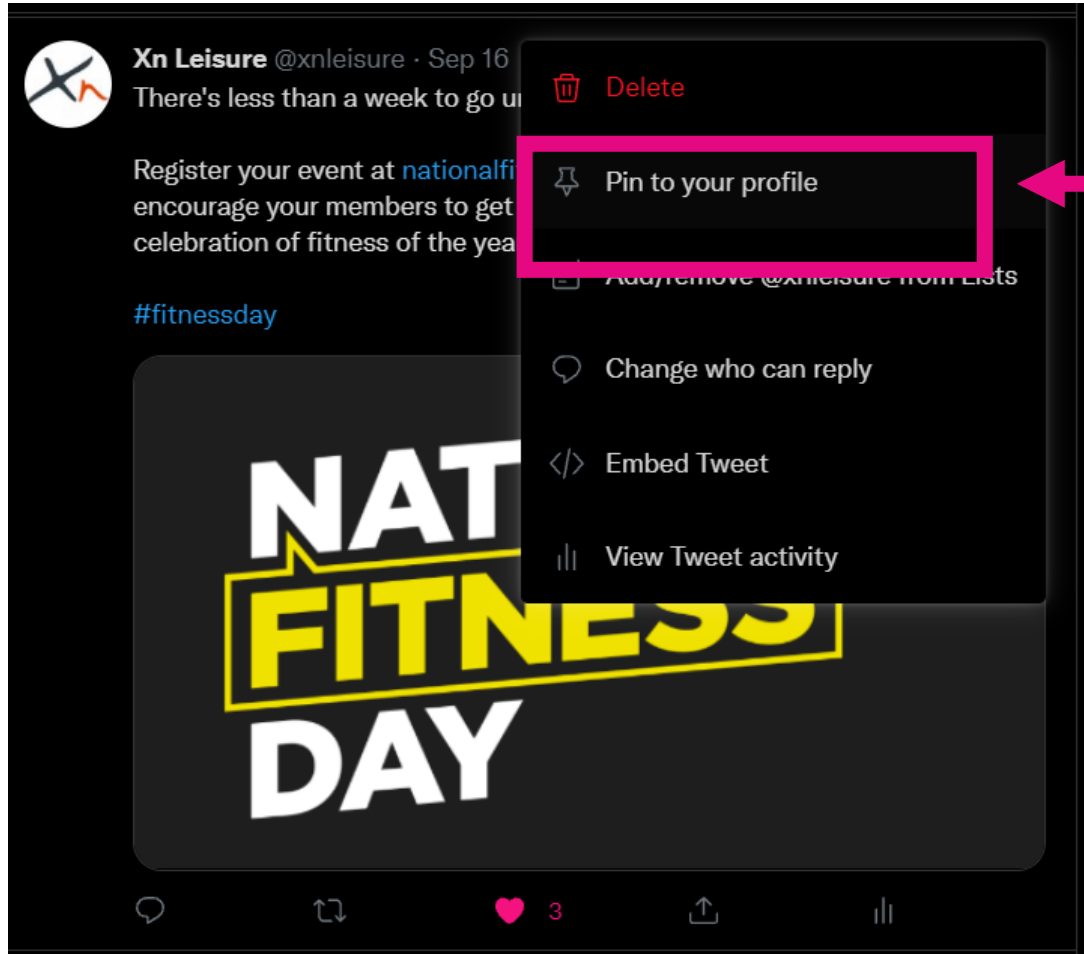
ADJUST!

Functions

SOCIAL MEDIA CHANNEL FUNCTIONS



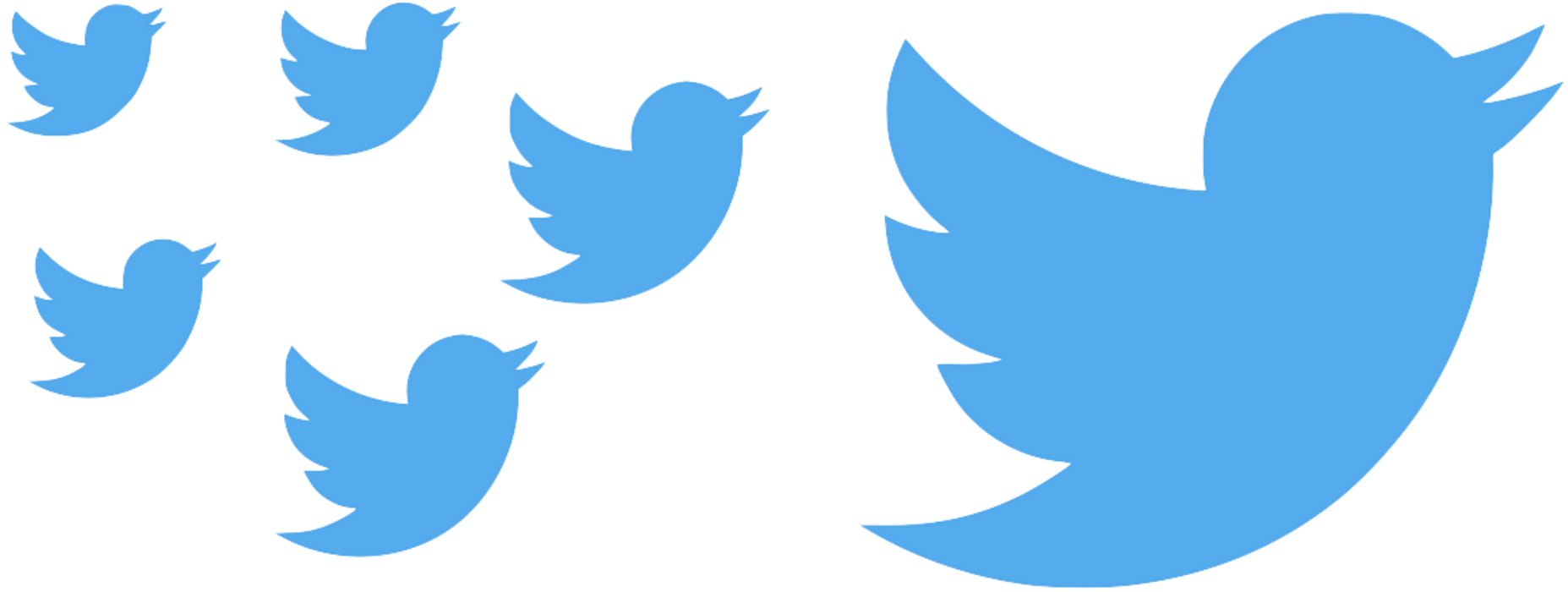
Twitter



- Pin to top

Twitter

FOLLOW PEOPLE ON TWITTER



Twitter

ADVANCED SEARCH TERMS

from: UniofExeterSport

to: UniofExeterSport

to: UniofExeterSport "Les Mills"

"gym" **near:** EX4 **within:** 5km

"Uni Exeter Sports" - @UniofExeterSport



Instagram

Instagram

bigwaveagency Following

243 posts 447 followers 620 following

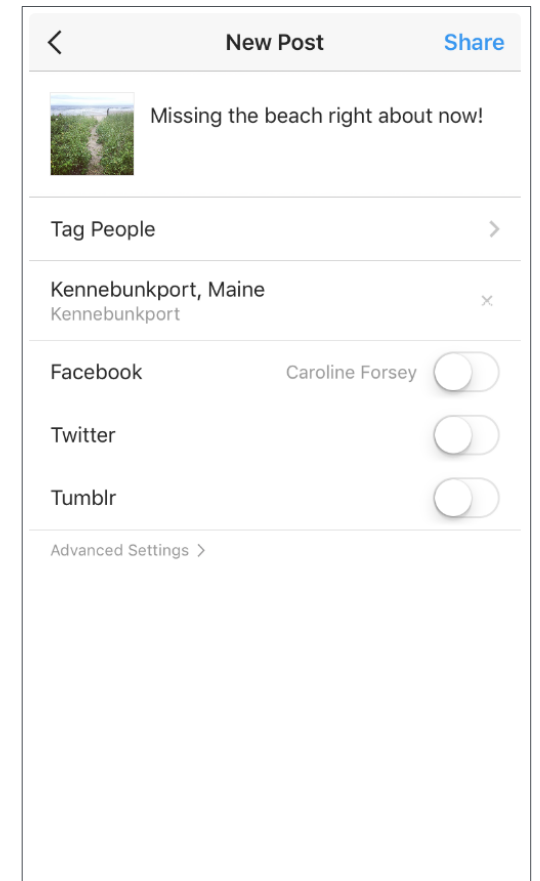
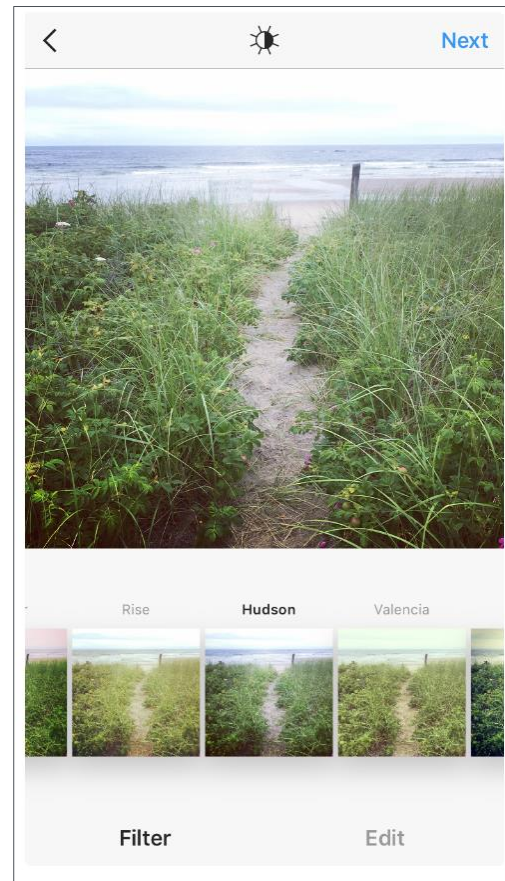
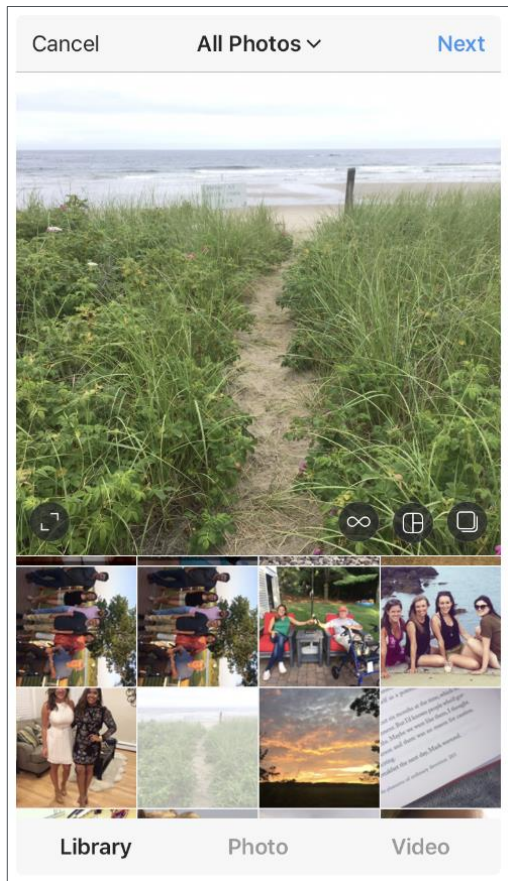
Bigwave media
Exeter, Plymouth & Torquay based full service Marketing Agency.
www.bigwavemedia.co.uk

Followed by [owenkimm](#), [danto1](#), [jordan_pryke](#) + 8 more

POSTS TAGGED

The image shows a grid of 9 Instagram posts. Each post features a virtual football pitch with several players in blue and white striped kits. The posts are arranged in a 3x3 grid. The top-left post has a pink banner that says "LIVE TV". The bottom-left post has a pink banner that says "Breaking Sport News" and "Your Marketing Dream Team!". The bottom-middle post has a black banner that says "#TeamBigwave". The bottom-right post has a pink banner that says "HD LIVE". The Bigwave media logo is visible in the top-right corner of the grid.

Instagram



Instagram

REPOSTING



anthropologie [Follow](#)

39,331 likes 2d

anthropologie Friday fresh 🌿 #regram
@ss_karkenny (link in profile to shop this look)

load more comments

catherine_r_x @_jordanlocke my kinda goals 😍😍

brockwayl 😍😍😍

mrs_y_safer 💧💚

mygypsyworld 🌿🌿🌿

hi_patriciare That floor! 😍

ss_karkenny Thanks for the love @anthropologie! xx

ss_karkenny Xx @emalina13 @tiff_leckie7

merakilya Beautiful !!

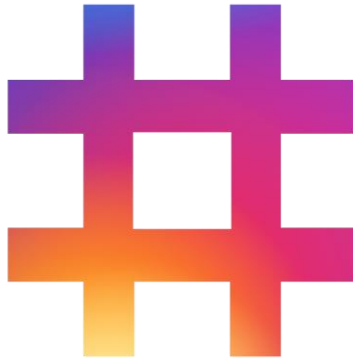
detallisime 📌

kittymoss Those tiles

Log in to like or comment...

Instagram

HASHTAGS



The image displays two screenshots from an Instagram mobile application. The left screenshot shows a post from the user 'flothemes'. The post features a snippet of a website design with the word 'BLOG' and '01. FASHION' visible. The caption reads: "A snippet from a gorgeous Custom Design project that we are working on at the moment! We can't wait to share the whole website with you all. If you are interested in a more unique and personalized layout fro your website, send us a message - we'd be happy to discuss your ideas and help you bring them to life! #flothemes #websitedesign #webdesign #design #ux #creativeagency #creativeagency". Below the caption, there are icons for likes, comments, and shares, and a notification that the post has 121 likes. A red box highlights the user's name 'flothemes' and the text 'Clean and smooth' with an arrow pointing to it. The right screenshot shows the 'Comments' section for the same post. A red box highlights a comment from 'flothemes' containing a list of hashtags: "#inspiration #prophoto #creativeprocess #photographywebsite #minimalistic #createmore #creativeminds #makersgonnamake #thatsdarling #creative #iamcreative #branding #tribearchipelago #sociality #lookslikefilm #squarespace #wordpress #fineart #typography #fonts".

facebook

Facebook



Pin to top


Facebook

SCHEDULE

Schedule Post

Publishing Schedule

Publication
Select a date and time in the future for when you want your post to publish.

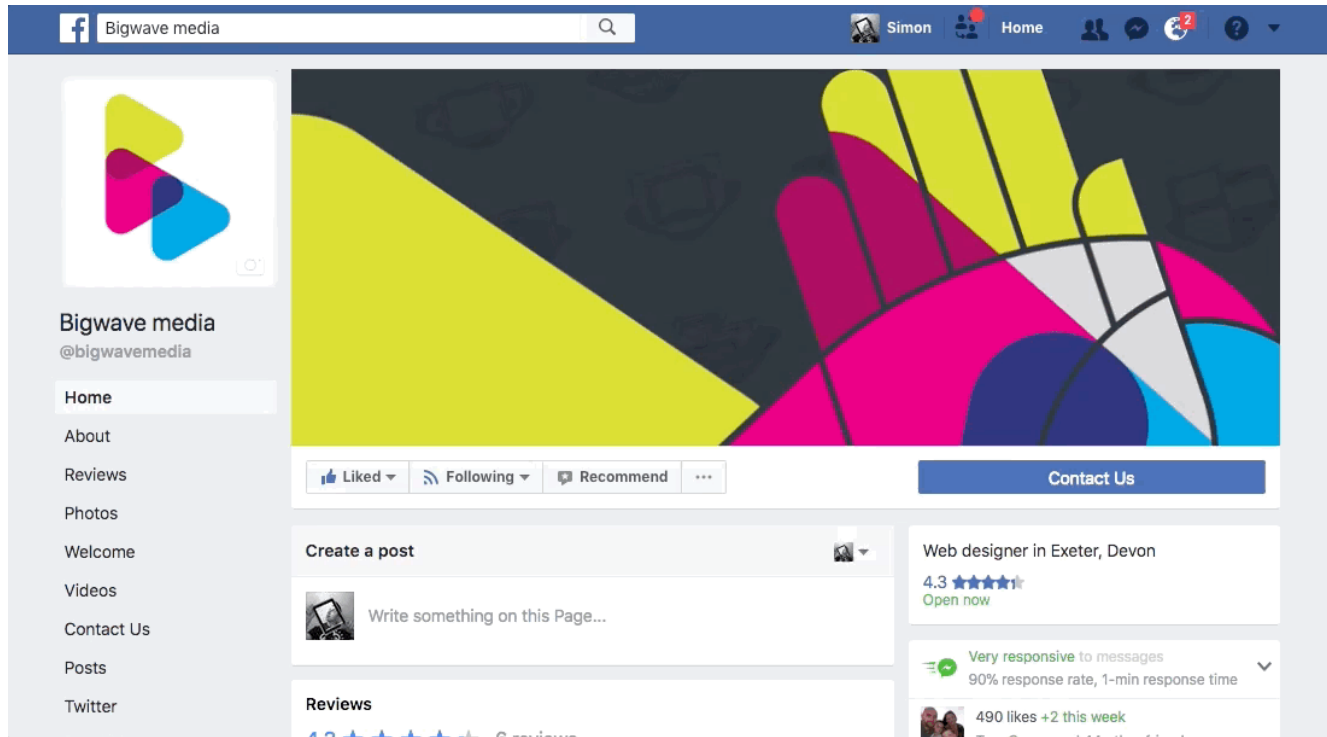
1/16/2017  4:24 PM UTC

Distribution Schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Facebook

CHANGES

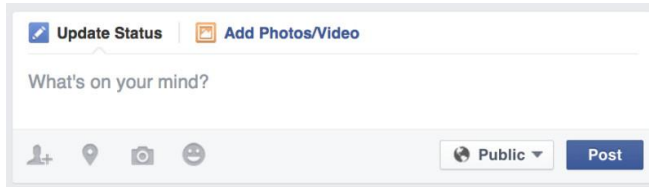


Promote see first



Facebook

DO'S AND DON'TS



Short posts



Third-party links

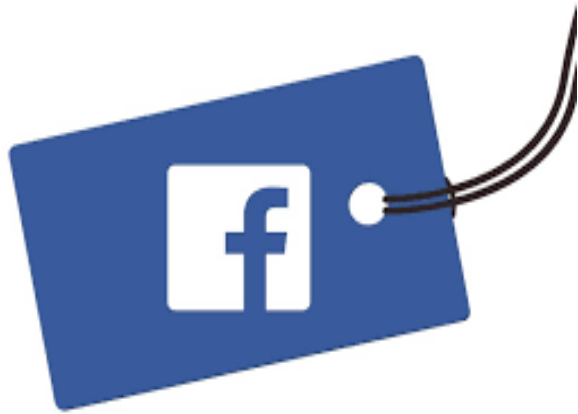


Memes



Facebook

DO'S AND DON'TS



Tag a friend requests



Comment requests



Just shares

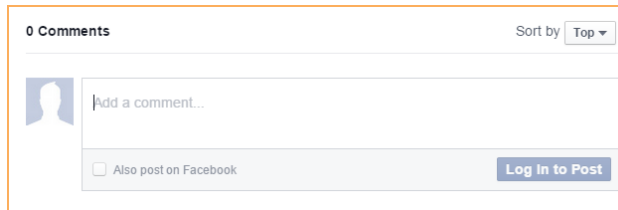


Facebook

DO'S AND DON'TS



Ask questions



Comment – join conversation



Long form content



Facebook

DO'S AND DON'TS



Group = dialogue



Live Video

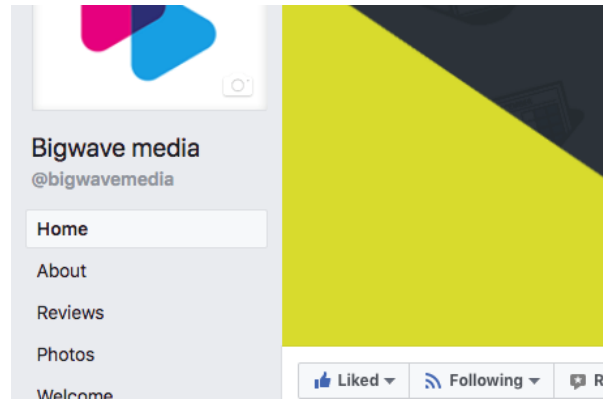


Advertise to Promote



Facebook

DO'S AND DON'TS



Use tabs – link them



Use recommendations




Use events



Facebook

EVENTS

 **Events** + Create Event ⚙️

UPCOMING EVENTS

You don't have any upcoming events — bring people together and promote your gathering by making an event.

+ Create Event



EXCELLENCE IN SPORT
SUMMER CHILDREN'S SPORT
RUNNING FROM MONDAY 30 JULY 2018

Open to children of all ages

TENNIS COACHING

SWIMMING COACHING

CRICKET COACHING

All abilities welcome

www.exeter.ac.uk/sport

Until 30 Aug
Summer Children's Sport
University of Exeter Sport

Join us this summer, as we offer expert sports coaching for children of all ages and abilities! Tennis and Cricket sessions are running at the Sports Park, wit... [More](#)

AUG 10 Tomorrow 09:00 **AUG 11** Sat 09:00 +19

You like University of Exeter Sport Get Tickets ★ Interested

Past events

JUL 14	Les Mills Launch & Free Gym Open Day Sat 08:45 · 57 guests	University of Exeter Sport Exeter, England, United Kin...
JUN 2	Alumni Sports Day Sat 10:00 · 1 guest	University of Exeter Sport Exeter, England, United Kin...
MAY 31	May Half Term Children's Tennis Coaching 29 May–31 May · 9 guests	University of Exeter Sport Exeter, England, United Kin...



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[Joe Wicks webinar recording AVAILABLE HERE](#)

Video

Joe Wicks, The Body Coach, joins the Digital Marketing Hub

Joe Wicks shared his story about when he first started as a Physical Trainer, and his dreams to be his own boss and run his own business. Joe spoke openly about the challenges and difficulties he faced and how social media has played a huge role in developing his business and shaping his whole career, including the last 18 months.

A must watch for anyone wanting to learn more about social media and get top tips from one of the country's most famous fitness celebrities.



Playbook



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Help Hub



Need help with the site?



If you have any issues using this site, or want guidance to choose the best learning for you click the button to visit the Help Hub.

Welcome

Posted 14 September 2021 6:54 AM

Welcome to the Digital Marketing Hub Simon 🙋

Use the icons and tiles to navigate around the Digital Marketing Hub. We've worked hard to create a resource for everyone in sport and physical activity. If you get stuck

Joe Wicks The Body Coach webinar: Recording now available!



Digital Marketing Hub

academy.cimspa.co.uk

Join the Hangout on Friday (29 Oct)



For Sport & Physical Activity focussed
marketing services/support, please visit

www.bigwave.co.uk