

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

THE SOCIAL MEDIA DRIVER

Getting Your LMSC Behind the Wheel!




WHAT ARE YOUR NEEDS?

- Identify your audience
- Identify your goals



WHAT ARE YOUR GOALS?

- Grow
 - Gain members, larger meets, clinics
 - Spread information
 - News, announcements
 - Build community
- 

WHAT ARE THE SOCIAL MEDIA OPTIONS?

Facebook



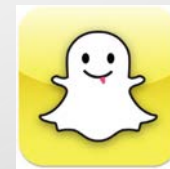
Twitter



Instagram



Snapchat



Other?



WHAT ARE THEY USED FOR?

Facebook



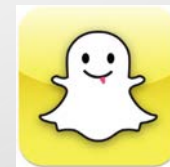
Twitter



Instagram



Snapchat



Other?



FACEBOOK

- Build community through member interaction
- Share any type of media!
 - News, events, recaps & results, photos, videos, links to articles, forum
- Link to website

If you (personally) aren't on Facebook, you are missing out!

FACEBOOK: PAGE OR GROUP?

Page

- “Like”
- Only Page can post
- Member posts get “buried”

Group

- “Join”
- Forum style - members can post
- No “official” voice

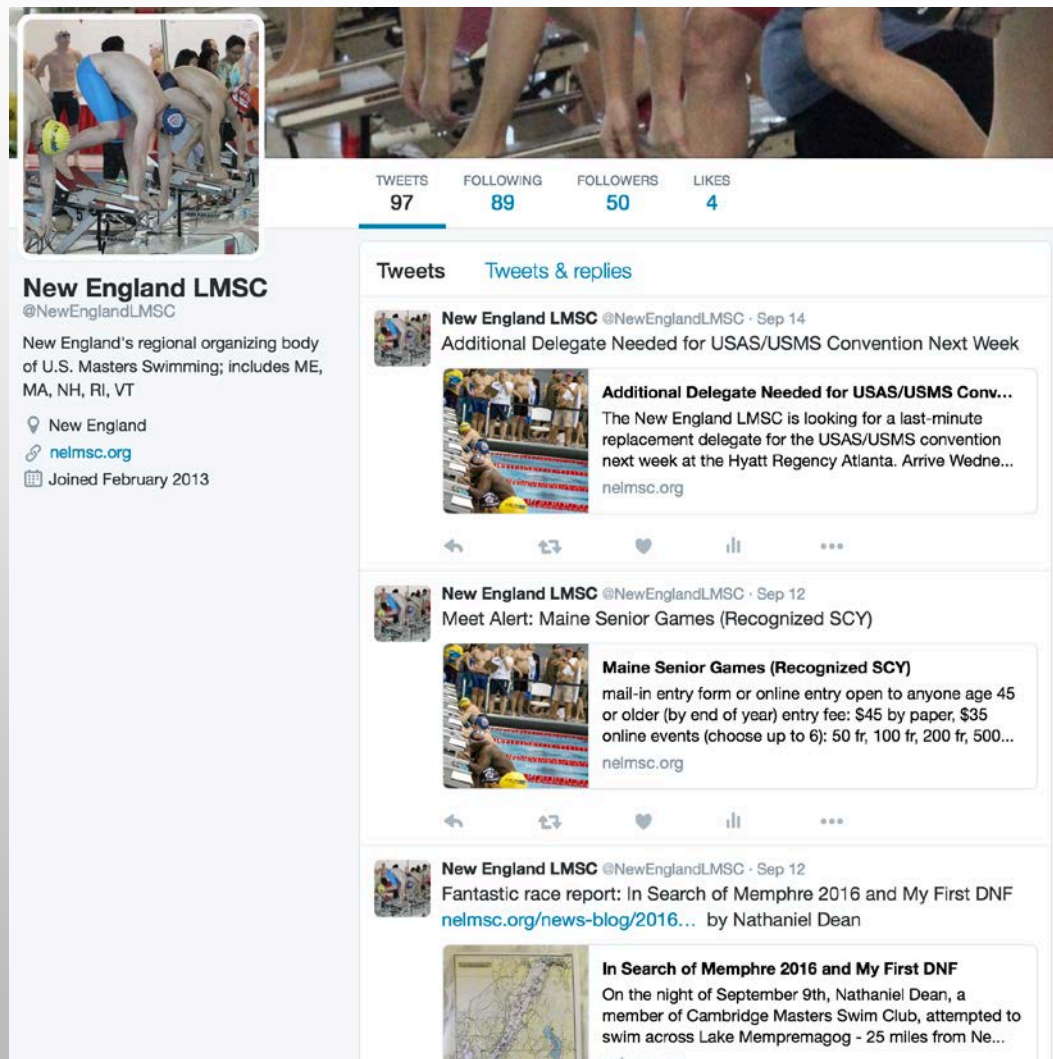
PAGE

The screenshot shows a Facebook Page for 'New England Masters Swimming'. The page header includes navigation links: Page, Messages, Notifications (1), Insights, Publishing Tools, Settings, and Help. The cover photo features a blue background with white waves and the text 'New England Masters'. The profile picture shows a swimming pool. The page name is 'New England Masters Swimming' with the handle '@NewEnglandMasters'. A left-hand navigation menu lists: Home, About, Photos, Likes, Jobs, Events, Videos, Posts, and Manage Tabs. The main content area shows a post from 'New England Masters Swimming' published by Helen Lin, dated yesterday at 11:12am. The post text reads: 'Attend NEM's Annual Meeting on Wednesday, September 28th at 7pm at Courtyard Boston Downtown- 275 Tremont Street, Boston, Massachusetts 02116. Food will be provided. We are voting in new bylaws!'. It shows 64 people reached and a 'Boost Post' button. Below the post are two more posts from the same page, one dated September 1 at 5:27pm. The right-hand column contains an 'Amateur Sport Team' section with a search bar, a 'This Week' summary showing 64 Post Reach, 0 Website Clicks, and 3 Post Engagements, and an 'ABOUT' section with an official NEM merchandise link. At the bottom, there are 'PAGE TIPS' such as 'How Do Facebook Ads Work?' and 'Easily Manage Your Page From Anywhere'.




GROUP

The screenshot shows a Facebook Group for 'Maine Masters Swimming'. The group name is prominently displayed in large blue letters. Below the name, it says 'Maine Masters Swimming' and 'Public Group'. There are navigation tabs for Discussion, Members, Events, Photos, and Files. A search bar is present with the text 'Search this group'. The group has 600 members. The 'RECENT ACTIVITY' section shows a post from 'Swimming World' titled 'Performance Of The Week: Brad Snyder Breaks 30 Year World Record', dated September 20 at 11:44am. The post includes a photo of a swimmer in a pool. The 'DESCRIPTION' section states: 'This Group is for people in Maine Masters or are interested in j... See More'. There are sections for 'CREATE NEW GROUPS' and 'RECENT GROUP PHOTOS'. The 'ABOUT' section is partially visible, showing 'Official NEM Merchandise at www.allamericanswim.com, click Team Store and put in code NEM1'. The 'PAGE TIPS' section is also visible, with tips like 'How Do Facebook Ads Work?' and 'Easily Manage Your Page From Anywhere'. The bottom of the page shows a post from 'Katelynn Young' dated September 20 at 9:45am, starting with 'Hey all, I am posting to reach out for some help. My boyfriend is a track'.

TWITTER



The image shows a screenshot of the Twitter profile for New England LMSC (@NewEnglandLMSC). The profile picture is a photo of swimmers at a pool. The bio states: "New England's regional organizing body of U.S. Masters Swimming; includes ME, MA, NH, RI, VT". It lists the location as "New England", the website as "nelmsc.org", and that it was "Joined February 2013". The profile statistics are: TWEETS 97, FOLLOWING 89, FOLLOWERS 50, and LIKES 4. The "Tweets" tab is selected, showing three tweets:

- New England LMSC @NewEnglandLMSC · Sep 14**
Additional Delegate Needed for USAS/USMS Convention Next Week

Additional Delegate Needed for USAS/USMS Conv...
The New England LMSC is looking for a last-minute replacement delegate for the USAS/USMS convention next week at the Hyatt Regency Atlanta. Arrive Wedne...
nelmsc.org
- New England LMSC @NewEnglandLMSC · Sep 12**
Meet Alert: Maine Senior Games (Recognized SCY)

Maine Senior Games (Recognized SCY)
mail-in entry form or online entry open to anyone age 45 or older (by end of year) entry fee: \$45 by paper, \$35 online events (choose up to 6): 50 fr, 100 fr, 200 fr, 500...
nelmsc.org
- New England LMSC @NewEnglandLMSC · Sep 12**
Fantastic race report: In Search of Memphre 2016 and My First DNF
[nelmsc.org/news-blog/2016...](#) by Nathaniel Dean

In Search of Memphre 2016 and My First DNF
On the night of September 9th, Nathaniel Dean, a member of Cambridge Masters Swim Club, attempted to swim across Lake Mempremagog - 25 miles from Ne...

- 140 character limit
- Share any media!
 - Especially news, photos, links
- Link to website or Facebook

INSTAGRAM



- Photos & videos only
 - Text captions
- Links only allowed in bio

SNAPCHAT

- Build engagement
- Photos & videos with optional captions show up to 10 seconds
- Cannot be replayed if sent to individuals
- Can be replayed for 24 hours if posted on your story
- No links

RECALL YOUR GOALS

Grow



Spread information



Build community



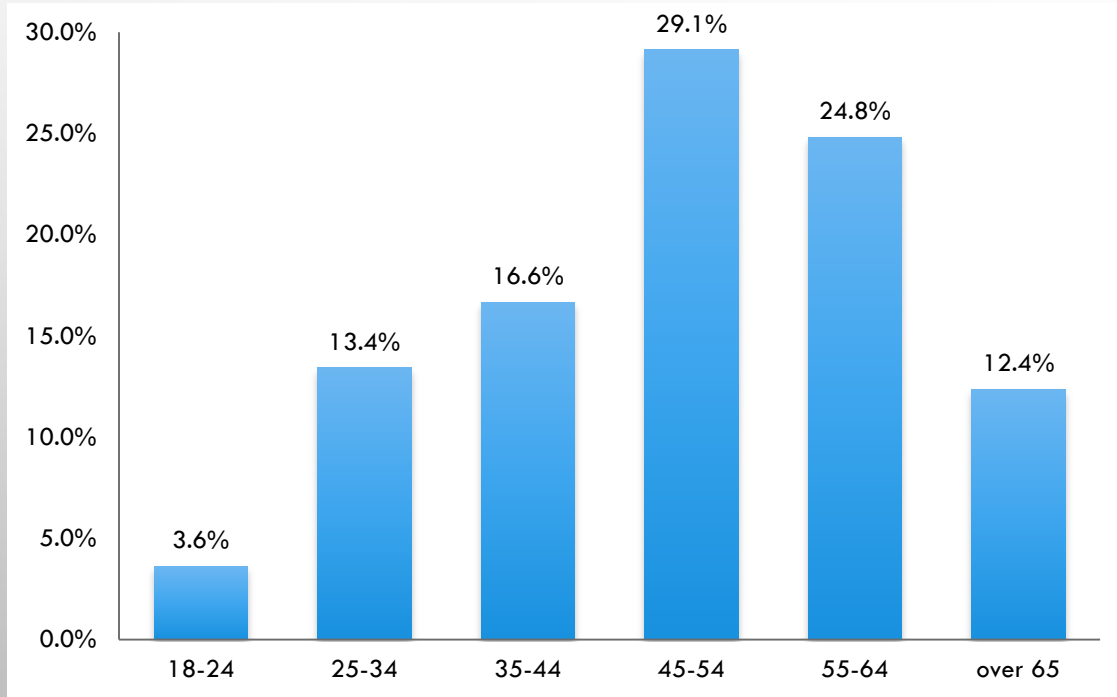
DO I NEED A WEBSITE?

- If you are an LMSC... **YES!**
 - Registration, LMSC bylaws, LMSC officer contact info
- If you are a team... **Maybe!**

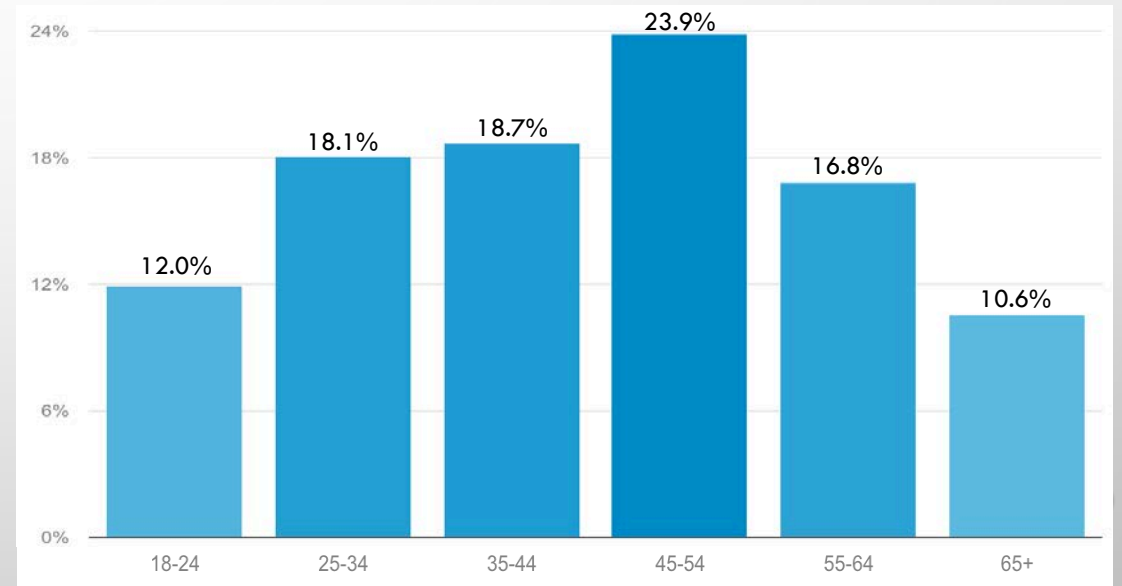
Websites aren't the , so much as the destination...

WHO VISITS THE WEBSITE?

NE-LMSC Membership

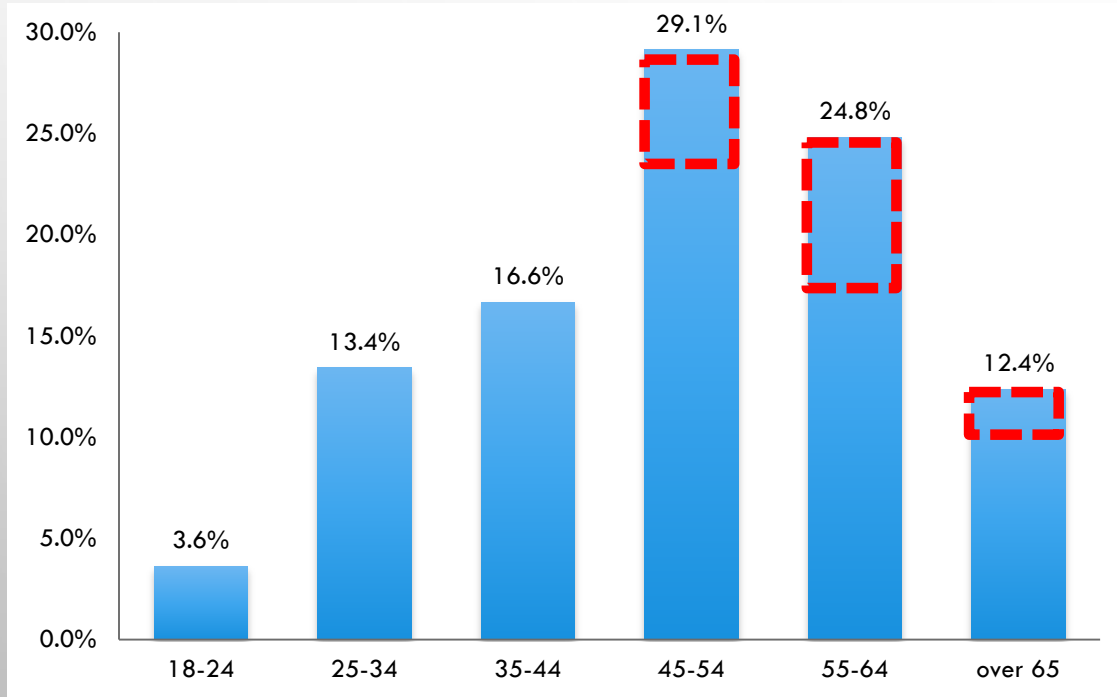


NE-LMSC Website Visitors

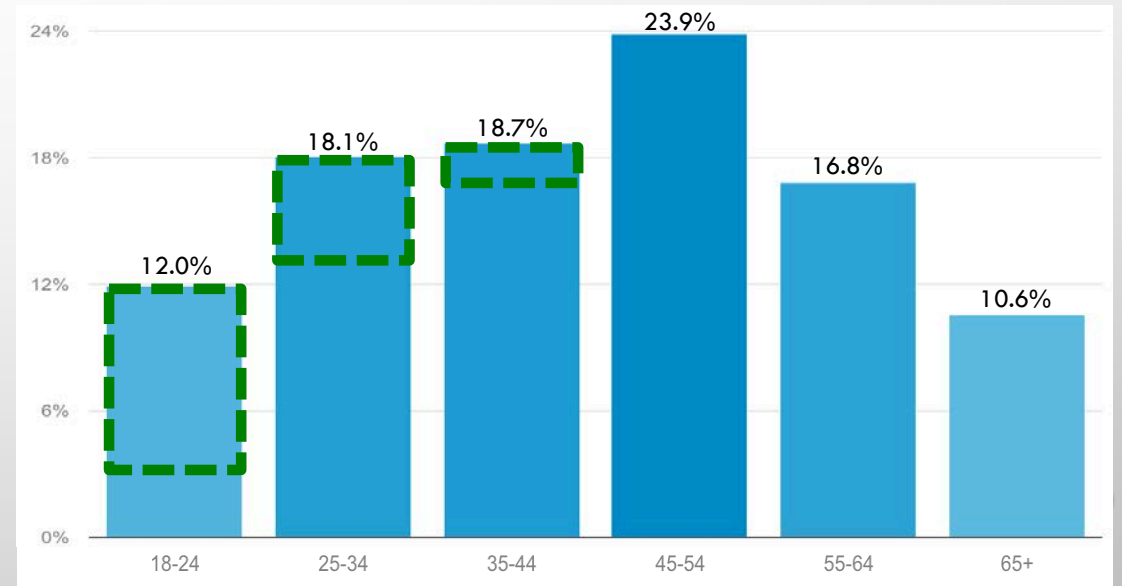


WHO VISITS THE WEBSITE?

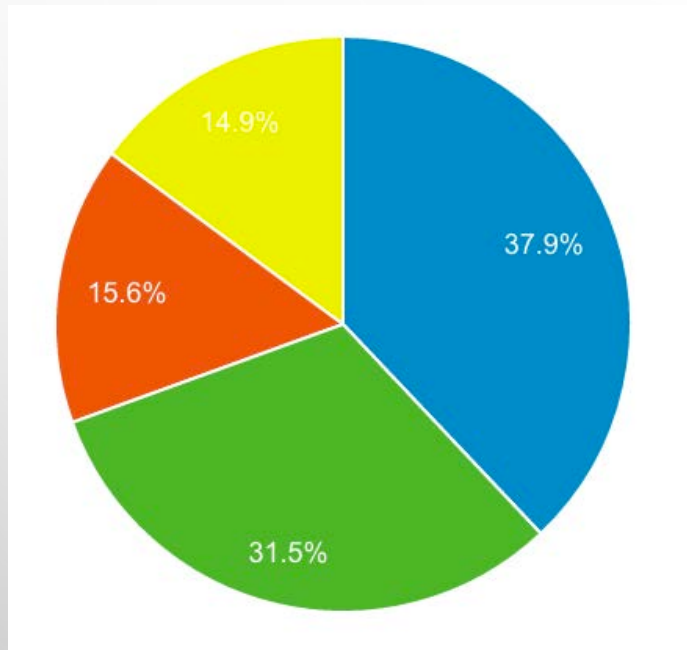
NE-LMSC Membership



NE-LMSC Website Visitors



HOW DO THEY GET THERE?



Top Sources

1. Google
2. New England Masters
3. Direct
4. USMS.org
5. Facebook
6. Twitter
7. Bing
8. Yahoo
9. Great Bay Masters

WHAT DO THEY WANT?

~50% of site visits include at least one calendar or event page

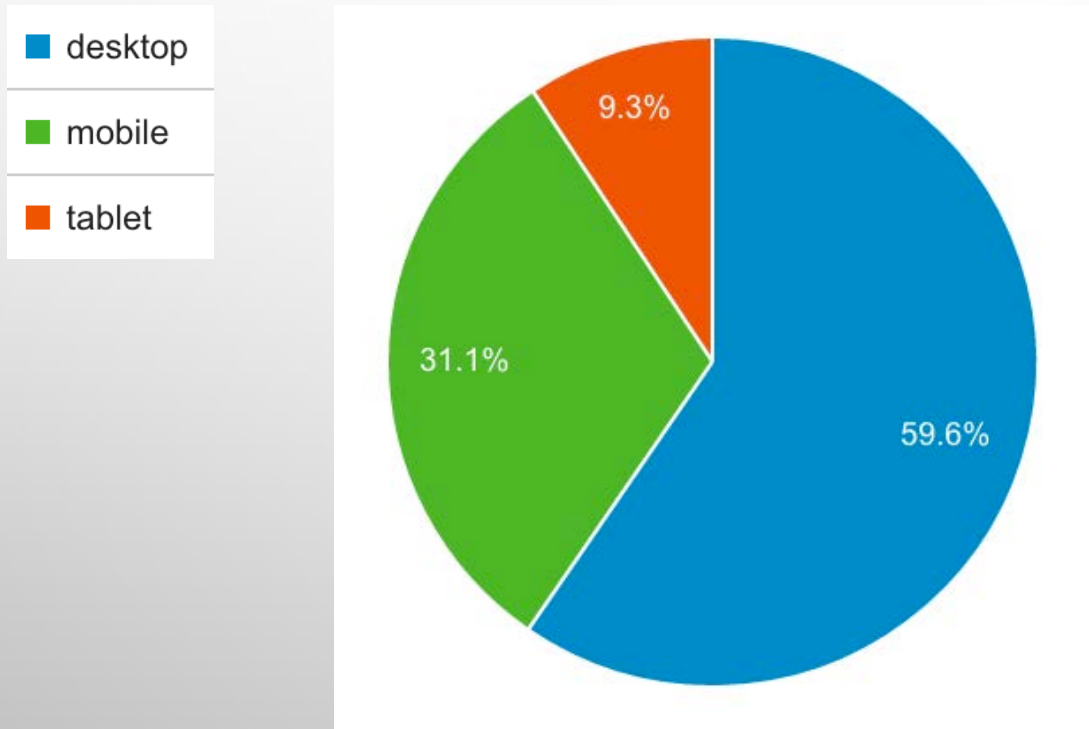
1. Calendar
2. Home page
3. Places to Swim
4. News
5. Meet results

WHAT DO THEY WANT?

Other stuff

- Registration
- BOD info
- Club links / workout times
- Social links & widgets
- Sanctions
- Coaches, Officials, Volunteers
- Photos
- FAQs
- Swag shop

WHAT DEVICES DO THEY USE?



It's  to be mobile-friendly!

NOW WHAT?

- Set up accounts
- Maintain accounts with frequent updates
- Consider staffing

HOW TO CREATE A FB GROUP

Alana Aubin
Edit Profile

FAVORITES

- News Feed
- Messages
- Events 3
- Saved
- Taunton City Band 2
- New England LMSC 2
- Sale Groups

PAGES

- New England Maste... 1
- Pages Feed 20+
- Like Pages
- Create Ad
- Create Page

GROUPS

- #swimstory 20+
- Pokemon GO Bosto... 20+
- Boston Open Water ... 20+
- Taunton High Scho... 1
- SwimRI 1
- Discover Groups
- Create Group

Home 1

+ Create Group

Create New Group

Group Name

Members

Favorites Add this group to your favorites.

Privacy **Public**
Anyone can see the group, its members and their posts.

Closed
Anyone can find the group and see who's in it. Only members can see posts.

Secret
Only members can find the group and see posts.

[Learn more about groups privacy](#)

Cancel Create

TIPS & TRICKS

- Keep content fresh! Post often.
- “Steal” content from members, USMS, other sources
 - Retweets, Facebook shares, Instagram reposts
- Assign multiple administrators
 - Split up the work & gain perspectives

#WINNING

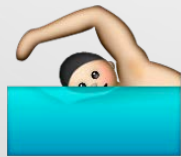
- Hashtags are cool when used correctly

#swim

#usasconvention16

#usms

- Emojis are great



- Keep it humorous and fun!



THANK YOU!

QUESTIONS?





BROUGHT TO YOU BY YOUR FRIENDS AT THE NE-LMSC

ALANA AUBIN
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&

TIM LECRONE
(NEREGISTRAR@USMS.ORG)

