



Putteridge Swimming Club

Social Media Support – April 2021



Support Required

- Marketing support required for Putteridge Swimming Club (and Little Putts Swimming Lessons) in April 2021.
- Objectives
 - ✓ To raise awareness of the reopening of the club in April 2021 on their social media channels following covid lockdown easing
 - ✓ To help promote their Little Putts Swimming Lessons to parents within the Luton and surrounding areas following a loss of members due to the 2020-2021 lockdowns.



Actions undertaken

- Provide social media support for the month of April – with content building to 12th April reopening week and support until the end of the month on all 3 platforms.
- Design artwork and provide copy for approval to the club.
- Share Facebook posts to local Luton community groups to gain wider exposure to their social media platforms (Facebook and Instagram)
- Set up Hootsuite account (free of charge account) and link to your other social media platforms to enable the club to easily manage multiple accounts after support has ended.
- Provide training for Hootsuite to allow easy transition back to the club.



Artwork for social campaign – Little Putts



Lifestyle/top tips post



General advert for lessons



Testimonials



Meet the coaches



Lifestyle images for general posts on disability swimming

**Little Putts
Academy**

Artwork for the social campaign – Swimming Club



Return to pool announcements



Testimonials :Swimming Club



Your curated content/videos

Results: Digital Stats – Dashboard April



10K impressions vs 2.2k last month
Followers up to 3169 (+1.05% vs last month)
177 Profile views (+38.28% vs last month)

10,000
Impressions



Followers up to 135
Page likes up 124
19,882 People reached vs 102 last month)

19,800 people
reached



Followers up to 103
3421 Impressions

3652 Impressions

Note: Both their Facebook and Instagram pages were NEW in March 2021

Digital Stats – Top 3 Posts Facebook

Putteridge Swimming Club and Little Putts Academy
6 April · 🌐

🏊 Swimming Lessons in Luton 🏊

We're registering interest NOW for new children to join our Little Putts Swimming Lessons when we restart post-lockdown!

- ✅ Small class sizes
- ✅ We have a teacher and an assistant in the water with our beginners
- ✅ Weekly 30 minute lessons... See more




2704 People Reached
170 Engagements (comments, likes, shares)
95 people clicked on the link to learn more

Putteridge Swimming Club and Little Putts Academy
12 April · 🌐

🏊 Pool training to re start this week for all squads - we cant wait to have you all back!!

Please contact us if you are unsure of your start date back or have any questions about our return.

<https://uk.teamunify.com/team/putsc/page/contact-us...> See more



1,601 People reached 179 Engagements **Boost post**

👍❤️ 14 10 shares 794 views

1601 People Reached
70 Engagements (comments, likes, shares)
109 people clicked on the link to learn more
764 video views

Putteridge Swimming Club and Little Putts Academy
5 April · 🌐

- 🏊 Pool training to re start from Monday 12th April for all squads.
- 👉 We can't wait to have you all back.
- 📄 Further information will be sent out soon.
- 👤 Little Putts Academy bookings are open now, contact us to find out more information or comment below with INTERESTED 🏊

<https://uk.teamunify.com/.../putsc/page/contact-us...>

#HappySwimmers #LoveSwimming #LutonSwimmingLessons #PutteridgeSwimmingClub #PutteridgeSwimming #ReturnToSport



1,143 People reached 111 Engagements **Boost post**

1143 People Reached
56 Engagements (comments, likes, shares)
55 people clicked on the link to learn more

Digital Stats – Top 3 Posts Instagram



213 People Reached
9 likes



188 People Reached
13 likes



187 People Reached
7 likes

Digital Stats – Top 3 Twitter



Impressions 1,365
Media views 392
Total Engagement 116



Impressions 964
Total Engagement 65



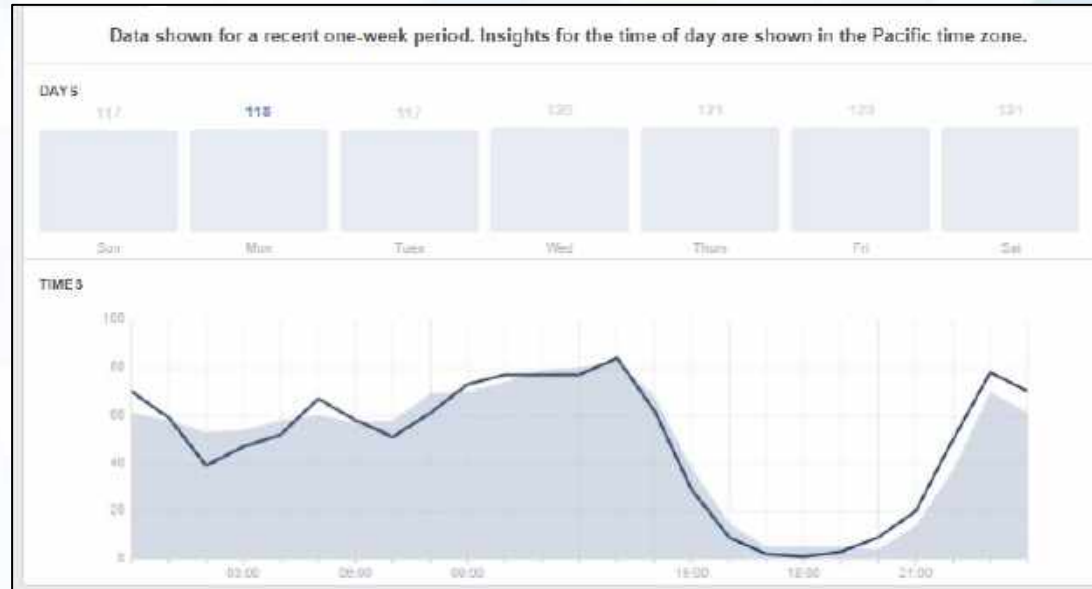
Impressions 546
Total Engagement 58

TOP TIPS: Twitter loves posts which are 'live' so this platform is best to share up to date results, winners photos etc. Which is why your video did well here. Twitter also has a new 'stories' feature which you should also investigate to highlight any key posts.

Recommendations given to the club:

FACEBOOK

It is best to post around lunchtime (1pm) when their followers are on line (or later in the evening) after 9 pm) – see chart



Other comments for future postings:

- Videos perform very well on Facebook. Share posts via stories as well.



Facebook Groups

Share posts which are more general (around swimming lessons) with groups in your area.

This has to be done via a personal account as most do not allow business posts to direct share them.)

Encourage your members/parents to share posts to their family and friends.

- Toddington <https://www.facebook.com/LadyWentworth>
- <https://www.facebook.com/Spotted-Toddington-619320988108738>
- Sundon Park <https://www.facebook.com/groups/2328684347403930>
- Dunstable <https://www.facebook.com/groups/1696533510585031>
- Luton <https://www.facebook.com/spottedinluton>
- Farley Hill <https://www.facebook.com/groups/farleyhill>
- Barton Le Clay <https://www.facebook.com/groups/3190300045>
- Leagrave <https://www.facebook.com/SpottedLeagrave>
- Stopsley <https://www.facebook.com/Spotted-stopsley-150772701798241>

Digital Stats – Instagram

Post around 3-9pm on Instagram when your followers are most active on the platform.



AUDIENCE:

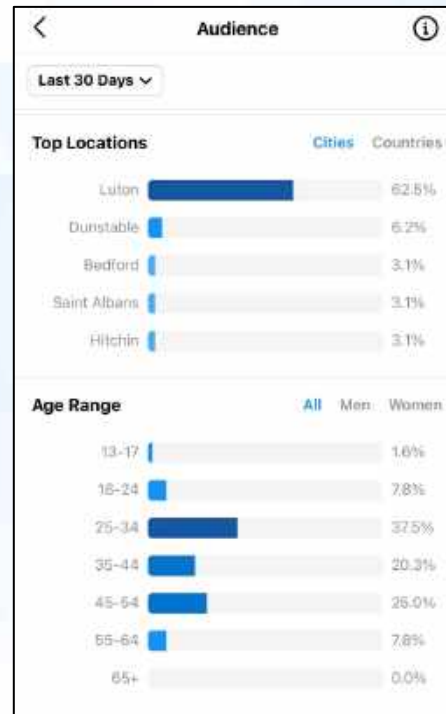
We have made a good start at followers in your target area of Luton.

To increase followers in Dunstable include the hashtag #Dunstable in future copy (as well as #Luton)

TOP TIPS:

Share posts to Instagram **stories** and videos on to Instagram **reels/IGTV** for further coverage.

Aave stories to the top of your profile. Titles could be: Testimonials, Little Putts, Swimming Club.



RESULTS/IMPACT: Comments from Jeff Zorn Secretary : Putteridge Swimming Club

"Based on what Lesley (head coach) has told me compared to how it has been done in the past it has been a great success and more enquiries."

"The results have exceeded what we thought we would get, but hoped we would get. Our goal is to reach 100 swimmers [new & old combined] which we are well on the way to achieving."

"We have had approx 80 enquiries so far. We had a big spike when the social media content started to gain more views."

"We have signed up around 34 new members [44 swimmers] we have had to add in more sessions to cover the amount of swimmers. There are around another 20 who are in the process of joining. Currently we are seeing an average of at least one contact come in every day."

"We will keep on using social media going forward to promote the club and prior to the next block course look at paid Facebook advertising."