



2016 FOOTBALL NSW

MEDIA HANDBOOK FOR CLUBS



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Version 2, issued 11th January 2016

Media Releases: Overview

Introduction

A media release is a written document directed at a media outlet with the purpose of getting your cause/story/event on the news list.

Ultimately, a media release should be sent to communicate a specific cause and give the journalist an angle to go with. A practice match isn't going to raise any eyebrows, but a charity match to raise funds for a disease a member of the club is suffering from, will.

Please ensure that you include mark@footballnsw.com.au to your distribution lists.

Structure

The aim of a good media release is to simply communicate your message and make a journalist's job as easy as possible.

The following is the simplest structure you can follow:

Headline – A summary to grab the journalist's attention.

First paragraph – This is the most important part of a media release. It needs to succinctly summarise what you are sending out. It needs to be done in 25 words or less.

Body – The next three to four paragraphs should expand on the point you are making.

Quotes – The quotes are potentially one of the most important parts of a media release. They help fill in information while also adding a human voice to the message. Getting two people to talk about a story is always better as it gives the journalist more options.

A story about a new signing might have quotes from the coach about why he signed the player, and the player about what he brings to the team.

A story about a charity tournament might have quotes from the president of the club, someone who helped organise the event or someone from the charity.

Background information – After your quotes, you can include some dot points about the background to your story. Think about any additional information a journalist may need to understand your story.

If it is about a new signing, a brief biography about the player would suffice. Where is he from? Where has he played? How many appearances did he make and how many goals has he scored?

A charity tournament might include a paragraph at the end about why the charity was founded and why it supports what it does.

Media Releases: Audience

Finding an Audience

Not every story will make it beyond your distribution list, however it is possible that it will get picked up.

Think about your local audience. You can contact the local sports reporter for the newspaper in your area and discuss your idea. Be sure to introduce yourself, where you are from and mention that you have a press release and would like to work with them to get some coverage.

If the journalist does come out to your club, do your best to accommodate them. Having a good relationship with a journalist is a way to guarantee you'll receive coverage when you need it.

Alternatively, if you would like to discuss an idea directly with Mark Stavroulakis first you are more than welcome to do so and he will contact the relevant media outlets.

Media Release Notes

- Do not bulk send out your media releases by email to irrelevant recipients. It is a sure fire way to guarantee it will be overlooked or end up in the junk folder.
- Be selective about who you send it out to.
- When you do send your media release, put it in the body of the email. It is much easier for external bodies to copy and paste quotes rather than battle with the formatting of a PDF etc.
- Take your media release to someone else at the club who has not seen it before. Have them read over it. If they understand what you are trying to communicate with no questions, then it is perfect. Also ensure that there are no spelling errors or grammatical errors.
- Keep it simple – ultimately you are trying to communicate your message as easily and efficiently as you can. Use simple language and avoid any unnecessary words.

Example Story Angles

- Milestones of club or players (100 appearances)
- Youngest club member
- Oldest club member / official
- Outstanding volunteers and their achievements
- Coaching appointments
- New facilities or grounds
- Team achievements (Winners of Champion of Champions; undefeated seasons)

Social Media: Overview

Introduction

Social media is a fantastic and easy tool to engage with the football community. It is a great way to speak to your club's followers directly, communicate your brand and messaging, and even grow your fan base.

If your club doesn't currently have Facebook or Twitter, or you are not utilising these accounts, it is highly recommended that you do.

It is a free platform to engage with your audience and provide direct information. It also provides an opportunity for Football NSW to see and share club information.

Social Media Notes

Responding:

Respond to every question if it can be answered.

Ensure your trusted social media resource knows as much as possible.

Reply within four hours to answerable questions and 24 hours on any escalated questions.

Where necessary, direct fans to the right person at your association / club or alert person who can answer and follow.

Moderating:

Delete any comments from Facebook that:

Contain foul or offensive language.

Personally insult other fans.

Are discriminatory, harassing or bullying.

Are commercial, spam or promote another Facebook page that doesn't align with your objectives.

Linking:

When posting links on Facebook we encourage clubs to shorten URLs using a simple website like Google: <https://goo.gl/> - this will ensure that long complicated links are more appealing & look more professional.

Social Media: Facebook

1. Limit Facebook posts to no more than three (3) per day. More on game days or if there is genuinely news happening, but be aware that you do not want to be spamming your audience.
2. Where possible, add a photo to your posts. Adding a photo gives a visual element to your post and helps draw attention in a potentially crowded news feed.
3. Try to ask a question at the end of your status. If you are talking about a game, ask your followers how excited they are. When someone comments on a status, their friends may see it. More engagement means more people are likely to see your post and then potentially follow you also.
4. Keep posts short and succinct, except in rare circumstances. Don't write an essay. Facebook was designed to provide short statuses. If it is too long, you will lose people. If you have more to say, post the full article on your website and include a link in the status.
5. Think about 'kickers' to categorise your posts. If you are announcing a signing, start off your status with: SIGNING | Manly United are happy to announce the signing of..
6. Mention notable people – a post that mentions a particular player who is well known will get more 'likes' than being vague about a result. This works the same with photos, people like seeing photos of people they know and are friends with which in turn increases engagement.
7. Be professional but know your audience. At times it is best to be direct while at other times, it may work well to include a joke or reference to a topic that your audience is well aware of.
8. Be consistent. It appears messy when status updates don't have any consistency from one to the next. If multiple people are contributing to your Facebook page it would be suggested to establish a set of guidelines to ensure that there is a common thread through out the posts.
9. Experiment with posting video content, if you have the resources. Facebook have made delivering video content a priority, and short, sharp 1-2 minute videos work really well. If you have filmed a great goal, or a special moment from a game, try posting it directly on your Facebook page.



Social Media: Twitter

1. There is no limit to how much you can tweet in a day. Twitter users generally have hundreds of people they are following. You will normally only be visible on someone's feed for a few seconds before you disappear, so don't be afraid to pop up a few times a day.
2. Your posts are limited to 140 characters/letters in a post, so make the most of it. You don't need to worry too much about perfect grammar on Twitter, just get your message out and don't waste a letter.
3. If someone tweets at you on Twitter, don't be afraid to tweet back. If someone says 'great job', say thanks. If someone asks what time you are playing, tell them. However do not engage in negative, unconstructive comments. These are unfortunately a part of social media & should just be ignored.
4. Don't be afraid to be a bit biased on Twitter and don't be afraid of friendly banter.
5. You can use images on Twitter also.
6. Use hashtags. Every tweet about the National Premier Leagues should have (if possible) the #PS4NPLNSW hashtag. Hashtags give people the ability to see other tweets on the same topic by categorising them using the hashtag. If someone clicks on #PS4NPLNSW they see other people talking about #PS4NPLNSW.
7. Tweet links to all news articles from your Association / Club website as well as any news articles or video content from the Football NSW website (footballnsw.com.au) that are applicable to your Association / Club.
8. Retweet selected tweets from your players/referees/coaches that align with your objectives, and great fan content (images are best).
9. 'Favourite' as many positive tweets as possible.



Social Media: Instagram

1. Instagram is a picture sharing social media platform that houses images from individuals and brands alike. If your club has the resources, Instagram can be a great tool to grow your audience and share your brand with a younger demographic.
2. Use Instagram to create inspiring content about your club and tell your club's story in pictures.
3. Create graphics with results and fixtures information.
4. Use relevant images from the Football NSW Facebook page (fb.com/footballnsw) from events such as the PUMA Champion of Champions or FNSW State Cups.
5. Football is filled with moments ready for capturing, and Instagram is perfect on match days to share live action with the club community.
6. Behind the scenes action such as the pitch set up, in the canteen or at a committee meeting provides a unique insight into your club, as well as highlighting some of the off-field heroes.
7. Use relevant hashtags and a club-specific hashtag so that your club community can find your images, as well as join in the sharing and post images on their own Instagram account.
8. Football NSW Instagram is found at instagram.com/footballnsw
9. Further information is available at help.instagram.com

Social Media: Hashtags

Hashtags give people the ability to see other tweets on the same topic by categorising them using the hashtag. You might also want to create your own club specific hashtag.

Some examples of hashtags that can be used on Twitter, Facebook & Instagram:

#SAPGalaDay - For the Skill Acquisition Program Gala Days

#ChampionofChampions - For the Football NSW Champion of Champions

#FootballNSW - General use, however mentioning Football NSW using @FootballNSW is preferred

#FNSWStateCups - For Football NSW State Cups

#PS4NPLNSW - For the PlayStation 4 National Premier Leagues New South Wales.

#FFACup - Westfield FFA Cup

#grassrootsfootball - General use

Some key Twitter accounts:

@FootballNSW

@NPLNSW

@VSP_SportsPark

@FFACup

@FutsalChamps

@FFA

@ALeague

@SydneyFC

@WSWanderersFC

@CCMFC

Some key Facebook accounts:

fb.com/footballnsw

fb.com/nplnsw

fb.com/valentinesportspark

National Premier Leagues

Clubs competing in the NPL should use **#PS4NPLNSW** in all tweets (where possible). This includes all Men's & Women's competitions.

There are no individual game hashtags, however clubs are encouraged to create their own club specific hashtag, for example Sydney Olympic's **#cmonolympic**.

Club's competing in the PlayStation 4 NPL NSW Men's are expected to cover their 1st Grade matches on the club's social media channels, with coverage of the U20s and lower grades also encouraged.

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nationalfutsalchampionships.com.au

