

CONVENTION 2016 REPORT

JACOB JOHNSON – VICE ADMIN CHAIR

PRESENTATION/CLASS:

SwimBiz – talks about selling to media, social media, and Facebook advertising

GENERAL SYNOPSIS:

Three different talks, all related to promoting your club and using different types of media. Regarding ‘traditional media’ the focus was on figuring out what sorts of messages appeal to media outlets (human interest stories and not results) and how to pitch the message to them. The second was on social media; the different types and platforms, and on how to optimize the message (rich media like pictures, video, and links are far better than just text). The third was on Facebook advertising. It got a little bit ‘in the weeds’ for me (not a big FB participant) but it definitely seemed like FB advertising has a ton of different options and would be worth trying for clubs.

POSSIBLE MAIN POINTS OR TAKEAWAYS FOR...

- LSC BOARD / COMMITTEE MEMBERS
 - As we promote WI LSC via social media, being mindful of what platforms it's done, who is doing it, and how it is being done.
- LSC TEAMS
 - Lots of great information for teams
 - Regarding traditional media – be respectful of their time and try to do some of their job for them. Convince them that you have a story with telling.
 - For social media, there are a ton of different options and the message should be conveyed different across different media. Regardless of app/message adding things like links/photos/videos really improve the message
 - They promoted give FB advertising a try – really easy to set up parameters to have a very low threshold of risk – actually seemed pretty easy to this neophyte.
- LSC COACHES
 - Use different and rich social media to promote your team and the sport.
 - Lots of options out there – ask around for help.
- LSC ATHLETES
 - Nothing much specifically for athletes
- LSC OFFICIALS
 - Nothing specifically for officials
- LSC OTHERS
 -

ADDITIONAL/RAW NOTES ALSO INCLUDED IN THIS REPORT

SwimBiz – promoting and advertising your club

Selling to the Media

Think of it as a sales process in two steps – selling it to those who would promote it (newspaper, etc.) who in turn sell it to ‘end users’

What’s your story? – usually not results, something like a human interest story that grabs eyeballs
Storytelling is great, ‘story-showing’ (using pics and video) is so much better.

What kind of parent resources (photographer, media personality, etc.) could you tap into.

When you go to media, figure out what it is that you want (new swimmers, donations, sponsors, etc.)

No matter the size of the club, always some human interest stories

Identify your audience

Lots of different ‘media’ out there (TV, magazines, newspaper, ‘mom blogs’, etc.)

If you have a good story that no one will tell, don’t give up and create the story yourself and share it on social media.

Characteristics of crafting your message for journalists

- Be concise
- Be compelling
- What’s different about your story? Why care?
- Tie it into current events
- Link back to the team site
- Pique interest
- Use visuals, but the appropriate amount – nobody wants their email slowed by a dozen pics
- Link to more visuals if needed
- Find the right person to sell to

Time is a premium for coaches – they’re worried about the day-to-day. Maybe there’s someone better on staff or a volunteer to focus on pitching to the media.

Don’t get discouraged by ‘no’s’ and by ‘no responses’ – do a polite follow up

Social Media

Social media can...engage community, show (as opposed to tell) stories, share news, exclusive access
Before you post, think about...goals, which platform, what’s the purpose, what’s the right frequency?

Social media posts that are just texts are losers – add ‘rich media’ like photos, video, links

Videos are shared 12x as much as photos or just text

Photos: smiling faces win, show a variety of ages, show both genders

Videos: think of fun things that are different and unique ways to show swimming

‘Curated content’ is sharing things that are created by others

List win

Lots of apps to alter/improve photos and video (boomerang, layout, snapseed, slo-mo apps, etc.)

Facebook live – live content that also gets archived and stays on page (Periscope is similar)

Twitter gif finder

Flipagram – basically a quick slide show

Flipboard – essentially creates your own magazine via links

Lots of social media has built in analytics to help see interactions

Don’t be afraid to take advantage of (appropriate) trending topics

Don’t be afraid to tag people related to the message

Facebook advertising – “tiny budgets, big results”

People get a little concerned about advertising and with FB specifically

Myths:

- FB is dying
 - Not true, just growing more slowly due to already huge size
- You have to be Don Draper
 - Be yourself, FB advertising is not that hard
- No time for advertising
 - FB advertising is something that you can just set up and let it go
- Too expensive
 - With FB advertising you can set the controls and set the levels

Different types of FB ads – all easy to create

Steps to start up FB advertising

- Become an admin for your site
- Choose your objectives – lots of different options
- Choose your audience
- Choose budget – they recommend the ‘pay for click’ option
- Add images (people don’t click on competitive photos, they click on smiling faces)
- Add text – keep it as concise as possible

Best practices – include a clear call to action, highlight any benefits, sales, or similar specials, use a simple, eyeball-grabbing image

Lots of different ‘targeting’ options: age, geography, interests, gender, likes, etc