

VNL SOCIAL MEDIA RESOURCE GUIDE

VNL clubs use a variety of social media platforms to promote their teams, activities and partners. This resource has been developed to help clubs understand how to get the most out of each platform and build strong engagement with their audiences.

PLATFORMS

CHANNEL	PURPOSE	CONTENT TYPES
Facebook	Informative Authoritative Community focus	Squad updates – e.g. signings, injuries, selection news Staff updates – e.g. coaching appointments Match promotion – e.g. fixtures, results, how to watch Sharing media coverage – e.g. News Corp articles
Instagram	Visually engaging Shareable Emotive / inspiring On trend	Action photos and videos – e.g. matches and training Longer video content – e.g. coach or player interviews Match promotion – e.g. fixtures, results, how to watch Club initiatives – e.g. diversity & inclusion programs Trends / memes
Twitter	Timely / informative	Match promotion – e.g. fixtures, results, how to watch Squad updates – e.g. signings, injuries, selection news
TikTok	Shareable On trend	Informal videos highlighting club personality Player-generated content Trends / memes
LinkedIn	Professional Stakeholder / partner focus	Partner announcements Staff updates – e.g. coaching appointments Club initiatives – e.g. diversity & inclusion programs

BEST PRACTICE

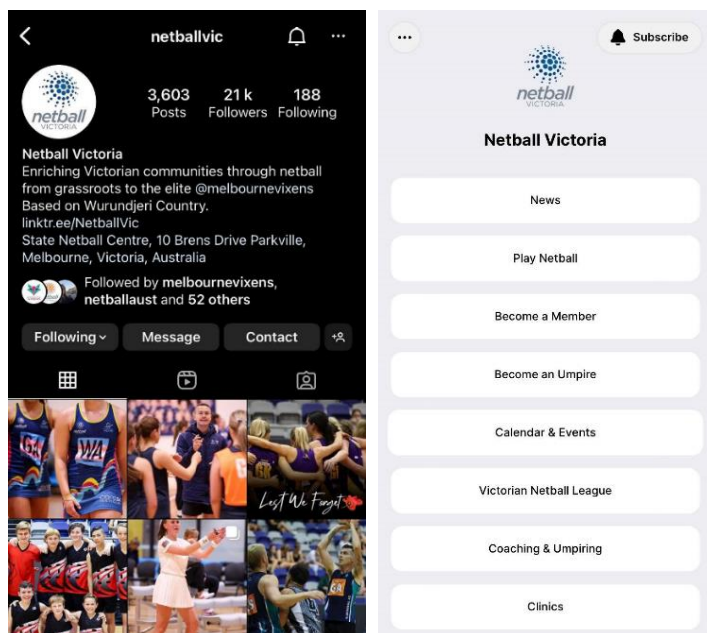
Instagram stories

- Instagram stories are vertical, full-screen photos and videos that disappear after 24 hours – they appear at the top of the Instagram app, rather than on your grid/in the news feed
- You can incorporate interactive tools like links, stickers and polls to make your story content engaging and share additional information with your audience
- You can also share your own grid posts to your Instagram story to increase viewership – when you tap on a grid post via a story, it will take you directly to the full post
- Stories are a great place to share fun, short-form content, for example videos created by your players, and to share content from other pages

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Instagram links

- Links cannot be used in Instagram captions – it will appear as regular text, not clickable
- The free model of Linktree is a great option for ensuring you can direct your audience to additional resources, for example your website – <https://linktr.ee/>
- Add the link to your Linktree account to your Instagram bio
- Keep your Linktree information current



First Nations

- Consider acknowledging the First Nations country your club is based on in your page bios
- If you host home games, consider adding the First Nations country your venue is on to your promotional materials (e.g. John Cain Arena, Wurundjeri Country)

Examples:



GRAPHICS

Tiles

- Graphic tiles are a good way to present a consistent brand on your social channels and build brand awareness in your audience
- Canva is a user-friendly tool for building templates that can ensure your visual presentation is clear and polished – <https://www.canva.com/>. Tip: teachers are eligible for free access
- You could set up templates at the beginning of the season in your club's colours, add your club logo, partner logos etc. and update them each week throughout the season – e.g. one template for the weekly fixture, one for match results, one for player signings

Examples:



- Graphic tiles help to build brand awareness, but they do not always perform as well on social platforms as organic imagery – graphics should not make up every single post on your channels, just the ones that require text or logos, so aim for a balance of both

Examples:



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Image sizes

- Here's a handy cheat sheet for the image/tile sizes best suited to each platform:

				
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo	N/A	851 x 315	1500 x 500	1128 x 191

ANALYTICS

Insights

- Social media analytics are a good way to assess the value of your channels for potential partners. Most partners will expect a level of acknowledgement via social media, so you want to show them how many people will see that content and translate to brand awareness for their business
- Key metrics you could use include your page's followers, reach, engagement and interactions
- To view Instagram insights, you need to be registered as a 'business' account – see [Instagram's online guide](#) to set this up and learn more about insights
- View [Facebook's online guide](#) to learn more about insights
- The VNL sponsorship resource provides more information about how to approach potential partners

Reporting

- Measuring growth in key metrics like followers and engagement over time is worthwhile as an indicator of whether your content is resonating with your audience
- Consider keeping a tracking document and reviewing your key metrics periodically – are you gaining or losing followers over time? Are some types of content performing better or worse than others?
- This will help you to decide where to invest your time when creating future content, and give you a framework to build on (especially when working with partners)

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PARTNERS

Integration

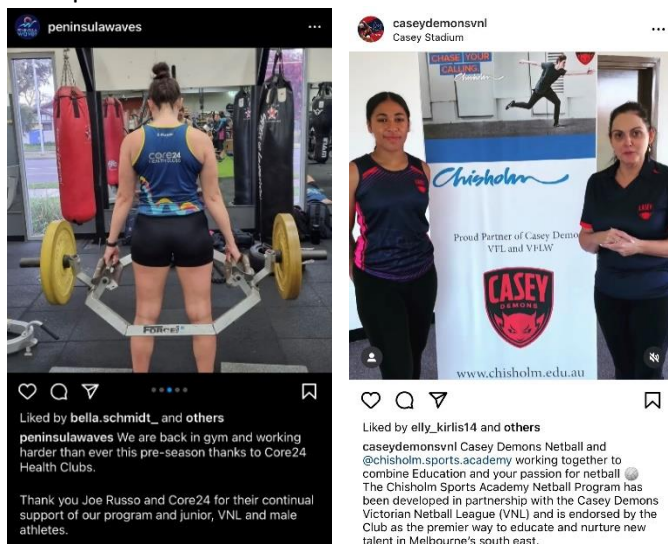
- Consider selling/allocating assets to partners – e.g. weekly game day posts or results posts
- A simple way to do this is to add their logo to your graphic and tag their account in your post

Example:



- If your partners want dedicated posts on your channels, integrated content generally performs better than posts that look like an ad
- Consider showing your players using a partner's product, or a video thanking the partner for their support, rather than posting something in the partner's branding – this will improve content performance and achieve a better result both for your channels and for the partner

Example:



ENGAGEMENT

General

- Think about how each piece of content relates to your audience – **why** are you posting it?
- Avoid in-jokes – some of your audience may find this content entertaining, but how does it represent your club to the wider community, potential sponsors/partners etc.?

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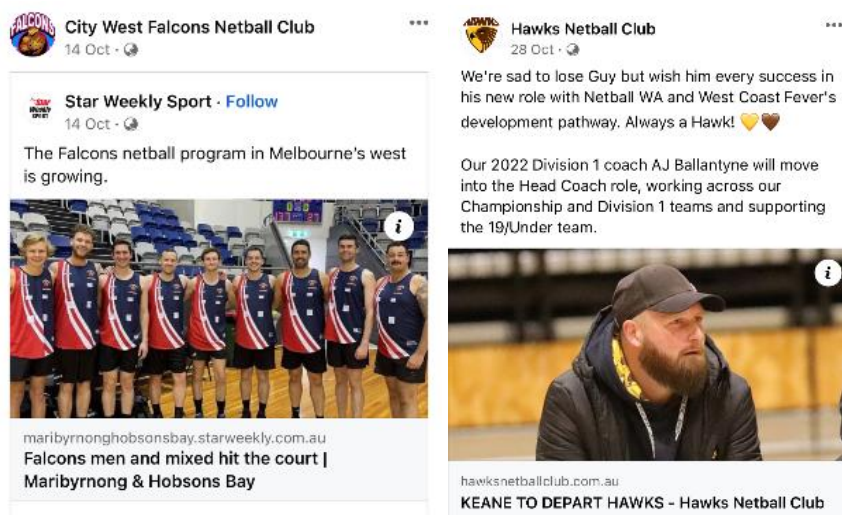
Call to action

- Ensure every post (where possible) includes a clear **call to action** – what do you want your audience to do? e.g. visit your website to read more information, purchase tickets to something, get to SNC to cheer your teams on?
- If you have Linktree (see above for more info), on Instagram your call to action might be 'visit the link in our bio to find more information'

Sharing

- Sharing content from other pages helps to build reach (number of people seeing your content) and engagement (people interacting with your content)
- Make sure the club is following plenty of other accounts, regularly checking for any content that might be relevant to your audience and sharing it – e.g. retweeting or sharing to your Instagram story.

Examples:



Tagging

- Tagging people who appear in a post (players, coaches, partners etc.) makes it more shareable – tagged accounts are more likely to share your content to their own channels

Examples:

