

SSAGO Clubs and Social Media

Introduction

Social Media, websites and other applications that enable users to create and share content or to participate in social networking, have become a fundamental part of SSAGO club publicity and management. A club's social media is often the first place a prospective member will go in order to see whether a club is active, understand what sort of things that club gets up to and get in contact with those running the club. Current members can use social media to arrange events and socials, discuss SSAGO related topics, communicate with the wider SSAGO community and troubleshoot any problems they might have. Having an engaging and active social media presence also creates a legacy, a mini archive of what your club got up to, which can be fun to scroll back through in the future.

This article will cover different social media channels and how to make the most of them.

General Tips

- Give access to your channels to more than one person. This way anybody can post and no one person is relied upon. It doesn't have to just be the committee either, anybody who is interested will do.
- For Instagram and Twitter accounts use an email that is associated with your club rather than a personal one. For example you could use your @ssago.org club email. This would make it easier if the password is lost as the current committee can get the account back. Nothing is worse than having an old account that you'd like to use but are unable to do so and getting access to these can be very difficult. Of course to prevent this make sure the passwords are written down somewhere that can be passed on to the next committee.
- Remember that these pages are public, and different types of people will visit them. Therefore make sure that it is suitable and appropriate content. You wouldn't want to give an impression about your club that isn't true, or put off a prospecting member who hasn't even turned up yet.
- If you have a lot of different social media streams, it can be easier to pick one and link them all together. For example, Instagram lets you post to Facebook and Twitter as well at the same time. There are also services out there that bring them all together in one place to make them easier to manage.
- Something is better than nothing and don't worry about being a perfectionist. Posting a picture with a simple caption is suitable and will

prevent post making from becoming a chore, which leads to it ceasing to happen.

- Interact and engage - follow people, tag people, @mention people, reply to people nearby doing related things, reply to people that mention you, join in on hashtags and trends, get involved and engaged - it's the easiest way to get more noticed.
- Try to be consistent with the names of your pages over different sites. This makes it easier for people to find you and communicate with you if they can predict what your username will be. Try to use the words SSAGO, Scouts or Guides when creating handles. Acronyms are great however potential members won't know what these mean and won't know to search for them. E.g. The University of Somewhere (who call themselves UoS) should make sure to include 'Somewhere' in their handle name, not just UoS.
- Add your social media handles on to your publicity materials and encourage people to like and follow your pages at Freshers Fairs and other similar events, this is a great way of getting people interested.
- Post a selection of different things, photos, memes, stories etc. Public engagement with the funny stuff helps drive promotion of the more boring serious stuff.
- Try to come up with a profile picture that is not just the SSAGO logo. If you need some help ask the National Publicity Officer.
- If you haven't got any pictures there are 50 publicity pictures in the resources section of the website for you to try.
- Be sure to ask local Scout and Guide groups to share your posts to help you establish a presence in the area, as well as post in your Student Life (or similar) groups for your university around freshers time.

Facebook

Facebook is easily the largest social media platform, and so if you are to have any social media presence this is the place to do it! A common set up with SSAGO clubs is to have a Facebook Page for public engagement and a Facebook Group for private club matters such as organising events. Pages and Groups are similar but do have some differences. Pages can also become admins of groups when they are linked together.

Pages

A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations (Like SSAGO!). Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" a

page. It is very easy to like a page, and once someone has, content from that page will begin to appear in their news feed. Pages also tend to have better Search Engine Optimisation (how soon something appears when you search the internet) than groups. Many clubs use their Page to advertise to prospective members, or share what they have been up to to the public.

Groups

A Facebook group is created for an organization or business to promote activities. Users can join the group and post their thoughts on a wall and interact through discussion threads. Groups have the ability to message their members as well as restrict who can and cannot join. Some clubs moderate who can enter a group to only current members and some create new groups annually or remove old members in order to keep the group current. Some clubs then have other groups for old members to stay in contact with each other.

Twitter

Twitter is a social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their posts.

For SSAGO clubs, Twitter is great for interclub interaction, posting lots in quick succession regarding an ongoing event, or interacting with other organisations. It's also good for taking part in ongoing trends and is more reliable at pushing information in real time unlike Facebook where posts are suggested to you based on relevance.

Instagram

Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags.

For SSAGO clubs, Instagram offers similar perks to Twitter, but every post requires an accompanying picture. It also allows clubs to create a profile similar to a Facebook page.

Photography

On social media a photo is really important in helping to engage with your audience. You don't have to have a fancy camera or know all the technical knowledge to take good photos! Simple things like framing, making sure everyone is in, creating a height difference when taking group photos can make all the difference. Other things like angles and lighting are also simple but important things. You might have someone who enjoys photography so maybe get them to take photos at socials?

Remember to stop and take a photo though, in the excitement it can easily be forgotten!

National SSAGO Social Media

Of course it's always a good idea to promote the National SSAGO Facebook page and group, twitter and instagram to your club members to keep up with all that's going on!

Website

Anybody with committee access can make changes to your club pages on the website. Make sure you've filled in your social media details on the membership system: <https://membership.ssago.org/clubs/social>

They show up on your clubs home page like this:

Our social media

- **Facebook Page:** <https://www.facebook.com/BhamSSAGO>
- **Facebook Group:** <https://www.facebook.com/groups/busag/>
- **Twitter:** @BhamSSAGO
- **Instagram:** bhamssago
- **Website:** bhamssago

And your Facebook Page feed and Twitter Feed appear at the bottom of the page automatically.

