



Website and Social Media

There are many benefits of using a website and social media. However, before going online it is good to establish some objectives. Rather than nominating a member that is proficient in the use of websites, Facebook, Twitter, YouTube etc., it is worthwhile to have some direction and goals you would like to achieve.

Here are some questions you should answer before you start:

- Why do you want to use social media?
- What do you want to achieve from it?
- Who are you targeting?

Boccia New Zealand Social Media Sites:

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)

Website

Your website should be constantly updated as you want to give people a reason to come back. This is a great place to share success stories, news, events, etc. Creating your own site doesn't require the work of an expensive web designer. You can have one up and running for free using a number of different content management systems such as [Weebly](#), [Google Sites](#) and [Sportsground](#). Whichever platform you choose, make sure you are able to easily post new content.

Basic websites should include:

- Home page
- Calendar of events and details
- Player profiles
- Resources
- Contact information

Facebook

Facebook is an online social networking service and is used a lot by Boccia New Zealand. It allows us to engage with our followers by posting photos, links from our website and send updates instantly.

There are a number of benefits of a Facebook page, such as:

- Easy to access from anywhere, with multiple people running the page
- Easy to link to your website
- Your updates pop into your followers timelines the second they're posted
- Easy to update from competitions and events
- Photos and videos are easy to upload and are awesome for players and their family and friends to tag, share and download the photos
- Most people have a Facebook page and can use it very easily
- The Facebook page can be moderated
- Allows players to directly interact – commenting, sharing photos and web links
- Large boccia community on Facebook
- Facebook is free and always will be
- Can link to other social media sites such as YouTube, Twitter etc.

Click [here](#) to setup a Facebook page as a group. Note that you will need to sign in with your own personal Facebook account first.

Remember

People share videos 12 times more than links and text posts combined

People 'like' photos two times more than text updates

Photos and videos drive the most engagement on Facebook's top 10 brand pages

Twitter

Twitter is an online social networking service that enables users to send and read short messages called 'tweets'.

There are a number of benefits of a Twitter account, such as:

- Spread news and updates in real-time
- Promote sponsors
- Reach new members that may have never visited your website or Facebook page
- Increased traffic back to your website or Facebook page
- Spectator engagement at events
- Excellent and extremely inexpensive marketing
- Can be managed by anyone with a log in
- Live tweets @ competitions and events – keep family and friends up to date
- Retweet other tweets

Click [here](#) to create a Twitter account.

YouTube

Youtube allows people to discover, watch and share videos. Boccia is often hard to explain to people who have never heard of it before so creating videos from competitions, trainings, etc. is a great way to promote the sport. YouTube videos can also be shared on all social media sites and websites.

To upload a video to YouTube you will need a Gmail account.