



Setting up social media accounts for your club

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 <https://www.linkedin.com/company/english-bridge-union-limited-the-/>

Social media is an increasingly important way of communicating and enables you to get information to a wider audience. We encourage all clubs and counties to consider establishing a social media presence.

Even if the main club/county officials do not use social media, there will likely be someone in the club who does and could be encouraged to be your 'social media officer'. This could be an extension of the main 'web administrator' role, or someone working alongside that person.

Use your social media accounts to share your news, and promote your club, and bridge in general, to potential members, potential bridge players, friends and family of club members, members of clubs in the local area, other local clubs, and so on.

The EBU has three social media accounts, at the time of writing, Facebook, Twitter and LinkedIn. You may find it best for your club to have an account with just one of these platforms or all three depending on your club's circumstances. Alternatively, there are many more social media platforms that may be useful for your club, find one that works for you.

This document will focus on Facebook, Twitter and LinkedIn. We will look at how they function, and how you might use them.

This is just intended as an introduction to these platforms and not comprehensive. Please note that these instructions relate to the main website version of these platforms, rather than to the mobile versions, or their apps.

Twitter

What is Twitter

Twitter is arguably the simplest to set up, to use, and to manage. Though is the lesser used – 396 million users worldwide, compared with 2.91 billion on Facebook.

Once you have a Twitter account (more of which below) you can share with the world 'tweets'. These can be all text, or can include a picture, a weblink or a poll. Including some of these features uses some of your allotted 280 characters, in some instances they don't – but Twitter will tell you how much more you can say (or if you have included too much).

Twitter users then 'follow' other Twitter users. 'Following' someone means that when they tweet something it will appear on your Twitter homepage. Your homepage therefore becomes an aggregation of the tweets of everyone you are following. By extension, if someone is following you, and you tweet, then what you say will appear on their homepage.

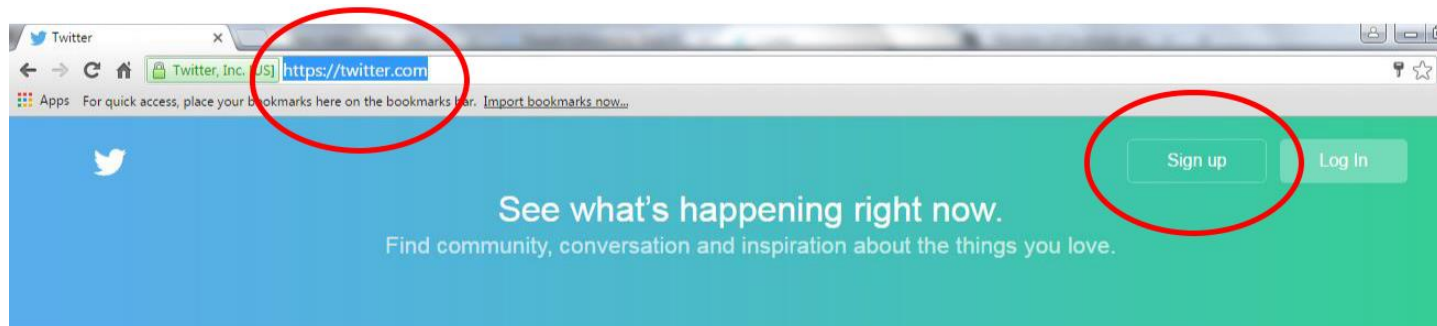
Twitter is therefore an excellent way of sharing, and receiving, small chunks of information. It becomes a single location for you to visit if you want a rolling update of information which would otherwise mean you would have to visit dozens of individual websites or would need contact hundreds of people.



England came 2nd in the Lady Milne this weekend - team was Brown/Erichsen, Jepson/Curtis, Ewart/Kater. Scotland won.
ebu.co.uk/node/2377

Opening a Twitter account

Anyone can open an account on behalf of the club. Go to <https://twitter.com/> and click on 'sign up'.



You will then be asked to give your name, an email address, and password.

The name should be that of the bridge club – not the member setting up the account – as it will appear on your profile.

Remember that if you want to have multiple people use the account then they will all need the password – so don't use one which would compromise the security of other accounts you hold elsewhere.

The email address will be one to which any notifications of activity are sent – so

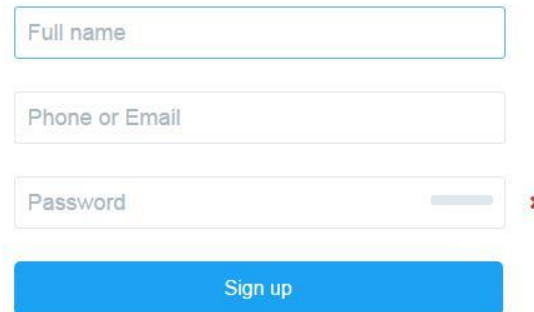
It then asks you to give a phone number. In some instances it will need to send a text with a security code, so this should ideally be the mobile number of the main administrator of the account:

You are then asked to choose a username. This should help people identify that this is the account for your bridge club. Try not to make your name too long. From September 2016 names have not been included in the word count, but nonetheless, lengthy names are just more awkward and harder to remember. So keep it snappy – perhaps abbreviate bridge club to BC, for example.

Your account will then be ready to go. It will ask some questions to give you some people to follow, but you can unselect the boxes and continue with nothing included.

it may be beneficial if this was a generic club account to which multiple people have access.

Join Twitter today.



Full name

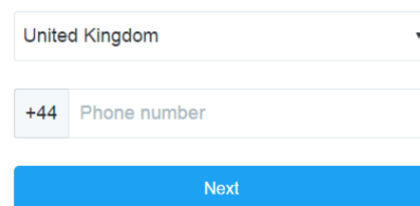
Phone or Email

Password

Sign up

Enter your telephone.

Your telephone number keeps your account secure, connects you to friends and makes login easier.



United Kingdom

+44 Phone number

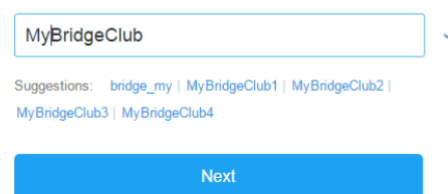
Next

[Skip](#)

We will text a verification code to this number. Standard SMS fees may apply. We will never display your telephone number to other Twitter users.

Choose a username.

Don't worry, you can always change it later.



MyBridgeClub ✓

Suggestions: bridge_my | MyBridgeClub1 | MyBridgeClub2 | MyBridgeClub3 | MyBridgeClub4

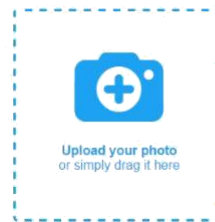
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You will then be asked to add a picture. Although you can skip this stage, it is better to include one – it looks nicer and more ‘professional’ to have one, and may help people identify you. Accounts without pictures – and have ‘the blue egg’ - are usually believed to be untrustworthy or defunct.

Add a photo.

Show your unique personality and style.



You can then add people to follow by allowing Twitter to search your email account to see if anyone in your address book used that email address to set up an account. You may wish to do this if you have the email addresses of your club members saved in an address book which Twitter can access. Otherwise you can skip it.

Find people you know.

Find people that you know so you can see what they're sharing. Don't worry, we won't email your contacts without your permission.



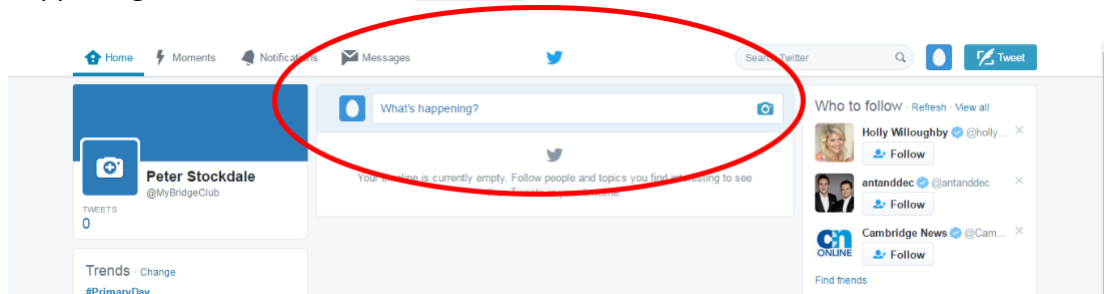
Choosing a service will open a window for you to log in securely and import your contacts to Twitter. You'll only find users who have allowed their accounts to be found by email address. We won't email anyone without your consent, but we may use contact information to make Who To Follow suggestions. You can remove your contacts from Twitter at any time.

Skip this step

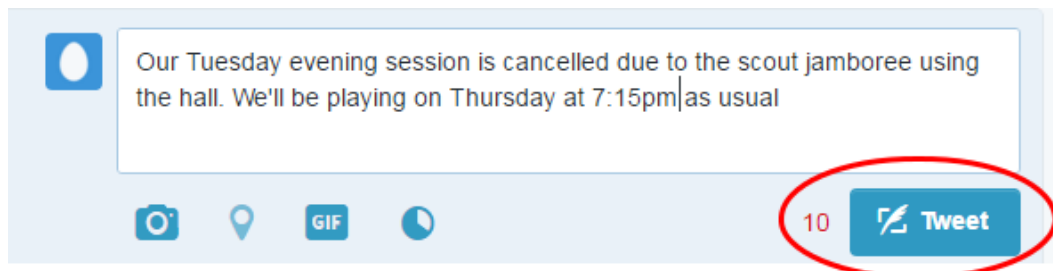
You are now set up and ready to tweet and follow.

Tweeting

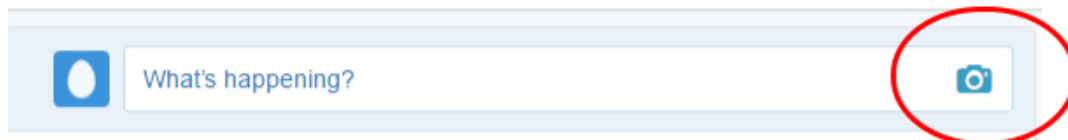
To send out a tweet, click in the box at the top of the page which says “what’s happening?”:



Type whatever message you wish to put out to the world – as you type the number of available characters will reduce. If you say get close to your word limit, it will turn red. If you say too much the number will turn negative, and you will need to do some editing. Once you’re ready to go, hit tweet.



If you want to share a photograph, begin by pressing the camera icon. You will then be asked to add the picture from your computer. You can then add some additional text.



Any tweets which you send in this way will then appear on the feed of anyone who is 'following' you (more on that below). These are public and will be seen by everyone.

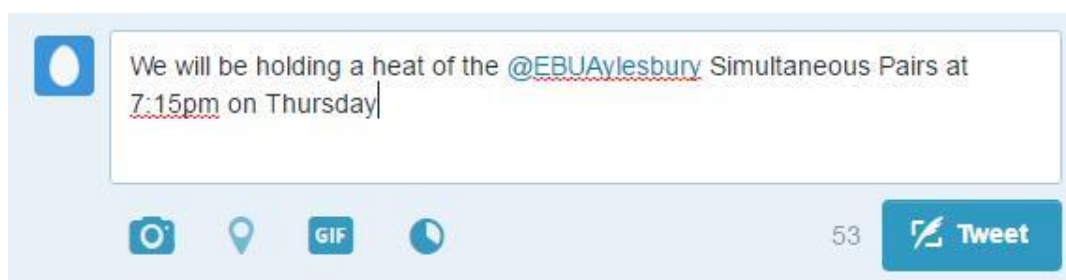
You cannot edit a tweet; you can only delete it. So, if you have made error which needs to be corrected then you have to delete it and start again. If a significant length of time has passed before the error is noted, however, it is usual to put out a new tweet correcting the error, rather than deleting the original message – you can reply to our tweets, so it is usual to do that so the original tweet can be seen alongside your correction.

Including other people in your tweets

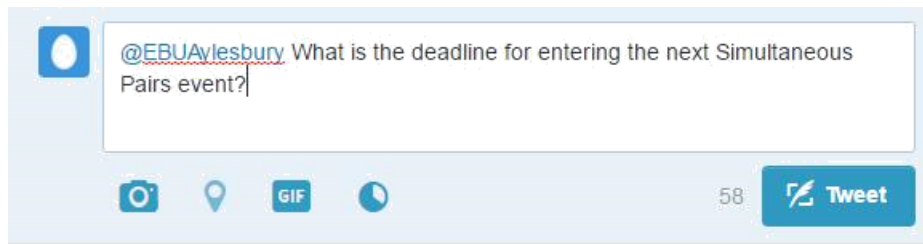
If you wish to mention someone in a tweet, there are two ways to do this.

If you compose a message, and include their Twitter username in the message, then the message will be sent like any other tweet. The other person will, however, receive specific notification that they have been mentioned, which may alert them to your tweet. This is not a direct message, however. It should be used when you wish to alert the readers of your tweet to the existence of the account of the other person.

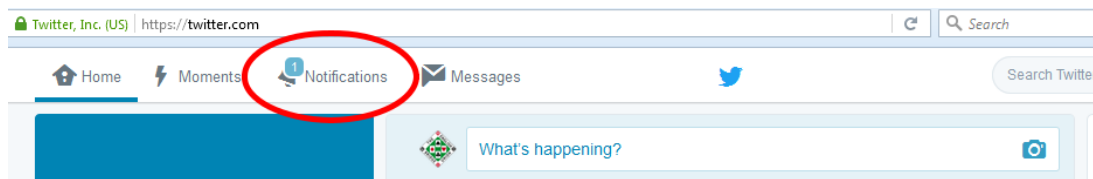
For example:



If you start the message with a user's name, then it is intended as a message to that person. It will not appear on the homepage feed of your followers, but it is a public message and will appear publicly on your account, and that of the person to whom you have sent the message. For example:



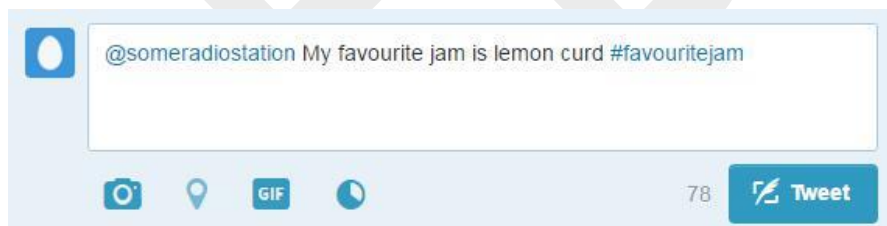
Of course, people can use these methods to communicate with you through Twitter too. If you are mentioned in a tweet then you will receive a notification email, and it will also be highlighted on the notification tab at the top of the page:



What's a hashtag?

Hashtags are something which served an original purpose on Twitter, but have become a part of society beyond this, being adopted into slang and 'youth speak'. Their original purpose is still of relevance, however, and that is to help identify tweets on a common theme.

A hashtag is the # symbol, followed by a specific word or phrase. This enables people to search for all tweets with that specific hashtag. It is often used by radio stations, for example, who want an easy way to identify tweets on a specific topic: "Do you have a favourite jam? Tweet us using the hashtag favouritejam". So you would send the tweet:



Note: 'favouritejam' needs to be all one word – hashtags only use the letters immediately following the # so you can't leave any spaces.

The radio station can then search for responses with that specific hashtag, and therefore not have to go through all tweets to the station (they may have other questions going on during the show so received tweets on a mixture of topics).

This is an example of a specific user setting up a hashtag for their purpose. Others evolve organically as part of a worldwide conversation on a topic - you may remember coverage in the news of the hashtag #jesuischarlie following the Charlie Hebdo attacks in Paris as people shared their grief as part of a group experience.

So, you may wish to use a hashtag to involve your tweet in an existing discussion. Or you can introduce a hashtag if you would like others to join your conversation on a topic.

To search for times when a hashtag has been used, use the search feature at the top of the page:



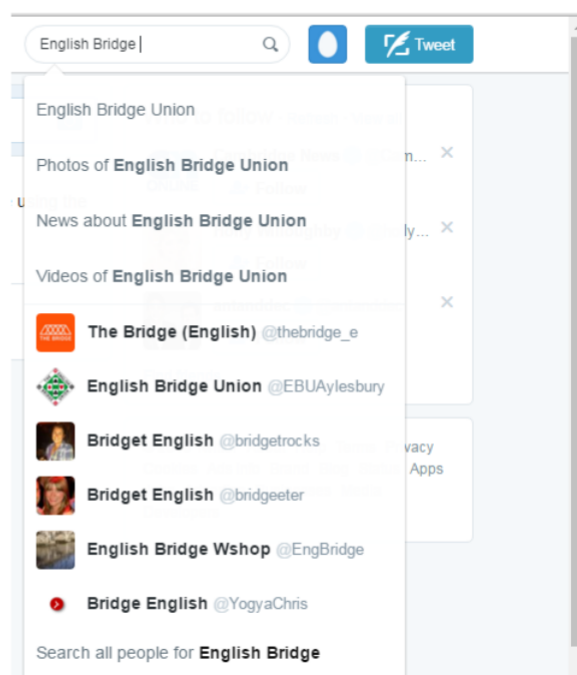
Following other people

Sending out tweets is only half the purpose of Twitter. The other half is to receive tweets from others. To do this you will need to 'follow' people. Once you start following people, Twitter will collate their tweets and display them for you on your homepage.

If you know the usernames of the people you want to follow then you can find them by typing @, followed by their username, in the search box at the top of the page:

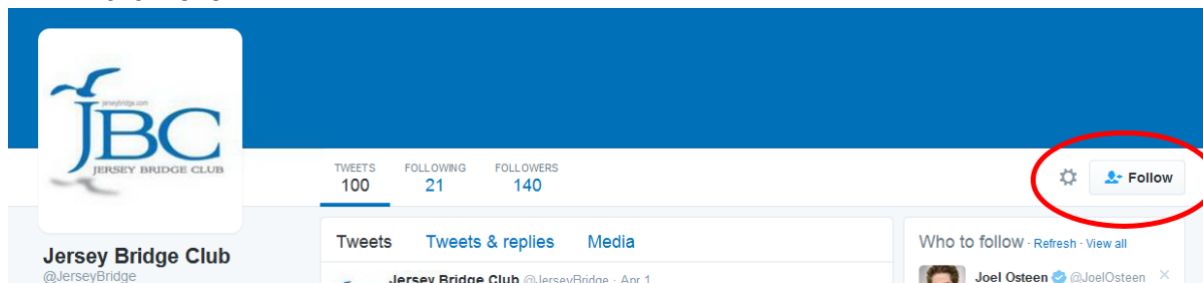


Like google, it will try to guess what you are looking for and make suggestions. It will do similarly if you try to search by name:



For some which may be harder to guess – if you have a member called John Smith for example – you may need to search for all people with that name, and then sift through them.

Once you have identified someone you want to follow, go to their profile and click follow:



Once you have started following people, their tweets will appear on your homepage. If you wish to interact with their tweets, you have a few options – see below.

Replying, liking and retweeting

If you want to interact with a tweet, you have three options.

Replying does as it sounds, and acts like a reply in a conversation. Click on the 'reply' arrow at the foot of the message, and it will open a new box. It will automatically start the message with their username, and you can type your reply. Remember that this is not a private message, but nor will it be shared publicly on your newsfeed. If you wish to make it public, put a full stop before the @ symbol.



'Liking' is most commonly used as a way for you to 'bookmark' a tweet you wish to return to at a later date. You like a tweet by clicking on the heart icon at the bottom of a tweet. These tweets then are available under the 'likes' list on your homepage.



England came 2nd in the Lady Milne this weekend - team was Brown/Ericksen, Jepson/Curtis, Ewart/Kater. Scotland won. ebu.co.uk/node/2377



Sometimes the fact that you have liked a tweet will be made public to your followers. This will depend on whether Twitter's computers and algorithms think that this will be of interest to your followers. Not all likes are shared publicly. The writer of the tweet will be notified that you liked it, however.

A much better way of sharing a tweet with your followers is to 'retweet' it – these will always appear on their feed. You can retweet a message by clicking on the double arrows at the foot of a tweet:



When you do this, you will have the opportunity to write a tweet to accompany the original tweet. Alternatively, if you think the tweet speaks for itself, you can leave this blank, and nothing will be added.

What should we tweet

The simple answer would be 'whatever you like'. But otherwise it would fall in to two categories.

One would be to complement your website and any emails you might send out. Given the character limit you could not duplicate what is on your website, but you can use Twitter to alert people to information which is now available on your website, and/or paraphrase it – "results from last night are now available here (*and then give the url*)", "Our Christmas party will be on 19th December. More details are on our website". Most people will not visit websites daily, but will probably look at Twitter daily (or even every hour – or more frequently than that). By putting something on Twitter you can easily alert them to content on your website.

It should also be remembered that sharing information through Twitter is much easier than through other means. As you will have noted above, retweeting information takes just a single click. Every time a member of your club retweets something it will be seen by everyone who is following them – not just people they play bridge with. So if your club is running beginners lessons, for example, then if ten club members retweet that information to 50 non-bridge-playing-friends, then that is 500 people who will see the information. If it was just posted on your website then to see it those 500 would have had to have visited your website – and they would have no reason to do so, so it wouldn't have been seen. This is how things 'go viral' –

one person passes it on to a dozen, who each pass it to another dozen, and before long thousands of people have seen it.

Another use is to share general bridge news which you don't think warrants place on your club website, or emailing to everyone, but would be interesting to your club members. Articles on bridge from the wider world, results from EBU competitions or international events – even non-bridge related activities which your members have undertaken (weddings, sponsored swims, etc).

Starting the ball rolling

Obviously you need people to follow you on Twitter, otherwise you are doing the equivalent of talking to an empty room. But at the same time you need to start tweeting otherwise anyone who finds you will think “well it's not worth following them – they never say anything”.

So, tell your club members you are on Twitter and encourage them to follow you – and follow them back. If they don't know how Twitter works, show them this document – they may enjoy following some celebrities, or sports teams, too. You can also add a button to your website so that visitors to your site can follow you with a single click (see below for details).

Find other bridge clubs, and follow them, and suggest they may wish to follow you. If a few of you in the county are on Twitter then you can share some interesting and useful information about bridge in the area. Follow the EBU – we'll follow you back – the World Bridge Federation, and European Bridge League.

But also start tweeting about your club activities. Retweet some tweets from others. Get stuff on your timeline and make it appealing for people to follow you.

Your audience may grow slowly, but it will grow. You may not become as popular as Taylor Swift or Justin Bieber, but you will develop an audience over time.

Facebook

What is Facebook?

Facebook is the world's largest noticeboard, with nearly a third of the world (including two thirds of the UK) sharing information, videos, photos and more.

Each individual account (whether that is the account of a person, or an organisation) makes 'posts'. These posts appear on their accounts, but also on the accounts of people who are their friends, or who have 'liked them' (more on this below). You therefore can see what people you are interested in have been doing, or see the things that they think are interesting and want to share with the rest of the world.

How to set up a page for your bridge club

Pages for organisations, such as a bridge club, are administered via the accounts of individuals. You will therefore need to establish the page via the account of a club member. I would not recommend that you set up a personal account purely to administer the account – instead find a club member who already has an account who can administer the page for you.

When they have logged-in to their personal account they should click on the arrow in the top right of the page, and select 'Create Page':



Choose 'Community or Public Figure'. Enter the club's name, and in the category type, and then select, Sports Club. Then enter the club's address – this will help people to locate the club, and enables some of Facebook's location-specific features.

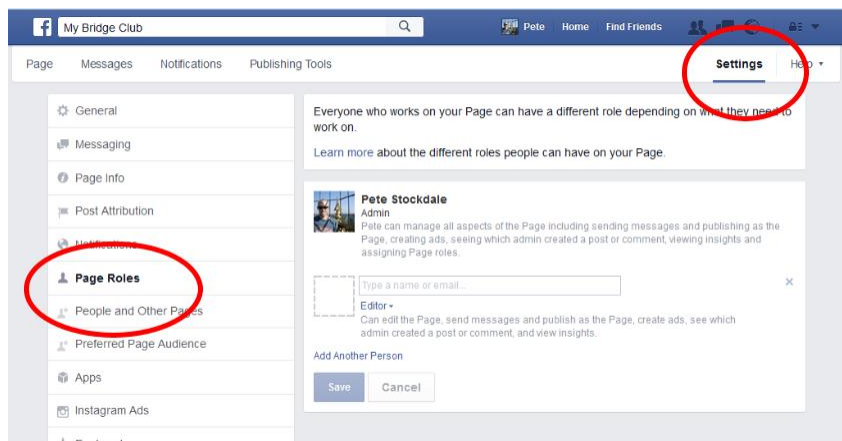
A screenshot of the Facebook page creation form. On the left, there is a preview area with a circular icon of a building and the text 'Business or Brand' and 'Showcase your products and services, spotlight your brand and reach more customers on Facebook.' Below this is a 'Get Started' button. On the right, the form is titled 'Community or Public Figure' and contains several input fields: 'Page Name' (with 'Generic bridge club' entered), 'Category' (with 'Sports Club' selected), 'Address' (with 'Street Address', 'City, State', and 'ZIP Code' fields), and 'Phone Number (Optional)'. There is a checkbox for 'Don't show my address. Only show that this business is in the City, State region.' and a 'Continue' button at the bottom.

Facebook will then take you through a series of question to set up your page, including explaining what your club does, and uploading a picture (perhaps you could use the club logo, a picture of the venue, or a group photo of you all playing bridge).

Your page will then be set up and ready to go.

Some admin aspects

Once the page is set-up you can give other Facebook users administrator rights. Click on settings in the top right corner, and then page roles:

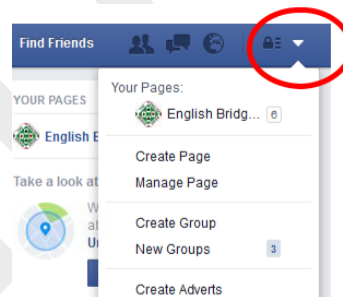


You can then give other people permission to add to, or edit, the page.

Posting something on the club page

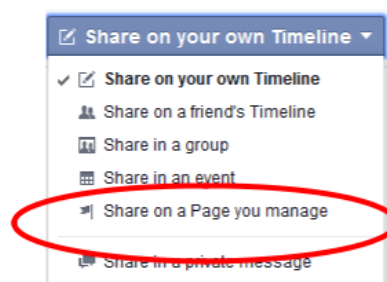
To post on the club's page an individual will need to switch so they are managing the club's page, rather than their own.

This is done via the arrow in the top right corner of the page and they should click on the page they want to use, or via a simple link in the top right corner of their homepage.



Once there the member can post to Facebook as they would on their personal pages. Anyone who already uses Facebook should know how to make basic posts, or share pictures.

If they see a page on their timeline which they want to share to your timeline then they should click on the share button beneath the message, and select 'share'. Then they should select 'share on a page you manage' from the dropdown menu at the top of the window which opens:



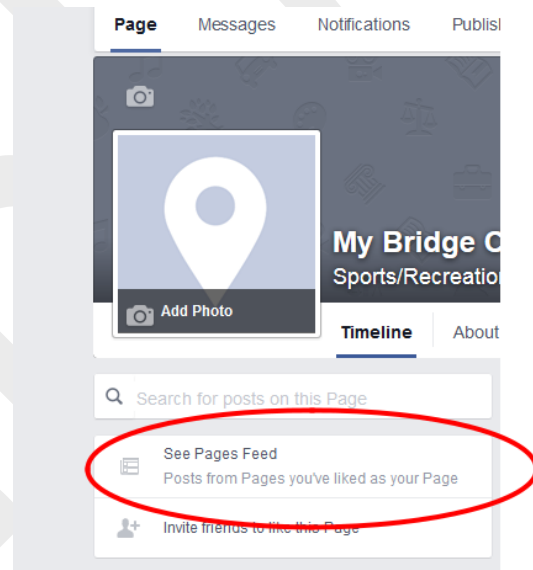
How members of your club can see what you post

For your Facebook posts to be seen automatically on the news feeds of your members they need to 'like' your page. You should therefore tell them to find your club's page on Facebook – you can give them the direct url, or they can use the search feature in the top left corner of the page. Once there they should click on the 'like' button:

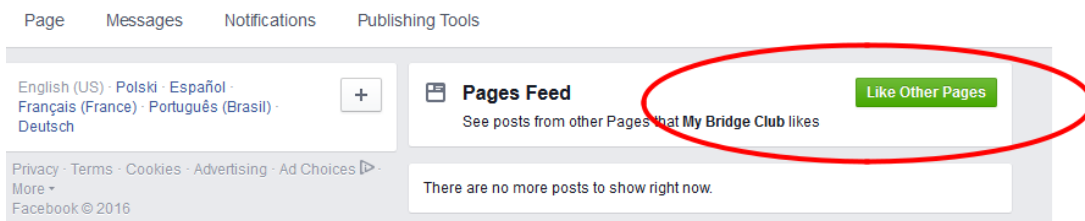


Seeing updates from other bridge clubs or bridge players

If you want to see updates from other bridge clubs, or other bridge players on your club's news feed – rather than on that of the member who is administering the page – then you can add them to a separate news feed. Go to 'See pages feed' on the left of the page:



Then click on 'like other pages'



And search for pages you want to like:



News from these pages will then appear in your club's news feed (accessed via the steps above). You then easily like and share content from these pages, by using the like and share buttons beneath each post.

How will people interact with us?

There are two ways people will interact with your page. One is to engage with what you post. They can like or share your post, but they can also make comments underneath it. This can then develop in to a conversation between members – you may even wish to ask for comments so as to generate debate. You can also make comments in reply. Members who are acting as administrators will need to be careful to recognise the distinction between replying as the club when doing so via the club's page, rather than doing so from their personal accounts – one comment will be attributed to the club, and the other to them so getting them the wrong way round may, depending on the content of the reply, lead to confusion.

People can also post messages to your page. These will appear on the left of the page under 'visitors posts'. You will also receive a notification that this message has been posted so you can log on and respond. For many people, Facebook will be the primary means of finding out information about your club, and thus they will automatically interact with you through it. You may, therefore, get questions posted on your site – "how do I find your venue?", "are visitors welcome?" (even if the information is already there if they were to look). You therefore need to make sure that whoever is acting as an administrator for the site will be able to reply within a reasonably short period of time – you don't want messages to go ignored or be answered too slowly for the response to be of any use.

What should we post on our page?

The simple answer would be 'whatever you like'. But otherwise it would fall in to two categories.

One would be to complement your website and any emails you might send out. Although the size of what you can post is unlimited, Facebook will abbreviate things

when they are originally displayed so that they are more digestible for people who can see it, and they will need to click to expand your post. So keep posts relatively brief, and perhaps link to your main website for more information.

It should also be remembered that sharing information through Facebook is much easier than through other means. Once your news appears on someone's feed, they can share it with others with just a single click. Every time a member of your club likes or shares something it will be seen by everyone who is their friend on Facebook – not just people they play bridge with. So if your club is running beginners lessons, for example, then if ten club members share that information with 50 non-bridge-playing-friends, then that is 500 people who will see the information. If it was just posted on your website then to see it those 500 would have had to have visited your website – and they would have no reason to do so, so it wouldn't have been seen. This is how things 'go viral' – one person passes it on to a dozen, who each pass it to another dozen, and before long thousands of people have seen it.

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One thing to keep in mind is that Facebooks algorithms are set up to give priority to posts with 'content' – i.e. photos or videos – rather than plain text (for people with hundreds of friends, and interests, Facebook can't show them everything at once, so must decide what to prioritise). Therefore, even if you are not specifically sharing a picture, using a picture alongside your 'text-based' posting will make it more likely to appear on someone's news feed.

Starting the ball rolling

Obviously you need people to like your page, otherwise you are doing the equivalent of talking to an empty room. But at the same time you need to start posting otherwise anyone who finds you will think "well it's not worth liking this page – they never say anything".

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Your audience may grow slowly, but it will grow. You may not become as popular as Taylor Swift or Justin Bieber, but you will develop an audience over time.

* - make sure you like the EBU's page - www.facebook.com/EnglishBridgeUnion/ - and not the page called Aylesbury Staff which we use to administer the page (although it is friends with some bridge players it is for admin only).

Using Facebook to advertise your club or activity

Facebook can be a useful and powerful tool to advertise your bridge club, or a specific activity, to people outside your usual circle of members and followers.

Using Facebook in this way, is covered in [this document](#).

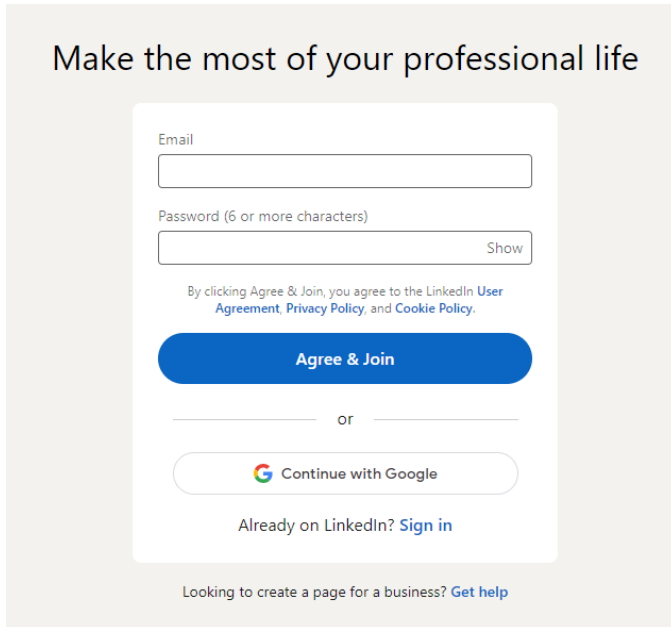


Linked In

LinkedIn is the world's largest professional network with hundreds of millions of members. They aim to connect the world's professionals to make them more productive and successful.

To join LinkedIn and create your profile:

1. Navigate to the [LinkedIn sign up page](#).



2. Type your first and last name, email address, and a password you'll use.
 - **Note:** You must [use your true name](#) when creating a profile.
3. Click **Join now**.
4. Complete any additional steps as prompted.

Why should you join LinkedIn

LinkedIn is a platform for anyone who is looking to advance their career. This can include people from various professional backgrounds, such as small business owners, students, and job seekers. LinkedIn members can use LinkedIn to tap into a network of professionals, companies, and groups within and beyond their industry. This can also include expanding your bridge club with new members.

Learn more about:

- What to do if you get a message that states that your [email address is already registered](#)
- [How LinkedIn can help you](#)
- [Sign in and out of your account](#)
- [Close your account](#)

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