Club Promotion/Social Media (Template)

Promoting your club is about telling people what you can offer them. It's really important to spend time planning your marketing, thinking about who you are targeting, choosing ways you can reach them and how you will measure the effectiveness of your communication.

Below please add minimum of 3 methods your club uses to promote club (must be minimum of 1x social media OR if club does not have own Club Website, Poster/Flyer or Local Press articles/links club must provide 2 methods of social media):

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|  | TYPE | LINK | USAGE/ IMPACT ON CLUB |
| 1. | e.g. Facebook | [www.facebook.com/badmintonscotland/](http://www.facebook.com/badmintonscotland/)  | Allowed club to reach new audiences through parent users of Facebook in addition with communicating with members by posting results of competitions, photos of club nights and prizes |
| 2. | Local Press  |  |  |
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