



## SCOTTISH MOTOR SPORTS

Scottish Motor Sports, 28 West Main Street, Uphall, West Lothian EH52 5DW  
Tel: 01506 858354 • info@scottishmotorsports.co.uk • www.scottishmotorsports.co.uk

## Communication and Social Media FAQs

### **Q. How do I tailor communication dependent on the type of members?**

**A.** Think of the different demographics of members within your club and how you can efficiently and effectively communicate with each of them i.e. younger demographics tend to utilise the internet to communicate (Email, Facebook, WhatsApp etc.) rather than more traditional methods such as telephone or mail.

### **Q. How do I make sure the right message is getting to the right members?**

**A.** Look into creating separate contact groups dependant on the type of engagement with the club and provide content for each. Such groups may include Marshals, Coaches, Parents, and Spectators etc. Each of these groups requires different information; try to make it as relevant as possible.

### **Q. How do I know what communication my members want?**

**A.** Monitor posts and see what does/doesn't generate engagement. Surveys can also be a great way to gather information on likes and dislikes from members. From the data gathered clubs can then generate content that members are more likely to engage with, i.e. data may show a low level of engagement with monthly newsletters and therefore less time can be spent on generating this type of content.

### **Q. Why are there so many social media platforms and what is the purpose of them all?**

**A.** Each platform has a different target market looking for different content:

1. Facebook – 'Tell Me'

Facebook is an ideal platform to update members on the progress of the club, upcoming events and general information. Facebook gives members a platform to show emotions, discuss and contribute.

2. Instagram – 'Show Me'

Instagram is an ideal platform to bring your club, its members and events to life. Show the public what the club have been doing; an ideal platform to showcase your 'best of'.

3. Twitter – 'Write In Headlines'

On Twitter, there is a 280 character limit so keep content small and digestible. Twitter is also ideal for connecting and contacting out with your existing network. Many businesses use



## SCOTTISH MOTOR SPORTS

Scottish Motor Sports, 28 West Main Street, Uphall, West Lothian EH52 5DW  
Tel: 01506 858354 • info@scottishmotorsports.co.uk • www.scottishmotorsports.co.uk

Twitter to engage with other businesses and their target audience to promote their product/service.

#### 4. YouTube

YouTube can be slightly harder to manage as content takes longer to generate, however it can be utilised to showcase informative 'how to' videos and 'best of' compilations.

### Q. Why can't I seem to get any engagement from members online?

A. Review your online content – is there too much/enough on your website? Are you updating regularly enough? Are the contact details online up to date? Online content must be fresh and appealing while being easily consumed.

**NOTE:** Every other club in every other sport is competing for the same members as you...what makes your club stand out?