

SOCIAL MEDIA

Tips & Tricks

Unsure of where to start when using social media? Below are some general tips and tricks which can help you either get started or build your following. Remember to consider what would be the most effective pathway for your USA Swimming member club, and how using social media can help promote the great things you are already doing.

GENERAL

- Consider creating a Facebook, Instagram and/or Twitter account for your team.
- Set these accounts to business accounts so you can have access to post analytics and ads.
- Remember to keep posts professional. Your actions on these platforms reflect your program and USA Swimming.
- Stay active! Keep followers engaged by consistently posting content which creates interactions and retention on your page. *Consider looking into your analytics/insights to get a better understanding of your followers and how they are interacting with your content.*

[Instagram insights](#)

[Twitter analytics](#)

[Facebook insights](#)

- Use your accounts to communicate with current and future members. *Share information about your team, upcoming meets, fun events, etc.*
- When creating an account, be sure to fully set-up your profile with information visible to others on the platform. *Use up-to-date profile picture, bio, website url, address, etc.*
- Claim your domain name so other companies can't use it.

POSTING

- When posting images, be aware they may be cropped. *For example, on Instagram, aim to utilize square images when posting to your profile, and double check how the image is cropped before posting.*

[Check out this resource for updated social specs/ ratios](#)

- Use Instagram stories to share upcoming events, videos from meets, etc.
- Use the highlights feature on Instagram to keep stories on your profile after 24 hours.
- Use relevant hashtags to reach larger audiences organically.
- Scheduling posts ahead of time can be convenient, but double check before you post in case anything comes up that could impact the effectiveness of your communications.
- Confirm parents/guardians have given permission for their child's picture to be used. *Use caution in providing too much identifying information for minors.*
- DO NOT use blurry images on any platform, make sure the image is high quality.

ADVERTISEMENTS

Using ads on Facebook and Instagram can be a relatively cheap way to promote your team to a larger audience.

[Learn more about Facebook ads here](#)

[Learn more about Instagram ads here](#)

