

#HumbleBrag:

how even the selfless social hermit
can succeed in a selfie society.



hugh williams
@runnerbloke

what can social media do for you?

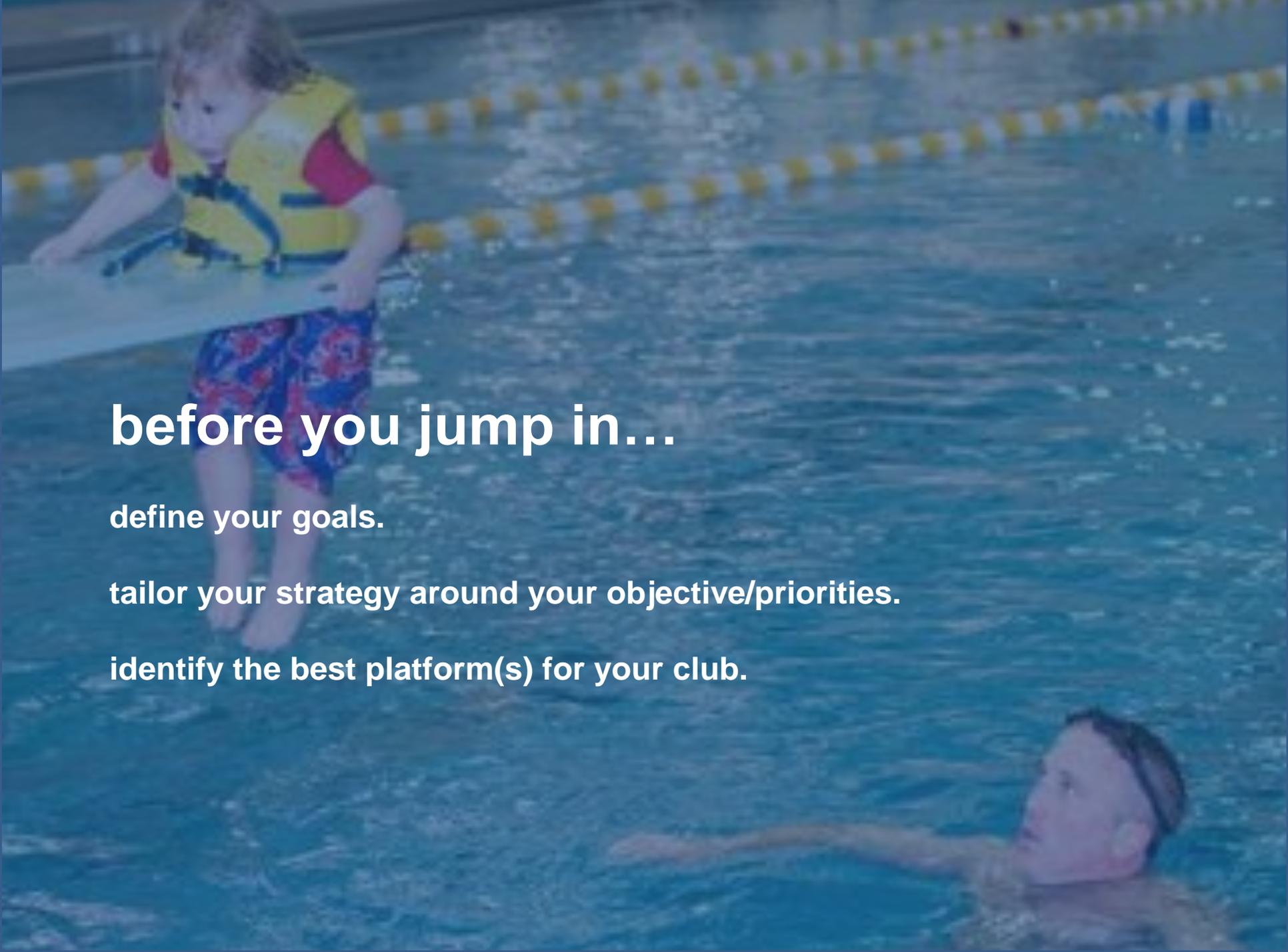
tell your club's story.

attract new members, supporters, sponsors.

recognize athletes, sponsors, achievements.

share news with members/the community.



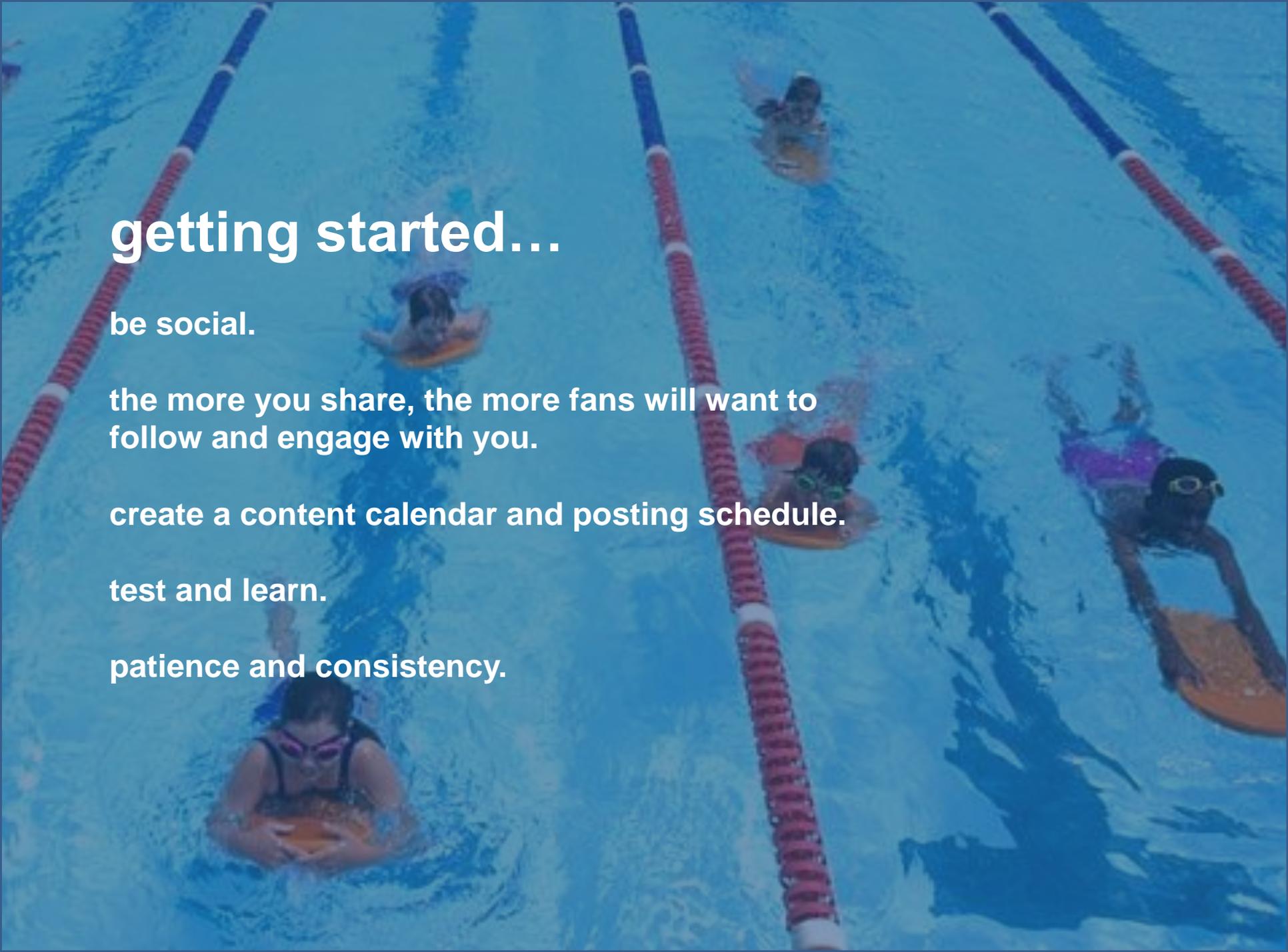
A photograph of a swimming pool with a child on the deck and a person in the water. The child is wearing a yellow life vest and colorful shorts, leaning on the edge of the pool. The person in the water is swimming, with their head and one arm visible. The background shows lane lines in the pool.

before you jump in...

define your goals.

tailor your strategy around your objective/priorities.

identify the best platform(s) for your club.

An aerial view of a swimming pool with several people on floats in different lanes. The pool is divided into lanes by red and blue lane lines. The water is a clear blue color. The people are wearing various swimwear and some are wearing goggles. The overall scene is bright and active.

getting started...

be social.

the more you share, the more fans will want to follow and engage with you.

create a content calendar and posting schedule.

test and learn.

patience and consistency.

what should I post?

1. interactive content



CHOCOLATE MILK
@chocolate_milk

How many world championships has [#TeamChocolateMilk](#) triathlete [@CrowieAlexander](#) won?

0%	1
25%	2
75%	3

2. curated content



3. listicles



what should I post?

4. photos

 **CHOCOLATE MILK** @chocolate_milk · Mar 14
#RnRDC is in the books ✅ Congrats to all participants who rocked it
+ recovered strong w/ chocolate milk #BuildIt



5. videos



BUILT WITH CHOCOLATE MILK

Published by Maggie Ziemann (?) · March 16 at 8:00am · 🌐

Practice makes perfect. Recovery helps too. That's why USA Swimming athletes, [Jessica Hardy](#) and [Tyler Clary](#) are BUILT WITH CHOCOLATE MILK! Welcome to the team—let's #BuildIt.



Abbott

March 21 at 2:25pm · 🌐

No matter what stage of your adventure you are in, we hope that good health is your companion.



don't have time?

optimize your approach.

set a routine.

**use social media monitoring
and management tool(s).**

prioritize channels.

#FishWhereTheFishAre.

get third party help.



a few more best practices...

#1 priority: provide value to your audience.

post content during optimal times.

paid social support.

follow and engage influencers.

vary your content.

be human, have fun, be personable
and conversational!



questions?

