

Marketing is a key feature for any Satellite Club.

Research from Sport England suggests that groups of young people take part in sport for different reasons. Some take part in sport to keep fit, even if they don't really enjoy it. Others take part to spend time with their friends.

These different reasons mean you need to change the way you communicate with young people. This guidance is provided as a starting point.

In this pack you will find:

FLYERS

A range of flyers which you can edit and personalise to promote your Satellite Club, along with step-by-step guidance on how to edit and print.

SOCIAL MEDIA SUPPORT

A short guide on how to use Facebook and Twitter for your audience.

CHECKLIST

To make sure you're making the best use of these resources.

The flyers are all available for you to download [here](#).

REMEMBER: *The activity may be sport, but the message doesn't have to be.*



STEP 1

What do you need?

All you need is access to the internet and Microsoft Word. Just follow the steps below to get started.

STEP 2

Pick your audience

Sport England's youth insight research tells us that there are three key audiences that we need to reach.

These are **Positive**, **Functional** and **Uninterested**. **These are the groups whose behaviour we need to help change if we are to break the norm for participation.**

Each flyer is created to suit these three key audiences. So we've even done the hard work for you. Just pick one of the following:

For the full research click [here](#).

POSITIVE:

Positive about sport and may already be active

- Remind them of their positive emotions for sport
- Some may want to "get back into sport"

FUNCTIONAL:

Looking for the wider benefits of playing sport

- Take part to reach wider goals, not necessarily to have fun
- Want "informal sessions, with regular feedback"

UNINTERESTED:

Generally not interested in sport, perhaps from negative experiences

- Sport isn't a priority
- Looking for 'non-traditional activities' suited to their age, gender, ability and lifestyle

STEP 3

What age group are you targeting?

Pick either the younger age group, aged 11 to 16, or the slightly older age group 16 to 25, depending on who your session is aimed at.

STEP 4

Which size flyer do you want?

You have two options (but you can use both):



1) A4 portrait

This one is best if you want to pin it up on a noticeboard, similar to a poster



2) A5 portrait twice on an A4 sheet

This one is best if you want to print smaller flyers to hand out or have on display on top of a counter

STEP 5

Are you printing in colour or black and white?

This really depends on what printer you are using and what resources you have. If you are printing more than 10 pages in colour, you might want to check the printer cartridges first, as colour runs out much quicker than black.

STEP 6

Begin personalising your flyer

Now that you've got your flyer, you can begin changing certain parts of it to make it personal to your club and sessions.

In total you have 4 sections you can edit.

1. Sub title
2. Social icons
3. Club logo
4. Details

Get involved.
Be inspired.

New classes, FREE tasters

Want to get back into sport... or try a new one?

Casual and low key

Learn something new

For you and your friends

Enjoy and have fun

@getactiveLDN

getactivelondon

www.getactivelondon.co.uk

GET ACTIVE LONDON

LOTTERY FUNDED



For anyone aged 11 to 16

Enter start date

What day? eg. Every Tuesday
What time? eg. From 19:00

Enter full venue address here

Venue phone number
Venue email address

STEP 6

WRITE YOUR SUB TITLE

Section 1 is where you can add in a few words about what sport or type of activity you are offering, such as 'Free Tennis Taster today'. What you see in the box is what will be printed, so you can leave it as is, change it or delete it.

Tip: try 'free tasters' for the positive group.
Or 'come and explore' for the uninterested group.

PUT IN YOUR SOCIAL ICONS

Section 2 is where you can add in your club's own social media pages and website, if you have them.

If you have your own **Twitter**, **Facebook** and **Website**, just delete the **Get Active London** details and replace it with yours.

If you don't make any changes to this section, it will print the **Get Active London** contacts you can see here.

ADD YOUR CLUB LOGO

Section 3 is where you can add your own club logo if you have one.

Click on the image box, locate your club logo and click **'insert.'**

1 New classes, FREE tasters

Want to get back into sport... or try a new one?

Casual and low key
Learn something new
For you and your friends
Enjoy and have fun

2 @getactiveLDN
getactivelondon
www.getactivelondon.co.uk

3

For anyone aged 11 to 16

Enter start date
What day? eg. Every Tuesday
What time? eg. From 19:00
Enter full venue address here

Venue phone number
Venue email address

! When you first open the Word documents, ignore the blinking cursor and type only in the text boxes specified here.

If you hit return or backspace and it changes the layout, click 'Undo' or 'Back' to return to original layout.

STEP 6

ADD YOUR SESSION DETAILS

Section 4 is where you can add in the gender and age groups your sessions are for and also your specific session information. The box also provides prompts to help you. A good example would be:

For girls aged 11 to 13

Starts 20 August 2015

Each Tuesday and Thursday

3.45pm to 4.45pm

Lewisham Girls School, 8 Pickford Road, Catford, SE6 1DX

Call or Text Sarah on 07456 278902

Or email her on sarah@catfordtennisclub.com

Tip: if there are any details you don't want on your flyer, then you can delete them.



To edit the text, delete all of the placeholder text and replace it with your own information.

Any information you don't want to be printed, please leave blank. What you see will be printed.

Get involved.
Be inspired.

New classes, FREE tasters

Want to get back into sport... or try a new one?

Casual and low key

Learn something new

For you and your friends

Enjoy and have fun

@getactiveLDN

getactivelondon

www.getactivelondon.co.uk

GET ACTIVE LONDON

LOTTERY FUNDED

LEWISHAM TENNIS CLUB

4 For anyone aged 11 to 16

Enter start date

What day? eg. Every Tuesday
What time? eg. From 19:00

Enter full venue address here

Venue phone number
Venue email address



STEP 7

You're all done, so go ahead and print your new flyer.

If you're struggling with any of these flyers, please just get in touch with your relevant **Club Development Officer**.

Over 72%* of people in the UK have at least one social media profile. Social media is increasingly important for sport. The next few slides will talk you through two of the most popular social media channels used by young people today and tips on how to use them with impact.



FACEBOOK

Facebook is a great way of keeping people in the loop and informed of what's going on at your club. Post photos, share others' information and get people involved.

TOP TIPS

- **Be unique.** Make it easy for people to find you, use your club logo and set up a Facebook group
- **Keep them informed.** Put up match dates, results and new training times – all valuable information for Satellite Club participants
- **Keep it current.** Engage people by commenting and liking posts – ask them for their views

*Adults' media use and attitudes Report 2015, Ofcom, page 34



1

Example Facebook post for **positive** audience

Example Facebook post for **functional** audience

2



TWITTER

Connect with members through tweets and re-tweets. Mention others and join in with the conversation.

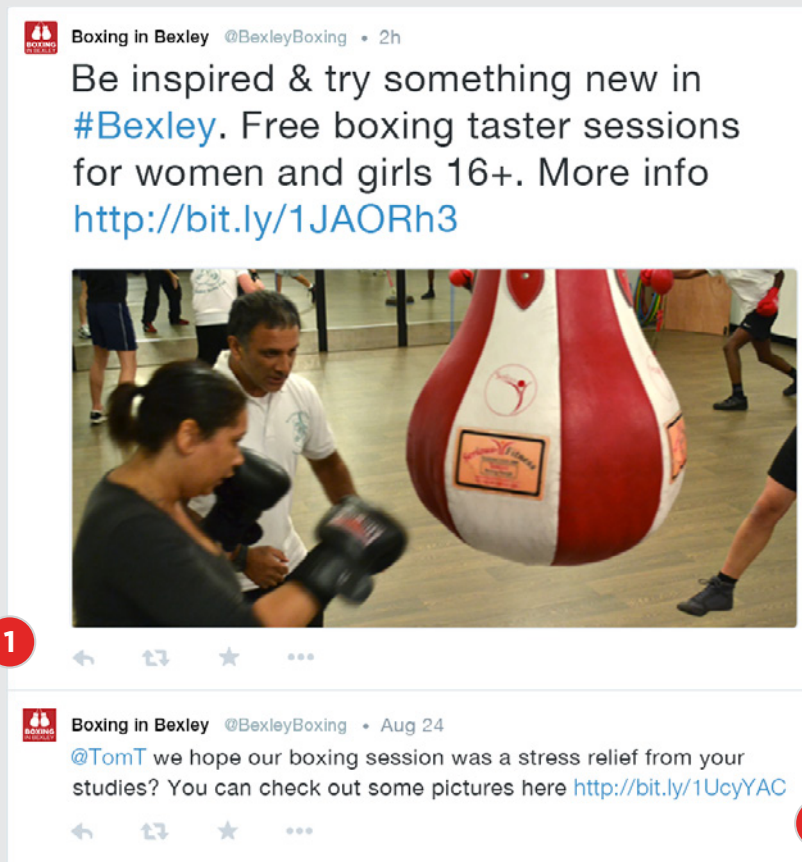
Don't have a Twitter account?

Not a problem... get your participants involved by asking them to tweet about sessions during or after they have taken part.

TOP TIPS

- **You only have 140 characters.** Keep it short and to the point
- **Add an image.** On average people notice tweets much more with an image
- **Add hashtags.** Ensure they are related to your club's area or activity
- **Tweet like you talk.** Keep it natural and authentic
- **Make it matter.** Link your news to the wider world of sport
- **Get others to re-tweet.** If you use our hashtag **#MostActiveCity** we can re-tweet for you
- **Start a conversation.** Respond to tweets, post results and keep it relevant

Tip: talk about the Satellite Club itself. Build participation and encourage people to take part and don't always focus on the medal winners or success stories.



Example tweet for positive audience

Example tweet for functional audience



CHECKLIST

Below is a checklist for you to make sure you're getting the most out of these marketing resources.

HAVE YOU:

- Picked the right flyer for your target audience?

- Personalised your flyer to suit your club and sessions?

- Set up your social media accounts?

- Used our social tips to make the best use of your Facebook and Twitter pages?

Good luck and be brave, the best way to learn is to have a go. As this is a new resource, we're keen to get your feedback. Please just get in touch with your local **Club Development Officer** and we will use this information to improve our services to you.

Why not connect with us and let us know how you're getting on?

LONDON SPORT:

-  @londonsportcsp
-  LondonSportCSP
-  +LondonsportOrg
-  london-sport

GET ACTIVE LONDON:

-  @GetActiveLDN
-  getactivelondon
-  getactiveldn

DISCLAIMER:

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this pack. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.