

## Facebook for Ski Clubs

### Introduction

Questions asked?

- Who has a personal Facebook page?
- How many clubs have a Facebook page?
- How many who have a Facebook page are actively updating it?

What are your goals?

1. Attracting new members?
2. Selling trips?
3. Generate website traffic?
4. Because everyone else has one?

Pick a page?

Business? For business- for you!  
Group? Open or closed chats  
General Profile? For personal use.

Your club's page is just like a business page, treat them the same.

### Obvious Benefits

1. Branding
2. Member engagement

### Subtle Benefits

1. Driving Website Traffic
2. Generating lead on new members
3. Giving members a voice -Letting members know they are special – sharing what they share!

### Tools for a successful page

1. Use your page *real estate* wisely
  - a. Your cover photo should express your club's interests in a single image
  - b. Your profile image should brand you (logo)
  - c. Your "about you" section should be concise and should include contact information (website address)
2. Get on a schedule.
  - a. Posting shouldn't seem planned (if it's not relevant, don't post it), but also should be consistent. Stick to a schedule.
  - b. Monthly Events
  - c. Announcing trips- linked back to the club's website
  - d. Member announcements

3. Share what members say!
4. Use all the features your page has to offer
  - a. Create events (trips)
5. Respond to all comments left on your page. Your followers need to know you are engaged.

### Posting

1. Provide Value
  - a. 80/20 Rule. 80% of your posts should be relevant material that will benefit your members, 20% should be promotional.
  - b. Talk about the ski industry
  - c. "Like" industry pages (resort, retail, etc.)

### Summary

1. Have a goal!
2. Update
3. Consistency
4. Relevant material & provide value
5. Lead generation (new members)