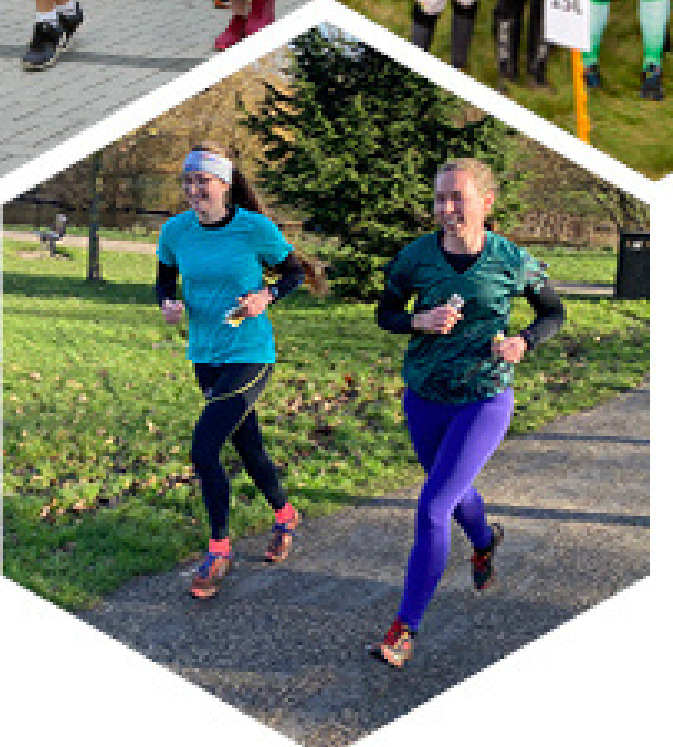


Learn how to create engaging experiences

Provide foundations for success

Understand how to change perceptions

Strengthen lifelong pathways



Development Conference

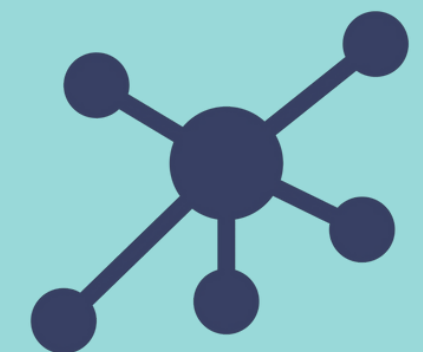
Promoting your club

Topics we will cover

- How to create great content to connect and engage your members
- Highlighting your achievements on social media and tracking success
- Using paid ads to elevate awareness of your events
- How to create your own marketing and promotional materials using Canva



Create great
content to connect
your members



Tailor your content for the appropriate audience

News stories

- Eye-catching headline
- Summarise what the news piece is about
- Use the main body to provide more details.

Blogs

- Slightly more informal
- Write in the first person
- Ask for a number of accounts!
- Break up your content with headings

Press releases

- Formal announcement
- Compelling headline
- Why is this such great news for your club?
- Keep it short for maximised effect!
- Consider timing of release

Types of content

News stories

- Entries open for our Regional Championships
- We are recruiting a new Development Officer!
- Our next Club night takes place this week

Blogs

- Winter Event Series 2023/4
- A day in the life as a volunteer at BOK
- Trying out a new accessible orienteering course

Press releases

- New family membership offers available
- XXXX named as the new Club Chair of WCOC.
- SBOC make it on regional news!

Create a strategy to share your content (or simply achieve your long terms goals!)

SMART goals

1. Set **specific** goals, but keep it realistic! Think about your resources - who is going to be responsible for deliverables?
2. Consider how you will **measure** success.
3. Set yourself **achievable** targets - you are not going to take over the world overnight!
4. Ensure you stay **relevant** - do your goals align with long term objectives and your values as a club?
5. Give yourself a deadline - set a **time** in which you want to achieve your goal(s).



Sample plan

Specific goal	(How we will) Measure	(What is) achievable	Relevant	(Set a) time
Reach X amount of followers on our social media channel.	Track our analytics monthly to ensure we are on track.	Schedule at least X posts a week	Increase awareness of our club and interest in prospective members.	Review after two months
Encourage more of our club members to volunteer and help plan events.	Through the numbers of new volunteers we recruit.	Highlight what skills our prospective volunteers will gain from volunteering.	More volunteers, less pressure on the same people delivering events.	Ongoing review for 6 months
Set up a promotional campaign to highlight our weekend event series.	Review numbers of sign ups and on the day attendees.	Create new posters/cards to share across social media and in local community groups.	Increases participation statistics at our events.	Review after 5 months

We can help!

Event Spotlight: Compass Sport Cup Final 2023

Written by Richard Rossington, Organiser of the Compass Sport Cup Final 2023.

The Compass Sport Cup Final 2023, organised by Bristol Orienteering Klub, took place three weeks later than usual, giving Britain's weather the chance to make things more 'interesting' than usual.

Stepping up to the challenge it delivered on and off rain throughout the preceding week and a series of steady downpours, alternating with drizzle on the day. At least the prize-giving was dry and those who took up NGOC's league event, (kindly moved to the preceding day to make a weekend of it) had a lovely, sunny run at High Meadow nearby.



Early finishers - Compass Sport Cup Final 2023



On behalf of **Swansea Bay Orienteering Club**, we are proud to share that they have secured a feature in a series on Welsh Channel S4C that highlights orienteering!

The programme airs on Tuesday 13 February 2024, and English subtitles will be available for those not versed in Welsh.

Kerina Lake from SBOC shares how they secured the feature in this blog.

<http://tinyurl.com/mr3dvf38>



View Insights

Boost Post



Liked by ndclawson and 127 others

britishorienteering The Lakeland Warrior grew out of lockdown as a small event to get elite runners ba... more

View 1 comment

15 December 2023

Share Tweet Monday 4th December 2023

Impact: Berkshire Orienteers and Beat the Streets

Written by John Methven, Berkshire Orienteers.

Berkshire Orienteers had the opportunity to collaborate with Beat the Street in the West Reading area for 6 weeks during September and October this year. More than 6,500 players took part covering nearly 80,000 miles between them.

Berkshire Orienteers worked with Beat The Street to provide a free MapRun activity in Prospect Park Reading towards the end of the six weeks. In addition, Berkshire Orienteers have provided a legacy MapRun score style event using the former Beat Box locations to encourage participants to continue their active journey.



Highlighting your
achievements via
social media...and
tracking their success!

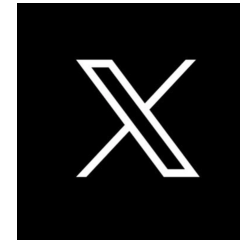


Facebook



- Offers flexibility on the word count of posts.
- Mention and tag other organisations and clubs.
- Add in multiple links to websites.
- Create "stories" linking content or reminders to sign up to events.
- Post upcoming events and create groups.
- If you have the budget, consider setting up targeted Facebook adverts.

X (Twitter)



- Post short bitesize content updates and information on your club (word limit).
- Great for tagging other organisations and clubs.
- Using relevant hashtags can increase your audience reach.
- A good social media platform to use at events when you have multiple updates to share around the same topic.

Instagram



- Share quality images of your events and club.
- Tag your followers in posts and use hashtags/mentions to increase reach.
- Add "stories" during your events or go "live" to capture key moments. Additionally you can film videos and then later create a "reel" to share on your main Instagram page.
- Create "reels" (short videos).

Engage your audience using powerful imagery



- Imagery is extremely powerful when it comes to promoting our sport.
- You don't need to be a professional photographer to take a great photo.
- Use the resources that you may have – you will be surprised at how quickly and easy it is to generate a small library of photos.
- Check out the profiles of our resident photographers [Rob Lines](#) and [Wendy Carlyle](#) for inspiration. Don't forget to credit them!

Examples of posts



Liked by bok.orienteering and 27 others

raforienteering ▣ Last week #RAFO hosted our own #Orienteering competition at @royalairforcebrizenorton. 18 Personnel from the length and breadth of the UK took part. The day involved three courses ranging from 1.5km

← Swansea Bay Orienteerin... 🔍 🏃

Wonderful to see lots of kids and parents enjoying the challenge and having fun - nothing quite like heading out for a yomp around a beautiful park and feeling the morning sun on your face.

A massive thank you to my on the day helpers, Freddie, Eunice and Margaret and especially to Eunice for the yummy cookies 🍪

We hope everyone enjoyed today, and that we see you at an event soon or back at one of our Fun Days in February.

#familyfun #orienteering #adventure
Sport and Health Swansea British Orienteering
Swansea Council



South Yorkshire Orienteers 17h · 🌐

Enter by Monday 15th Jan for our next Wednesday evening event - a night urban around th... See more

WED, 17 JAN AT 17:45
Crookes Night Orienteering
Old Grindstone · Sheffield

★ Interested

👍 2

airienteers @airienteers

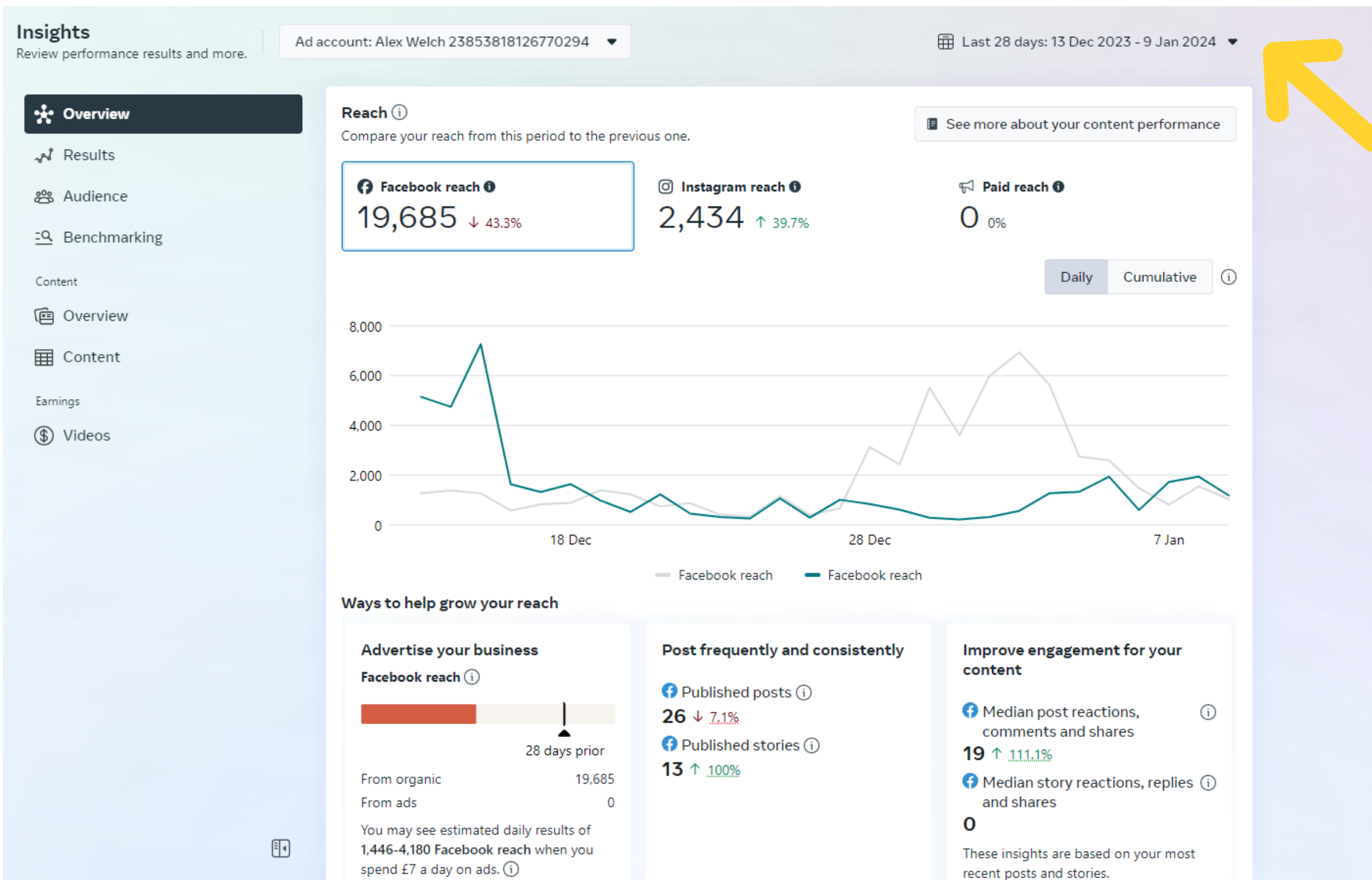
The British Orienteering Championships (Long & Relay) are being held near Whitby in April 2024 - Entries are now open. Would be great to see lots of club members & relay teams taking part 🐾 😊

wessexorienteeringclub Stowe, Buckinghamshire

Liked by dartfordorienteers and 34 others

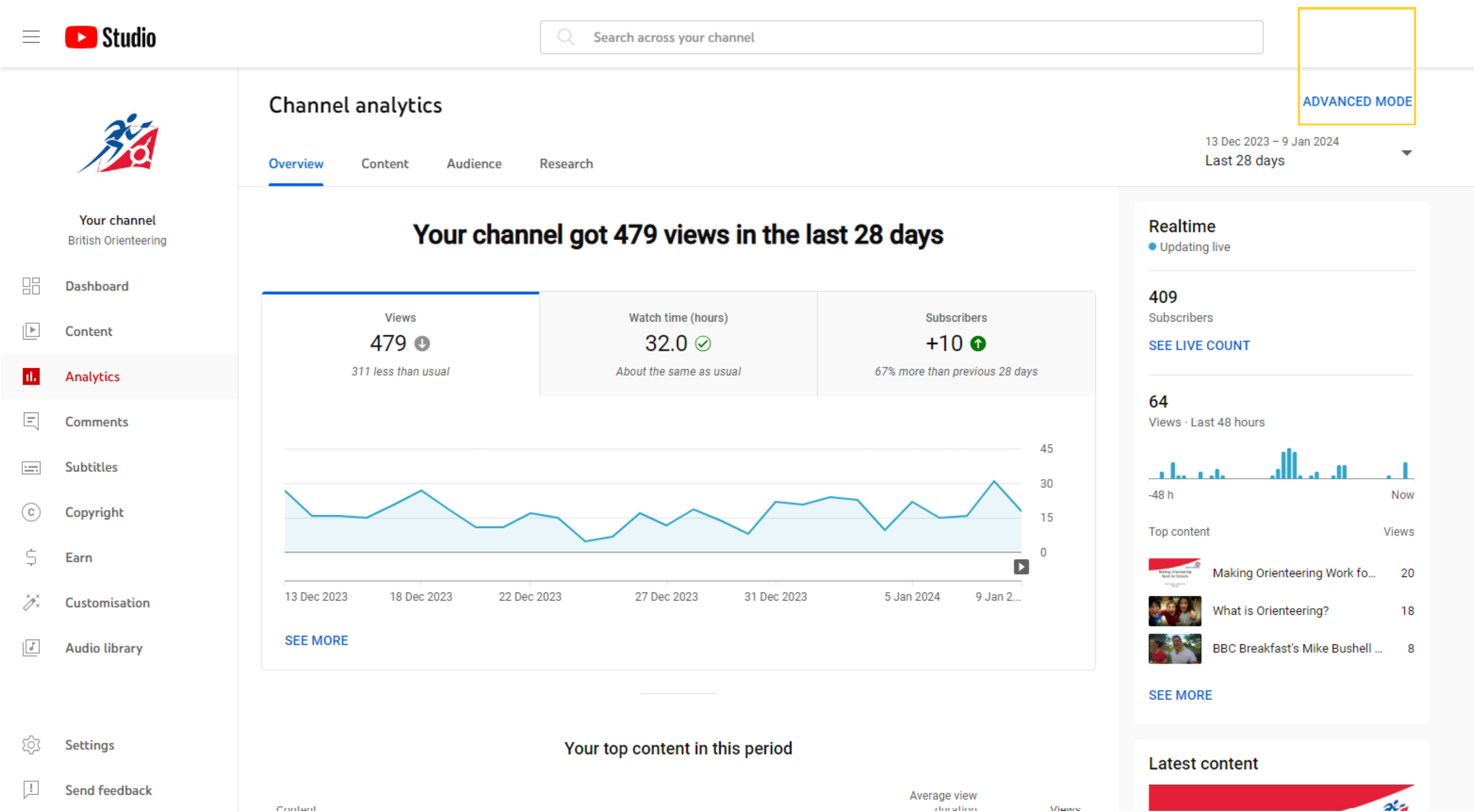
wessexorienteeringclub Well done to the combined WIM/WSX (@wimborneorienteers) junior team who came 4th in the 2023 Peter Palmer Relays very early this morning and won the Norwich Orienteering Club anniversary trophy - best small club(s).

How to track success through analytics (Facebook/Instagram)



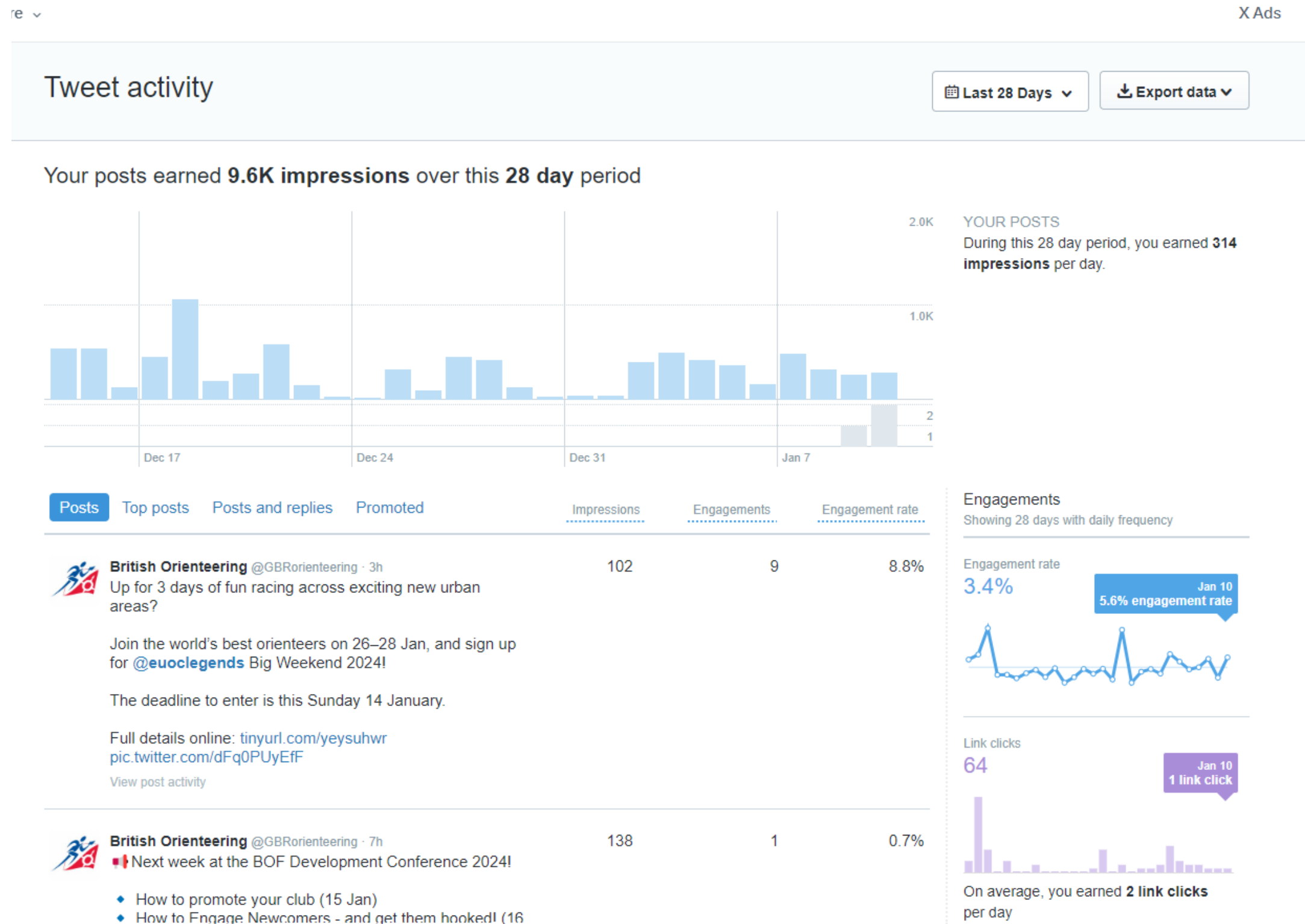
- Access via [Meta Business Suite](#).
- Modify the timeframe you want to view insights for.
- Results: view analytics on reach, visits to your pages and likes.
- Audience: Track your current audience and demographics.
- *Benchmarking - check out other "businesses" to watch.
- Content - view what is generating the most likes/reach and clicks.

How to track success through analytics (YouTube)



- Access via [YouTube Analytics](#) in YouTube studio.
- Modify the timeframe you want to view insights for.
- Analyse how many views your videos get, the impressions made and your audience.
- Click advanced mode to get more in depth analytics on key demographics.

How to track success through analytics (X)



- Access via [Twitter Analytics](#).
- Displays your top tweets by impressions and engagement with your audience.



REMINDER!

Analytics can look daunting, but also provide you with invaluable insight into what content attracts the most attention enabling you shape your future strategy.

Using paid ads to
elevate awareness
of your events



Is it worth it?

Pros

- Increase awareness of your club
- Potential to reach more groups of prospective participants
- Target key demographic groups
- Target new locations to expand reach

Cons

- It takes time and resource
- Involves cost
- May prompt non-favourable publicity
- Can be difficult to measure success



Useful links to creating Paid Ads

[An introduction to Ads Manager via Meta Business Suite \(Facebook & Instagram\)](#)

[How to create a Facebook Ad](#)

[Advertising on Instagram](#)

[Advertising on X](#)

[Advertising via YouTube](#)





How to create your
own marketing and
promotional
materials using Canva

This presentation was brought to you by Canva

- Free to use
- Use available templates or [incorporate your own branded](#) ones.
- Great for creating a bank of marketing and promotional materials in one place.
- Simply download your designs as JPEGs, PDFs etc and share on across your club's communications channels.



GREAT HARWOOD STREET

WALK RUN OR RACE THROUGH THE CHECKPOINTS DOTTED THROUGHOUT THE TOWN

60 / 75 MIN TIME LIMIT
SOLO & TEAM ENTRIES
WED 15 MAR
GREAT HARWOOD

WWW.PFO.ORG.UK

Pendle Forest Orienteers logo

The poster features a stylized illustration of a town with various buildings and smokestacks. Three yellow location pins are placed on the map. The background is dark with white clouds and a red circle with a white arrow pointing to a location pin.



BRUN VALLEY

SAT 11 MARCH
10:30AM-12:30PM

(ACTUAL DISTANCE COVERED WILL BE LONGER / DIFFICULTY LEVEL IS CONTROL LOCATIONS)

RED - INTERMEDIATE 5-7KM
GREEN - VERY HARD 3.5-5KM
LIGHT GREEN - HARD 3-4KM
ORANGE - INTERMEDIATE 2.5-3.5KM
YELLOW - EASY/FAMILY 2-2.9KM

WWW.PFO.ORG.UK/EVENTS

Si Entries logo

The poster features a stylized illustration of a valley with rolling green hills and a winding path. The background is a solid blue color.

Example: British Sprint & Trail O Middle Championships



Never used Canva before?
Watch our short tutorial from a previous
webinar here (from 25 min mark).





Thank you for listening,
any questions?