

## Social Network Options

Keep up-to-date with your players and parents through the different options available with social media. You could net yourself a big following on Twitter, see how many friends your club could attract on Facebook or simply share some great photos of your teams.

1. Set up your own 'community' on a social networking website, such as Facebook or Myspace. This is the perfect two-way website, where you can provide simple information and updates about your club and get your members to comment, feedback and ask questions. There may be clubs or teams within your local leagues who are already using social networking sites, so ask around and take a look at what they're doing.

Remember that Facebook is only open to those over 13 years of age. If you want to use social media to communicate to young people and their parents, the account should be set-up in the club name and the content should focus on news-sharing, such as fixture updates or postponements to team selection. The pages should not be used for comments or 'banter'. Check out [The FA's Best practice guidelines](#) for more information.

2. A popular way to give your opinion online is to write a 'blog' or web-log, which is an internet diary. There are many different websites that you can sign up to and will host a blog. You could ask one of the team coaches, such as those with a higher qualification responsible for mentoring other coaches, to write a blog for other members to follow. This can be a great way for delivering opinions on coaching tactics, take-outs from watching how the elite coaches manage their teams in professional football matches or for providing inspiration to others. Remember to moderate blogs or message boards ideally on a daily basis to ensure no inappropriate comments have been posted.
3. If you just want to provide updates about your club and get out announcements quickly, then you could consider a Twitter account. You'll need to promote this to your members and get them to 'follow' you, so that people are reading your updates.



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4. If you film any of your adult team's matches, you could upload clips of goals and great action on YouTube. This will be great for sharing with players. You can link to this from your website or Facebook page. Be aware, however, that your opponents will be able to see the action and do their homework for matches against you too!
5. Sharing photos through secure websites will be a great advantage for players and parents. This will allow your members to download images of themselves or their children to share with friends and family, or to print for keepsakes. Ensure you've got consent for taking the photos (see [The FA's guidance on Photography and film](#)) before setting up any account on a photo-sharing site such as Flickr, Snapfish or Photo Bucket. Do a websearch for 'photo sharing' and you'll see the range of different websites available. Once you've uploaded photos, advise your club members of the link to view the photos – this would be best done through an email or online message. Remember you should not share photos of under-18s without first getting parental consent.

You'll also be able to import the photos you store onto other social media sites like Facebook or MySpace or your email. Check out the photo sharing website when first visiting as it will tell you if this is available to use.

