

**GET
THE
GAME
ON**



PROMOTE AND MANAGE

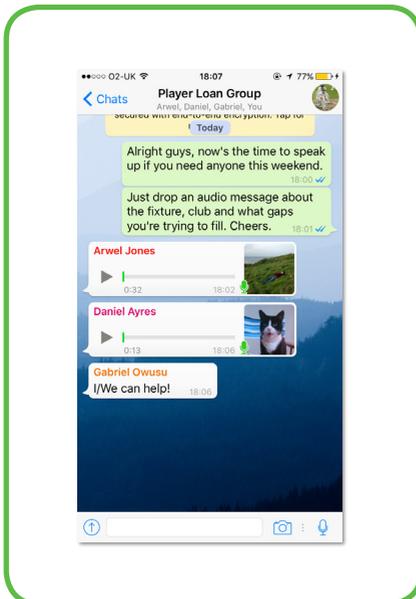
your player loan scheme

Late drop outs by players can seriously jeopardise the ability of clubs to field teams. The speed and convenience of digital communication can reduce your concessions and ensure that those who want to play are able to. We show you how.

WHATSAPP - SENDING PHOTOS / VIDEOS / AUDIO	3.
WHATSAPP - BROADCAST LIST	4.
FACEBOOK - ASK THE GROUP A QUESTION	5.
TWITTER - PROMOTE & MANAGE	6.
TWITTER - FINDING MATCHES	7.
MAILCHIMP - PROMOTE	8.

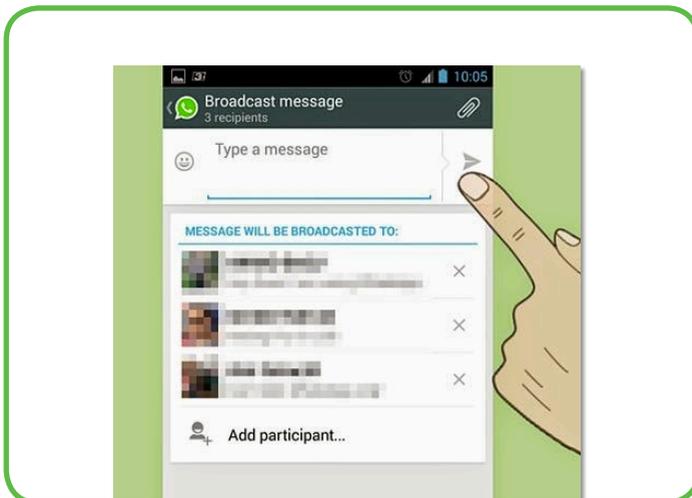


- Through WhatsApp, you can send new video/photos (via the camera icon), you can send audio (via the microphone icon), and then via the upwards arrow, you can take a photo or video or share previously taken photo/videos, documents or your location
- You could use this to bring your player loan scheme to life and have clubs needing a player/s record a short message about the fixture, the club and the gaps they are trying to fill
- Whether you are on an Android, iPhone or other, you'll need to allow WhatsApp access to the other tools on your phone – camera, microphone, your location and photo/video/audio library – for it to function best





- A Broadcast List allows you to create, save and message a list of contacts instantaneously. Recipients receive your broadcast message like a regular message – directly in the individual chat
- It's a good tool to use as a newsletter for bite-sized updates and can be sent to a maximum of 256 contacts at a time. Email is probably still best for longer newsletters
- Recipients also do not know who else received the message and do not know that it was sent as part of a Broadcast List
- When they respond, they only respond to you individually. In this sense, it works like the BCC (blind carbon copy) function in an email
- A Broadcast List is best used when you want to get a message out/ ask a lot of people their opinion without others needing to know their response (eg finding out the best time to schedule a league meeting or what players' opinions are on the new league rules)
- In order for the specific contacts to receive your broadcast message, they must have your phone number saved in their contacts, so you might like to encourage people to save a number to their contacts in order to receive updates

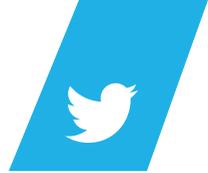




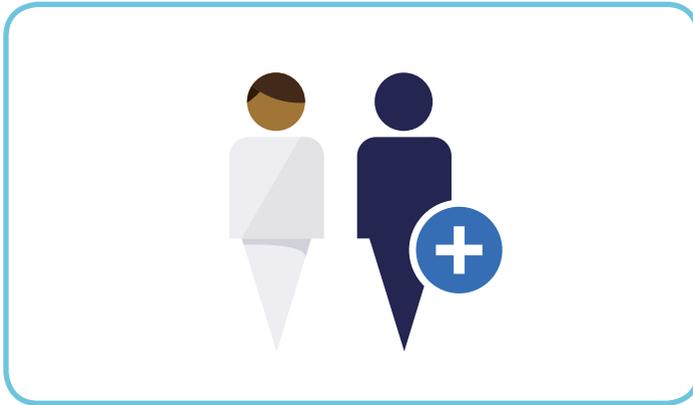
Within groups you can ask members a question by creating a poll and posting it within the group.

- ➔ Begin where you would write a normal post – at the top you will see an option to ‘Create Poll’
- ➔ Select this option and use the text box to ask your question
- ➔ Then click the button at the bottom that says ‘Add Poll Options’
- ➔ This will allow you to add up to 10 options for users to vote for
- ➔ If you need more than 10 options, select the dropdown menu that says ‘Poll Options’ and tick the box that says ‘Allow anyone to add options’ (otherwise we would recommend this option is un-checked)
- ➔ You can also allow people to choose multiple options or restrict it to one – select as appropriate
- ➔ Examples of when to use this tool include, working out the best date for an event or gather opinions on a possible rule change

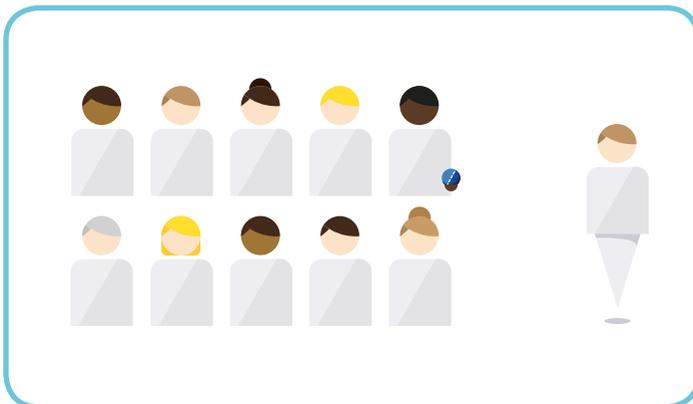
The image displays three sequential screenshots of the Facebook poll creation interface within a group. The first screenshot shows the top of the post creation area with the 'Create poll' button highlighted by a red arrow. The second screenshot shows the text input field containing the question: 'We have 3 possible dates for our AGM this year - which date would be best for everyone? Let us know by voting below.' The 'Add Poll Options' button at the bottom is highlighted by a red arrow. The third screenshot shows the poll options: 'Tuesday 22nd March', 'Saturday 26th March', and 'Friday 1st April'. Below these options, the 'Poll Options' dropdown menu is expanded, showing two checkboxes: 'Allow anyone to add options' (checked) and 'Allow people to choose multiple options' (checked). A red arrow points to the 'Post' button at the bottom right.



Recruitment drive - If you are planning to grow your league or to recruit new teams to enter competitions such as U19 T20, you can use Twitter to message a wide audience, particularly if a prominent account shares ('retweets').



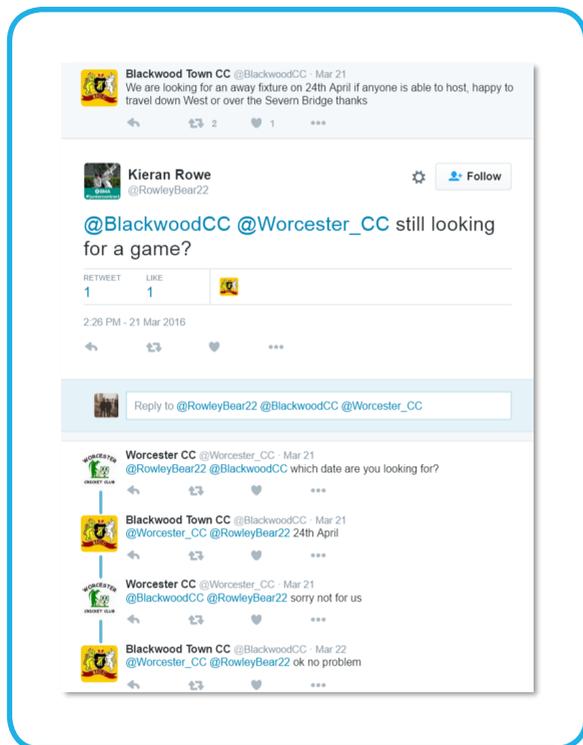
Player loan scheme - Promote and manage a player loan scheme within your league by providing details of clubs looking for players and players looking for a game.





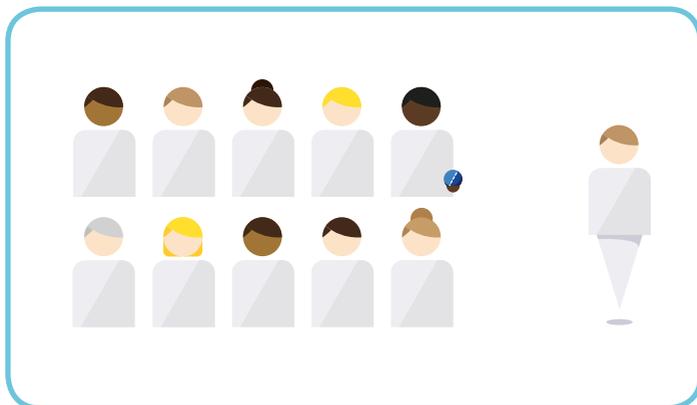
If your opposition has recently dropped out or you've had a late abandonment you can use Twitter to find a team in your local area looking for a game.

1. For best results mention the league, add a relevant hashtag (such as #GetTheGameOn) and influential local accounts
2. Leagues should encourage all clubs to follow their account and retweet club posts
3. Encourage members of your club/organisation to share tweets on their personal accounts – if 11 players retweet a post it automatically increases its reach





Promote player loan scheme - A call out email to recruit players who are available for loan and details of teams who are short of players.



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