

Marketing

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## Digital Media Download

Class Length

1 hour and 15 minutes

Change Summary

December 18, 2012

Origination

## 1. Lesson Plan Goals

To give participants tips and suggestions for creating/maintaining an effective Region website and social media presence.

## 2. Class Length

## 3. Instructor Requirements

Management Instructor  
Advanced Management Instructor at Section Meeting workshops

## 4. Learning Objectives

Learn how to create an effective Region website and social media presence

## 5. Prerequisites

None

## 6. Materials

None

## 7. Equipment

LCD Projector  
Flip chart and markers

## 8. Special Instructor Notes

### [Important 'Live' Update from the 2015 Expo Experience](#)

1. **'Digital 101'** - It is possible to cover all of the slides in the time allotted for each session without rushing. You just have to be selective about what points you want to make and read the audience's reaction.
2. As we had previously discussed there are lots of implementation details to discuss if the audience is so inclined. The audience from the first Expo was not so inclined.
3. The first session **'Digital 101'** was presented "by the book." It worked out well enough that 80% of the audience came back for the next session, although we did get some feedback that the amount of content was overwhelming and the details of some of the screenshots were hard to

- read. Nonetheless, it appears that people feel that content is important enough that they are willing to remain engaged throughout.
4. For the second session, '**Digital Media Advanced**' we changed it up. Rather than reviewing the specific capabilities of Facebook or twitter analytics, the instructor tried to frame a more general discussion along the following lines:
    1. define a business problem we are trying to solve (e.g., a refer a friend to register campaign)
    2. step through the process on what we would need to know to figure out whether our campaign is working
    3. look at some the "typical" reports we might want to review to get see what our audience is doing pre-campaign
    4. design a small experiment and drive some traffic to it
    5. see whether we got the desired behaviors
    6. compare and contrast feedback, twitter and some of the other tools in terms of why we might choose one over the other
  5. Fortunately for the season's first Section Expo '**Digital Media Advanced**' class, we had a teenager in the audience. We were able to get her, to a limited extent, to talk about what she found interesting in terms of engagement. Of course, most of the adults were struggling to figure out what she meant because her frame of reference was so different.
  6. There are no issues with our group of brilliant Marketing & Development Commission Instructors reading the crowd and modifying the path to fit the needs of the attendees.

## 9. Body (Lesson Procedure)

### Slide # 1

#### Introduction

Introduce yourself as workshop leader.

### Slide #2 Objectives

Ask the class what they expect to learn in today's workshop, address any items directly that we will not be going over.

### Slide #3

In this workshop, we will accomplish several things, including:

Learn how Facebook, Twitter and Instagram can benefit your Region

Discover how to use Google Analytics and Search Engine Optimization (or SEO) to make the most of your Region website

Optimize e-newsletters, sponsor materials, social media and more with customized links

**Slide #4**

Before we get into the fun social media stuff, I want to go over bit.ly links because they are so handy and really easy to use.

The first step is going to bit.ly and creating your account. Copy the link you want to shorten and paste it in bit.ly. Now you have your bit.ly link, which means:

You'll be able to track the number of times your link has been used and how it was shared.

Bit.ly is great for turning lengthy, cumbersome links into short, usable ones – which is perfect for social media

Accounts are free – so take advantage.

AYSO uses bit.ly links in all of our manuals, on social media and for in-house purposes. Something to keep in mind: bit.ly links are case sensitive. Remember that when dealing with them on flyers and asking people to retype them.

**Slide #5 Facebook**

First up is Facebook!

Before we go into more detail, how many of your Regions/Areas have a Facebook page? For those that do, keep your hand raised if you are the one that handles the page. What are some Facebook questions that you're looking to get answered today?

For those of you that have Regions/Areas that don't have a Facebook presence, how familiar are you with Facebook? We're going to get into some advanced stuff, and I don't want you all to feel left behind. Hang in there!

We're going to go over the basics that have been covered in the 101 course, quickly - just for our reference, then we will talk about:

Hashtags

Facebook Insights, which is Facebook's metric keeping system

Facebook advertising, which I think you'll be excited about

Facebook ratings

Offers and some other cool Facebook features

**Instructor note:**

**Slide #6 Facebook Basics**

If you've taken the 101 course or the social media webinar, these should look familiar. These are the Facebook basics that we're quickly going to revisit:

The importance of having a Business Page

By a show of hands, how many of you are positive that your Area/Region Facebook page is set up as a Business Page?

Even after people take the social media webinar, or see the stories in the newsletters recommending that they set up their Facebook account as a Business Page, I still see Regions that are using Personal Profiles, Group Pages or Community Pages instead. That's such a big disservice to the Region that they're trying to publicize and it can be a waste of a lot of hard work.

Personal Profiles are created and formatted for people, not for businesses, and this means that they are very informal, and require A LOT of work for someone trying to manage it. Accepting/denying friend requests, no security settings, no post scheduling, no Facebook insights, none of that!

Group Pages combat all of your hard SEO work. SEO means Search Engine Optimization and it's something we'll go into detail on a little later. But having a Facebook Business Page helps with your Region's visibility on Google Rankings. If you have a Group Page, it is not getting indexed into Google.

Per Facebook's official descriptions, Group and Community Pages are the non official versions of Facebook representation. An example of this? If I'm a fan of Target, I would start a Community page to share with people that love the brand like I do. If I'm Target, I start a Business Page to connect with fans.

How to stay engaged with your page

When handling your Region's Facebook page, it's important to stay engaged with it. That means being responsive: and responding to posts, questions and concerns in that 24-48 hour window.

Another major part of staying engaged is being consistent with your posting. My suggestion is to creating a posting schedule and stick to it, until you make a habit out of it. Scheduling your posts ahead of time is also an option that we're going to go over shortly.

It's also being aware – you want to stay engaged with your page to make sure that spam or any other things you don't want on your page aren't lingering up there. While there are settings you can craft to help fight against those types of things, you do want to stay engaged in case something slips through the cracks.

### Ways to keep safety first

Every Facebook Business Page should have Page Rules listed somewhere on the site. It lets users know the type of behavior that will be tolerated on your page. In the event that you do have to block someone or remove their posting, you can use your Page Rules as your back up. You can post your Page Rules in the about section. If you're looking for an example of thorough Page Rules, feel free to adjust and use AYSO's National Facebook Page Rules for your Region.

Follow Safe Haven's online communication guidelines. Go to AYSO.org and search "Safe Haven Social Media" and you'll find the Safe Haven Communication Guidelines. There are a lot of great things included in there, so it's a worthwhile document to go over.

Also, some things that we're not going to go into more detail on, but you should still keep in mind are:

Having a clean and simple Facebook URL. It's customizable, so something to the effect of Facebook.com/AYSORegion2 will get the job done.

Also, Facebook has easy-to-use security settings. It's gone over in the 101 course, but this is a small reminder to set your Moderation Block List and Profanity setting to a level that works for you.

### **Slide #8 Facebook #Hashtags**

Everyone here knows and understands what a hashtag is correct? (Ask someone to define what a hashtag is for you).

Hashtags used to only be a Twitter thing, but now there's hashtags everywhere – including on Facebook. They work the same way they do on other social media sites.

If your Region hasn't already laid claim to a hashtag, now's the time to do it! Raise your hand if your Region "owns" a hashtag?

All that means is you've picked an easy to use and remember hashtag and you're promoting it so people know to use it in their posts. Put it on flyers, use it on your social media, etc.

So now that Facebook has introduced hashtags, remember to use them in your posts, to search them to see what people are saying about AYSO and your Region.

It also makes simultaneous posting between Facebook, Twitter and Instagram easier. Before Twitter posts would look strange on Facebook because of the hashtags, but now that problem is over.

**Instructor note:**

**Slide #9 Facebook Insights**

How many of you are familiar with Facebook Insights? (ask for show of hands)

Okay, for those of you that aren't, Facebook Insights are Facebook-generated metrics about your page. Insights create a ton of metrics for free with every Business Page, so if you have a Business Page, you have Insights.

This is what it looks like when you're in the Insights in Overview mode. You'll see at the top there are a lot of categories that you can browse through and collect information from. I'm not going to go all of them today, just my favorites. But for those of you that have already had a Facebook Business Page for about 2 months, go in and play around with your Insights and uncover the information that's there for you.

You get to this page by going into the admin drop down and clicking on the Insight button.

**Instructor note:**

**Slide #10 Facebook Insights: Reach**

First, let's look at the Reach section. It has a few different components, and here are some highlights.

Post Reach tells you the number of people who saw your posts – which is not just how many of your fans, but also all of your fans' friends. The great (or scary?) part of Facebook is that they even know when you've seen something in your News Feed, which is how they get these numbers.

Post reach can also tell you how many likes, comments and shares you received on any given day. (it's on the same page as the first one, it just takes a little bit of scrolling).

This last one from Reach is maybe one of the more important: it tells you how many times you've been hidden from someone's news feed, marked as spam, or had someone unlike your page. This is important because if you compare it to what you posted on that day, you can see what your finds prefer not to see from

your page. In this example, you'll see we have some spikes of Unlikes on certain days. We were actually holding Facebook contest that had a like gate on it (explain what that is) and after the contest was over, we had some people unlike the page because they had only liked it to participate or vote.

And on the bottom of that is total reach, which is more than just posts, it's your page's general reach.

#### **Instructor note:**

#### **Slide #11&12 Facebook Insights: Posts**

This is where you find out what kind of posts get the most engagement, check out the posts tab of your Facebook Insights. Here you can check out when your fans are online (what times of day and what days) and the success of different post types

Here's you'll see that our statuses reach the highest levels of engagement, followed by photos, then links.

You can also see at the bottom where the arrow is pointing the engagement of each of your posts separately, as well as an opportunity for Facebook advertising, which is great. We'll cover advertising in a bit.

#### **Instructor note:**

#### **Slide #13 Facebook Insights: People**

The last Insight tab we're going to cover is People – this is where you find out more about your audience. How many are men or women, their age, where they live, what language they speak and so much more.

Check this section so you know who your audience is – this will help you craft your message and make it more effective.

#### **Instructor note:**

#### **Slide #14 Facebook Advertising**

Before we get too far into Facebook advertising, I need to know a little bit more about what your Region is already doing. Speak freely:

How/where does your Region currently advertise?

How does your current advertising plan impact your budget?

How do you determine how successful/unsuccessful your ads are?

**Instructor note:****Slide #15 Facebook Advertising**

Here are a few things you should know about Facebook Advertising off the bat.

Ads start a \$5, so it's definitely affordable.

You choose the exact audience you want to see your ad. Nowhere else can you get as specific.

You can advertise your page in general, or a specific post.

Choose a schedule/regularity that works for your Region and your budget.

Easy payment process – upload a credit card information once, and save it for future use.

Very customizable – the text, the photo, who sees it, when they see it, is all customizable

**Slide #16 Facebook Advertising**

Here is what the Advertising option looks like beneath the post: "Boost Post"

This is for the promotion of a particular post. If you'd like to advertise your entire page, I'll show you how to do that next.

**Instructor note:****Slide #17 Facebook Advertising**

Back on the timeline, go to the admin nav bar in the upper right corner and click on Build Audience. In the drop down, you'll see "Promote Page." That is the option to have an ad for your Facebook page.

**Instructor note:****Slide #18 Facebook Advertising**

The option on the right is what it looks like if you're trying to boost a post, but it's pretty much the same thing on the Promote Page option as well.

In a nutshell, here are your options:

Audience – people who like your page and their friends? Or people you choose through targeting. This is specific to the Boost Post option.

Location – pick a country, state and city that you want your ad to appear in

Age – who are you talking to? Young moms? Grandparents?

Gender

Interests – Here you can type in a sport (if you're going for the little leaguers), a show (Sportscenter), etc. This is really specific, but if you have a very specific promotion going on, it's something to consider.

Maximum budget – anything from 5 to 5,000+

Duration – however long you'd like it to run. Early registration promotion?  
Something that runs in the entire offseason?

**Instructor note:**

**Slide #19 Facebook Advertising**

Here are some tips for those looking into trying Facebook advertising. Be specific as possible (when appropriate) – the more you aim your advertising toward a particular type of person, the more bang you get for your buck. A lot of advertisers would kill for this type of targeting!

Be a selective scheduler. Really look at your Facebook Insights and figure out when your target audience tends to be online, think about what days AYSO people are typically available (Saturday mornings may not be the best time to have your ads running) and schedule accordingly.

Start small and test plenty. My recommendation is to start with a small budget and test a few things out with your age group, location, interests, etc. Find out the winning combination before you start making a more substantial investment.

Quality is important! If you're using images in your ads (which is always a good idea) make sure you select a quality image that will look great in multiple sizes. If you need an image, browse AYSO's Region Toolkit for hi-res images.

Engage your Board. Get your Board members involved in the social media process. This doesn't mean they'll all be posting, but make solicit suggestions. For example, perhaps there should be an ad about your Region's high-quality coaching? Or possibly the need for more volunteer referees.

Let your Facebook Insights guide you. As I mentioned a bit earlier, you can view the online patterns of your Facebook fans and let that information help you plan out the best possible Facebook advertising plan.

**Instructor note:**

**Slide #20 Facebook Ratings/Check-In**

Another handy Facebook feature is the Facebook Ratings/Check In. How many of you have used Yelp in the past? (Ask for show of hands) When you're looking for a restaurant, you put in a few search terms and browse locations based on ratings.

Similar to Yelp, Facebook allows users to rate a Business by giving it a number of stars. It's really great on the local level because if a potential customer views

your Region's Facebook page, and sees that you have four out of 5 stars, they will be more likely to give you their business.

### **Slide #21 Facebook Ratings/Check-In**

To activate this feature, simply type in your Region address into the field.

Something to keep in mind is that you can't edit individual reviews, once the feature is turned on, all reviews will show up on your Facebook page, along with a comment from the reviewer (similar to Yelp).

This feature is intertwined with the check-in feature, which allows people to say "I was here" and share that information with their social media circle, which is also great advertisement for you.

If for any reason you find that this feature isn't working for your Region, not a problem! Simply go back into the address field and remove your address. This will deactivate the feature. If you're deactivating the feature with the hopes that upon reactivation, your past reviewers will be cleared, that does not work!

Potential customers give a lot of credence to reviews. We all do, don't we? We see that a particular business has five stars and we assume that it has to be a great option right? Same goes for your Region.

### **Slide #22 Facebook Ratings/Check-In**

This is just a quick rundown of how the process works.

### **Slide #23 Facebook Offers**

This is some brief information on Facebook Offers, which can help bring people in to your registration events with special deals such as early bird, family rate, bring a friend and more.

There are free and paid options, and the paid options work much like Facebook advertising, including targeting.

### **Slide #24 Facebook Offers**

For more information on Facebook Offers, you can visit the About section on Facebook's Help page.

### **Slide #25 Facebook Contests!**

How many of you have held a contest on your Region's Facebook page? What have you done?

A Facebook contest doesn't have to have a big budget or a lot of manpower, it can be as simple as "post a photo on our page for a chance to win 50% off your registration."

Once people start participating, their Facebook friends will see their social media activity, and your Facebook page will receive some great word-of-mouth advertising. It's too simple not to try!

### **Slide #26 Facebook: Other Useful Features**

These are some other useful features Facebook offers. Use the scheduler to schedule all your posts for the week (or beyond!) ahead of time. Set it and forget it!

Post targeting allows you to speak only to the audience of your choosing. Women, men, certain age groups, etc.

Milestones are a way of signifying a big event in your Region, such as an anniversary, record number of players, major tournament and more.

Highlighting a post pins it to the top of your page, even when more recent posts are updated. This is great if you have a promotion going on that you want to stay at the top of mind for your fans.

Page subscriptions allow fans to "sign up for your page" and whenever you post they will receive a notification (one of those red number 1s).

### **Slide #27: Twitter Time**

OK, time for Twitter. How many of your Regions currently have an active Twitter account?

We've gone over the basics in the 101 course, but we'll quickly revisit them here.

We'll also cover some of the tools that can help you make the most of your Twitter account.

As I mentioned in the beginning, hashtags kind of got their start on Twitter, we'll go over that as well.

Contests are great on any social media platform! Twitter is no different.

### **Slide #28 Twitter Basics**

Be consistent – don't leave a stale page. There's nothing worse than a stale Twitter page. People are constantly tweeting, and even though your Region doesn't have to be posting 10 times a day, you should make sure you have some sort of activity at least a couple times a week (at the very minimum).

Be respectful – Twitter can be a fun platform with a lot of jokes and memes going around. It's fine to have fun right along with the rest of the Twitter-sphere, but remember that you are representing your Region, and your Region is representing AYSO. It's important to keep it professional.

Engage with fellow AYSO Regions, AYSO alumni and sponsors. Tag them in tweets, retweet them, etc. Make new friends!

Pick a simple Twitter handle – it should be short, sweet and include AYSO.

### **Slide #29 Twitter Tools**

Twitter doesn't currently have a built-in tool that lets you preschedule tweets (like Facebook) but there are free tools you can use to do so. Here's a list of some of my favorites. Specifically, Hootsuite and Buffer are two great ones.

#### **Slide #30 Twitter Tools: Buffer**

Here is an example of how Buffer works. Once you download the program to your computer, a symbol that looks like a stack of papers will show up in your browser.

To Retweet, all you have to do is click on that symbol, and it will allow you Retweet several tweets at once, scheduling them to be posting at a future date.

### **Slide #31 Twitter #Hashtags**

Create or brand a Region hashtag like #AYSORegion22, put it on flyers, use it all of your posts, and encourage your parents and volunteers to use it to.

Remember to do a regular hashtag search to see what people are saying about your Region. This way, you can respond to questions, ReTweet compliments, etc.

Don't forget about contests! Asking people to use your hashtag as a contest is a great way to get it off the ground.

People make a lot of jokes about hashtags, but they are useful and effective. Get on the bandwagon!

### **Slide #32: Twitter Contests**

The more the merrier – the more people that participate, the more people will see your tweets, and the more attention your Region gets.

### **Slide #33 Instagram**

How many of your Regions are on Instagram? Does everyone know what Instagram is? (Ask someone to explain it for the class)

### **Slide #34 Instagram**

We're going to go over the basics, hashtag usage, photo editing, videos and contest fun.

### **Slide #35 Instagram Basics**

Instagram is a popular photo-sharing site that's only growing in popularity.

### **Slide #36 Instagram: Hashtags**

Hashtags work on Instagram much like on Facebook and Twitter. Use them to your advantage!

### **Slide #37 Instagram: Photo Editing**

If you need to add text, such as Registration dates, address info or more, you can download a free photo editing app such as A Beautiful Mess to help make this happen.

Instagram comes with a bunch of great filters to play around with. Use them!

Think of every photo as an advertisement. It should be quality, clear and appropriate.

Note: you have the right to take photos of AYSO players while they participate in AYSO activities, but it can set people's mind at ease to let them know what you will be using the photos for.

### **Slide #38 Instagram Photo Editing**

Here are some examples of Instagram photos that make great advertisements.  
Note: Instagram doesn't like when you re-post other people's photos too often.  
While it's fine to do every now and then, be careful not to do it too much.

### **Instagram #39 Instagram Videos**

Instagram allows you to upload 15-second clips, same process as photos. This would work great for soccer games.

### **Slide #40 Instagram: Contest Fun**

Instagram contests are a great way to jump start your number of followers. It can be as simple as asking people to like or re-post one of your photos to be entered to win.

Your Region has a custom hashtag? Hold a special contest for people who use your Region hashtag. Remember, prizes can be simple.

Twitter and Instagram work together well – try out hosting a contest on both platforms at once to maximize your Region's exposure.

### **Slide #41 Social Media: 3 Takeaways**

Hashtags rule the world – does your Region have one?

Remember that everything helps with SEO. Facebook especially is indexed into Google and helps with your Region's searchability. The more you participate on the page, the more attention your Region will get.

That's why I recommend, when all else fails, Facebook. The other social media sites are great options, but Facebook provides the most information, the most insight into your fans, and a wide range of capabilities.

### **Slide #42 Your Region Website**

What do you love or hate about your Region website?

NOTE: pull information for slides 43 – 45 from 101 PowerPoint.

### **Slide #44 Region Website Basics**

Make city and Region # prominent  
Use AYSO branding and logos

Make the homepage easy-to-navigate – this includes navigation bars and quick links.

Emphasize dates and calendars

Incorporate social media and National Office links

Have a focal point

Cut down on clutter (varying font sizes, too many photos, etc.)

### **Slide #45 Region Website: Survey Time**

Raise your hand if this phrase applies to you:

It's easy to find things on my Region site

It's clear my Region is an AYSO program

My page titles are correct/appropriate

My Region website doesn't have "rabbit holes"

I have great photos on my Region website

I have advertisements on my Region site

I'm aware of the power of keywords

When you Google search for "\_\_\_\_\_ AYSO," my Region is on the first page

### **Slide #46 Region Website: SEO**

Search Engine Optimization is one of the most important things when it comes to your Region website. It has all to do with who's looking at your website, who's able to find it and how they're using it.

Page titles and headers are the text at the top of the browser. Google pays a lot of attention to these, they are prime real estate. It's important to use them properly. For example, "AYSO Region 22 – Long Beach Soccer" is an example of a strong page title, it hits all the important points and uses important keywords.

Be cautious of AYSO lingo, words like Region, Jamboree, U-5, UK Soccer Camps are all AYSO lingo, and if you aren't inside of the organization, you don't know what they mean, let alone plugging them into a Google search box.

Google can't identify photos well, so if you don't include a detailed caption you aren't getting your "points" for what the photo is. For example, if you post a photo of a kid playing soccer, Google doesn't recognize that as a soccer photo, and it won't help you when people are searching for local soccer programs in Google. A caption fixes that problem.

Posting regularly and keeping navigation simple also help with Search Engine Optimization.

### **Slide #47 Region Website: SEO**

What do you think of this Region website? (open discussion)

Some positives of this site is that there is a clear focal point, the news feed in the center of the site. Other positives include that you can tell right away that this is an AYSO Region website, and what cities this site covers.

There is also a nice selection of links on the left to help visitors navigate the site easily. The navigation bar at the top also has some handy links.

Things that can be improved? You'll see at the bottom that they used U5 in the header. Headers are popular real estate for SEO, AYSO jargon should be avoided in headers if possible.

### **Slide #48 Google Analytics**

How many of your Regions use Google Analytics? These are some of the things that this feature can tell you.

A bounce rate means a user came to your page, didn't see what they needed or couldn't easily find it, and left rather quickly. A high bounce rate means your page isn't doing something right.

### **Slide #49 Google Analytics: Audience Overview**

The Audience Overview section will give you an opportunity to get an idea of how your site's visitors are behaving and how your site is performing overall. The number of visits is basically your site's total traffic.

The number of page views gives you an idea of how many individual pages on your site are being browsed.

The average visit duration shows how long a typical visitor spends on your site, which can be indicator of how well your site is organized.

### **Slide #50 Google Analytics: Behavior**

This view shows you your site's most popular pages. Look at this view to see which pages are doing well, and determine if the positives of those pages can be duplicated elsewhere for similar results.

### **Slide #51 Organic Search Traffic**

This is one of the most powerful features because it shows you how people are looking for your site. This is a list of keywords that users plugged into search engines to find your site. Use these keywords and similar ones as a guide of which words to include on your site to help boost traffic.

### **Slide #52 Region Website Resources**

If you ever need images or graphics for your Region website, visit the Region toolkit on AYSO.org. Keep in mind that there is also a Facebook toolkit just for the social media resources.

If you don't find what you need in the toolkit, contact the AYSO National Office and they will be able to create something custom for you.

Slides #49 – 52, information will have to be refreshed with current AYSO analytics.

### **Slide #53 – At the end of the day,**

It all comes down to good customer service. Having a good website, with a strong social media presence means that you'll have plenty of happy customers.

Think of yourself with a question for Target about returns. You go to the website, find the store nearest you, and located clearly on the site is that site's return policy. You're a happy customer after that experience. OR maybe you post a question on Target's website about their return policy, and a representative gets back to quickly with a clear answer. Both ended up as good experiences right? Utilizing what we learned here today will help you make that experience a reality for your Region.