

## Squash 101 – social media tips

Social media is one of the most effective ways to engage new players for Squash 101. Check out our hints and tips:

### Why use social media?

- Reach a larger pool of potential players outside your existing following by tapping into hashtags and tagging in local leisure centres, businesses, England Squash etc to encourage retweets.
- Help increase awareness of Squash 101 to engage new players across England.

### Top tips

- Create a fun and punchy web page about your Squash 101 sessions to signpost people to from social media. Bring the page to life with photos and testimonials from players and ensure you include lots of detail - from pricing to timings to contact info.
- Always include an image - tweets with images are 34% more likely to get retweeted than tweets with no images. Check out our [Club Toolkit](#) and England Squash app to locate quality images.
- Post videos - video is shared more often than any other kind of content on social media. Why not use our Squash 101 promo video, film 30 seconds of one of your sessions or do a mini interview with one of your players?
- If you want to mix things up, tap into Twitter's free GIFs to make your posts more fun or head to Giphy.com and post one directly to your Facebook page.
- Always include a hashtag - tweets that include hashtags are 33% more likely to be retweeted than those without. Use #Squash101, #Squash and use your town or city's hashtag, (plus #SquashGirlsCan if your session is part of the Squash Girls Can campaign) and tag in England Squash (@englandsr) so we can share your posts!
- Share compelling case studies or include testimonials/quotes from people who have joined your sessions to encourage others to sign up. Make their stories relatable, and where you can, try to challenge perceptions of squash.
- Encourage your players to share your posts on social media. One way to do this is to tag them into a photo (you can tag up to 10 people on Twitter) and put the words RT in the tweet to encourage them to retweet.
- Tag in local partners where potential participants might be e.g the local leisure centre, universities, local businesses.
- Don't be afraid to hammer your tweets! A tweet has a lifespan of just 18 minutes! Facebook posts lifespan is six hours.

## Social media post examples

- Get back to #squash with #Squash101! Hone your skills and get fit with like-minded people. Join our #Squash101 session at <name of facility>. <insert image / promo video / GIF / website link>
- Looking for a fun social fitness activity with a bit of friendly competition? Try #Squash101 at <name of facility> A great way for newer players to hit the court more often! <insert image / promo video / GIF / website link>
- Looking to boost your fitness levels? Burn up to 600 calories playing #squash! Join our #Squash101 session at <name of facility>. <insert image / promo video / GIF / website link>
- Love squash but got no-one to play with? Try #Squash101 - a fun group session at <name of facility>. <insert image / promo video / GIF / website link>

## Marketing tips

- Create a link with other sport sections in your club, or local sports clubs (according to our research, 66% of squash players play at least one other sport too).
- Create campaigns and incentives to encourage sign-up, such as bring a friend for free, or a trial / discounted membership offer etc and share via social media.
- Share your case studies with England Squash by completing [this online form](#).

## Club Toolkit and Squash 101 app

The [Club Toolkit](#) and England Squash app is packed full of content from images to videos to help you promote your sessions.