

Some “Do” and “Do-Not” With Social Media

DO:	AVOID:
<p>Write in short and punchy sentences. Flexing on everyone with complex writing is nice and all, but colloquial and accessible is the better way to go for something casual and fun like a social media page. You’re promoting your club and sport as a fun activity for everyone, not trying to academically discuss an opinion.</p>	<p>Overtly technical language. As much as we’d like it to be, quidditch is still not as widely understood as we’d like it. As such, it is recommended to still take some extra effort to explain things or break things down for the audience to make it accessible for guests or external audiences too.</p>
<p>Leave the door open. Each post (or if you post frequently, at least two posts a week) should be either a call to action, or at least an invitation to explore more. Each post should ideally have details for an upcoming event, a link for further reading or at least some details about the team and where they regularly train. This can be as a comment or at the end of the post.</p>	<p>Ignore your audience. It might be tiresome to repeatedly respond to all commenters or messages, but keeping your interactivity and responsiveness up just might encourage a new player or member. It reinforces good comments and gives you the opportunity to own the narrative for any negative comments. Additionally, some social media platforms like Facebook actively measure responsiveness or post activity, so it will help with the post’s or the page’s visibility.</p>
<p>Post regularly. Similarly to the above, try your best to post regularly, especially at peak times (mornings and afternoons, timed with peak hour for travel). This allows for more avenues for audiences to reach you, and gives others more chances to interact with you and learn.</p>	<p>Repeating posts. While you may be regularly posting in the leadup to a particular major event for promotion, keeping the posts new and varied means that audiences are less likely to gloss over a particular post. There are multiple formats and types of posts you can swap around here and there to keep things fresh: player profiles, actual Facebook events, funny photos, even activities like puzzles and caption contests.</p>
<p>Use player-focused photos. In particular, look for clear facial expressions, central focus (some cropping may be needed), dynamism, distinct silhouettes (see below for what I mean).</p>	<p>Overtly editing photos. There is *a lot* of good photography out there, and more often than not, it’s best to leave them as natural and as unaltered as possible. A good crop to centralise the focus on a particular player and a little bit of text is good, but try to not remove too much of the content of the photo. You still want to leave a lot of room for the photo to demonstrate that quidditch is sport and not something cosplayish.</p>
<p>Vary in tone. While it is nice to have a singular “brand” or “voice”, further on from the point about mixing things up, mixing up tone will help diversify your posts. Think educational (teaching new players), serious (posting about wins), optimistic/hopeful (posting about losses), funny/light-hearted (posting about Brandon Frison).</p>	<p>Being too serious. Yes, we want to treat quidditch as legitimate as possible, but in a contact sport, some funniness happens too. Having a laugh and inviting audience in on the joke makes the club more welcoming and accessible. There are some funny photos, player moments and heartwarming stories that can come out of this game. Lean in on them!</p>
<p>Player focus (left: no one’s face is visible in shot, so it’s hard to identify and engage with action. Right: Kia and Bee’s fight for the bludger makes the photo easier to connect with)</p>	



Dynamism: Really, being able to tell what's going on in the shot. Left, everyone's kind of doing their own thing, it's hard to discern what is happening in the game. Right, while loaded with players, is easy to see that it's a shot on hoops and the action centralises on Tom as a focal point and spreads out (see: defender on hoops, regretful player from the subbox, trampled point chaser).



Central Focus (left has both snitch's face and seeker body too close to frame - the less cut off, the better)



Distinct Silhouettes (left is unfavourable, right is more favourable)

