



# MARKETING YOUR CLUB THROUGH SOCIAL MEDIA

Who is your target audience?

eg. Schools in the area, non-english speaking communities.

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What databases will you use?

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What traditional media promotion activities will you undertake?

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What is the objective of your plan?

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What is your key message/s

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PLATFORM	CONTENT TYPE	CONTENT FORMAT	MEASURE OF SUCCESS
Club Website	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
eNews	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Facebook	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Twitter	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Youtube	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
Others	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>