



## **HOW-TO GUIDE: SETTING UP A FACEBOOK ACCOUNT FOR YOUR PONY CLUB**

- **You will need a Facebook Profile**

If you plan to use Facebook to market your club, you need to set up a Facebook Page. A Page is different from a profile, in that it is open to the public and anyone can become a 'fan' or a 'follower.'

When setting up a club account, we advise you to use a 'Profile' used by someone directly linked to the organisation.

Unlike Instagram you can use Facebook from your mobile or desktop.

- **Go to Facebook ([www.facebook.com](http://www.facebook.com))**

1. Click 'Pages'
2. Click '+ Create New Page'
3. On your desktop a page will appear that has 'Desktop Preview' on the right hand side and 'Page Information' on the left

- **Fill in page details**

By filling this in, you are bringing your organisation's page to life. One of the first things you will need to do is to pick the right 'Category' for your organisation. The best way to choose is by clicking the 'Category' field and start typing to describe your organisation. You can say things like: *Nonprofit, Non-For-Profit, Community Organisation*.

If you are not too sure which category to choose, don't worry - Facebook will allow you to select up to three, so pick the three that best describe your organisation.

*Example*

**Page Name:** Piebald Pony Club

**Category:** Not For Profit Organisation

**Description:** *Piebald Pony Club Ltd is a not for profit organisation that encourages people to ride and teaches them horsemanship and how to care for horses. Australia has the largest Pony Club membership in the world with just under 40,000 current members*

- **Pick a profile picture**

One of the main reasons Facebook is such a great marketing tool for organisations and clubs is that it lets the owner tell their story in a visual way. When it comes to setting up your Page, there are two key elements - your profile picture and your cover photo - to help you tell that story.

Profile Picture: The perfect profile image will be one your community already knows and associates with your Pony Club - like your club logo. It is not just a way to decorate your page, it is a way to get your club noticed, by making it stand out in the news feed of your friends, fans and community.

Cover Photo: The cover photo will be the first thing people will see when they visit your Page and will have a big impact on the type of first impression you're able to make. Its purpose is to help small businesses better tell their story in a more visual way. Don't clutter your cover photo with too much text or promotional content; pick a photo that captures your business and the attention of prospective fans.

- **Tell people 'About' your business**

On Facebook, people who discover your Page and want to learn more about your organisation should find all they need to know on your 'About' section. The 'About' section includes:

1. Club Overview
2. Description
3. Mission

This section gives you the opportunity to introduce your business to a prospective fan and give them an idea of exactly who you are, what you do and why they should 'Like' your page.

Keep in mind that on Facebook, most of the people who will spend time reading your 'About' section are people who are new to your club, not current friends. One way to make sure your 'About' section speaks to the audience is to have a friend or family member who is not directly involved with your organisation read your content, and share their feedback.

- **Take advantage of all the information you're able to provide**

One of Facebook's biggest benefits for small organisations over its social counterparts is the amount of information it lets brands share with their fans. In the 'About' section, you're not only able to create an engaging bio to tell fans who you are and what you do, you're also able to share specific details about the operation of your organisation.

Under what Facebook calls 'Basic Info' is a whole form that small organisations and clubs can fill out and share details like:

1. Hours of Operation
2. Accepted Payment Methods (we advise you not to fill out this section as you will not be selling anything)
3. Response Time

What's more, Facebook lets you access custom fields related to your industry, type of organisation or services you provide.

- **Privacy**

Because your club is dealing with a high volume of children under the age of 18, you will need to get consent from parents to be able to share images of their children online.

1. Notify parents of your Facebook Page and ask if you are able to use images of their child/children. We suggest sending out an email blast/note to your participants for their parents to sign.
2. Keep a record of which children are NOT allowed to be photographed.
3. Only use FIRST names of children on your Facebook page.
4. Do not post personal details such as phone numbers, age and child's address.

- **Research**

To grasp a clear understanding of what you should be posting to Facebook have a look at other Pony Clubs in your zone as well as the following accounts:

1. Pony Club Australia
2. Pony Club NSW
3. Pony Club UK

- **Post an update**

You are now ready to share your first update! It is important that you start sharing updates before you start driving people to your Page so they have something to see.

Make your first post a combination of text and rich media - either a photo or a video:

1. Click 'Create Post'
2. Click on the 'photograph' symbol and it will let you search your phone or laptop and select a photo to add
3. Write your content in the space provided
4. Click 'Post'

The idea here is not to only introduce your Pony Club to your new audience, but to also provide something that followers will want to engage with and talk to their friends about. Every comment, 'like,' and share you receive is another opportunity to reach a new audience and supercharge your organisation's social word-of-mouth.

- **Tell your network and connect your touch points**

Once your Facebook page is up you need to send out an invitation to your friends. This is why, in the beginning we told you to use a Facebook Profile of someone directly linked to the organisation. In this step you can send an invite out to the entirety of your contact list. By using the Profile of an individual directly linked to the club you will be targeting like-minded individuals. By following these instructions you will have fans in no time:

1. Click the 'three dots' symbol in the top right-hand corner

2. Click 'Invite Friends'
3. Invite entire friend list

From here, you want to get your family, friends and members associated with your club to share your Page. Other alternatives are sending out an email to your contact list to invite people to 'like' your club on Facebook.

Once people 'Like' or 'Follow' your Facebook Page, you will automatically show up on their newsfeed and you can begin engaging with them socially.

- **Connect with other businesses**

When getting started it can often be intimidating to see other clubs that have big results in building their fan base and are really good at engaging with their fans. Use their experience as a resource for creating your own success. Find businesses, organisations or clubs in the equine industry that have done a good job at building a community and pay attention to what type of content is getting the most engagement from their fans. You can also connect with other local Pages and start to build a valuable social support network within your community.

- **Keep engaging**

The biggest mistake that clubs make when getting started on Facebook is not continuing to stay active after their page is published. Real results aren't going to come from posting once a month, or just when you have something important you're trying to promote. Here are some tips to keep in mind after you've published your Page:

- Be human! People come to Facebook to interact, not to just read every blog post you have written.
- Keep your status updates short and sweet, otherwise people won't read them.
- Remember people like photos and videos - so include rich media if possible
- Think about time of day: what time are most of your fans online and checking Facebook?
- Use the 80/20 principle: Make 80% of your posts about the interests of your fan base and share 20% about your organisation.
- Don't post more than 1-2 status updates per day, otherwise fans will get irritated.

**Now, GET POSTING!**

**Tag #ponyclubaustralia @ponyclubaust  
to share what your club is up to - we love to feature our clubs activities!**