

# Putting experience into practice

**2008 - 2015**

Mission to motivate runners  
by use of social media



**2016 -**

Mission to motivate sports clubs  
to better use of social media



# Why?

## Make it easy for people:

- to discover you
- to get to know you
- to sign up



Sign up  
Relate  
Interact  
Discover

With a Facebook page



Sign up

Without a Facebook page

# Case: Analysis of 123 tennis clubs in East Denmark

## Presence

→ 40% had a Facebook page (And a link from the homepage)



## Use of Facebook page

→ 20% had post(s) the previous week

→ 8% had event(s) planned

## Execution

→ 5% had 3+ comments on above posts

→ 0% had 10+ persons on next event

# Post on Facebook page (143 likes) → 1.890 in reach



Skovlunde Badminton

Du synes godt om siden · 6. september · 🌐

Eftertræningshygge er mindst lige så vigtig som træningen på vores seniorhold 🍷 #klubliv – 🍰 spiser cake sammen med Caroline Gøtze Foldberg, Morten Risum, Helene Oppermann Tobiasen, Stine Storm Galsøe, Simon Blom, Søren Hvidegaard og Søren Lundgreen her: 📍 UCC Hallen.

👍 Synes godt om

💬 Kommenter ➦ Del 📌

👍❤️ 14

Relevante kommentarer ▾



Jakob Lind Tolborg Kage OG øl!

I giver mange andre idrætsgrene baghjul der. Jeg er også netop begyndt at overveje badminton. 😊

Synes godt om · Svar · 🗨️ 2 · 6. september kl. 23:12



Caroline Gøtze Foldberg Okay Risum hvor mange muffins har du lige spist 🍪?

Synes godt om · Svar · 😊 1 · 6. september kl. 22:23

➦ 1 svar



Helene Oppermann Tobiasen



Skriv en kommentar ...

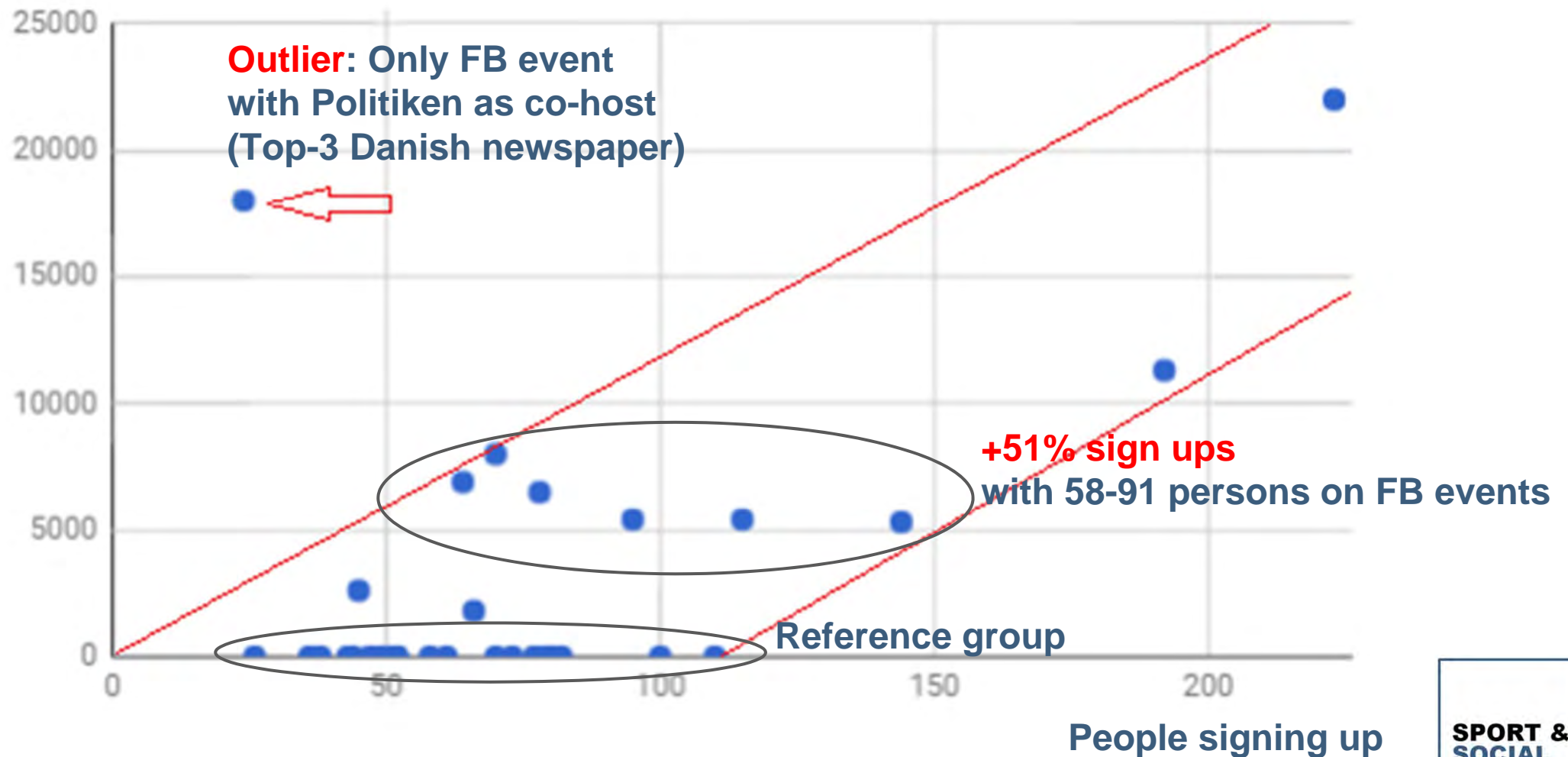


# Get more participants with Facebook events

## Margueritløbet 2017

32 events arranged by 32 running clubs

Reach of  
FB-events



# Share your passion - Motivate people

Get to know:

- best practice
- all the small tricks



I can help your club, too!