

PARTICIPATION VERSUS PERFORMANCE

Managing (dis)ability,
gender and cultural
diversity in junior sport

TIP SHEET #3 DEVELOPING INCLUSIVE SOCIAL MEDIA AND WEBSITES

Social media such as Facebook, Instagram, Twitter and club websites are excellent platforms for promoting your club, connecting with existing members and attracting new members. They are a way potential new members make judgements about your club and decide if it is a place that they will feel welcomed. What messages your social media platforms and website convey to the public? Below are some key points/ideas to consider when developing inclusive/welcoming social media.



1. Committees should develop a social media policy that has clear guidance on the use of social media.

This needs to be communicated clearly to all members.



6. Ensure anyone managing club social media content and publicity is aware of the club's commitment to inclusion and diversity. This commitment can be conveyed in social media coverage and images.



2. Club committees can produce a welcome to be embedded on your website and that contains a welcome and testimonies about the club from the President, coaches, players and parents. This can also be 'pinned' on social media so it is readily accessible for potential members.



7. Ensure that comments on social media are monitored with reasonable frequency. Delete negative comments as soon as possible and be prepared to inform club members these are unacceptable. A social media policy is important to help clubs manage any negative comments on social media.



3. Consider who features on your website or social media accounts. Are they dominated by one particular team or a small group of players/particular coaches? Ensure a spread of coverage across players, teams, coaches and volunteers. This helps everyone feel recognised and part of the club.



8. Add tools such as Google Translate to websites and social media to allow easy translations for people viewing your pages.



4. Use your websites and social media to promote the positive work you are undertaking in diversity and inclusion. Showcase what you have done and how. Short videos documenting the experiences of players and parents can be valuable to sell the work your club is doing.



9. Consider privacy issues with websites and social media. Do you have permission of people featuring in any photographs or videos you may post, including parents of young people?



5. Use website and social media to publicly acknowledge the work of volunteers and administrators. This can go a long way in helping people feel their efforts are valued and can also provide an incentive to encourage others to help out.

This tip sheet has been developed from the findings of the 3-year Australian Research Council project '*Managing Diversity in Junior Sport: Participation versus Performance*' led by Victoria University in partnership with VicHealth, the Australian Football League and the Centre for Multicultural Youth. The guidance has been authored by Dr Ruth Jeanes, Monash University and Professor Ramón Spaaij, Victoria University. For more details on the research project please see our summary and full report at <http://www.cmy.net.au/publications/participation-versus-performance>