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Social Media Strategy & Policy

KGB Media Committee

Kickboxing



SOCIAL MEDIA STRATEGY

Kickboxing GB serves as the national federation responsible for regulating and fostering the growth of kickboxing across England, Scotland, and Wales. With a dedicated focus on promoting the sport and ensuring its integrity, Kickboxing GB plays a pivotal role in organising national tournaments, establishing rules and regulations, and providing guidance to clubs and athletes. As a national federation, it recognises the significance of brand consistency and understands that a unified and cohesive image is crucial in establishing a strong presence in the kickboxing community. Therefore, when formulating strategies, it is imperative to always consider our

primary market, which is Great Britain. By catering to the specific needs and preferences of the GB audience, we can effectively leverage our brand and propel kickboxing to greater heights within the nation.

Content Delivery Channels

Kickboxing GB recognises the importance of spreading its social media content across multiple channels to effectively engage with its diverse audience and maximize its reach. By utilising various platforms such as our Website, Facebook, Instagram, TikTok, LinkedIn, Twitter, Threads and YouTube, Kickboxing GB can cater to the preferences and habits of different individuals. The website serves as a centralised hub for official updates, news, and resources, providing a reliable and comprehensive source of information for enthusiasts as well as providing evidence that we are meeting our regulatory obligations in terms of safeguarding, anti-doping and sports governance.

Facebook and Instagram offer a visually appealing platform for sharing event highlights, athlete profiles, and behind-the-scenes content, fostering a sense of community and interaction among fans. TikTok, with its short and engaging videos, appeals to a younger demographic, allowing Kickboxing GB to capture the attention of the next generation of athletes and fans. LinkedIn provides a professional space to showcase the federation's achievements, partnerships, and career opportunities, attracting potential sponsors and raising visibility with strategic partners and stakeholders.

Twitter facilitates real-time updates, live event coverage, and conversations with fans, creating a dynamic and interactive experience. Threads enables in-depth discussions, sharing of knowledge, and engagement with dedicated kickboxing enthusiasts. Last but not least is YouTube.

YouTube offers numerous benefits as a social media delivery channel for Kickboxing GB. Firstly, YouTube is the second-largest search engine globally, meaning it provides an excellent opportunity for Kickboxing GB to reach a large and diverse audience actively seeking kickboxing-related content. By creating and sharing high-quality videos, Kickboxing GB can showcase training techniques, fight highlights, interviews with athletes, and educational content, thereby establishing itself as a reputable authority in the kickboxing community. Moreover, YouTube's recommendation algorithm helps to expand the federation's reach by suggesting its videos to users interested in kickboxing, potentially attracting new fans and followers. YouTube's vast reach, searchability, revenue potential, and interactive features make it an essential social media delivery channel for Kickboxing GB.

By spreading its social media content across these multiple channels, Kickboxing GB can connect with a wider audience, promote the sport, and strengthen its brand presence in the digital landscape.

Social Media Management

The executive committee have agreed to a policy-driven approach to social media. This will enable the Media Committee to be more agile in reacting to what is a fast-moving environment enabling the team to post without board approval as long as the post falls within pre-approved media policy constraints. A large part of our strategy will be around how we manage the scheduling of the posts we wish to make.

Scheduling in the posting of social media content is crucial for several reasons:

1. **Consistency:** Regularly posting content on social media helps maintain a consistent presence, keeping our audience engaged and aware of the Kickboxing GB brand. By scheduling posts in advance, we can ensure a steady flow of content, even during busy periods or when the media committee may not have the time to post manually.
2. **Time optimisation:** Scheduling will allow us to maximize our time and efficiency. Instead of manually posting content every day, we can dedicate a specific time to schedule multiple posts in advance. This frees up time for other important tasks, such as engaging with your audience on real-time platforms or creating high-quality content for delivery on YouTube etc.
3. **Reach a wider audience:** Different social media platforms have optimal times for posting when our target audience is most active. By scheduling posts at these peak times, we can increase the chances of reaching a larger audience and generating higher engagement rates. Scheduling also enables us to target specific time zones or global audiences without being constrained by your own availability. For example, coverage at a competition held in the far east could be scheduled for delivery that is aligned with our target audience i.e. the UK.

4. Strategic planning: Scheduling enables us to plan our social media content strategically. Kickboxing GB can align posts with upcoming events, product launches, or education campaigns. This allows for a cohesive and well-planned social media strategy that supports our overall business objectives.

5. Analysis and optimisation: Scheduling tools often provide analytics and insights into post-performance. These metrics can help you evaluate what types of content resonate best with the kickboxing community, optimal posting times, and engagement levels. By reviewing these analytics, we can refine our social media strategy and optimise future content to better serve our requirements.

6. Flexibility and automation: Scheduling allows us to maintain an active social media presence even when we are unable to access our accounts. This can be particularly useful when there is limited internet access or when committee members are away on vacation.

The best times for posting on social media platforms can vary depending on the target audience e.g. age groups. However, here are some general guidelines for the optimal posting times on Instagram, Facebook, and TikTok which are the channels most sensitive to time of day when it comes to end-user engagement.

Instagram:

- The best times to post on Instagram are typically during weekdays, specifically Tuesday, Wednesday, and Thursday.
- Posting during lunchtime (11 am to 1 pm) and in the evenings (7 pm to 9 pm) tends to generate higher engagement.
- However, it's important to analyse our specific audience's behaviour using Instagram Insights or third-party analytics tools to determine the most effective posting times.

Facebook:

- The best times to post on Facebook are generally during weekdays, specifically Wednesday and Thursday.
- Midday, between 11 am and 2 pm, is often a good time to post as people are on lunch breaks and scrolling through their feeds.
- Evenings, around 6 pm to 8 pm, can also be effective for reaching a larger audience.
- Again, analysing our own Facebook Insights can provide more accurate data on target audience behavior.

TikTok:

- TikTok has a unique algorithm that can make posts go viral at any time, so timing is less critical compared to other platforms.
- However, some general trends suggest that posting during the evening, around 6 pm to 10 pm, can be advantageous as users tend to be more active during these hours.
- Weekends may also be a good time to post when people have more free time to browse and engage with content.

It is worth noting that these are general guidelines based on market research being done at the time of writing. Social media is a fast moving and evolving landscape that will require us to monitor our community's behavior and engagement patterns to determine the most effective posting times.

Posting Content

All social media posts for Kickboxing GB will be made by the Media Committee or by approved 3rd party suppliers where the terms of reference have been clearly defined and approved by the board. This means that if a board member or another committee wishes to get a post out on social media they would submit their content to the media committee which will then prepare the content for delivery. This approach to the management of our social media will enable us to factor in the following:

- All posts stay on brand
- All posts remain within the pre-approved social media policy guidelines
- Posts can be scheduled appropriately for maximum effect
- Content will be suitable for the channel it's being delivered on



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SOCIAL MEDIA POLICY

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PRE-APPROVED SOCIAL MEDIA

The following criteria outline the types of posts that can be delivered via Kickboxing GB's social media channels without seeking approval from the board. If there is any uncertainty, then formal approval from KGB Board of Directors must be sought. All posts must go through the media committee for scheduling and branding considerations.

- Sharing of Official WAKO IF and WAKO Europe media posts
- Sharing of WAKO IF President Posts relating to WAKO
- KGB Board Director Responsibility - e.g. safeguarding / anti-doping
- Sharing of Regulatory Bodies - Sports Councils; UKAD; Sports Governance Academy; UK Coaching
- Notifications of Updates to KGB official website e.g. news, AGM minutes, updated policies
- Event Coverage - according to pre-approved terms of reference for 3rd party suppliers.

SAFEGUARDING MEDIA POLICIES

It's essential that coaches, volunteers and athletes make informed decisions about how they use the internet, mobile phone and email communications to protect our organisation and our members. Everyone involved in Kickboxing GB has the responsibility to safeguard both in and outside of the gym when it comes to communications. The following policies should be adhered to:

1. Refrain from publishing comments about other organisations, clubs, athletes or referees and any controversial or potentially inflammatory subjects.
2. Avoid hostile or harassing communications in any posts or other online communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law.
3. KGB coaches and athletes should identify all copyrighted or borrowed material with citations and links. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
4. With respect to official KGB social media channels, the Media Committee will be responsible for reviewing official announcements and responses to online posts and resolving any concerns before they are posted.
5. Whilst not strictly prohibited, it is poor practice for coaches to communicate on a one-to-one basis with athletes under the age of 18. It is recommended therefore that you steer clear of direct messaging and try to copy third parties on all communications i.e. parents or relevant welfare officers.
6. Where it is necessary to communicate with under 18's, coaches are advised to keep a record of what has been said and to seek parent's approval.
7. Coaches should think carefully before accepting under 18's as "friends" on their social networking account. It is recommended that business pages are used for young people to follow or if this is not possible, get parental approval and ensure they are aware and approve of the request first.
8. Coaches are advised not to follow or initiate contact with any under 18 and should stay clear of any private messaging.
9. In the event of an athlete showing a coach content that is inappropriate for a child to have, the coach must inform the appropriate welfare/safeguarding officer. Anything that constitutes cyberbullying or anything sexual in nature is highly inappropriate and must be reported.
10. Whilst it is not required that coaches block young athletes from their sites, coaches must be mindful that what they are posting is visible to these athletes and to the wider world.



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