A GUIDE TO EFFECTIVE SOCIAL MEDIA FOR CKC CLUBS

1 UNDERSTANDING SOCIAL MEDIA PLATFORMS

Each social media platform serves a distinct purpose and has different user demographics.



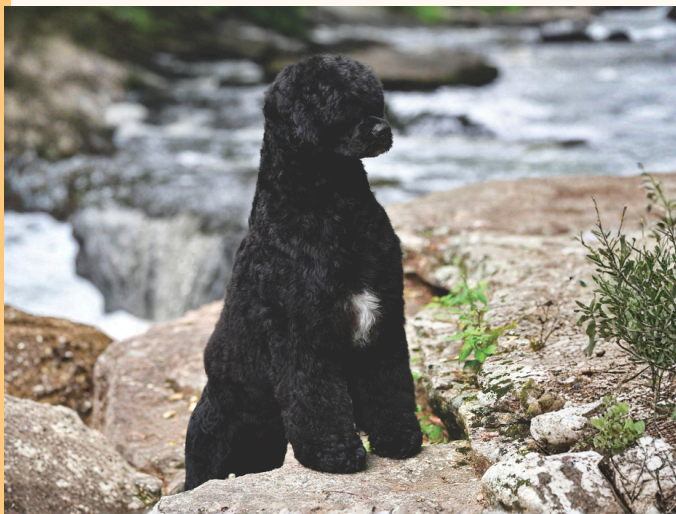


2 SETTING UP YOUR CLUB'S SOCIAL MEDIA ACCOUNTS

Set up public Facebook and Instagram profiles, optimize with essential club info, create private groups for members, and use high-quality content and relevant hashtags to engage your audience.

3 CREATING ENGAGING CONTENT

Content is king when it comes to social media, but it's also about consistency.



4 SCHEDULING AND CROSS-POSTING CONTENT

One of the key strategies to keep your social media organized is by scheduling your posts in advance.



5 SOCIAL MEDIA BEST PRACTICES

Social media best practices involve consistent engagement, high-quality content, using analytics to optimize posts, and promptly responding to comments and messages.





6 ATTRACTING FOLLOWERS AND GROWING YOUR COMMUNITY

The more followers you have, the more visibility your club and its events will receive.



7 CONCLUSION

Leveraging social media effectively can elevate your club's visibility, engage your community, and drive meaningful connections with a wider audience.

INTRODUCTION

As more and more clubs are shifting toward social media as a primary communication tool, it's essential to effectively use these platforms to engage with members, promote events, and increase visibility for your breed. Social media offers a cost-effective way to reach a wide audience and connect with dog lovers, exhibitors, and potential new members. This guide provides CKC clubs with a comprehensive overview of how to set up and use social media platforms effectively, focusing on Facebook and Instagram as the most widely used platforms by clubs.

ELEVATE YOUR CLUB'S PRESENCE

Ready to elevate your club's marketing and spotlight your events, members, and activities? Want to attract new members and boost event entries? Interested in engaging the public at your events? This guide will show you how!

Creating buzz around your club is essential for effective publicity. Here, we explore how to harness both social and traditional media to promote your breed, events, and the shared passion for dogs that unites us.

Media is a powerful tool for spreading your message and connecting with the public. By building strong relationships and making the right connections, you can establish your club as a key player in the dog world.

The CKC is dedicated to supporting our recognized clubs in attracting new members and educating the public about the benefits of dogs and responsible breeding. Let's work together to reach more exhibitors and grow the purebred dog community!



HASHTAGS, HANDLES, & HOW TO USE THEM

Hashtags and handles are essential tools to help others discover your content. Hashtags categorize posts by topic, while handles identify individuals or groups. When used effectively, both can expand your reach and increase engagement.

Example hashtags:

#GSD #GermanShepherdDog or #GermanShepherd help users find content about German Shepherd Dogs.

#WorkingDog #HerdingDog or #PoliceDog connect users to working and herding dog content.

Using Handles:

Handles are usernames that tag individuals or groups. For example, tag CKC by using "@ckc4thedogs" on Instagram. You can also tag people in photos without listing names in the caption.

Tips for Hashtags & Handles:

- Hashtags (#) categorize content, while handles (@) tag users.
- Use both in captions and comments for better engagement.
- Keep hashtags simple and avoid spaces or punctuation.
- Facebook and X have hashtag limits, while Instagram allows more.
- Get creative with event hashtags: #ABCKCDogs2024 or #ABCDogs2024.
- Combine original hashtags with popular ones like #dogevents.

Use these CKC Hashtags:

#CanadianKennelClub: For all dog events in Canada
#CKCTopDogs: Events, wins, trials, and achievements
#CKCTopDogsTips: Share tips from experienced competitors
#CKCJuniors: Junior involvement in CKC events
#CKCJuniorNationals: CKC Junior Handling Nationals
#EntertheRing: Junior tutorials and getting started

UNDERSTANDING SOCIAL MEDIA PLATFORMS



Each social media platform serves a distinct purpose and has different user demographics. Below is a quick overview of the most popular platforms and their primary uses for CKC clubs.

FACEBOOK

Audience: Widely used by dog fanciers and clubs globally. Facebook is ideal for reaching a broad, diverse audience.
Best for: Event promotion, member engagement, sharing breed information, and fostering community discussions.
Key features: Public pages, group chats, event creation, and live video streaming.

INSTAGRAM

Audience: Popular among a digital-native audience and those seeking visually appealing content.
Best for: Sharing high-quality photos and short videos. Instagram is a great way to showcase your breed, highlight events, and engage through visual storytelling.
Key features: Stories, post scheduling, tagging other accounts, and using hashtags to increase visibility.

YOUTUBE

Audience: Great for reaching a wide demographic, especially those interested in more in-depth content.
Best for: Creating long-form content such as breed documentaries, tutorials, and event recaps.
Key features: Video hosting, playlists, audience engagement in comments.

TIKTOK

Audience: Popular with younger audiences, particularly those interested in short, engaging, and entertaining content.
Best for: Creating viral short videos that highlight fun and engaging moments related to your breed, events, or behind-the-scenes content.
Key features: Short-form video content (up to 3 minutes), music integration, viral challenges, and trending hashtags.

X (TWITTER)

Audience: Real-time updates, news, and short messages.
Best for: Quick updates, event reminders, and connecting with celebrities or influencers in the dog world.
Key features: Tweets, hashtags, retweets, and real-time conversations.

SETTING UP YOUR CLUB'S SOCIAL MEDIA ACCOUNTS

FACEBOOK

CREATE A CLUB PAGE	This will be the official public presence of your club. Be sure to fill out all relevant information such as location, contact details, and club biography.
CREATE A GROUP FOR MEMBERS ONLY	This private group can serve as a place for club discussions, sharing event updates, and connecting members.
EVENTS	Use Facebook's Event feature to create event pages. These pages allow followers to RSVP, share the event with their networks, and engage directly with event details.
LIVE VIDEOS	Stream events, shows, and behind-the-scenes content live. Facebook prioritizes live videos, so use this feature often.

SETTING UP YOUR CLUB'S SOCIAL MEDIA ACCOUNTS

INSTAGRAM

SET UP YOUR PROFILE	Ensure that your profile is public, making it accessible to a wider audience. Include a clear profile picture (such as your club's logo) and a concise biography.
USE HASHTAGS	Hashtags allow your posts to be discovered by new audiences. Use relevant breed-specific and event-related hashtags. Consider creating a unique club hashtag for your events.
POST HIGH-QUALITY VISUALS	Instagram is all about imagery. Post vibrant, high-quality photos and short videos that represent your breed, events, and the club's activities.
INSTAGRAM STORIES	Share event highlights, countdowns, and behind-the-scenes moments using Stories, which disappear after 24 hours but can be saved in Highlights for longer exposure.

CREATING ENGAGING CONTENT

Content is king when it comes to social media, but it's also about consistency. Here are some content ideas and tips for your club's social media presence:



Post Frequency: Aim for two posts a week on Facebook and up to five posts on Instagram. Consistent posting helps maintain engagement.

Use Visuals: Always include high-quality photos or videos. Whether it's a show, a dog training session, or a club outing, visuals are more likely to be shared and engaged with.

Polls and Questions: Encourage interaction by asking questions or creating polls. This is a great way to engage your followers and make them feel involved.

Event Highlights: Promote your events well in advance. On Facebook, you can create events with all relevant information, including date, time, and location, and encourage attendees to share the event.

Tagging and Hashtags: Tag related accounts such as CKC (@ckc4thedogs), other local kennel clubs, and breed clubs. This encourages sharing and increases your reach.

SCHEDULING AND CROSS-POSTING CONTENT

One of the key strategies to keep your social media organized is by scheduling your posts in advance. Many platforms, including Facebook and Instagram, allow you to schedule posts at a time that's most likely to engage your audience.

Scheduling Posts: Scheduling your posts in advance is a key strategy to keep your social media organized. Most platforms, including Facebook, Instagram, and others, allow you to schedule posts at optimal times to engage your audience.

Best Practice: Use tools like Facebook's Creator Studio, Instagram's scheduling feature, or third-party tools such as Buffer or Later.

Timing: Research optimal posting times for each platform, typically early mornings, lunch hours, and evenings.

Cross-Posting: Cross-posting between platforms saves time and ensures consistency. However, you should tailor your message for each platform.

Platform-Specific Adjustments: Facebook allows longer posts and links, while Instagram focuses on short, visual captions. X (formerly Twitter) requires concise messaging, and YouTube allows for in-depth content.

Visual Consistency: Ensure your brand's visual identity (logo, colors, fonts) is consistent across platforms.

Cross-Platform Tools: Use Buffer, Hootsuite, or Sprout Social to manage posts across multiple accounts at once.

ADDITIONAL TIPS:

Hashtags: Use relevant hashtags on all platforms, especially Instagram and X, to increase visibility.

Monitor Performance: Track analytics on each platform to understand what works and adjust your strategy.

Engage with Followers: Even when scheduling, respond to comments and messages to keep engagement strong.

Plan for Events: Schedule event-related posts in advance and cross-post with consistent details across all platforms.

ATTRACTING FOLLOWERS AND GROWING YOUR COMMUNITY

The more followers you have, the more visibility your club and its events will receive. Here are a few ways to attract more followers:

Share Valuable Content: Provide educational content that your followers will find useful. This could include dog training tips, breed spotlights, or event preparation advice.

Collaborate: Engage with other clubs or related organizations on social media. Share each other's posts or host joint events to expand your reach.

Encourage Members to Share: Empower your club members to share posts and promote your club's social media. This increases your content's visibility and attracts a wider audience.

Hashtags: As mentioned earlier, create and use event-specific hashtags. This allows anyone attending the event to easily find and engage with your posts.



SOCIAL MEDIA BEST PRACTICES

Best practices to foster meaningful connections, optimize content performance, and keep your audience engaged.

ENGAGE WITH YOUR AUDIENCE	Respond to comments and direct messages promptly. Engaging with your followers helps build a loyal community.
ANALYTICS	Make use of the analytics tools available on each platform to track the performance of your posts. This will help you understand what content resonates most with your audience.
POST AT THE RIGHT TIME	Research the best times to post on each platform. Typically, early mornings and evenings work well, especially for Facebook.
USE EMOJIS	Emojis help make your posts more engaging and visually appealing, especially on Instagram and X.
CONSISTENCY	Posting regularly helps keep your audience engaged and interested in your content.



CONCLUSION

Social media is a powerful tool for promoting your CKC club, increasing event participation, and attracting new members. By following this guide and utilizing the features available on Facebook, Instagram, and other platforms, you can build a strong, engaged online community for your club.

