



Government of **Western Australia**  
Department of **Sport and Recreation**

### **KINGSLEY WOODVALE CC CASE STUDY**

Kingsley Woodvale Cricket Club is largely made up of younger members, most of who are already signed up to social networking sites such as Facebook. It was because of this KWCC decided making their own Facebook Page would be a quick, easy and effective way of staying in touch with the members.

One of the people responsible for the administration of the Facebook page, **Kent Burton**, says their online presence has improved the culture and social aspect of the club, with increased numbers at club events, particularly from non-playing supporters and ex-members.

- [What was KWCC's reason for creating a Facebook page?](#)

We have a young membership with a large presence on Facebook. It's a quick and easy way to get information out to our members for upcoming events, training times, milestones or other relevant news. It's cheaper than SMS, more effective than email and leaves less reliance on having an up to date player database. Also allows us to have a general idea of how many people will attend each event.

- [Has having a Facebook presence helped you in these areas, and if so, how?](#)

Yes, we've experienced increased turnout to events based on this feature, particularly from non playing supporters and ex-players.

- [How did having a Facebook page improve the social aspect of the club?](#)

It provides an easy link to the club for ex-members and non-playing supporters. They are more likely to attend cricket events as they are made aware first hand. It also acts as a reminder to current players of upcoming events.

- [How many people look after the club's Facebook page?](#)

A few members of the committee update information and create events, however anyone can post information or photos on the wall which means the administrators don't have to do heaps of work to keep it updated.

- [How difficult was it to set up a Facebook page? Are they difficult to create and maintain?](#)

It was very easy, free and there is little upkeep required. It could run with no upkeep if the members of the page added more information.

- [How did you publicise your Facebook page amongst people you wanted to join it?](#)

Word of mouth, and page administrators actively searching on Facebook for parties they believe would be interested.

- [What advice would you give to others attempting to establish a social media presence for their sports club?](#)

Make it known it is the primary media for club information, so people use it. Keep fresh content on there. Once it is established it is free and easy way to keep everyone in the club up to date.

Kent “absolutely” recommends that any sports club should have a presence on social media. It’s free and with a little bit of effort can be used to improve a sports clubs in a variety of ways, from a social aspect, as is the case with KWCC, or to increase awareness and help market the club.

Visit [www.clubsonline.dsr.wa.gov.au/social-media](http://www.clubsonline.dsr.wa.gov.au/social-media) for more information on using social media to promote and grow your club.