



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

### **PRIMAL ULTIMATE FDC CASE STUDY**

Primal Ultimate Flying Disc Club established an online presence on a variety of different platforms to help accomplish a range of goals. The club's in-house tech-whiz **Anna Haynes** set them up on Facebook, Twitter and YouTube with the idea of increasing awareness of the club, complimenting existing communication methods and increasing social interaction online.

- What was the reason for creating a presence on social media for Primal?

We wanted to be able to increase awareness of the club in areas we couldn't reach without the internet, that is, interstate and overseas, but locally as well. We also wanted something to compliment the communication methods we already had in place around the club, and we like to keep up to date with contemporary trends.

- Has having a presence on social media helped you achieve these goals, and if so, how?

Yes we are able to connect to more people. We have many interstate and international fans and now we can keep members up to date with news as it happens, links to website updates, newsletter release dates etc. It also helped to keep in touch with our younger members, as email was becoming less effective and less appealing.

- How difficult was it to set up various online accounts? Are they difficult to create and maintain?

They were very easy to set up and maintain, the Facebook and Twitter accounts are linked, so any update on Facebook also appears on the Twitter feed.

- What are the difficulties of having a SM page, if any? Have any controversies been encountered?

No difficulties presented so far. All users are well behaved and are aware that any unsportsmanlike conduct will not be tolerated. We have had some SPAM issues (diets, how to make money scams and such) but those users were blocked and reported and any related posts were deleted. Our social media portals are used to promote a positive image of the club and make it an enjoyable avenue for members to keep updated about club activities.

- Do you think it's worthwhile for clubs to establish an online presence?

Social media has been very useful for our club. It's an easy and effective way to compliment our communication endeavours. Members love to interact and we have formed great online relationships with other clubs locally, interstate and internationally. It's really efficient with simple processes to get photos online and report updates – takes the pressure off keeping the

website as the only place for club news. It's quicker and easier to update social media than a website.

- What advice would you give to others attempting to establish a social media presence for their sports club?

Keep it fun and keep it simple; short, sharp and shiny updates keep users engaged. Use it as a compliment to existing communication, don't have a club run entirely online, don't assume everyone is suited to social media and don't be afraid to experiment with it, if something doesn't work you can always stop doing it.

Primal is one club that is striving to make to most of widely available social media. Through its use they have increased awareness of their club and are able to facilitate higher quality communication within the club, faster.

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.