

**SOCIAL MEDIA
GOOD PRACTICES GUIDE**

LIFESAVING SPORT

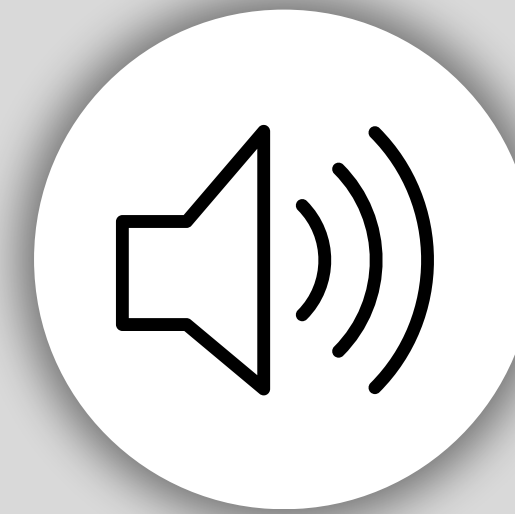
FUNDAMENTALS



LIGHTING

Proper lighting when creating content for social media is crucial, as it enhances the visual quality of your video or photo, attracting viewers' attention.

Good lighting highlights subjects, creates contrasts and makes colors more vivid, making content more attractive and professional.



SOUND

Sound quality is also essential, as it ensures that the message is clear and understandable to viewers. Poor sound quality can lead to loss of interest and undermine the credibility of your content.

Clear, crisp sound also makes it easier to engage viewers, enabling them to concentrate on the content rather than audible distractions.

FREQUENCY AND FEATURES



FACEBOOK

One post a day is generally ideal for keeping your audience interested on Facebook.

However, be careful not to saturate your followers' feed. Prioritize quality content and vary the types of publications to generate interest.



INSTAGRAM

Instagram is a visual platform that values the aesthetic quality of content.

Publish two to four times a week to maintain a consistent presence.

Use high-quality photos and videos, as well as stories for extra engagement.



TIK TOK

TikTok is a platform focused on being viral and creative. To maximize your visibility, post daily on TikTok.

Create short, engaging videos using special effects and popular music to capture your audience's attention.

FACEBOOK

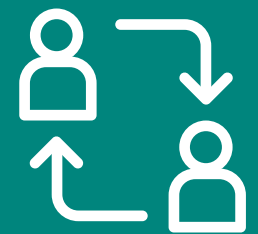


REGULAR POSTS

Maintain a regular post schedule to keep your audience engaged. Share upcoming events, training tips and behind-the-scenes training and competition content.

INTERACTIVE CONTENT

Encourage interaction through polls, quizzes and discussions. Respond quickly to comments and messages to create a sense of community.



EVENT PAGES



Create pages dedicated to competitions and training sessions. Use them to provide detailed information, track participation rates and share live updates during events.

INSTAGRAM

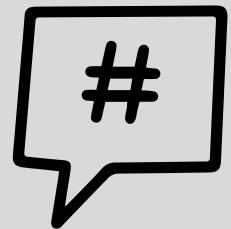


VISUAL STORYTELLING

Take advantage of Instagram's visual nature by sharing captivating images and short videos. Showcase your members' dedication, competitive drive and club camaraderie.

« HASHTAGS »

Create a hashtag specific to your club and encourage your members to use it. Also, use trending hashtags to increase the visibility of your messages (*#sauvetage, #sauvetagesportif, #sport, etc.*).



STORIES AND REELS

Use Instagram stories for real-time updates and memorable moments. Experiment with reels to create entertaining, shareable content that reaches a wider audience.

TIK TOK



SHORT AND CREATIVE VIDEOS

Grab attention with short, creative videos that showcase the dynamic and exciting aspects of lifesaving sport. Use the latest music and challenges to stay relevant.

COLLABORATIONS

Collaborate with other sports clubs (e.g. swimming, athletics, canoeing), influencers or local personalities to extend your reach. Participating in trends and challenges with a unique lifesaving touch can attract a diverse audience.



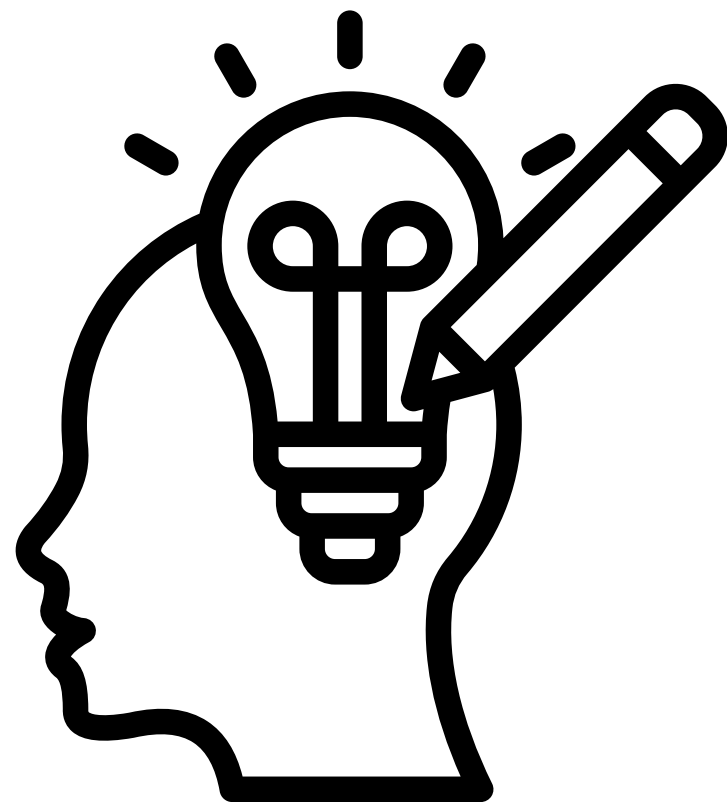
REGULAR PUBLICATION

TikTok's algorithm rewards regularity. Publish content regularly and interact with the TikTok community to increase your visibility and followers.

CONTENT DIVERSIFICATION

Content diversification is essential to keep your audience interested.

To the right, you'll find some of the types of posts you should consider.



PICTURES AND VIDEOS

Pictures and videos capture attention more effectively than text only. Share behind-the-scenes moments, training footage, practice/competition highlights and interviews with athletes, coaches and officials to provide varied and engaging content.



FAN- AND ATHLETE-GENERATED CONTENT

Encourage your fans and athletes to share their own photos and videos using a hashtag specific to your club. This strengthens the sense of community and makes everyone feel more involved in the life of the club.



EDUCATIONAL CONTENT

Share training tips, technique analysis or information on nutrition and health to add value to your audience and reinforce your position as an authority in the sports world.



PERSONAL STORIES

Humanize your team by sharing touching and entertaining personal stories about athletes, coaches and staff. This helps create emotional bonds with your audience and develop a more authentic relationship.

TIPS & TRICKS

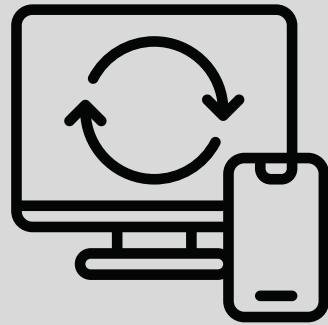


PLAN AHEAD

Draw up an editorial calendar to organize your posts and maintain consistency in your content.

OPTIMIZE EACH PLATFORM

Adapt your content to the specificities of each social media platform (e.g. image formats on Instagram, short videos on TikTok, etc.).



ENGAGE WITH YOUR AUDIENCE

Respond to comments, ask questions and launch polls to encourage interactions and build community.

ANALYZE AND ADJUST

Track the performance of your content using built-in analytics across social platforms and adjust your strategy accordingly to improve engagement and reach.



By implementing these social media management strategies across all your accounts, your club can improve its online presence, interact with its members and attract a wider audience, fostering the emergence of a dynamic and supportive community.