

vii. Ping!'s Guide to Social Media

PING!'S GUIDE TO SOCIAL MEDIA

Social media is the perfect way for us to let the world know about Ping! But much more than that, it encourages the audiences' participation/interaction, socialises with other Ping! cities as well as other table tennis organisations, and grows people's interests in joining Ping! at a national scale.



If you need to find out how to set up a Facebook fan page or Twitter, Instagram, Pinterest account, then there's lots of help on the internet, but as 72% of adults have some form of social media account then you probably know someone who could point you in the right direction.

For your Ping! festival we strongly recommend you set up a Facebook fan page, a Twitter account and an Instagram account.



Facebook

There is currently a national page for Ping England www.facebook.com/pingengland but we would encourage you to set up your own local account so people have a place to go to find news and updates just about their local tables.



Demographics

Facebook is the largest social media platform; there are approximately 31.4 million users in the UK. Facebook remains the default social networking site for a staggering 96% of the UK adults who are online (according to Ofcom 2014). The majority of users are female (but only just 51% female against 49% male) with the largest demographic being over 25 years old.

Use Facebook to..

Post news of upcoming events, past events, photos, quirky stories and to share items that aren't directly ping pong related. The most appealing updates are those that offer something, but don't disclose everything, make fans want to click.

Include Images

Posts with images get the highest amount of engagement on Facebook, so make sure to include one where you can... perfect size 800x600.

Use the Ping! Voice

Positivity breeds engagement and sharing, it will help to inspire and excite your audience. See the document 'The Voice of Ping!'.

Provide a Link or Call to Action

Engage your audience with links to your Ping! city webpage or partners' websites, throw out a fun competition, i.e. post your funniest Ping! picture here.

Make your Post Mobile Friendly

Use simple imagery that will be easily seen on mobile devices as 70% of your fans will see posts on their phone.



Get the Timing Right

Post when your audience is listening (see the chart below) but also as the action happens to inspire immediate action. See the marketing and media timeline for help on how regularly you should post.

Engage with Users

If you get comments on your posts then engage with them, reply and build relationships through conversational dialogue.

Ping! England
Published by Julie Snowdon [?] · 13 August 2016 · €

There are Olympic FanZones in the Datto Ping! cities of Bristol, Leeds, London, Manchester and Plymouth, what a great place to watch the action and soak up some atmosphere! Then #GetInspired and have a game!



fanzones


For further information on the individual FanZones, including operational hours, please contact your local authority or FanZone operator. *BeachEast venue accessible for £2 entry fee, redeemable against food and refreshments

TEAMGB.COM

Ping! England
Published by Julie Snowdon [?] · 9 August 2016 · €

When you're 86 and you can still show these whippersnappers a thing or two!

World Champion Pam Butcher playing the host of Radio 4's Woman's Hour Jane Garvey on the Datto Ping! table outside Broadcasting House!



86 year old table tennis world champion vs Woman's Hour's Jane Garvey, Woman's Hour - BBC Radio 4

Pam Butcher, table tennis world champion for her age category, takes on Jane Garvey.

Ping! England
Published by Julie Snowdon [?] · 13 August 2016 · €

Morning! What a lovely day to play ping pong, there's 21 cities all over England offering you the chance to do just that, completely free and in the lovely fresh air! Where's your nearest table?! www.pingengland.co.uk



Ping! England - Play Ping Pong For Free - Table Tennis UK

Find a ping pong table near you. Free games, events and tournaments. Ping! is taking over England, one ping pong table at a time.

PINGENGLAND.CO.UK

Ping! England
Published by Julie Snowdon [?] · 3 August 2016 · €

It's a bit windy in Nottingham today, but that doesn't stop anyone having fun on the Datto Ping! tables. Get down to Smithy Row to catch all the action. It's happening NOW!





Twitter

We advise you set up your local Ping! Twitter profile, and remember to follow Ping England @ping_tweets and the other Ping! cities and areas.

Demographics

There are 15 million users of Twitter in the UK, 80% are active on their mobile devices (mainly smart phones), they're mainly in the 18-29 age group and the majority are male.

Use Twitter to..

Post funny, helpful, newsworthy or inspiring content encouraging people to re-tweet. The most retweeted content tends to contain links, pictures, videos or quotes.

Be Entertaining

Twitter is your opportunity to show off your own brand of humour and razor wit. People use Twitter as a form of entertainment, so try to keep them entertained!



Interact with your Audience

The best way to engage your followers is to ask questions. Then show people you're listening by responding.

Keep it Snappy

There are only 140 characters available on a Tweet, so keep your posts brief and snappy. Don't sacrifice grammar though and avoid abbreviations and all capitals. Twitter cleverly shortens web addresses for you and you no longer lose character spaces by attaching images.

Hashtags

The # symbol 'hashtag' is used to mark keywords or topics in a Tweet. Hashtagging a word categorises the Tweet and helps them to show more easily in Twitter search. Clicking on a hashtagged word shows you all other tweets marked with that keyword.

So think of Hashtags as a search tool; use them cleverly and you'll reach an audience you would not otherwise have had. Use hashtags for the sort of words people might use to search for free activities in their area, such as:

#celebratesummer
#familyfun
#freefun
#youngatheart
#pingpong

#tabletennis
#fit
#outdoor
#freepingpong
#festival

#sunshine
#play
#fun



HOW TO PING! YOUR CITY

Use location hashtags and handles, both general locations eg: #MiltonKeynes #Bucks and specific locations eg: #CampbellPark #WillenLake

Key hashtag - always try to include #Ping2017 - you never know - if we all use it enough we might even get it trending!



THE DO'S AND DON'Ts OF HASHTAGS

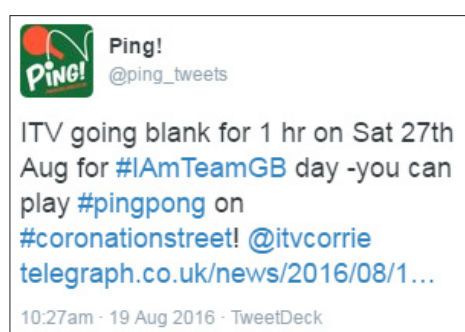
DO! 😊

DON'T! ☹️

- | | |
|---|--|
| <ul style="list-style-type: none"> • pair your hashtags with images | <ul style="list-style-type: none"> • replace all your content with hashtags - they are meant to add to your post not be your content |
| <ul style="list-style-type: none"> • group hashtags at the end of the tweet | <ul style="list-style-type: none"> • #DON'T #hashtag #every #word #or #makelongphraseshardto read - if you have a hard time reading your post so will everyone else. So simplify. |
| <ul style="list-style-type: none"> • use trending hashtags if they compliment your tweet | <ul style="list-style-type: none"> • use trending hashtags if they have no relevance to your tweet |
| <ul style="list-style-type: none"> • use up to 3 hashtags - tweets with hashtags get 2 times the amount of engagement than those without | <ul style="list-style-type: none"> • use too many hashtags - using more than 3 hashtags can decrease engagement |

Content

Use events happening already to jump onto a trend –



And local and national stories:



Tweet on Other Feeds

Remember to hashtag your city name in the conversation so that people will then follow you. You can also use council twitter feeds to provide local residents with updates on Ping! Twitter is a wonderful way of getting the Ping! message out. By tweeting directly to local radio stations, news, blogs etc you are likely to get them RT to all their followers about Ping!

The @ Sign

Used to call out usernames in Tweets: "Hello @ping_tweets!" People will use your @username to mention you in Tweets, send you a message or link to your profile. The @username can also appear elsewhere in a message and that person will see it. So if you want to call someone's attention to your message, include @ and their user name somewhere in your message.

Get the Timing Right

Tweet when your audience is listening but also from live events to inspire immediate action. See the marketing and media timeline for help on how regularly you should tweet.



Instagram

Instagram allows a fast, beautiful and fun way to share your photos with Ping!

Demographics

As with Twitter, Instagram is predominantly used by the under 35's, but unlike Twitter the majority are female

Use Instagram to ..

Post photos and pictures. Instagram became bigger globally than Twitter by the end of 2014, but whereas Twitter is about reading what's going on in the world, Instagram is about seeing. Therefore you will be keeping your posts extremely brief.

Editing

Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Photos can then be shared to Facebook, Twitter, and Tumblr

Captions

Use relevant and amusing captions to grab attention and include questions to drive comments.

Use Hashtags

Instagram contains hash tags function which enables instant interactions with our followers. When uploading the pictures, simply add hashtags such as: #ping! #pingpong #tabletennis to make your pictures more visible. The tag function @PingEngland can be useful as well! Unlike Twitter, the more the merrier is the rule with hashtags and you can use them as 100% of your content.



You Tube

You Tube has become the 2nd largest search engine on the internet, and Ping! England has its own channel. If you have any great video footage we could share, email it to the Ping! England team, and we'll be delighted to post it!

Optimum Timings for Social Posts

	BEST	WORST
FACEBOOK	1 PM - 4 PM	8 PM - 8 AM
TWITTER	1 PM - 3 PM	8 PM - 9 AM

Facebook Engagement rates are 18% higher on Thursdays and Fridays.

Tweets posted on Friday, Saturdays and Sundays have higher retweet rates than those during the rest of the week.

Form partnerships with local businesses

By approaching local businesses you might find they are happy to help with a little cross-promotion! This way you can tap into all the social media followers of these organisations...

Ping!
@ping_tweets

Free ping pong and 10% off food & drink at the [#Bambalan](#) [#Bristol](#) with this voucher! Tuesdays 4-10pm [@BAM_BA_LAN](#)
[pingengland.co.uk/userfiles/file...](#)

1:18pm · 16 Aug 2016 · TweetDeck

Ping! Newcastle 🌲
@PingNewcastle

Did you see this great deal that we have with [@Lane7Newcastle](#) that gets your ALMOST [#HALFPRICE](#) [#PingPong](#)?
[bit.ly/2bx96Qf](#) [#Newcastle](#)

9:57pm · 17 Aug 2016 · Buffer

Social Media Tools

There are free social media tools available on the internet such as TweetDeck, Hootsuite and Buffer, which help you manage your posts and tweets from one central place or schedule your posts in advance.

As you will be very busy in the lead up to and during the festival, you may find being able to schedule your posts and tweets in advance very helpful indeed!

For any further help and information please contact the Ping! England team, we'll be happy to help!



A guide to various types of social media posts

Type of Post	Example	Purpose
Informative	Dates/times/what's happening at an event	<ul style="list-style-type: none"> To promote the event/support Ping! cities
Call for Action	Find a table near you Find out more What's happening in your area etc etc	<ul style="list-style-type: none"> To inspire people to take action ie: visit our website, retweet, share
Interactive	Tweet us your selfie, tell us what you think of; share your photos; answer this question	<ul style="list-style-type: none"> To try to engage our followers and build a 2 way conversation
Topical	Picking up a story currently trending and posting a witty/clever observation/comment	<ul style="list-style-type: none"> To get retweets and in so doing increase our brand awareness For brand credibility with existing followers To increase our number of followers
Ping pong related	Ping pong photo/video/interesting fact (not Ping! related)	<ul style="list-style-type: none"> To influence our followers encourage retweets Increase our number of followers
Twitter specific		
Retweet	Another city's tweet/post	<ul style="list-style-type: none"> To lead by example and broadcast the post to a larger audience
	An influencer's tweet/post	<ul style="list-style-type: none"> To introduce our brand to a wider audience our followers are more likely to retweet us if we retweet them
Quote Tweet	Another city's tweet/post	<ul style="list-style-type: none"> To enable us to share an post but include our own message/hashtags
	An influencer's tweet/post	<ul style="list-style-type: none"> To introduce our brand to a wider audience our followers are more likely to retweet us if we retweet them
Reply	To a mention or direct tweet	<ul style="list-style-type: none"> To build interaction show our followers we are listening to them
Like/favourite	Any other tweets	<ul style="list-style-type: none"> To show we are listening although it may not be appropriate to retweet or share