



# FACEBOOK WORKSHOP

how can your club benefit?



Football Federation SA is pleased to provide an opportunity to all clubs to participate in a Facebook Workshop.

There is no doubt that social media in today's digital world is here to stay. But the question is, "how are clubs able to harness this technology to their advantage and connect with their supporters, players and potential sponsors?"

The classroom style session will walk club delegates through the basics of setting up and managing a Facebook page, right through to the theory and underlying fundamentals behind a club's social media strategy.

Participants will be well equipped to take this information back to their clubs in order to enhance their online following on social media, better engage with the club's stakeholders (including better communication) and also foster a culture of sharing, pride and passion amongst players and supporters via continued online engagement.

**Date:** 10 and 11 November 2015

**Time:** 6.30pm – 8.00pm

**Venue:** Coopers Stadium, Level 2, Holden Street, Hindmarsh

**Requirements:** Each person to bring their personal laptop.

**RSVP:** Completion of the online attendance form is required to be submitted by Friday 6 November 2015.

## About the Presenter



Rye Smith is the Director of 'Appcelerate' - an Adelaide-based Web & App Development Company who also specialise in Social Media Strategy. Rye has over 15 years-experience in IT with the last 5 years dedicated to growing brands and enhancing business' social media profiles. More recently, Rye has been involved with helping Croydon Kings FC with their online presence. An avid footballer himself, Rye understands the local game from both a player's and a club's point of view and will bring this wealth of knowledge and passion to the upcoming sessions.