



Hamilton City Gymsports and Digital Media

After attending the Gymsports NZ conference and listening to guest speaker Ben Slater we have embraced and moved Hamilton City Gymsports into the digital media world. Ben gave simple and either free or relatively low cost ways of making the most of digital media to really promote our sport and our Club.

So what have we done?

Facebook

HCG has had a Facebook page for many years, firstly as a "personal" page and more recently as a Sports Club "like" page after Facebook closed down our "personal" page.

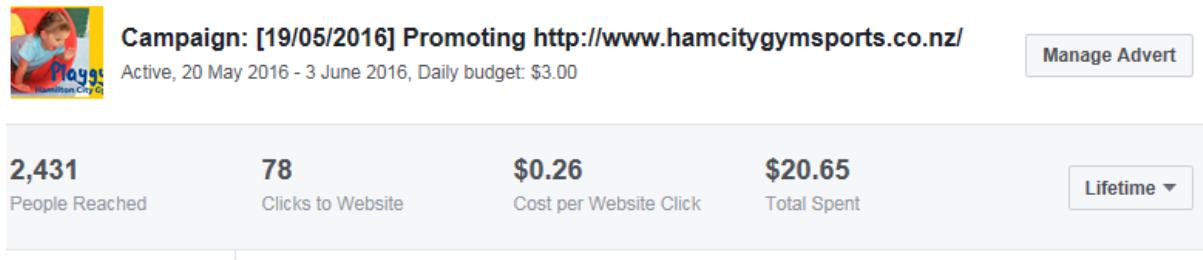
A screenshot of the Hamilton City Gymsports Facebook page. The page header shows the club's name and a profile picture. The main feed displays a post from May 23, 2016, with a response rate of 88% and a 7-hour response time. To the right, a sidebar titled "Promote" provides weekly engagement statistics: Post Reach (5,809), Post Engagement (591), Send Email (1), Website Clicks (0), and Response Rate (0 of 0). Below the sidebar, a timeline shows recent posts from 2016 to 2013.

After the conference we decided to give Facebook advertising a go. Yes we were sceptical! Using Ben's suggested website of www.canva.com we designed a Facebook sized advert using the templates. Then on Facebook as Ben said, we needed to do a bit of learning as to how the process worked. Having said that it was relatively simple to choose who we wanted to target and how much we wanted to spend.

A screenshot of a Facebook advertisement for "Playgym Hamilton City Gymsports". The ad features a young child crawling through a red and yellow tunnel. The text "Developing Mind and Body through Gymnastics Play. Join your child in a world of learning through play, exploration and fun!" is displayed above the image. The ad is sponsored by "Hamilton City Gymsports". At the bottom, there is a call to action with the website "WWW.HAMCITYGYMSPORTS.CO.NZ" and social sharing options.

The result has been beyond our expectations in the 10 days the advert has been up so far. For a very tiny amount of outlay (\$20.65) we have gained to date 4 new members and had several more enquiries which could still turn into members.

Results for Clicks to Website Advert

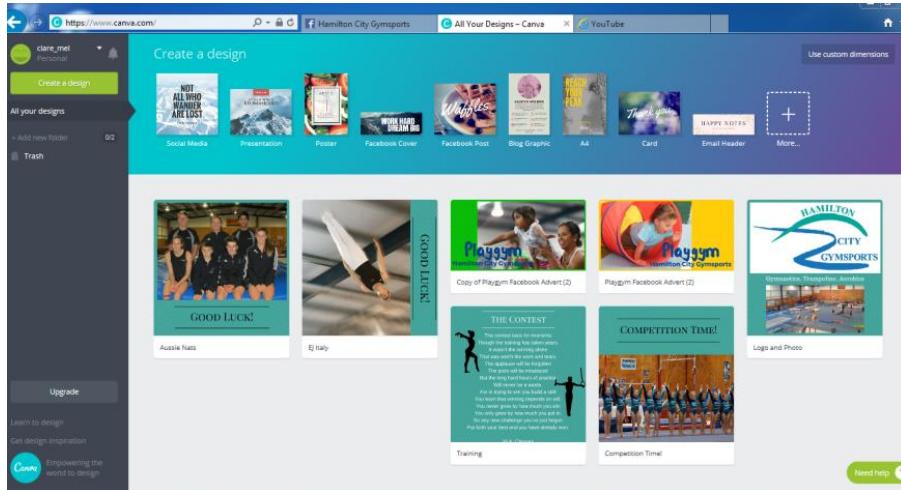


Genders	People Reached	Clicks to Website	Cost per Website Click
Ages	Women 2,431	Women 78	Women \$0.26
Placements			

Instagram

Hamilton City Gymsports is now on Instagram. We have already seen that Instagram reaches a different audience to Facebook and Twitter.

Using www.canva.com and following Ben's advice we have chosen a colour scheme and a filter to use on our photos. Canva is not available as an app so we fell down a bit there trying to use similar colors and fonts on other apps but overall we are happy with how it has started and we will try to use this colour scheme in every piece of our marketing. And we have delved into the world of #hashtags!



hamcitygymsports



9 posts 87 followers 123 following
[EDIT YOUR PROFILE](#)

Hamilton City Gymsports
 Official page of Hamilton City Gymsports NZ
 #hamcitygymsports #ArtisticGymnastics
 #Trampoline #Aerobics
www.hamcitygymsports.co.nz

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Twitter

Twitter is not something we considered as we couldn't see the relevance to us but we liked that Ben said that this was how the media got a lot of their stories. We have now linked our Facebook page to our new Twitter page, so that every post we put up on Facebook is now automatically tweeted.



YouTube

Hamilton City Gymsports had a YouTube page where videos of the End of Year Display was put up to make it easy to share. We have now decided to put more of an effort into YouTube, still predominantly as a means to share videos but also as a tool in its own right now. We have created our first video and uploaded and again we were surprised on the response and far reaching effects it had.

<https://www.youtube.com/watch?v=NJGqT2Vuxy8>



Website

So Ben tells us that if our website is older than 3 years then we need to chuck it out! What? Ours looks great doesn't it at 4 years old? Well we have talked to a website developer and apparently not! We are happy to report that our website is mobile friendly though. We are in the process of re-developing it and adding in new tools to make it more user friendly and "modern" and integrate it with our membership database.

www.hamcitygymsports.co.nz

If you are debating whether or not to use digital media I would say go for it. In 2 weeks we have had a great success for a very small \$ amount and some of my time. The hardest part for us is going to be keeping it going. We have made some mistakes and I am sure we will make more and our attempts aren't as professional as they could be but surely it is better to be out in digital media not quite right than not at all.