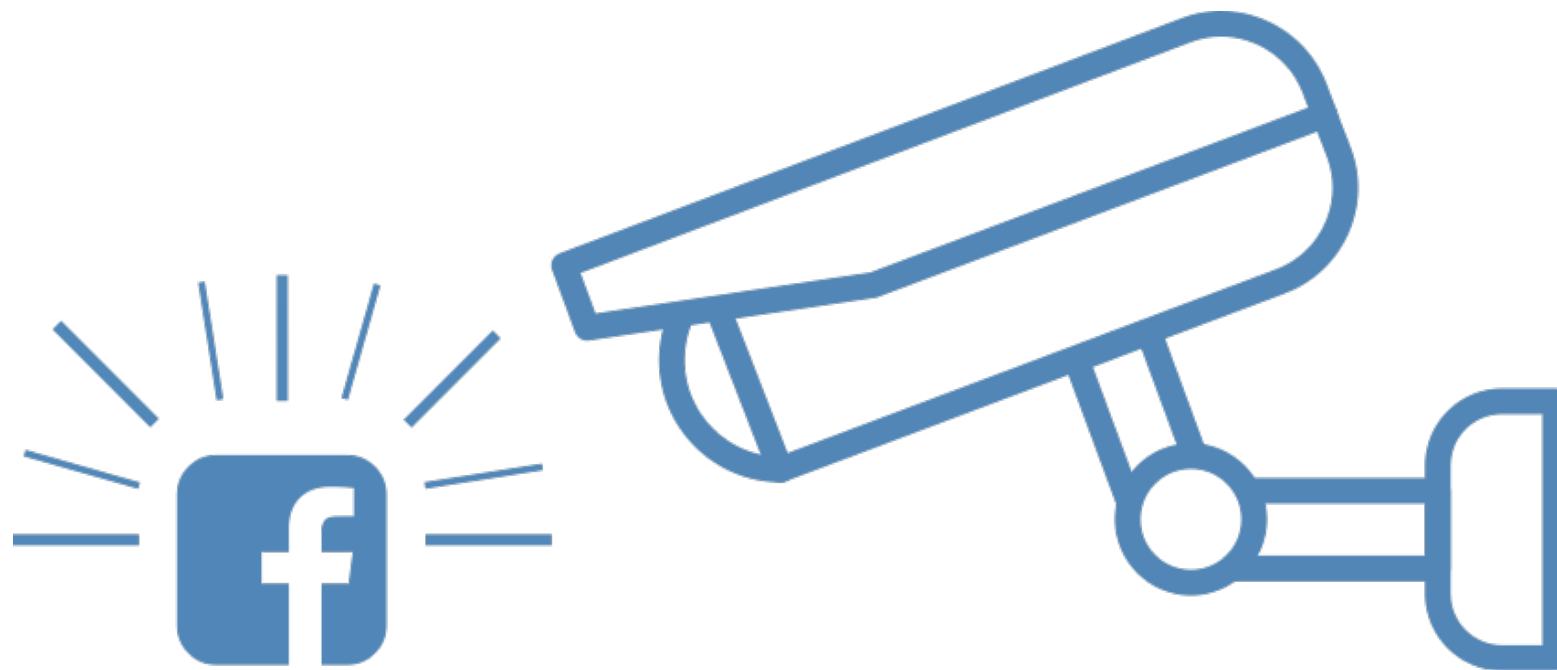


# Management & Monitoring Guide

## For Private Clubs



# Admin Roadmap

①

*Introduction*

②

*Monitoring on Facebook*

③

*Monitoring on Twitter*

# Interacting with a Post

*There's a reason social media is SOCIAL media.*



When it comes down to it, it's all about two-way conversation and not just one-way communication. Whether you like it or not, people are going to talk about your club on social media.

Knowing how and when to respond is critical to your club's success on the platform.

We will walk you through how to interact with followers, partners, competitors and club/community members.

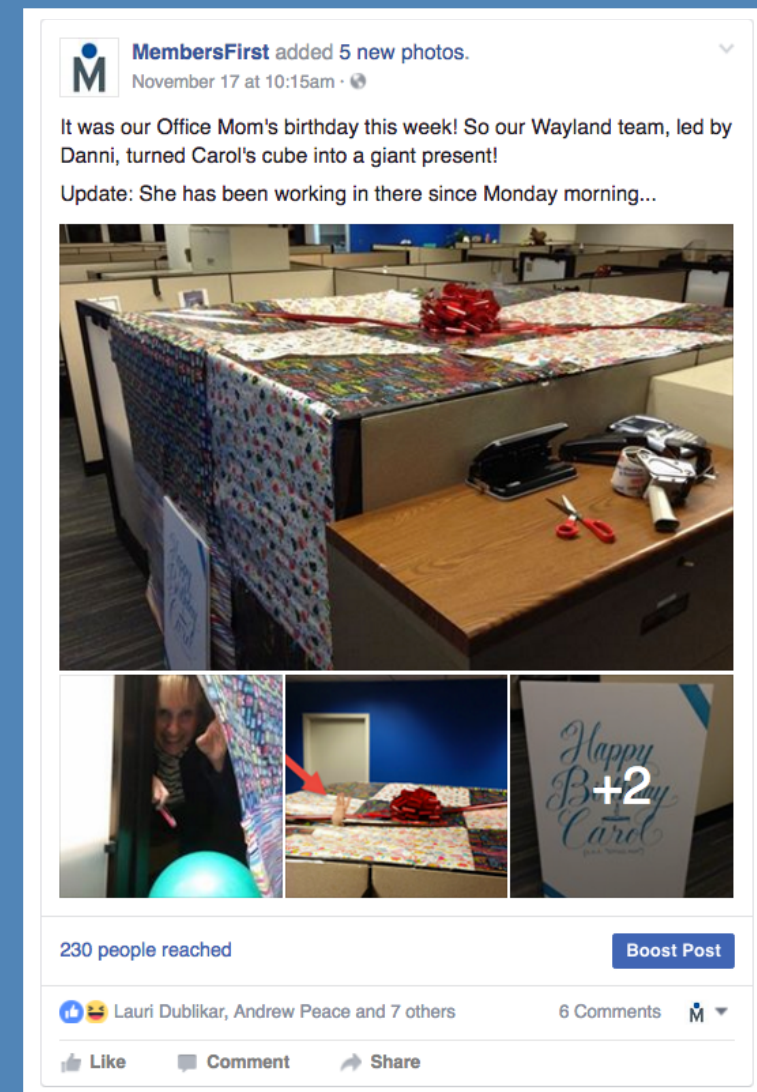
# Interacting with a Post

## Comments, Shares, Likes, Tags, Check-ins

When you are being talked about, always respond! AND...initiate conversations with followers and brands. This will open up the opportunity for a reputation boost from your fans or reciprocal actions from other clubs and brands.

**EXAMPLE:** Other pages are notified when they are mentioned or tagged. To show appreciation for the exposure they received from your post or tweet, they might return the favor by mentioning your club in a future post or tweet!

*\*If it's the other way around and a brand or club mentions you first, you should do the reciprocating! Find a way to work them into a post or tweet to show your appreciation.*



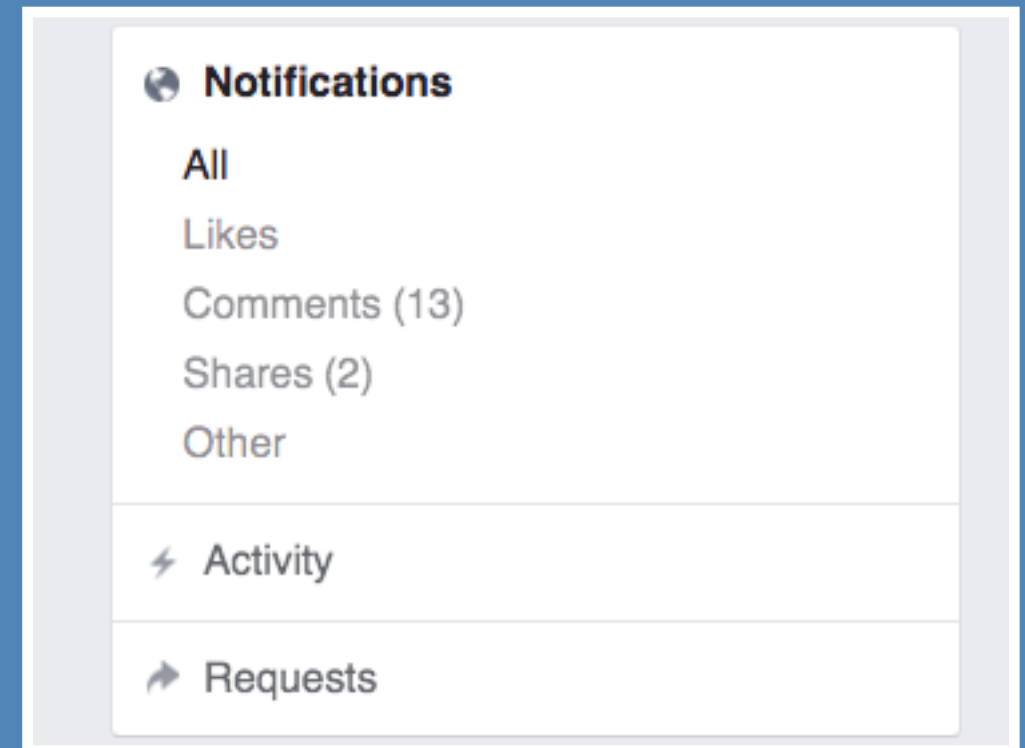
LIKE, COMMENT & SHARE

# Monitoring via Facebook

## *Jump into your notifications*

User your notifications inbox to monitor using the Facebook platform, you will use your notifications inbox found in the navigation on the top toolbar while signed in as your business page.

- Check-ins
- Shares
- Comments
- Page Likes
- Post Likes





# How to Interact With a Share

## Show Your Appreciation

When someone shares your post, show some appreciation by liking their post. If the situation calls for a comment, that's a great option too!

Let's say they share the post and add a caption saying:

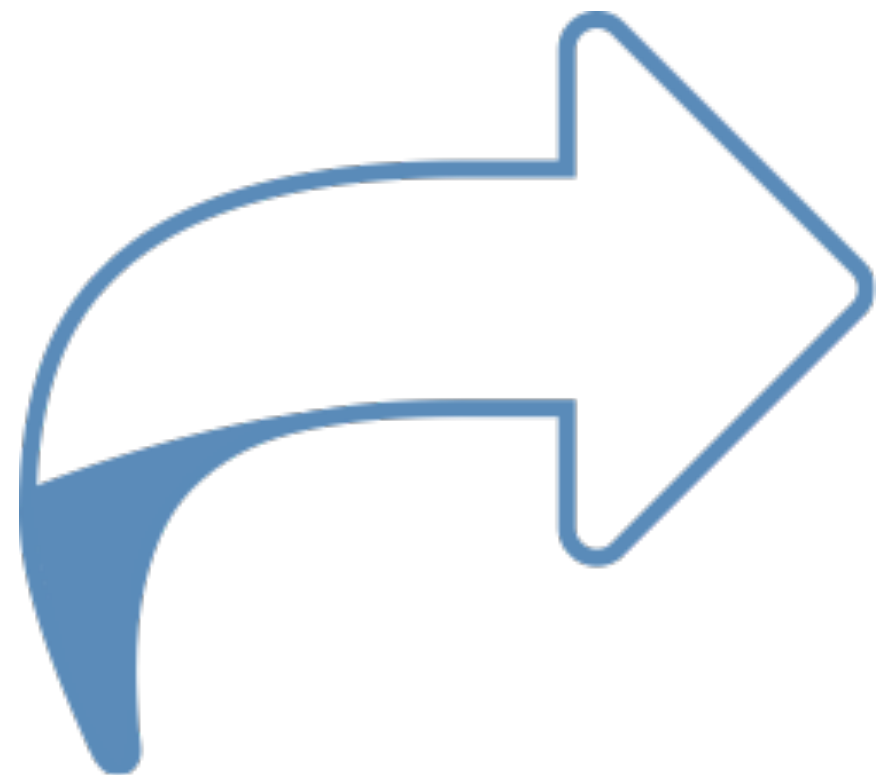
*"Had a great time!"*

Comment under their post with:

*"So did we! Can't wait for the next one!"*

### NOTE:

In doing this, you're showing that your page is not just a boring with no personality or space for communication. You are real people and fun club employees. Use a relaxed and casual tone like you would on your own personal page but stay committed to the end goal which is to make members and fans happy.



# How to Interact With a Comment

## Don't be shy!

Sometimes people will offer praise, criticism, or pose a question underneath one of your posts.

All of those are reasons to respond with a comment of your own

***Especially towards criticism.***

Show your followers that you're a human and interact directly with them!



The screenshot shows a Facebook post from JetBlue with 2K reactions (likes, loves, wow) and 78 comments, 183 shares. The post is titled "Write a comment...". Below the post, there are three comments:

- Marley Robinett** Jet blue, when are you coming to Des Moines? Has the company thought about it?  
Like · Reply · 13 hrs
- JetBlue** Not in our current plans, but you never know what the future might bring. Always nice to know we're wanted! - Jeff  
Like · Reply · 2 · 12 hrs  
View more replies
- Jon Fasulo** Has anyone traveled to cuba yet? I was told you can only go with a tourism group?  
Like · Reply · Yesterday at 2:33am

Below the comments, there is a JetBlue advertisement for flights to Cuba. The ad includes a map showing flight routes from Orlando and Fort Lauderdale to Havana, and text stating: "JetBlue | Cuba. Enjoy the JetBlue experience with nonstop charter service between Tampa, FL and... JETBLUE.COM".

Like · Reply · 4 · Yesterday at 3:17am  
View more replies

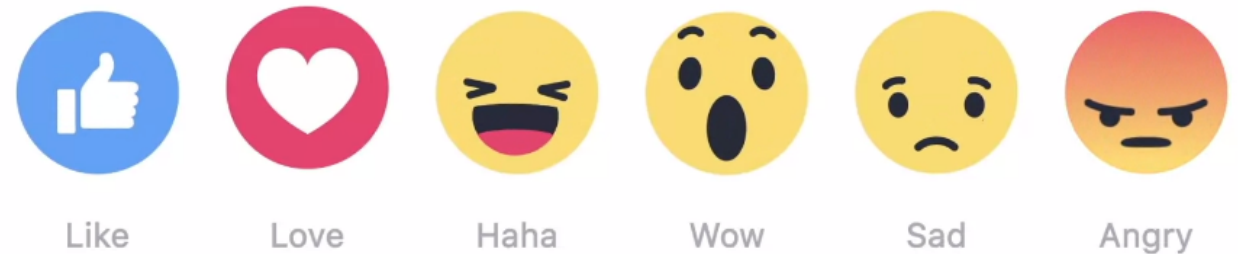
View more comments 2 of 78

# How to Interact With a Like or Reaction

## *Be personable!*

Facebook recently introduced “reactions” which allow the user to show more emotion than just a thumbs up. Sometimes people will offer praise, criticism, or pose a question underneath one of your posts.

- Liking their posts
- sharing on of their posts
- following their business page





# How to Interact With a Check-in or Tag

## *Look who stopped by!*

When fans check in or tag your club on Facebook,  
***Like their post!***

Even if it wasn't their original intention, they're giving your page exposure by sharing it with all of their friends.

So, show your appreciation for this exposure by liking their post. AND...if their check-in is particularly interesting (maybe a great photo or reference to a recent club event) ***Share the post!***

This doubles as fresh, club-specific content for your page and as a way of interacting with your fans.

