Promotion of girls’ squad on social media (Facebook)

Celebration of team despite loss; shows a supportive club

Club openly prioritising team spirit and unity

Focus on fun and taking part over ability and winning; more inviting and inclusive for beginners or those less confident in their skill level.
Action shot photo; inspiring and influential to getting girls active.

Separate Twitter account for the Ladies section of the football club; allows them to have their own voice and stand out more.

Awards celebrating individuals in the team; positivity and highlights achievements.

Tweet show girls sport, team and players being taken seriously.
Promotion of girls’ event. Encouraging use of social media to get involved and share widely.

Fun photos showing personality of the organisation; welcoming and friendly staff and members.

Clearly marketed towards girls, makes them feel included and welcome. Creates a safe space for those less confident to go along and get involved. Lots of female role models (influencers) portrayed in marketing images.
Use of Facebook groups and events to promote session information; information, particularly about timings and location, are clear which makes it easy to turn up and commit to sessions.

Open and encouraging; speaks to returners and new joiners.

Reminder – motivational! Support of club behind you.

Creating familiarity with the coaches as session leaders and main point of contact.

Women focus; female only session led by female coaches.

Use of Facebook groups and events makes communication with members and potential members easy.