



2014 MEMBERS FORUM

HOW TO SET-UP A FACEBOOK PAGE



**SATURDAY, 12 APRIL 2014
IN DUBLIN, IRELAND**

BEC Best European Player Awards '13

**Follow the Awards Gala
Live on our YouTube channel**

YouTube **BE TV**

Badminton Europe
★★★★★
(295 Bewertungen)
30.544 „Gefällt mir“-Angaben
3.235 sprechen darüber · 48 Personen waren hier

Organisation
This is the official Facebook site of Badminton Europe Confederation (BEC). We invite you to join the European badminton Community. #badminton

Info Fotos „Gefällt mir“-Angaben Veranstaltungen Videos

Höhepunkte

Status Foto/Video Angebot, Veranstaltung +

Was war heute los?

175 Freunden
gefällt Badminton Europe

by Manuel Rösler

- Our Member Associations and Facebook & statistics
- How to set-up a Facebook page
- 5 tips on how to use Facebook as a sports federation

- From 52 Badminton Europe Member Associations, 29 have an official Facebook page (55 %)
- 25 pages from them are frequently updated (most of them daily)
- All pages have 65.500 fans in total (by 7 April 2014)

OUR MEMBER ASSOCIATIONS ON FB



France
10.000 fans



England
11.500 fans

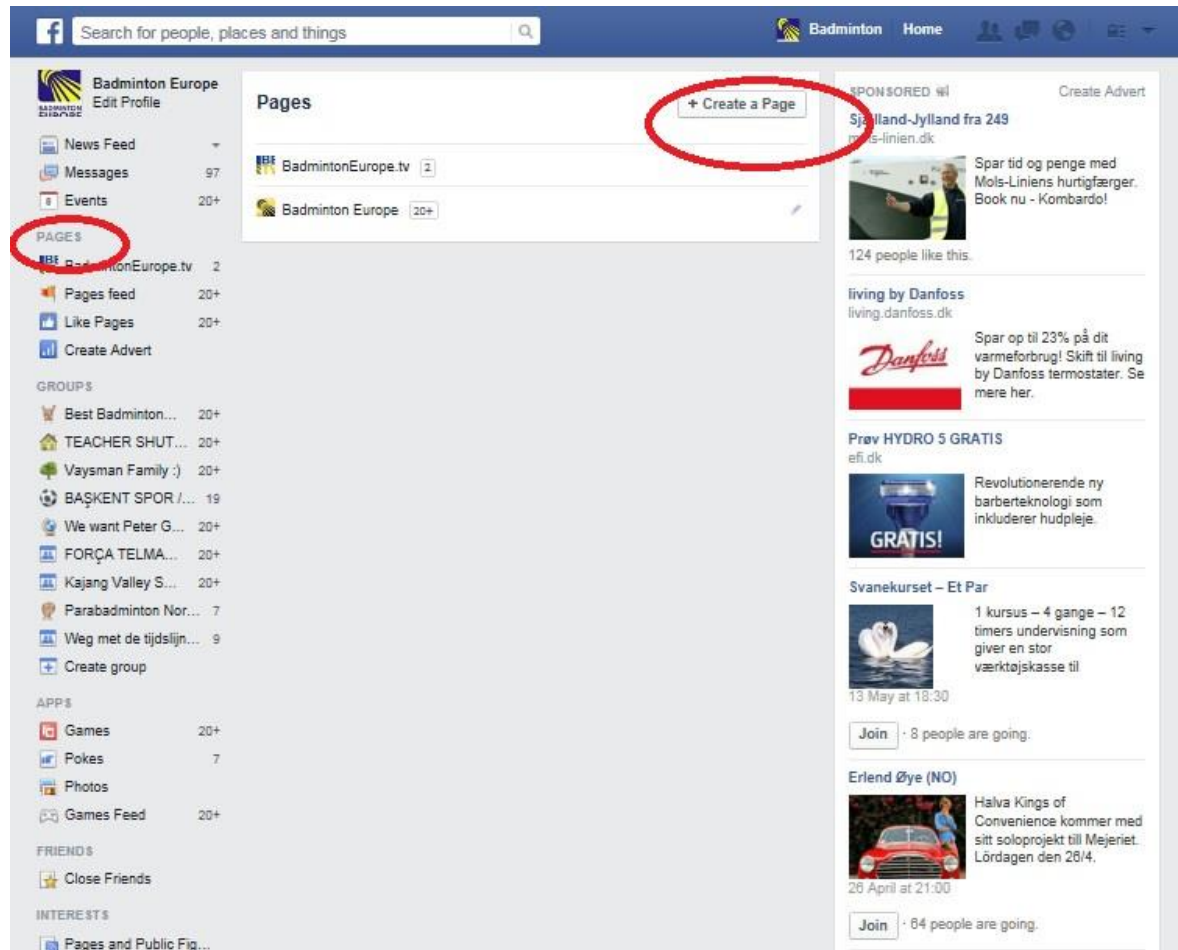
TOP 5 ON FACEBOOK

- **England – 11.500 fans**
- **France – 10.000 fans**
- **Denmark – 9800 fans**
- **Irland – 6500 fans**
- **Spain – 6400 fans**

EASY STEPS TO CREATE A FB PAGE

- Not tech expert?
That's not a problem — the process isn't too technical
- Here's a step-by-step guide to help you initiate your Facebook page ...


EASY STEPS TO CREATE A FB PAGE



The screenshot shows the Facebook interface with the following elements:

- Search bar:** "Search for people, places and things"
- Navigation bar:** "Badminton Home" and icons for friends, messages, and settings.
- Left sidebar:**
 - Badminton Europe:** Edit Profile
 - News Feed**
 - Messages:** 97
 - Events:** 20+
 - PAGES:** (Circled in red) Includes "BadmintonEurope.tv" (2), "Pages feed" (20+), "Like Pages" (20+), and "Create Advert".
 - GROUPS:** Includes "Best Badminton...", "TEACHER SHUT...", "Vaysman Family :)", "BAŞKENT SPOR /...", "We want Peter G...", "FORÇA TELMA...", "Kajang Valley S...", "Parabadminton Nor...", "Weg met de tijdslijn...", and "Create group".
 - APPS:** Includes "Games" (20+), "Pokes" (7), "Photos", and "Games Feed" (20+).
 - FRIENDS:** Includes "Close Friends".
 - INTERESTS:** Includes "Pages and Public Fig...".
- Pages section:** (Circled in red) Includes a "+ Create a Page" button and a list of pages: "BadmintonEurope.tv" (2) and "Badminton Europe" (20+).
- Sponsored ads:**
 - Sjælland-Jylland fra 249:** mols-linien.dk. "Spar tid og penge med Mols-Liniens hurtigfærger. Book nu - Kombardo!" (124 people like this).
 - living by Danfoss:** living.danfoss.dk. "Spar op til 23% på dit varmekorbrug! Skift til living by Danfoss termostater. Se mere her."
 - Prøv HYDRO 5 GRATIS:** efi.dk. "Revolutionerende ny barberteknologi som inkluderer hudpleje."
 - Svanekurset – Et Par:** "1 kursus – 4 gange – 12 timers undervisning som giver en stor værktøjskasse til" (13 May at 18:30). "Join" button: 8 people are going.
 - Erlend Øye (NO):** "Halva Kings of Convenience kommer med sitt soloprojekt till Mejeriet. Lördagen den 26/4." (26 April at 21:00). "Join" button: 64 people are going.

EASY STEPS TO CREATE A FB PAGE


 Search for people, places and things

Badminton Home


Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.


Pages I like Pages I Admin




Local business or place




Company, organisation or institution




Brand or product



Artist, Band or Public Figure



Entertainment



Cause or community

[About](#) [Create Advert](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

Facebook © 2014 · English (UK)

Chat

EASY STEPS TO CREATE A FB PAGE

Facebook interface showing the "Create a Page" process. The top navigation bar includes the Facebook logo, a search bar, and the user's name "Badminton" with a "Home" link. Below the navigation bar, the "Create a Page" section is displayed, featuring a "Pages I like" and "Pages I Admin" button. The main content area shows a grid of category options for creating a page: "Local business or place", "Brand or product", "Cause or community", and "Artist, Band or Public Figure". A central dropdown menu is open, listing various categories. The "Organisation" category is highlighted with a red circle. The footer contains links for "About", "Create Advert", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help", along with the copyright notice "Facebook © 2014 - English (UK)".

Search for people, places and things

Badminton Home

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I like Pages I Admin

Local business or place

Brand or product

Cause or community

Artist, Band or Public Figure

Company, organisation or institution

Join your supporters on Facebook.

Choose a category

- Community organisation
- Company
- Computers/Technology
- Consulting/Business Services
- Education
- Energy/Utility
- Engineering/Construction
- Farming/Agriculture
- Food/Beverages
- Government Organisation
- Health/Beauty
- Health/Medical/Pharmaceuticals
- Industrials
- Insurance Company
- Internet/Software
- Legal/Law
- Media/News/Publishing
- Mining/Materials
- Non-Governmental Organisation (NGO)
- Non-Profit Organisation
- Organisation**
- Political Organisation
- Political Party
- Retail and Consumer Merchandise
- School
- Small Business
- Telecommunication
- Transport/Freight
- Travel/Leisure
- University

About Create Advert Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2014 - English (UK)

EASY STEPS TO CREATE A FB PAGE

Facebook navigation bar with search and user avatars.

Set up Swiss Badminton

1 About 2 Profile Picture 3 Add to Favourites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

This is the official Facebook page of Swiss Badminton

[Add another site](#)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

Is Swiss Badminton a real organisation, school or government?
This will help people find this organisation, school or government more easily on Facebook.

☒ Yes ☐ No

[Save Info](#) [Skip](#)

Footer: About Create Advert Create Page Developers Careers Privacy Cookies Terms Help
Facebook © 2014 - English (UK)

1. OFFER EXCLUSIVE CONTENT

- Don't just bombard fans with links or information — they're there to learn more about the sports & athletes and establish a deeper connection with the sport, athletes or event.
- Keep content special and exclusive — these fans are opting in to your messaging — and be sure to interact with them and answer questions.

2. UPDATE YOUR PAGE REGULARLY

- This is a simple thing to do to keep your Facebook page active. Once a day, or even once every few days, is enough. But update it enough to keep your page interesting.
- You can also keep your page up-to-date by adding external content from other official sources. Use Badminton Europe's content (Smashing Stars, Players interviews, tournament reports, photo galleries).

3. GET YOUR PLAYERS INVOLVED

- Every sports fan has a favorite player, and it's a dream come true for them to be able to interact with that player. Fans love that they are getting a chance to ask a famous player a question.
- Players don't even have to devote much time to make an impact — they can even record a message (video) on a smartphone and send it to the social media team.
- On the other side, players are getting more involved with social media efforts. If an athlete has a strong following on Facebook or Twitter, then a post to the fans can have a lot of value to the brand.

4. BRIGHTEN UP YOUR PAGE WITH PHOTOS AND VIDEOS

- Adding multimedia makes your page more interesting and attractive for fans.

5. HAVE A GAME PLAN AND PLAY TO WIN

- Just like in badminton, you can't win without a strategy. Be sure posts are timely, relevant and have a purpose.
- And don't be scared to try new things and experiment a little. If your new move or strategy fails, you can try something else.
- Lastly, with all of your Facebook content, remember to have fun — you're promoting a game! Sports is a fun business with an engaged, passionate fan base