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SOCIAL MEDIA

How to Grow and Engage your Audience



Key takeaways:



Things to discuss:

Organic ways to build an audience
Increasing Reach
Content Pillars
How important is design



Organic Growth:

01

Seek your target audience

Use hashtags, similar pages, influencers and events to find your audience.

02

Engage Partners/Clubs

Make it easy for your community to help spread the word.

03

Share to Groups

Most groups and clubs are open to your event sharing posts to their group.

04

Social Media Trends

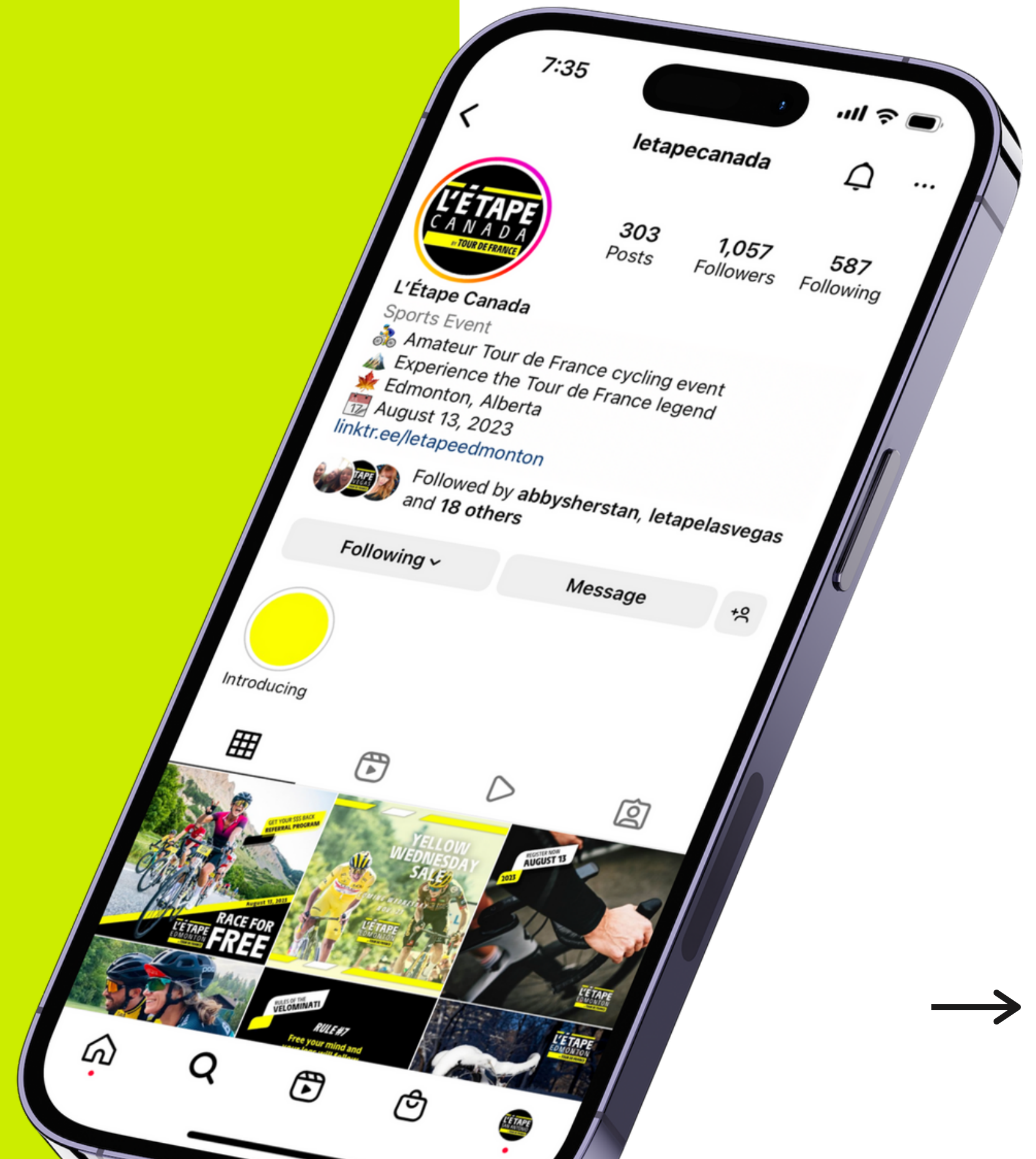
This one is ever evolving but each platform has its own way to increase engagement organically.



Engagement

The biggest piece missing from your social media strategy if you have under 10k followers.

- Grassroots marketing
- Find followers who would be interested in your race by searching hashtags or engaging with accounts that follow similar events/pages
- Have clear details about your event in your profile so when people look at it they can see why it would be of interest
- Spend 20-30 minutes a day to grow your audience through engagement
- Share posts when you are tagged it encourages others to do the same.
- Send messages to new followers directing them to your website.
- The more your audience grows, the more engagement you will get on posts the more the algorithms will promote your posts to a wider audience

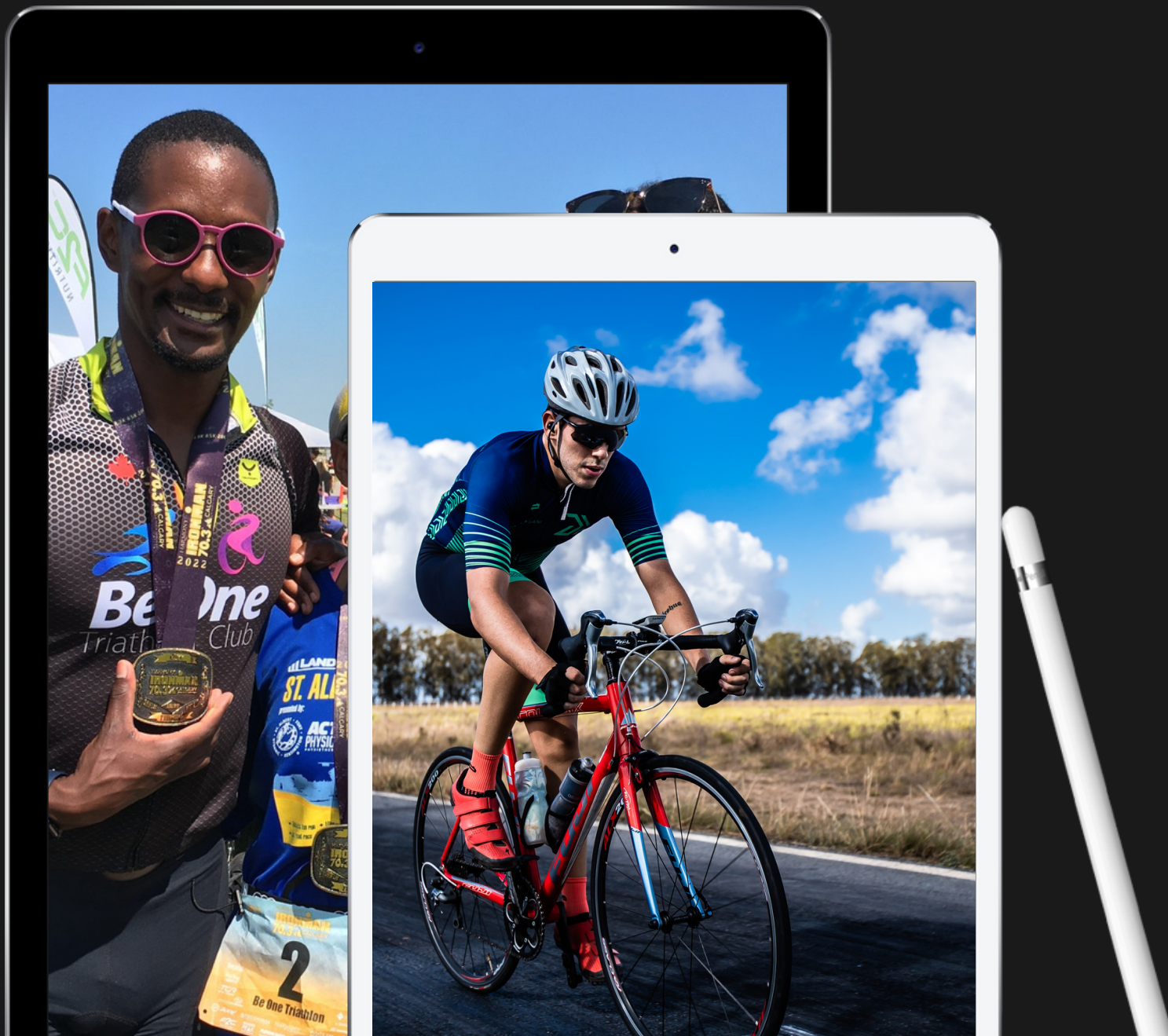


Make it easy for your community

Tag partners, clubs and ambassadors and ask them to share.

When you post you can significantly increase engagement and reach by tagging partners, clubs or ambassadors.

If you make it easy for them to share your posts with a repost or on instagram with a re-share in a story they are more likely to do so and it reaches their audience.





Share to communities and clubs

You can increase your reach by creating communities and groups

- Facebook Groups
- Strava Clubs

You can also share posts to relevant clubs on Facebook to increase reach and expand your audience. Asking first always helps as some groups have rules against posting but if it is relevant to the group they are usually open.

Follow Social Media Trends

These are ever evolving but at the moment the biggest way to increase your organic reach for key Social Media sites:

Twitter - Creating threads

Instagram - Creating reels

Facebook - Reels and sharing to clubs

Strava - Creating Posts in Clubs

Tik Tok - Trending audio



Content Pillars

Not every post is built the same

Race Specific Details

What makes your
race unique

Logistics like course
and timing

Race day details

Call to Action (Registrations)

Why they should
register

Drive urgency

Showcase benefits of
early registration

Entertainment/ Inspiration

Stunning images that
catch attention

Entertaining/ Inspiring
content they will share

Fun content to build
report with athletes

Partners/ Sponsors

Cross promotion with
other clubs or events

Showcase sponsors to
add value





Be inspired by other presenters

Presentations are tools that can be used as lectures, speeches, reports, and more

Key Takeaway: Good design helps

But if no one sees it because you have no audience or engagement it doesn't matter if you have visually stunning graphics and pictures.





“Successful companies in social media function more like entertainment companies, publishers, or party planners than as traditional advertisers.”

- Erik Qualman

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