Social Media Training

**Purpose:** Social media is important for clubs because it provides a platform for clubs to increase their visibility and reach a wider audience. This can help attract new members and raise awareness about the club's activities and events. Additionally, social media allows club sports to connect with their members and keep them informed about upcoming events and activities. It is also an effective way for clubs to promote their events and activities to a wider audience.

1. Identify the type of content you want to promote on social media. This could be a game promo, approved fundraiser, game recap, upcoming event/appearance, or player spotlight.
2. Prepare the necessary information and materials for your proposal. This may include details about the event or activity, relevant images or videos, and any other relevant information.
3. Email your proposal to Hc-engage@haverford.edu.
4. In the email, provide a brief overview of your request and include any necessary details and materials.
5. Allow at least 1 week for your request to be processed. Requests will be completed on a first come, first serve basis.
6. If your request is approved, you will receive confirmation from the Haverford College Student Engagement team.
7. If your request is not approved, the Student Engagement team will provide you with feedback on why the request was not approved and what steps you can take to improve your proposal.
8. Once your request is approved, the Student Engagement team will schedule and post your content on the appropriate social media channels.

**Social Media Channels:**
Student Engagement: @HC_Engage
Club Sports: @HCClubSports