



Government of **Western Australia**
Department of **Sport and Recreation**

PEPPARS SOFTBALL CLUB CASE STUDY

Peppars Softball Club wanted a way to connect with its members, and provide a forum to improve communication in the club. A Facebook page was set up to improve the culture of the club, and increase member engagement. On the page Peppars labels itself as a “Softball Club for Women who love to have fun, Chill out and catch up with friends”.

Tina Reed, along with two others, is responsible for creating and maintaining the page. Tina said the page has positively influenced team bonding and provides a fantastic way of maintaining communication between team members, old and new.

- Why did you decide to start up a Facebook page for Peppars?

With many members and ex-members between the ages of 20-30 and most with existing Facebook accounts we decided it would be a great means of contacting people about upcoming events.

- What were your goals when you started using FB? Did FB help you accomplish them?

The goal was to have a forum for members to leave comments such as congratulations for trophy winners, comments on outings and generally build relationships with other members of the club that may be training on other teams, although part of the same club. Judging from club events, I would say that the page has helped us achieve our goal.

- How did it affect the culture/social aspect of the club?

Our club was always a social club with events outside of games/training but we notice there is more communication between members and I believe it has influenced bonding.

- How did it affect the business of the club? (In terms of attracting and maintaining members)

We have found that even though people travel and don't play for seasons at a time they are still in contact with the club and eventually some come back and play.

- How long did it take to set up initially and how long was spent maintaining the page per week?

Facebook pages are very simple and quick to set up. Posting events is also a very quick and simple task. There is hardly any maintenance involved besides inviting any new members. It basically runs itself with members leaving comments etc.

- What advice would you give to others attempting to establish a social media presence for their sports club?

I believe it is a simple, inexpensive and effective method of communication that can be used in conjunction with the standard website and print newsletters.

Peppers is one club that effectively demonstrates the positive impacts social media can have on a sports club. They had goals of improving the club culture and communication, and they achieved them with the help of social media. What's more is it was quick, easy, and didn't cost them a thing.

Visit www.clubsonline.dsr.wa.gov.au/social-media for more information on using social media to promote and grow your club.