



Celebration of team despite loss; shows a supportive club

Club openly prioritising team spirit and unity

City Of Birmingham Rockets Basketball Club
Yesterday at 09:26 · 🌐

A 36-67 loss to an older Abingdon Eagles team yesterday didn't stop our Under 16 girls having a great time at Gloster Saxons!



Promotion of girls' squad on social media (Facebook)



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.



Transition Extreme Sports @TE_aberdeen · Apr 22
Tonight, 6-8, the ladies are taking over the #skatepark, and we're wanting to see your pics and vids of the evening! Drop an @ mention and hashtag #TXgirlstakeover! See you tonight! @Womeninsport_uk @project_51_girl @sported_UK @sported_Scot

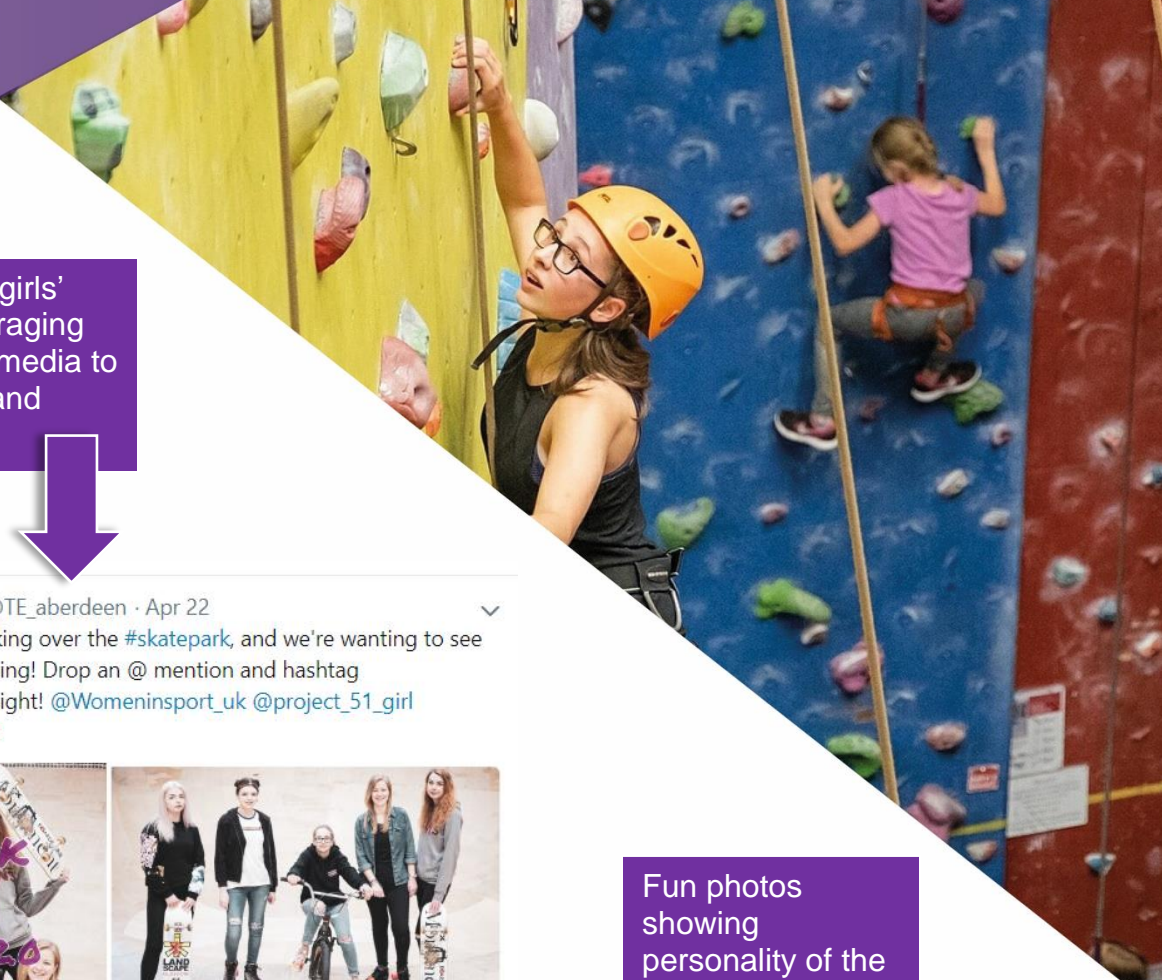


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Clearly marketed towards girls, makes them feel included and welcome. Creates a safe space for those less confident to go along and get involved. Lots of female role models (influencers) portrayed in marketing images.



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



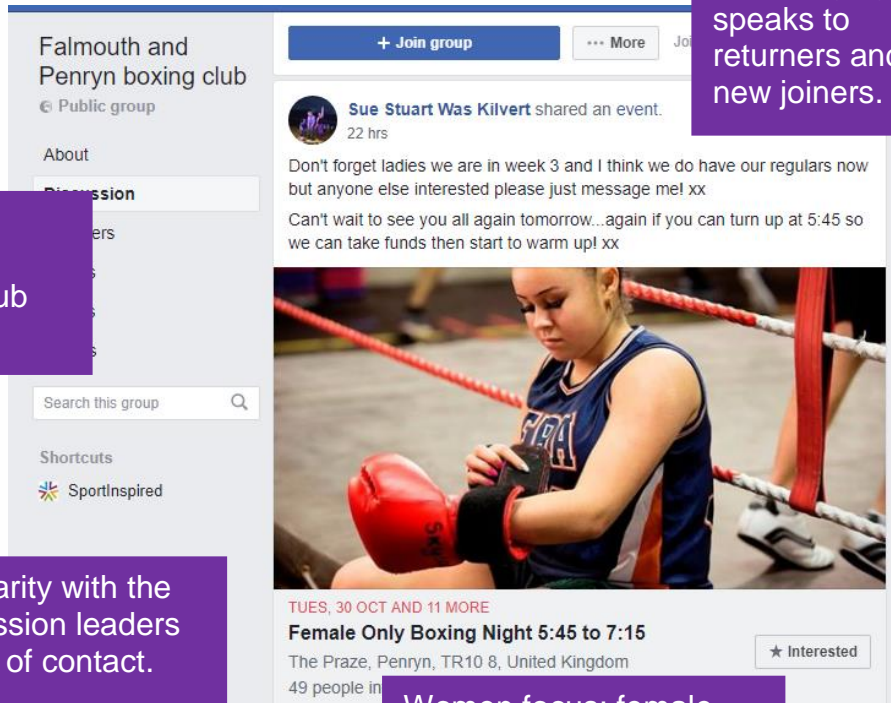
Use of Facebook groups and events makes communication with members and potential members easy.

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 to promote session information; information, particularly about timings and location, are clear which makes it easy to turn up and commit to sessions.

