

## Website and Facebook Must Haves for USBC

In my session you heard about a number of things your website and Facebook page must have in place in order to look their best. This is a big piece of your marketing strategy and may include putting together a team of people to create and maintain your online presence. Here is a recap.

### For your website:

1. **Landscape photo** at the top of the page. Modern websites feature this. It's a great piece of branding.
2. **Other photos and videos** scattered around the website. Make sure they are high resolution and reflect the image you want to portray.
3. **Contact information.** Make it super easy for visitors to find this at the top of the website and maybe even again in the footer. Include your phone number, mailing address and email address.
4. **Calendar of Events.** If it's not on the home page, then have a menu option clearly defined where users can easily see where it is located.
5. **About Us** page. This is your history and information about board members, leagues, bowling centers...
6. A way to **capture emails.** You want to keep in touch with your audience and send them information about tournaments and important dates and events.
7. Easy to navigate **menus.** Again, make it easy for visitors to find what they are looking for. Hiding menu items 3 or 4 levels down isn't very user friendly.
8. **Mobile Responsive** – THE MOST IMPORTANT. If your website isn't mobile responsive, visitors will leave when searching for you on their phone.

### For Facebook:

1. Check to make sure it's a "**Page**" instead of a personal profile account.
2. Secure your **Custom URL.** Google this to find out how. This makes it easy to tell people how to find you on Facebook.
3. **Cover photo.** You need a landscape (horizontal) photo for the top of your Facebook page. This is a great place to put some branding. Also, feel free to change this occasionally, highlighting events or holidays.
4. **Profile picture.** This is a square picture that shows up beside every post. Make sure it isn't too busy and is easy to recognize.
5. Great **content.** Remember that Facebook is the emotional, "fun" part of your marketing. You will grow your audience online and in your association by posting content that people want to Like, Comment and Share. Facebook shows them the fun that they are missing. Of course, there are a lot of informational posts, too, and videos that you need to use as content.
6. **Consistent** posting. Post multiple times each week. You have a lot to say!
7. Use **Hashtags.** Hashtags tell people what to think or do after seeing the post.
8. Create **graphics.** Use a tool like Canva.com.
9. **Respond** to comments, questions, reviews. This keeps the conversation going and shows that you are really there and paying attention.
10. Do **Facebook Lives** from your events. People love watching videos and will enjoy seeing and hearing from you on a regular basis through Facebook Live.