



**International  
Bowling Campus**



# Using Social Media to Drive Registration

December, 2013

# Before we begin

- Social Media Platforms
  - Facebook
  - Twitter
  - YouTube
- Questions to ask yourself
  - Why should I jump on board?
  - What platforms should I begin with?
  - Who should manage my social media?



# Why Social Media

- Growing (especially among youths!)
  - 1995 – 16 mil. Internet users
  - 2011 – 2 bil. Internet users
- Generate conversation = engage consumer
- Minimal cost to you



# Facebook

- Create a page – must have a personal
  - Local business or place
  - Add information and create your profile
  - Invite friends to “like” you
- Update 5-7 times/week
- Photos, photos and more photos
  - 30 bil./year



# Facebook



2013

Book Your  
**Holiday Party**  
& Let Us Wrap Up the Details



**BANDERA BOWLING CENTER**

**Bandera Bowling Center**  
★★★★★  
3,502 likes · 270 talking about this · 50,876 were here

Bowling Alley · Sports & Recreation · Bar  
6700 Huebner Rd, San Antonio, Texas 78238  
(210) 523-1716

Like Follow Message

Photos Likes Map PinStar Leaders

Coming Soon!  
Order Food & Drink  
Skip the Line!  
Save Money with  
Exclusive Specials!

POST YOUR SCORE HERE  
PinStar

About – Suggest an Edit

<https://www.facebook.com/BanderaBowlingCenter>  
Increase search engine optimization!



# Facebooks

- Ideas for posts
  - Photos, photos and more photos
  - Ask questions
  - Keep statements, promotions, etc. short
  - Encourage activity in-center
    - Example: “tag yourself for an f/b discount”
- Ads = purchasable (invites people to like you and promotes posts to “non-likers”)
- 48% of 18-34 year olds check Facebook before getting out of bed

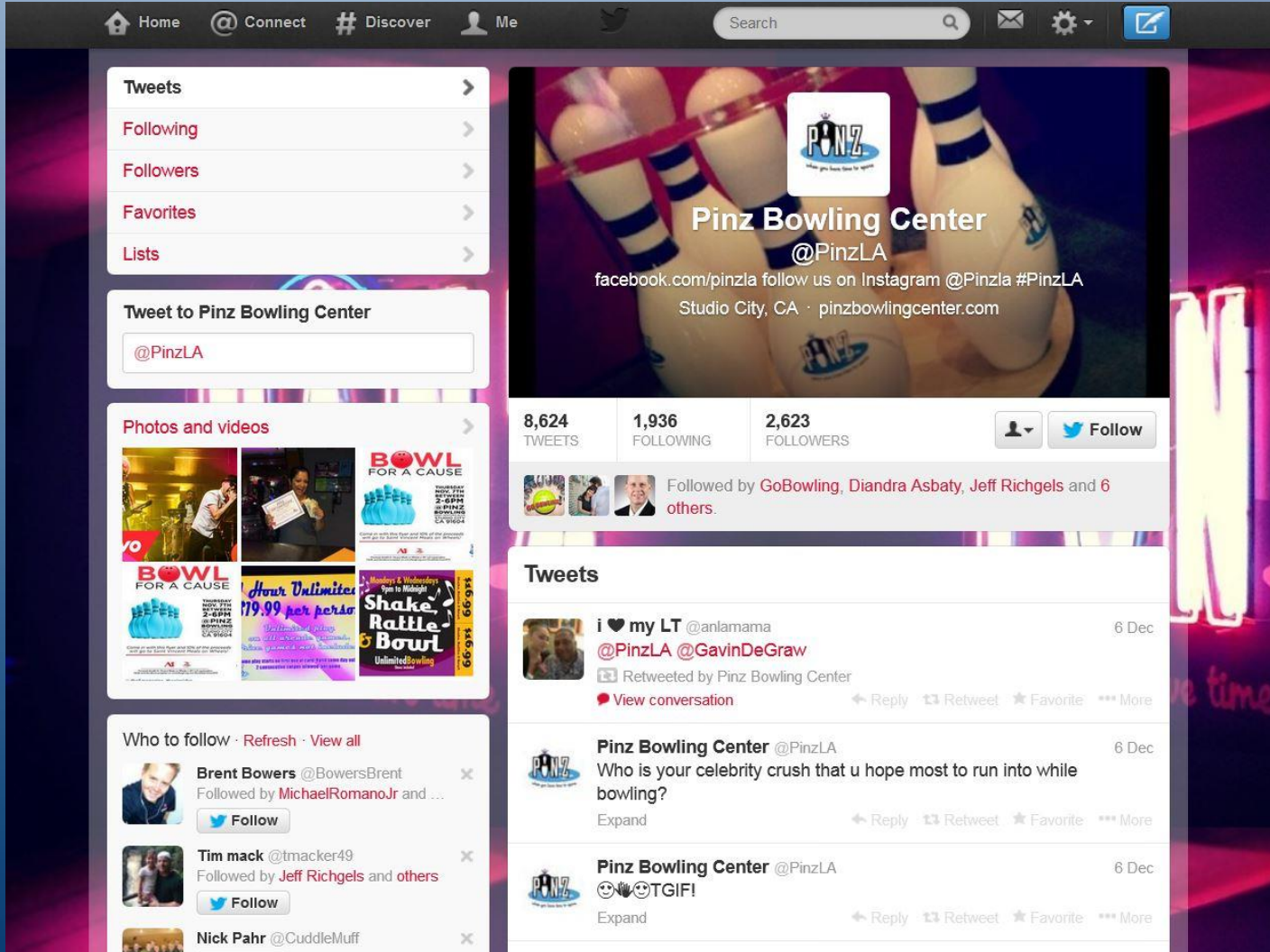


# Twitter

- Create your account (no personal needed)
- Handle (example: @tenpinalley)
- Hashtag (#bowling)
  - Search the name of your center to find conversations (users don't always tag)
- Ideas for posts
  - Character limits force you to be creative with your posts.
  - Fun facts or figures
  - Retweet (RT) other's Customer Service



# Twitter



The screenshot shows the Twitter profile for Pinz Bowling Center (@PinzLA). The profile header includes the name, handle, website (pinzbowlingcenter.com), and location (Studio City, CA). It also displays statistics: 8,624 tweets, 1,936 following, and 2,623 followers. A 'Follow' button is visible. The main content area shows a tweet from 'i ♥ my LT @anlamama' retweeted by Pinz Bowling Center. The left sidebar contains navigation links (Tweets, Following, Followers, Favorites, Lists), a 'Tweet to Pinz Bowling Center' input field, a 'Photos and videos' section with promotional images for 'BOWL FOR A CAUSE' and 'Hour Unlimited \$19.99 per person', and a 'Who to follow' section listing Brent Bowers, Tim mack, and Nick Pahr.



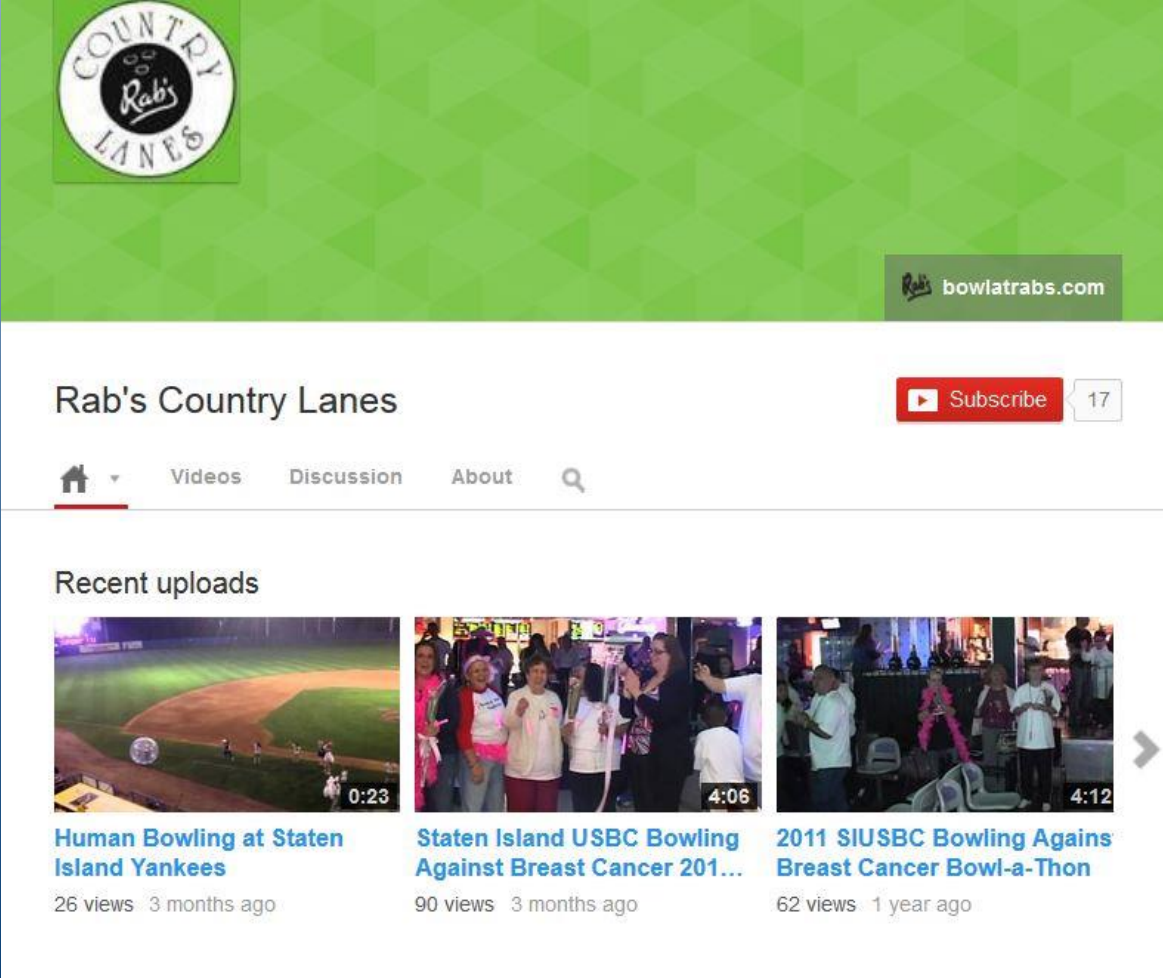


# YouTube

- Excite the consumer through visual aids
- Create your channel
- Ideas for posts:
  - Promotional video of center and center features (add music)
  - Beginner bowling tips
- Videos should ALWAYS be under 2 minutes
- Videos uploads should be shared on Facebook and Twitter
  - Get Photo/Video Permission
- 600 uploads per minute



# You Tube



The screenshot shows the YouTube channel page for 'Rab's Country Lanes'. The channel banner features a green background with a repeating geometric pattern and the 'Rab's Country Lanes' logo in the top left corner. The logo is circular with 'COUNTRY Lanes' around the top and 'Rab's' in the center. In the top right of the banner, there is a small 'Rab's' logo and the website 'bowlatrabs.com'. Below the banner, the channel name 'Rab's Country Lanes' is displayed, followed by a red 'Subscribe' button and a notification bell icon with the number '17'. Navigation tabs for 'Home', 'Videos', 'Discussion', and 'About' are visible. The 'Recent uploads' section contains three video thumbnails:

- Human Bowling at Staten Island Yankees**: 0:23, 26 views, 3 months ago. The thumbnail shows a baseball field at night.
- Staten Island USBC Bowling Against Breast Cancer 201...**: 4:06, 90 views, 3 months ago. The thumbnail shows a group of people at a bowling event.
- 2011 SIUSBC Bowling Against Breast Cancer Bowl-a-Thon**: 4:12, 62 views, 1 year ago. The thumbnail shows people at a bowling event.



# Social Media

- In-center
  - Stickers & decals available for download
  - Include icons on everything consumers see
- Share links on your website!
- All communication pieces you publish should have a “LIKE us on Facebook!” or “Follow us on Twitter” or “Subscribe to our You Tube Channel”



# Closing

- All past webinars available on [BOWL.com/youth](http://BOWL.com/youth)
  - 2014 webinars will be posted soon!
- Questions?
- Happy holidays!

