

# How to social media guide for Sands United teams

This document is designed to help you on your way to building your Sands United community on social media.

As well as this document, the [Meta Help Centre](#), [TikTok Help Centre](#), and [X Help Centre](#) has more generic resources that can support you with your page.

Remember, our team are always here to help with advice and working with you on any resources or support you might need. Email us at [sands.united@sands.org.uk](mailto:sands.united@sands.org.uk)

## Set goals and choose platforms

Before diving into social media growth, ask yourself, 'What do I want my social media pages to achieve?'. For Sands United, we want to engage with bereaved men, provide support, and signpost to information.

What platform will help you achieve them goals?

- **Instagram:** Visual-focused content, great for sharing images or videos from matchday or training, or support resources
- **Twitter/X:** Great for real-time interaction, discussions, and to find similar communities
- **Facebook:** All-rounder for building a community, signposting to support, and posting engaging content
- **TikTok:** Ideal for short, creative video content and younger audiences

If you need any support with your social media goals, including help with capturing content and engaging with communities, email [sands.united@sands.org.uk](mailto:sands.united@sands.org.uk). You can also search on social media for what other Sands United teams are doing.

## Optimise your profiles

A strong social media profile that follows Sands brand guidelines and includes support information is essential for attracting followers.

Your Sands United profile should:

- Clearly communicate who you are, and that you are a part of Sands
- Have a Sands United logo with your name underneath
- Include links to the Sands website
- Include location information in your bio and team name (e.g Sands United F.C London)

Sands will provide you with a logo and banner to ensure your profile aligns with Sands brand. We can also support you in creating a bio for your page so that people know who you are.

You could also include information like when and where you meet up for training, and your name as Team Manager.

It is important that your profile is optimised and consistent on Meta (Facebook/Instagram) as they can get flagged for impersonating Sands.

## Share and create engaging content

Once you have set up your profile and your platforms, you are ready to start posting content.

Sands United content can range from matchday photos, to sharing information about an upcoming Sands event. First, let's focus on creating your own content.

Make sure to focus on value and being consistent with your posting. Think about what value your audience will get from your content. This could be:

- **Entertaining:** An amazing team goal and celebration that was scored at the weekend
- **Inspiring:** Highlighting a story of a player who experienced bereavement and how Sands United helped him on his journey
- **Informational:** Sharing information about an upcoming training session and how people can get involved

There are many more ways you could provide value through your content. Another way is by sharing Sands content to your pages.

Follow the main Sands accounts and share their content to your pages. Sands often posts about awareness days, trigger warnings, support, fundraising event, personal stories,

campaigning and much more. Don't be afraid to reshare it. The more people we reach, the better. You can also tag Sands in your posts so we can reshare an comment.

You can find out more about content, like scheduling post, and analysis via the relevant help centres linked in the opening of this document.

## Engage with your audience and communities

Engaging with your audience is a huge part of managing a successful and thriving social media page.

By engaging with your audience, you are showing that you understand them, and that they are a part of your community. Focus on replying to comments, messages, and posting content that people can respond to.

You can also look at promoting your page in relevant communities. Search for online communities in your area, or that are part of the baby loss community, or football community. The more people we engage with from those communities, the more we can engage them with Sands United.

## Collaborate

There are over 30 Sands United teams and over 100 local Sands support groups across the UK, with most of them being on at least one social media platform.

Why not get in touch with your local support group, find out about what support they offer and share that on your channels? Then, after a while, you could ask to collaborate on some content together?

Likewise with other Sands United teams. Sands United teams often play matches against each other, or train together. Look at our [Sands United teams](#) map and see if there are any teams near you who would like to work together.

## And remember, we're here to help you take your ideas forwards



Sands staff team are here to support you on your Sands United journey. If you need any support with social media, please do get in touch. You can email us on, [sands.united@sands.org.uk](mailto:sands.united@sands.org.uk) and we will be more than happy to help.

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