

What do we want to achieve from our social channels?

- Promote the club to encourage new members
- Existing members to view kayaking trips, training sessions and socials, making them feel part of the CKC Club
- External clubs and kayaking/water enthusiasts to see what we're up to and ensure we are seen as a safe, active, friendly club who like to have fun on the water.
- As we're a sea kayaking club, where members learn and gain confidence on the Thames, alternate posts between sea and river. Maybe even the swimming pool were members work on their skills, esp in the winter.
- Post equally on all our channels (Twitter, Facebook and Instagram) to target all audiences.

Quick overview of Twitter, Facebook, Instagram

Twitter (X)

 Known to most as a platform for news

Quick digestible content with a 140 character limit

Facebook • Biggest social network worldwide • Older audience

Instagram • For influencers and building brand Younger following

The X Overview

Overview

Followers:

2023 - 450 2022 - 417

Following:

2023 - 402 2022 - 398



Chelsea Kayak Club @Che... •26/05/2023 ···· Summer is finally here! A magical paddle past Syon Park. #London #Thames #Kew #Brentford #Richmond



May '23 10 likes 2 reposts



Chelsea Kayak Club @Che... • 22/06/2023 ···· Great day on the water marshalling the big litter pick between #Kew & #Richmond - even tyres, chairs & metal grills were removed & #paddled out. Thx to @BeRichmondUK & @active360







Overview

Followers:

2023 - 238 2022 - 215

Likes: 2023 - 206 2022 - 191



Chelsea Kayak Club is at Kew Bridge. ... Posted by Charlie Temple 8 Apr · London · 🚱

Amazing day paddling downstream from Kew Bridge to Putney, where we stopped for lunch at The Boathouse before heading back Go Paddl... See more





8 April '23 19 likes



Instagram **Overview**

A few stats...

Followers:

2023 - 856 2022 - 794

Following:

2023 - 654 2022 - 649

Posts:

2023 - 104 2022 - 81

Likes:

2023 - up to 74 2022 - up to 146



Festival Paddle 22 Jan 58 likes



 \bigtriangledown

....

Eiked by delirium.tremens.kayak and 73 others

chelseakayakclub Amazing day paddling downstream from Kew Bridge to Putney where we stopped for lunch at The Boathouse, before heading back ... more

tim_edlund That carbuncle on the back of The Bell and Crown.

rosandamcgrath 🤎 fabulous day. Thank you team leaders

8 April

Daytime Paddle 8 April 74 likes

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Liked by johnfbrimmell and 53 others chelseakayakclub CKC Taster Sessions were a success! Introducing individuals to the water, showing them initial skills on land, before a paddle... more

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23 April

Taster Session 23 April 54 likes





CKC Skills 21 May 60 likes



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Liked by discoverykayaking and 59 others chelseakayakclub CKC Skills weekend in Pembrokeshire rockhopping and a trip to Skomer with beautiful wildlife paddling alongside puffins and... more

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21 May



chelseakayakclub Cuckmere Haven



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Liked by sea_kayaking and 49 others

chelseakayakclub CKC paddle from Rottingdean to Cuckmere... What a great day out!! Passing Seaford we could see the joined up white cliffs of the Seven... more

....

View all 2 comments

3 August

Sea Trip 3 August 50 likes





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Taster Session 23 September 52 likes

Liked by sea_kayaking and 51 others chelseakayakclub Great day getting paddlers out in sea kayaks for CKC taster sessions from Kew Bridge @british.canoeing @gopaddling #kyaking... more

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british.canoeing Looks like a brilliant day on the water!

23 September

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<u>Overview</u>

CKC - Chelsea Kayak Club YouTube channel, created by Rich

YouTube Link here

Ideally add to our social channels:

- Facebook
- Instagram
- Twitter



Videos 🕨 Play all



Social Media Support & Suggestions for 2024

- Members to 'like' posts to increase online presence
- Ideally an individual who took part in a particular trip, training or social event; writes the caption of the social post or shares key details, ensuring posts are interesting.
- 1-2 posts per month minimal on Instagram, Facebook and Twitter
- Post more videos on our social channels, as they appear on the CKC website
- Ensure no post is duplicated on the same channel
- Key info to support <u>contact Charlie</u>