

AGM '23

# CKC Social Overview



# **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

# Twitter **X**

## Overview

# Overview

## Followers:

2023 - 450

2022 - 417

## Following:

2023 - 402

2022 - 398



May '23  
10 likes  
2 reposts



June '23  
8 likes  
2 reposts

# Facebook Overview



# Overview

## Followers:

2023 - 238

2022 - 215

## Likes:

2023 - 206

2022 - 191



# 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

# Most Liked Posts In 2023



Festival Paddle  
22 Jan  
58 likes

# Most Liked Posts In 2023



Daytime Paddle  
8 April  
74 likes

# Most Liked Posts In 2023



Taster  
Session  
23 April  
54 likes

# Most Liked Posts In 2023



chelseakayakclub  
Pembrokeshire



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](#)

21 May

CKC Skills  
21 May  
60 likes



# Most Liked Posts In 2023



Sea Trip  
3 August  
50 likes



# Most Liked Posts In 2023



chelseakayakclub  
Kew Bridge



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

[british.canoeing](#) Looks like a brilliant day on the water! 😊



23 September

Taster Session  
23 September  
52 likes

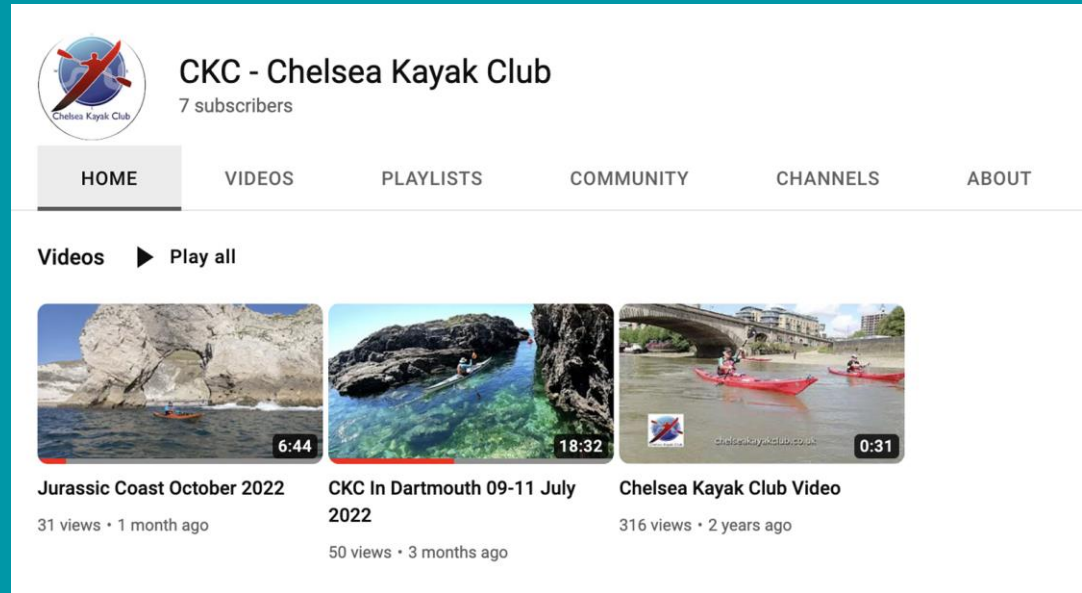
# **YouTube Overview**

# CKC - Chelsea Kayak Club YouTube channel, created by Rich

YouTube Link [here](#)

Ideally add to our social channels:

- Facebook
- Instagram
- Twitter



# 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 contact Charlie