



Digital engagement

Zoe Harp

WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

- | | |
|---|---|
| 1 | Increasing engagement in School Games |
| 2 | Developing competitive opportunities |
| 3 | Increasing and sustaining participation |
| 4 | Workforce – Broadening the range of participation opportunities |

ABOUT ZOE

Staffordshire Moorlands SGO Zoe Harp works three days per week as an SGO. Zoe covers 64 schools in the very rural area of Staffordshire and Stoke on Trent. Deprivation levels across the area are varied.

Zoe Harp, Staffordshire Moorlands SGO
zharp@btconnect.com



WHY

- The SGO's only way to communicate with schools was via email. This generated lots of email communication between her and schools and this was becoming unmanageable in the three-day role.
- The SGO found that newsletters gave lots of information, but were quite onerous to put together.
- The high volume of emails being sent to the schools was resulting in schools not reading them and switching off and then ultimately missing the important information.



ACTION

- The SGO set up a Twitter and Facebook account for her area.
- These social media accounts are now used for:
 - » Promotion of events to schools and parents.
 - » Results.
 - » What's coming up?
 - » NGB promotional information.
 - » National information from key partners such as the Youth Sport Trust.
 - » Today's news.
- Facebook has become a really good engagement tool. The SGO can use the insights tool to see that lots of people are viewing the posts.
- Schools are all now following one or both of the SGO accounts (either Facebook or Twitter).
- Using Twitter, the SGO can link schools to the posts so that it is shared on their profile.
- The whole social media project has grown organically and it is the main way to promote School Games in the area.
- The SGO has teaching staff, schools, parents and other community organisations following the accounts.

SCHOOL GAMES



IMPACT

- The SGO is now sending fewer emails.
- Schools know that information will be posted onto the social media accounts and will look at them regularly to get updated.
- Parents are now following the posts and receive all of the key messages which has proven to be key to give messages about 60 Active Minutes, but also use them to encourage the children's school to get involved.
- 80% of the Facebook followers are women.
- The SGO is now engaging with more staff than ever before in every school. In the past the PE Subject Leader was the only person the SGO communicated with. Now other staff are getting in contact after they have seen the posts.



NEXT

- Some schools don't use Twitter yet. The SGO needs to keep up to date with new schools' social media accounts, so she can link to the new accounts when they are set up.
- Encourage the schools that are not on social media to set an account up. This is a great way to communicate the School Games to parents and the community for the School Games Mark.
- Ensure that information regarding Change4Life and 60 Active Minutes is drip-fed across the social media platforms so that parents and schools are constantly getting the key messages.
- Link posts to community club posts to encourage children to be active outside of school.



TIPS

- Once you have set up an account, then find out which schools in your area have an account already and follow them.
- Tag schools into the post that you send. This will then allow the post to be put onto the school's page/feed.
- Make posts personal to schools so they become engaged, e.g. Great to see @primary school at the Change4Life festival today. The children showed all of the Spirit of the Games Values – a real credit to the school.
- Make sure the posts are varied – don't just post about competitions. Make sure your audience understands the wider impact (e.g. Active Schools, School Games Mark, Workforce Development, Personal Challenge, etc).

