

A photograph of several people in white karate uniforms (gi) practicing in a dojo. They are in a ready stance with hands extended forward. The background shows a typical dojo environment with mats and equipment.

What does your online presence say about you?

A guide to help organisations review and improve their online presence.

Do your website and social media platforms reflect the type of organisation you are?

Do they show your culture, values, activities and offer in a way that appeals to the people you want to target?

This toolkit helps you consider these questions, understand what your online presence says about your organisation and provides some hints and tips on how to improve it.

1. Get people involved

Before you start, ask for the help of a diverse group of people with different perspectives and backgrounds. Reviewing your online presence isn't a job just for your committee. Below are a few examples of groups you could ask to get involved. Within these, try to gather views from men, women, people from different cultural backgrounds, disabled people, LGBT+ people, people of different ages, people not involved with your organisation and others.

Adult participants

Junior participants

Volunteers

Coaches

Parents / Families

Community partners e.g. schools

Top Tip!

Ask everyone involved for their views on what your organisation is all about and use this discussion to create a shared vision for your online presence.

2. List what makes up your online presence

Take some time to identify what makes up your online presence. Use the table provided to identify any platforms or channels you currently use and those you might like to explore in the future.

Platform or channel	Using now	To explore in future
Website(s)		
Facebook page(s)		
Twitter page(s)		
Instagram page(s)		
Snapchat		
Wikipedia page		
Youtube page		
Other platforms used for advertising or information sharing e.g. fixtures, results etc.		

3. Does your online presence tell people what you're all about?

It's important to explore whether the information and images used across your online presence reflects what your organisation is all about, including its culture, values and activities, as well as reflecting who your participants are and who you are trying to attract. You can use the key questions and checklists in this section to help you consider this. To get started, just open up the different channels and platforms making up your online presence. You could get a number of people to explore a channel each, or consider the whole online presence together as a group.

Positively showcasing your organisation

Question	Things to think about
What is your organisation about?	Understanding and agreeing on your 'reason for being' and aims for the future, such as boosting membership, is a good starting place for reviewing your online presence. Be clear on why your organisation exists, what its purpose is, what your aims for the future are and what your values are.
Does your organisation have an inclusive culture?	Showing that you are welcoming and have an inclusive culture can help prospective joiners and existing participants and volunteers to feel at ease. Although your aims might make your offer quite specific, it's important to be inclusive and show this in the way that you communicate.
What's on offer?	It's important to make sure your online presence reflects all of the sports, activities, services and facilities you offer. You never know what people might be looking for so cover everything you do.

Positively showcasing your organisation	Yes / No
Is it obvious what you offer and who for?	<input type="checkbox"/>
Does the information provided give people a clear sense of what your organisation is about?	<input type="checkbox"/>
Having reflected on how welcoming, inclusive and supportive of new participants your organisation is, does your on-line presence demonstrate this?	<input type="checkbox"/>
Does the imagery you use match the messages you want to send and the diversity of the people you have or want to attract?	<input type="checkbox"/>
Do you share testimonials from participants or volunteers?	<input type="checkbox"/>
Do you recognise and thank your volunteers?	<input type="checkbox"/>

Positively showcasing your organisation

Yes / No

Do you proactively display statements on inclusion and show you align yourself with inclusive campaigns or events?

Is your online presence kept up to date and relevant?

Do you provide regular news stories, posts or updates?

Do you regularly share details of social events, competitions, meetings and activities?

Can people interact with your organisation on your platforms by posting comments and messages?

Do you respond to comments quickly and address any negative posts or comments?

Is it obvious who to contact for more information and how?

Top Tip!

Keeping on top of comments and online interaction can be time consuming. If you don't have capacity to monitor them regularly, disable any interactive elements of your online presence.

Use this space to note down your reflections on the questions above.

Appealing to your target audience

Question

Who is your target audience?

Things to think about

Your target audience is likely to include existing and prospective participants, members or customers, their parents and carers, volunteers and staff. We recommend listing out all of the different groups you want to target and reviewing your online presence from different perspectives. Be sure to consider the different demographic groups that make up your local area.

Question

Things to think about

Do you tailor information to the needs of your audience?

Tailoring the information (content) you share based on what different groups might want to know can improve your chances of success. Making sure your language and imagery is relatable for your target audience will also help you show that you're an inclusive, accessible and welcoming organisation that people feel part of.

What does your online presence say to your community and your partners?

Existing and potential partners from your local community and beyond can also be influenced by your online presence. These might include; your landlord, local authority, local schools and community groups, people looking to hire your facilities, sponsors, funders, your National Governing Body (NGB) and many more. It's important your online presence takes account of this and shows you're a well governed, well managed and transparent organisation who can meet local needs.

Top Tip!

People can be motivated to get involved with your organisation for lots of reasons, from getting back into sport, to establishing a routine and meeting new people. Using your online presence to show how your organisation meets specific motivations can help you attract people.

Appealing to your target audience

Yes / No

Is the imagery used appealing and reflective of your community, and those you want to attract?

Does your online presence reflect people with disabilities or long-term health conditions and people from different age groups, ethnicities, genders, sexual orientations and backgrounds?

Is the full scope of your offer obvious in terms of sports, activities, facilities, events and volunteering opportunities?

Does your online presence reflect how your activities meet the different motivations that might encourage someone to get involved? For example, fun, social opportunities, training, events, competition and volunteering?

Do you provide information about all of your different teams and sections and any you are hoping to develop?

Do you provide information on the social opportunities (in person and virtual) and the associated benefits of being involved?

Appealing to your target audience

Yes / No

Do you share information on your location(s), facilities, opening hours, session times and fixtures?

Do you share details about kit and equipment requirements, whether support or alternatives are available?

Do you share details about your fee structures and any support e.g. subsidies or bursaries that might be available? This could include activity fees, membership costs, match fees, facility hire fees etc.

Do you promote any community outreach work you do?

Is it clear how people can get involved, as a participant or a volunteer?

Do you explain what people can expect from attending for the first time, for example by having a 'Frequently Asked Questions' or new Joiner section?

Are your key policy documents and processes accessible online?

Is it clear who fills each position within your committee or board, and their contact details if appropriate?

Are your meeting minutes, annual reports etc. available for people to see?

Use this space to note down your reflections on the questions above.

Accessibility and welfare

Question

Things to think about

Is the information you share accessible?

How you share information online is just as important to people's experience as the information itself. Making sure your online channels and content are easy to use and understand is an important part of this.

Question

Things to think about

Do you share information about safeguarding and welfare?

Demonstrating your commitment to people's welfare and safety can help reassure existing and potential volunteers and participants that their wellbeing is important and that they are in safe hands. Sharing information on your welfare, safeguarding and associated policies and procedures, as well as practical information on what these involve day to day, will help to support this.

Accessibility and welfare

Yes / No

Is your online presence suitable for anyone that might see it, like existing or prospective participants, volunteers, young people or local partners?

Have you factored in accessible design principles, such as font size and colours etc.?

Is it easy to navigate your website and find important information if you are new to the site?

Do all of the pages and hyperlinks on your platforms work?

Is it clear what people can expect from your organisation in terms of your commitment to their experience, wellbeing and safety?

Is it clear what you expect from people regarding conduct and behaviour? Are your codes of conduct or club rules available online?

Is it clear who your safeguarding and welfare officer(s) is and how to report any concerns?

Is your accident/incident reporting procedure detailed online?

Do you comply with relevant online privacy requirements, including cookies and having a privacy policy?

Do you have permission from everyone featured in your images to use their picture(s) online?

Top Tip!

For more on accessible design and integrating it into your online presence, check out the Activity Alliance's [Accessible Design factsheet](#).

Use this space to note down your reflections on the questions above.

4. Identify and action any changes

You can use this section to identify any actions you might need to take to strengthen your online presence, who will be responsible for carrying them out and by when.

Your organisation's plan

Actions	Responsibility	When

Useful links

- [What does your online presence say about you?](#)
- [Online presence quiz](#)
- [Communicating with your people](#)
- [Understanding your people](#)
- [Policies and procedures](#)
- [Club Matters Marketing section](#)
- [Accessible Design Factsheet – Activity Alliance](#)
- [Accessible Design Posters – UK Home Office](#)
- [Improving your communications: A guide for clubs and groups](#)
- [Social media workshop: Twitter](#)
- [Social media workshop: Facebook](#)
- [Making the most of social media channels](#)

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