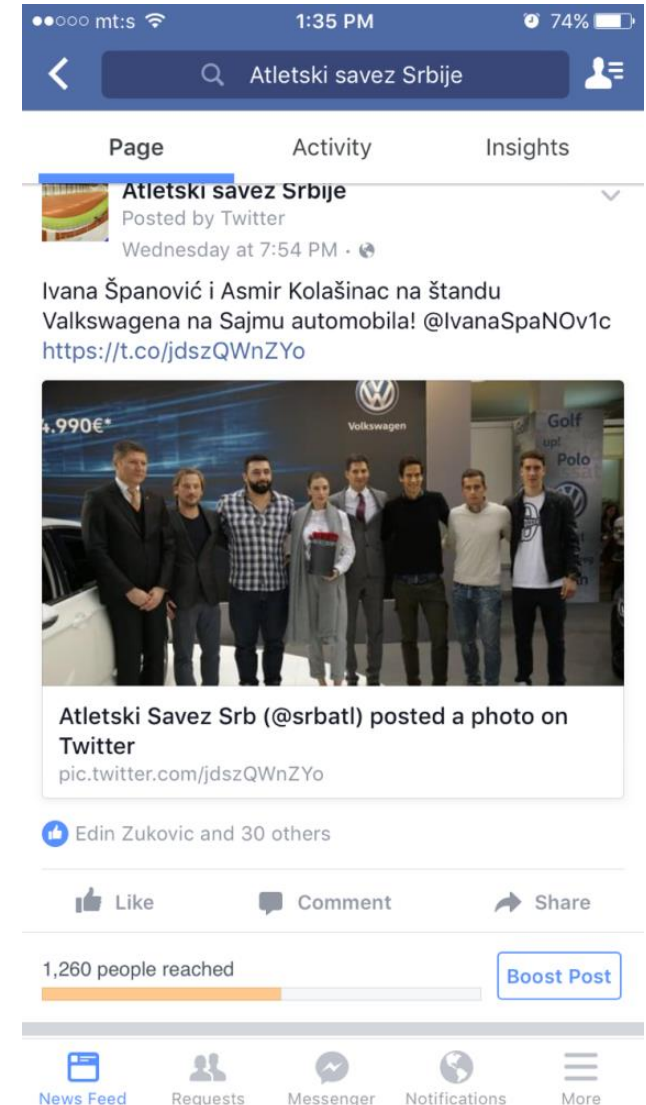




Developing a Member Federation's Digital and Social Media Profile

Social networks are useful tools for:

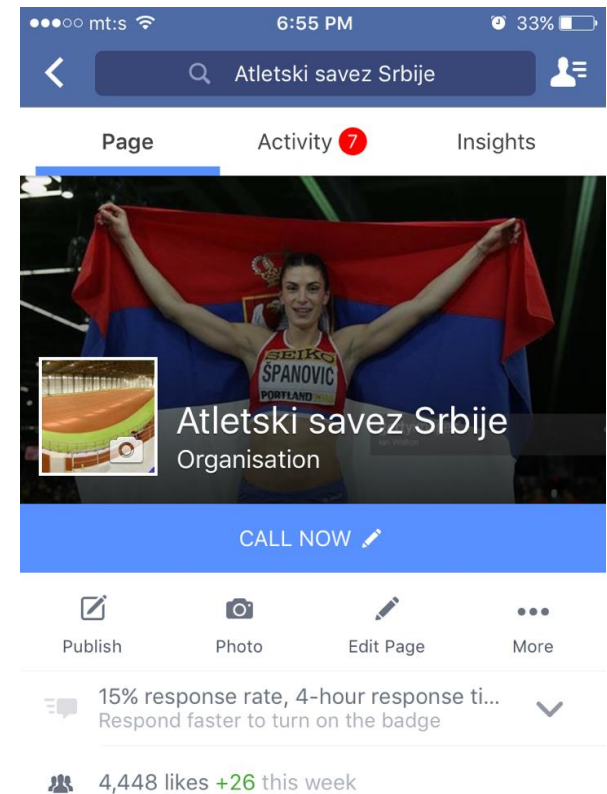
- Promotion of athletics
- Promotion of athletes
- Promotion of healthy lifestyle
- Promotion of sponsors
- Communication with wide audience



Beside official web site, Athletics Federation of Serbia has official pages on following social networks:

Facebook 4448 likes (largest audience 18-24 years)
Since 2010.

Note: 2 milion users in Serbia
makes FB most popular
social network in Serbia



Twitter 1237 followers

164 following

Since 2013

Note: 300.000 users in Serbia



mt:s 6:55 PM 33%

Atleški Savez Srb
@srbatl

Dobrodošli na zvaničan profil Atletskog saveza Srbije

Belgrade ass.org.rs

164 FOLLOWING 1,237 FOLLOWERS

Tweets Media Likes

Atleški Savez Srb @srbatl 1d
Milan Ristic je prvu trku u ovoj sezoni na 110m prepone istrcao za 13.57sek! Bravo, jos malo do norme za Rio!
@milanristic110

Atleški Savez Srb Retweeted

Milan Ristić @milanristic110 1d
The fastest opener ever by 0.5s!
#roadtorio #roadtoamsterdam #hurdles
#trackandfield #hurdlegang #teamserbia

Home Notifications Messages Me

Benefits

- Social networks are closer to the young generations
- The content is wider than on official web site
- Pages of famous athletes useful for promoting AFS page
- Different types of posts: results, photos, happy holidays, funny posts
- Young non popular athletes



USAIN **BOLD**



USAIN *ITALIC*



Facts:

- Popularity increases as number of medals increase
- Using hashtags, and shares by our popular athletes
- Results of competition ex. Balkan Champs
- Easy to contact and communicate with followers and non athletic people



Problems:

- Inappropriate content by the followers
- Lack of human recourses
- Technical prbolems

Next steps:

- Boost posts
- Instagram page