love tennis

tennis NZ
Te Tēnehi o Aotearoa

Social Media Guidelines

IMAGE GUIDELINES - FACEBOOK

IMAGES: (Dimensions, file size, uploads)

- Recommended upload size of 1,200 X 630

- Will appear in feed at a max width of 470 pixels

- Can upload multiple images: 10+

- Maximum file size is 30MB

VIDEOS: (All specs are for a single video post)

- Recommended video dimensions are 1,280 X 720 for both landscape and portrait videos

- Video max length is 120 minutes

- Video max file size is 4GB

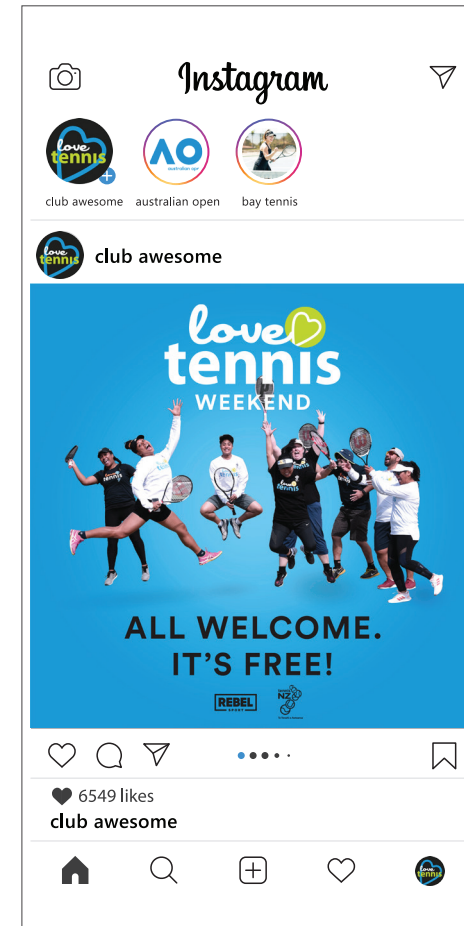- Recommended video formats are .MP4 & .MOV
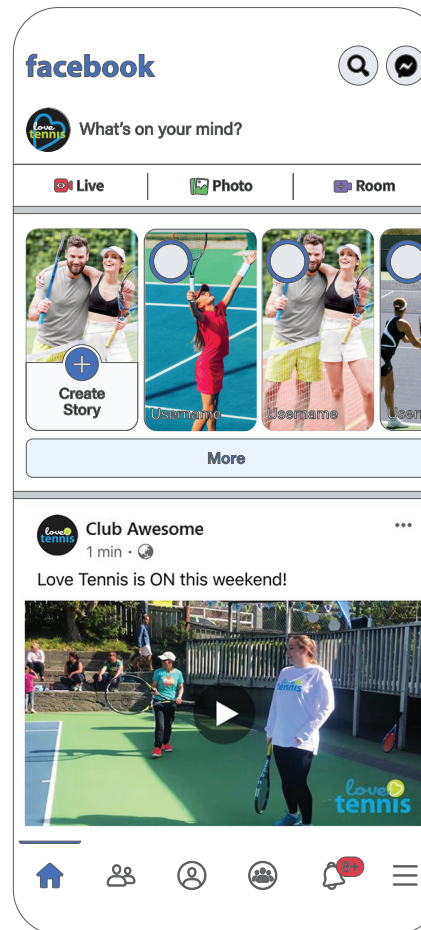
IMAGE GUIDELINES - INSTAGRAM

IMAGES: (Dimensions, file size, uploads)

- Recommended upload size of 1,080 X 1,080

- Can upload 10 images in a carousel (a post with multiple photos or videos)

- There is no maximum file size when uploading images to Instagram

VIDEOS: (Dimensions, file size, uploads)

- Minimum resolution for landscape video is 600 X 315

- Minimum resolution for square video is 600 X 600

- Minimum resolution for vertical video is 600 X 750

- Max file size for all formats is 4GB

- Recommended video formats are .MP4 and .MOV

- Maximum video length is 60 seconds (can upload longer to Instagram TV, see below section on Instagram TV)

IMAGE GUIDELINES - INSTAGRAM STORIES/TV

IMAGES: (Dimensions, file size, uploads)

- Recommended upload size 1,080 X 1,920

- Maximum file size is 4GB (image or video)

VIDEOS: (Dimensions, file size, uploads)

- Recommended resolution is 1,080 X 1,920

- Max file size is 4GB

- Recommended video formats are .MP4 and .MOV.

- Max video length is 15 seconds – can post multiple stories to make one long video

TV: (Dimensions, file size, uploads)

- Recommended resolution is 1,080 X 1,920. Can still post landscape videos but will not utilise full mobile screen.

- Videos must be at least 60 seconds long and a maximum of 10 minutes from mobile. Can upload videos up to one hour in length when done from a desktop

- Max file size for videos less than 10 minutes in 650MB, for videos up to one hour it's 3.6GB

- Required file format is MP4

IMAGE GUIDELINES -TWITTER

IMAGES: (Dimensions, file size, uploads)

- Recommended upload size of 1,280 X 720 – although uploading the same size as Facebook works just as well, because Twitter will scale

- Maximum file size is 5MB for photos and GIFs

- Can upload four images per post

VIDEOS: (Dimensions, file size, uploads)

- Landscape recommended dimensions are 1,280 X 720

- Portrait recommended dimensions are 640 X 640

- Max file size is 512MB

- Max video length is 140 seconds (2m20s)

- Recommended video formats are .MP4 and .MOV for mobile

HOW TO POST & INTERACT WITH CONTENT

General

When interacting with users… try to go the extra mile and be hospitable. Be welcoming and aim to impress / delight the user wherever possible.

When interacting with a user asking a question… give them the required information as quickly as possible.

Have some personality

Stick to the tone of voice that your club normally uses when interacting with users. An easy way to gauge how to deal with a user is often based of how they are speaking themselves. If a user is reaching out in a casual, humorous tone – you may not be able to match it exactly, but it will resonate more if a lighter tone is used in your response. However, if the user is using a serious tone and just wants answers, it's best to match their speech in response and simply get straight to the point.

Speed

A fast response time on social media can't be overemphasised. A business or organisation will gain 3-20% greater customer spending per conversion if they quickly respond to and resolve customer issues without the need to send them to other channels. (BigCommerce)

An ideal response time, even if just acknowledging to the user that you've seen their post, is less than 60 minutes – which is the expectation of 42% of consumers. (BigCommerce)

Grammar / Terminology / Tags / Emojis

When on social here are a few key things to remember:

- Always speak positively across all posts

- Ensure all posts are grammatically correct and double-check before posting anything

- Make sure that if using a visual asset, the copy reflects the asset included in the post

- Ensure, when speaking in tennis terms, that all words relating to the sport are correct, spelt right and being spoken about in the right way

- Ensure the correct hashtags are used - #lovetennisweekend #lovetennis and #playtennis

- Please tag Tennis New Zealand and Love Tennis Weekend in your posts so we can share to our wider audience!

- Emojis work as a brilliant way to lighten up posts as well as to break up large sections of text. Emojis boost engagement rates across social media. While in certain cases, emojis can simply replace words – they're best used to add an extra umph to social posts as well as giving the brand / organisation personality. 💙 🎾

ARTWORK & PROMOTION OF POSTS

Please use the Love Tennis social media tiles via your pages. The images within these tiles are generic and can be used country wide however if you have a club specific image you would like to use within our Love Tennis template please contact **amy@tennis.kiwi** for more info.

Tennis NZ will running paid country wide advertisements in the lead up to Love Tennis Weekend and will drive users to lovetennis.kiwi where they can find more information about their local event.

Where to Promote

- Local community Facebook pages especially 'what's on' pages, council/local board pages, business network pages

- Your personal Facebook or Instagram pages

- Your clubs Facebook and Instagram pages (works well as a promoted/boosted post)

Only posting on your own clubs social media page might not create a ton of traction so think wider and use the community pages for more reach.

A simple way to promote posts via Facebook is to post it on the club website and then simply click 'Boost Post', this will then take you through a few steps and will ultimately show your post to more people via 'paid reach'. A Credit Card is needed for this feature. Facebook advertising goes much further than boosting of posts, if you are interested in learning more there is a comprehensive guide to Facebook ads **HERE**.

As a general rule Instagram will tend to reach a younger audience (15-35) more regularly, whereas Facebook will reach an audience 30-60+. Instagram is owned by Facebook and it is possible to have ads run across both platforms. Twitter's audience is roughly 25-34.

Artwork

Social media tiles for you to use are located **HERE**.

Please tag us!

@TennisNZ
@lovetennisnz

@tennisnewzealand

@TennisNZ

CONTACT:

General inquires email: **lovetennis@tennis.kiwi**

Artwork email: **amy@tennis.kiwi**

Club resources: **www.tennis.kiwi/clubs/lovetennis**