

MARCH 2024



cta
training specialists
RTO Code 31607

+20 years promoting overindulgence to Aussies

- **1996:** SkyCity Auckland → Eat, drink, and be merry in Auckland.
- **2001:** Arnott's Biscuits Australia → Eat more Shapes and Tim Tams.
- **2008:** Pizza Hut Australia → Eat more fast food.
- **2011:** Tourism New Zealand → Eat, drink and be merry in New Zealand.
- **2021:** Caboolture Sports Club
North Lakes Sports Club
Sports Central → Eat, drink, and be merry in Queensland.
- **2023:** CTA Training Specialists
DWS Hospitality Specialists → Responsible service of food and alcohol training....



A reminder: WHAT is social media...?



I like Beer



Watch me as
I drink Beer



I am drinking
#Beer



Here is a vintage
picture of me
drinking Beer

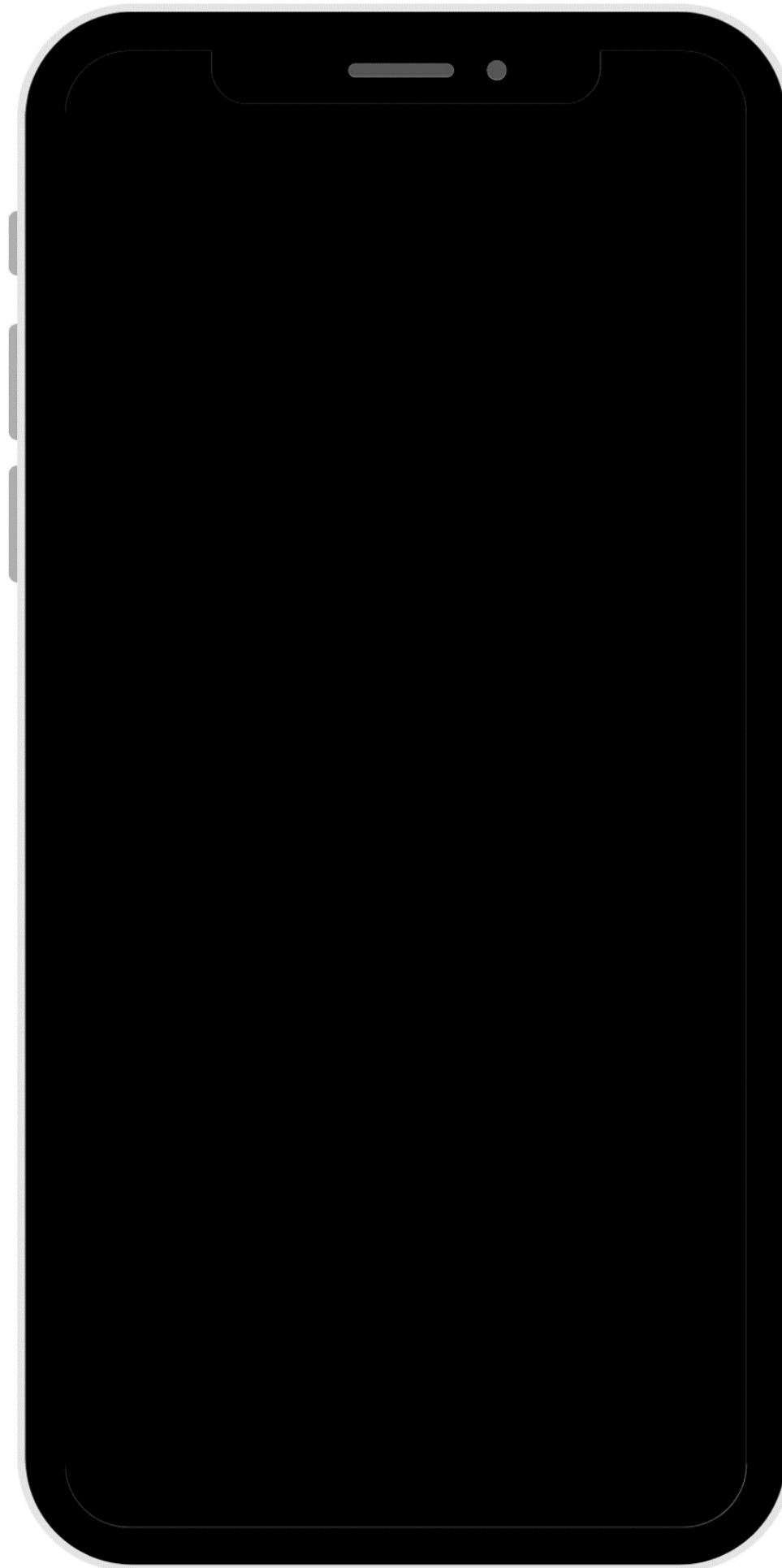


I am good at
drinking Beer

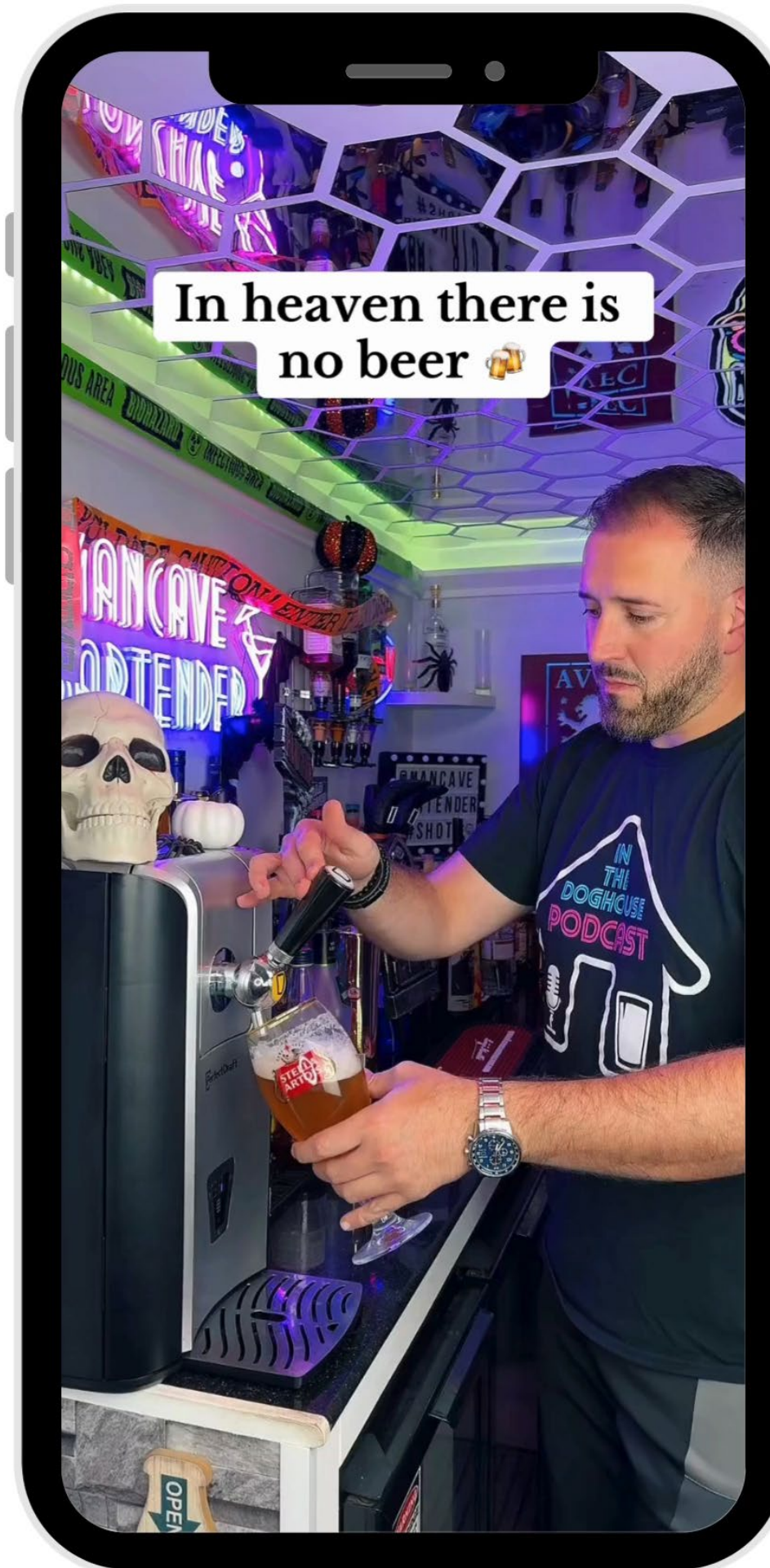


Quickly watch
me drink Beer
and dance

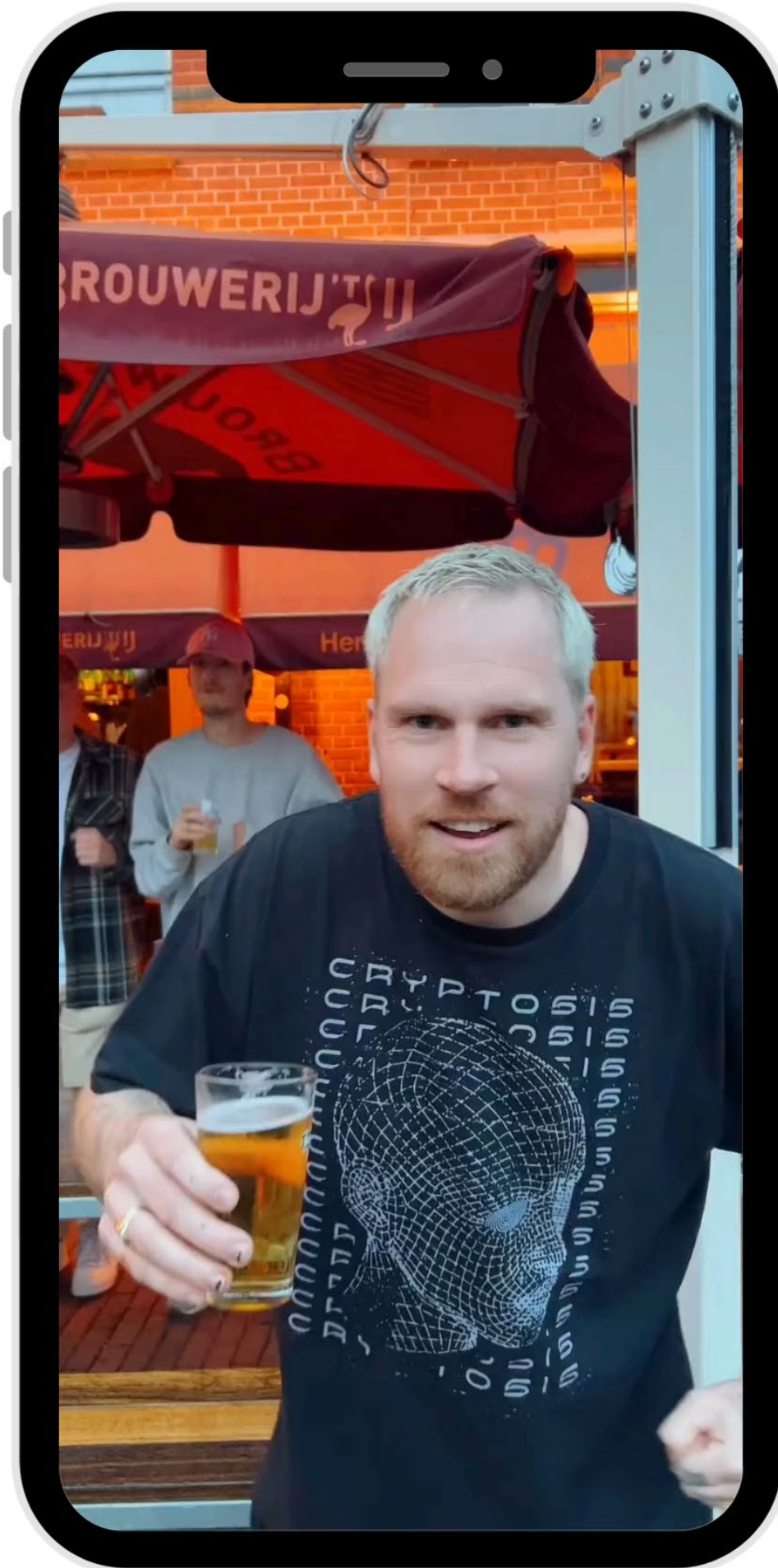
Drinking beer and dancing? 15M views



Drinking beer and dancing? 24M views



Drinking beer and dancing? 5M views



Social Media feels like a religion

Followers, Groups, Influencers, Loyalty

- Social media is the slang term for the current state of the internet.
- 70% of all mental activity is spent in front of a screen.
- 65% of all time on mobile device is spend on social networks.
- Kiwis spend an average of 2 hours 15 minutes on social media every day.
- Static websites are becoming less relevant.



WHY are Kiwis using social media?

1. Connecting with friends and family



2. Finding like minded interest groups



3. Reading news articles



4. Inspiration for things to do and buy



These reasons
are relevant for
**Clubs in
New Zealand**

WHICH platforms are Kiwis using?

Preferred Social Media Platforms



Gen Z



48%



39%



Millennials



44%



40%



Gen X



43%



33%



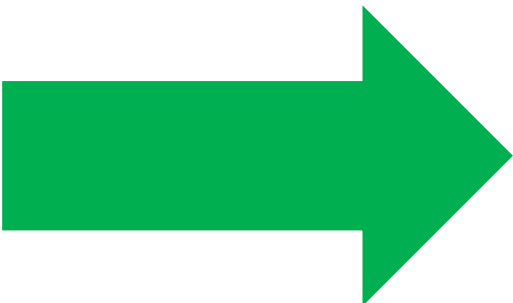
Baby Boomers



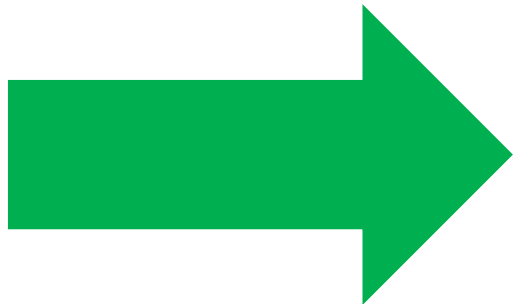
44%



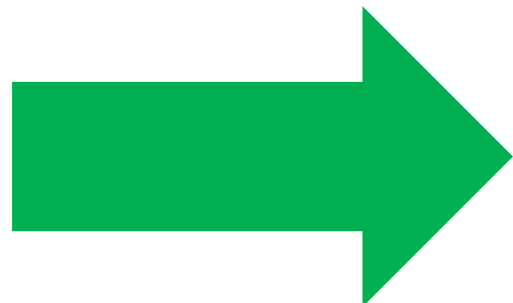
22%



Gen Z are heavy users of multiple platforms.





Older age groups are more likely to use Facebook daily.




TikTok sees biggest growth with Baby Boomers.

What about X (formerly Twitter)?



ZUCKERBERG



VS

MUSK

39	AGE	51
5ft 7in	HEIGHT	5ft 11in
154lbs	WEIGHT	178lbs
\$103B	NET WORTH	\$236B
American	NATIONALITY	South African

Meta versus X (formerly Twitter)?

	HEIGHT	
5'7"		6'1"
154	WEIGHT	187
39	AGE	51
152	IQ	155

MARK ZUCKERBERG

ELON MUSK

UBE: MIGHTYRACCOON

INSTAGRAM: @MIGHTYRACC

WHAT is the value of social media for Clubs?

Visibility

Reach a wide audience

Community Building

Create a sense of belonging

Cheap Marketing

Promote events, activities, membership.

Member Engagement

Polls, live videos, interactive stories

Enhanced Communication

A direct channel to connect with members

Event Promotion

Promote events and fundraisers

Reputation Management

Address negative feedback

Expand a Club's network

Connect with industry partners, sponsors



WHAT are the challenges of social media for Clubs?

Content Variety & Quality

Creating a range of “professional” content

Competition for attention

Standing out in the crowd

Resource & Capability

Limited time, budget and manpower

Ongoing platform changes

Staying updated

Understanding the impact

Justifying the time, effort, and ROI

Reputation management

Acting promptly to negative feedback

Privacy, Security, Compliance

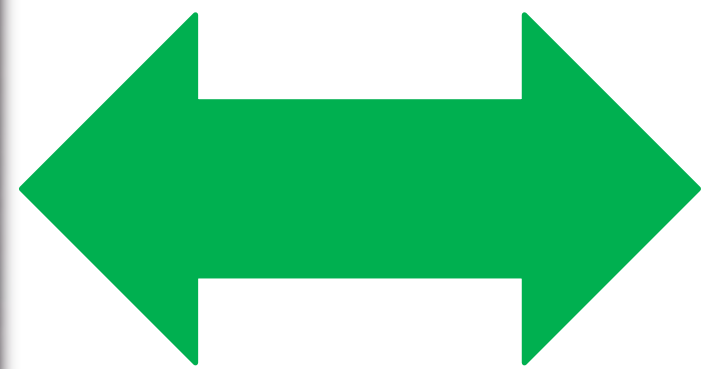
Playing by the rules (which keep changing)

Adapting to new trends

Uncertain environment



What next? Two options:



Content:

Serve your members, don't just sell your Club

VARIETY of themes and UNIQUE aspects of your Club

- **Events and entertainment:** live music, trivia nights, sport.
- **Promotions:** themed giveaways, members draw.
- **Food and beverage:** featured dining options and bar specials.
- **Community engagement:** charity events.
- **Historical and cultural significance:** celebrate the Club's history.
- **Behind the scenes:** staff awards, new facilities.



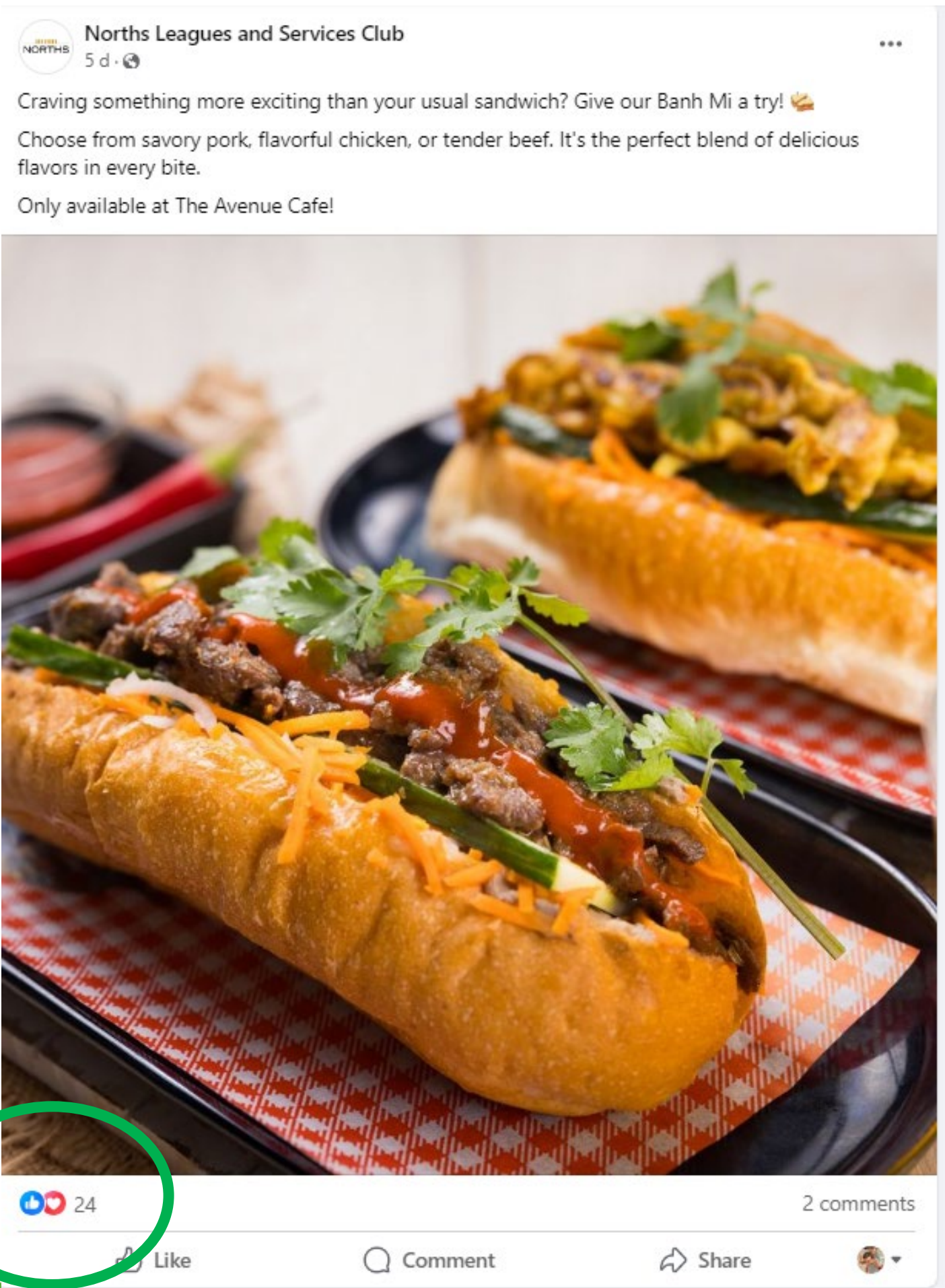
Suddenly, everyone is an expert....

Photo tips for quality content

- Portrait mode is your friend when featuring staff.
- Clean the lens on your phone.
- Ensure the light is behind you.
- Stand close enough to the subject.
- Mix it up – try different angles.



Show...don't tell



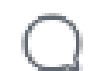
Show...don't tell

Whooh ! It's Friday! To celebrate Friday we have a couple \$10 cocktails available to get your weekend started. Available from 5-7pm. It's also the 13th so we have a Friday the 13th themed night with the Mizfits playing from 8.30pm. \$10 a ticket. Come along in your best spookiest outfit and be into win our best dressed prize! See you all tonight!

3



Like



Comment



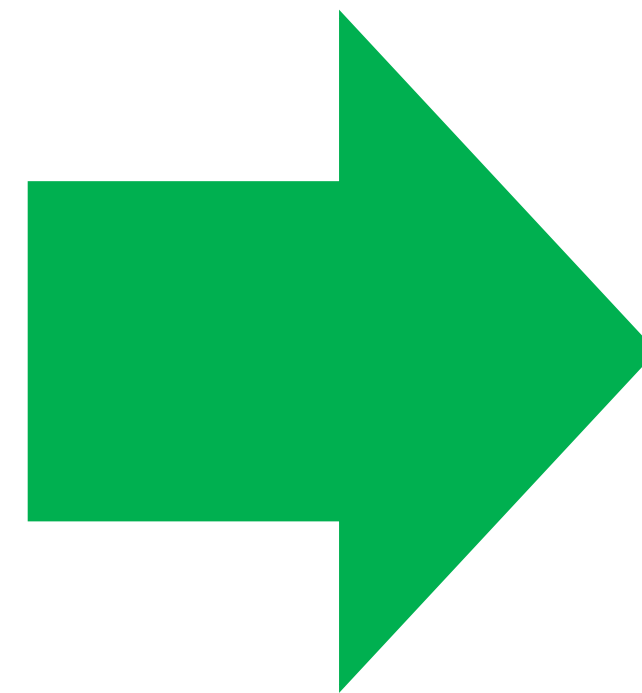
Share



Write a comment...




End of results



Celebrate your staff and members



Be the heart of your community



Caboolture Sports Club


8 December 2022 · 🌐


Things we love ❤️

Our kitchen crew recently teamed up with [The Mini Farm Project](#) and [Meals on Wheels Moreton Bay Region](#) to produce and deliver 250 meals to those in need as part of The Mini Farm Project's In the Spirit of Giving initiative. 😊


Great work everyone 🍷

#feedingqueensland #charity #inthespiritofgiving







You and 125 others




Like



Comment




Share



16 comments

6 shares





Petone Working Men's Club

2 June 2022 · 🌐


We are pleased to announce that we will be hosting the Cars 4 Charity Mystery Poker Run alongside [Port Road Drags](#) in support of the following charities - I Am Hope, Motor Neuron Disease New Zealand and the Cancer Society.

Cars 4 Charity will be held on Sunday the 11th of September. The club will be open from 9:00am for Breakfast. A Show and Shine will be held at 10:00am and the Poker Run will start at 11:30am. This will all be followed by Prizegiving and a Charity Auction on... See more







31



4 comments




15 shares




Titirangi RSA · Follow


24 April 2023 · 🌐

A big thank you to these guys for 10years of beautiful handmade poppies on the Titirangi Roundabout! It always looks amazing!






98



3 comments



1 share

Have a chat – like a politician or security guard?

- Set clear guidelines.
- Monitor regularly.
- Be polite and professional.
- Address negative comments.
- Highlight and respond to positive comments.
- Know when to delete or hide a comment.
- Escalate when necessary.

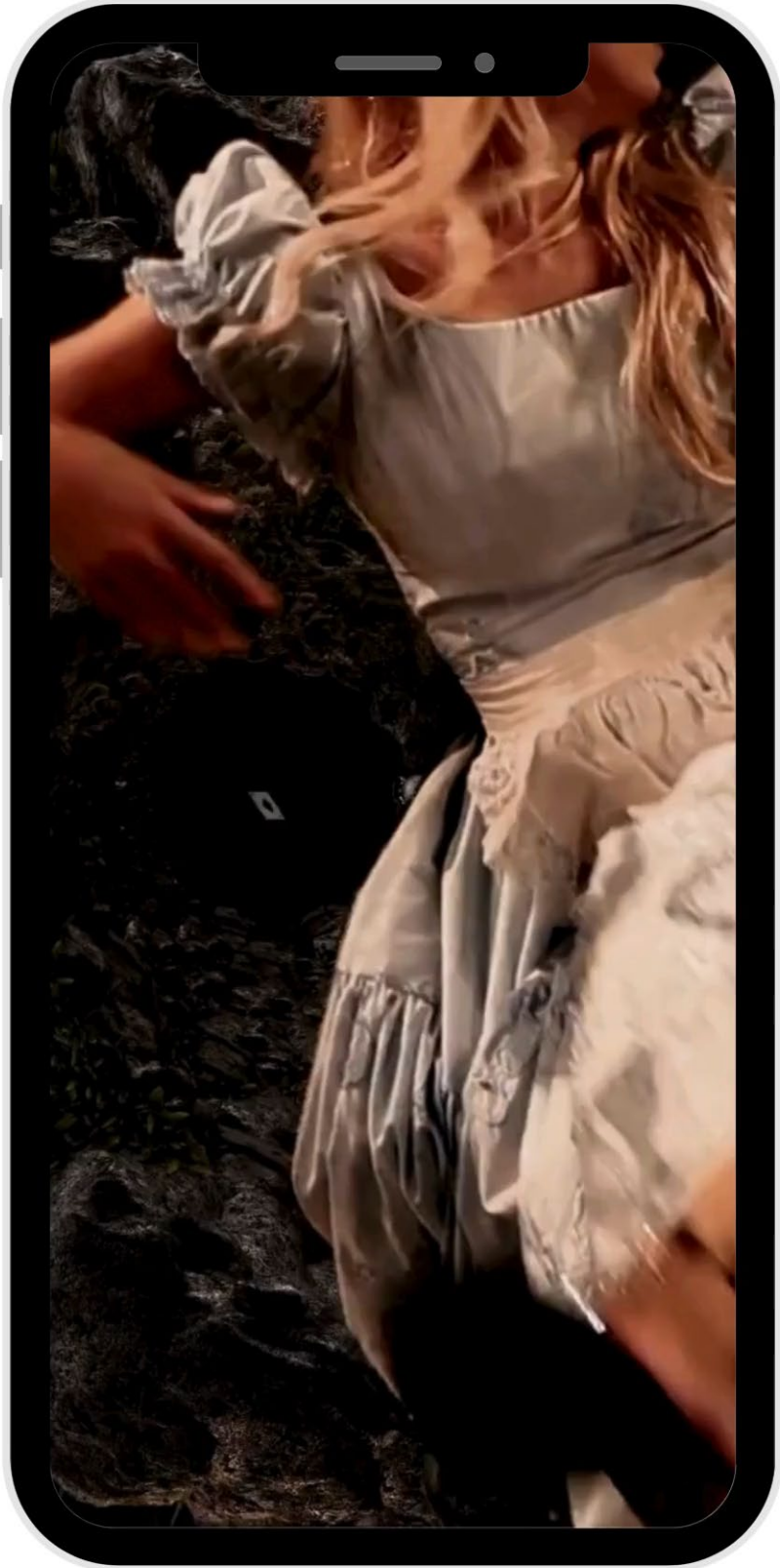
"Disappointed with the service at your club's restaurant. Waited over an hour for our food, and the order was still wrong!"



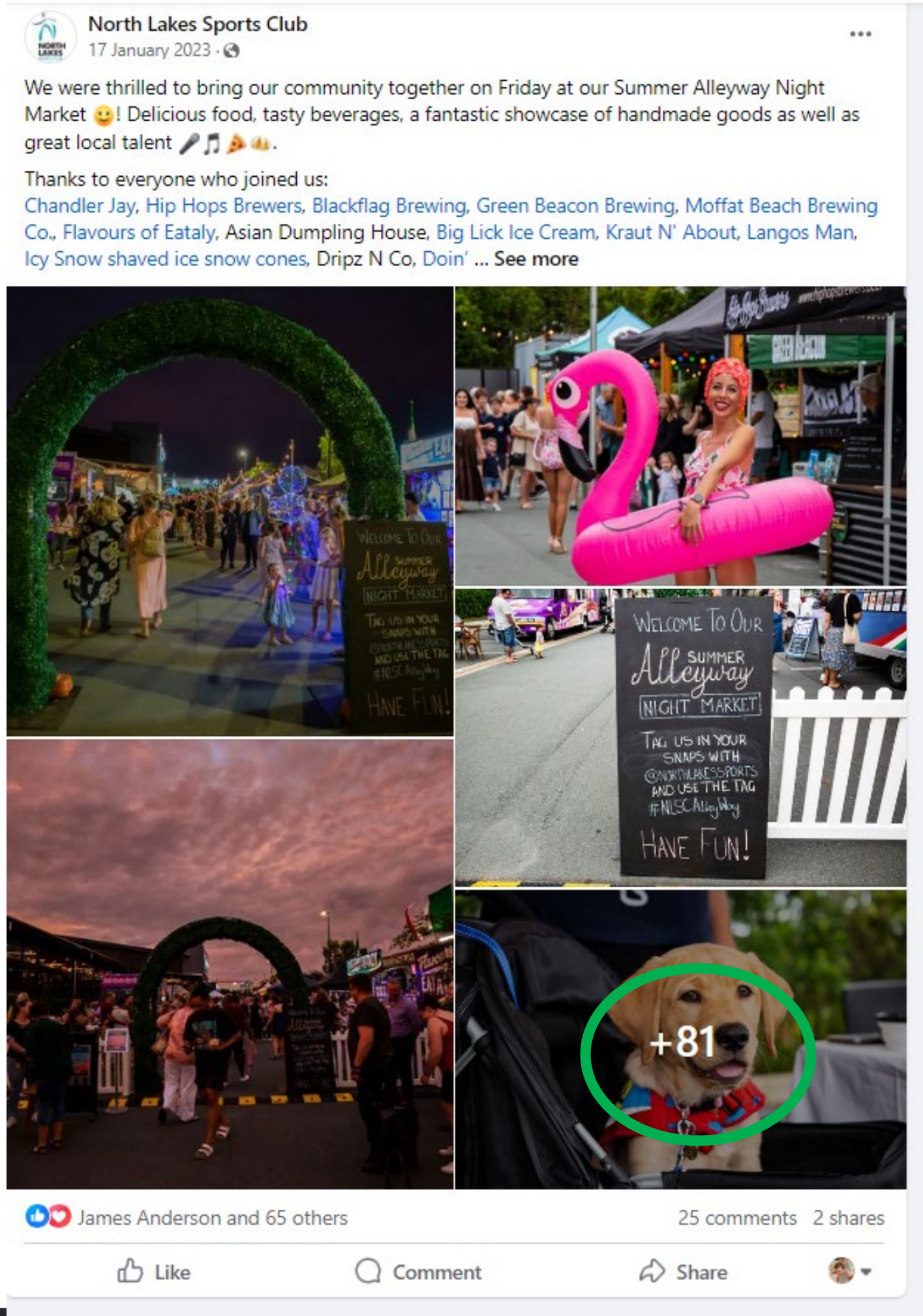
"We apologise for the wait and the mix-up with your order. This is not the level of service we aim to provide. We'd like to make it right – could you please DM us your contact details so we can discuss this further?"

Events: pre, during & post activity

Pre-event: build excitement!



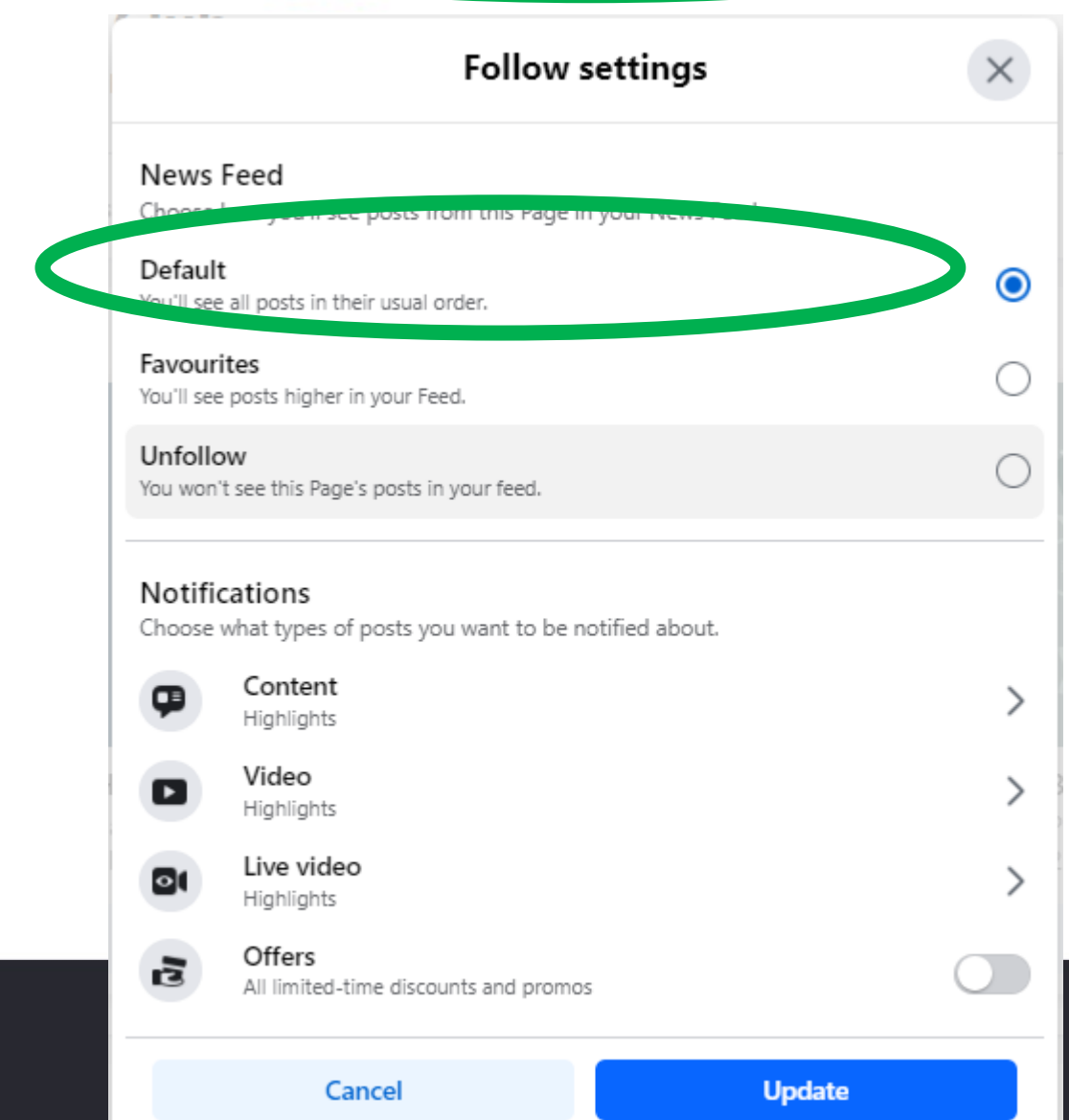
During & After Events: generate 'FOMO' & sow the seed



Be seen by your members

Beat the algorithms, reach more eyeballs

- **Organic (free posts)** only reach 5-10% of your followers.
- **Post consistently:** 1 x post per day keeps you page active.
- **Encourage action:** More likes, shares, comments = more eyeballs.
- **Allocate budget** for paid promotion of key posts to reach more of your members.
- **Use Meta tools for targeting** members based on their interests: music, sports.




Taking care of business

Keep your house in order

- **Hold the power:** who has the 'Admin Rights' to your Meta account?
- **Look credible:** Have a Facebook page (not profile) and a quality cover image.
- **Sexy photography/design:** Who can help that has photography and design skills?
- **Be organised:** schedule posts 10 days ahead across Facebook and Instagram.
- **Measure the impact:** Likes/Shares/Followers/Comments/Revenue/Ticket sales.



AI can do more of the heavy lifting

- **ChatGPT:** write posts, predict best performing content, auto content creation.
- **Custom GPTs:** auto share content across platforms.
- **Imagery:** generate recommendations in Canva, Shutterstock, Adobe.
- **Video (relatively new but evolving fast):** develop and customise content.
- **Humans still needed for quality control.** 

How many spelling errors can you spot?



Catgacating . live performances . Cartchy tuns,
exarserdray lollipops, a pasadise of sweet teats.

Finally, don't forget:

