



Social Media Resources

Just as tennis players each have their favourite style of tennis rackets, so too do people have their favourites when it comes to social media.

But, whether it's Twitter, YouTube, Instagram, Tik Tok, Facebook or any of the myriad of social media channels, they can all play a significant part in boosting your business and raising your profile.

While all the above are different, they have some common denominators when it comes to using them successfully, notably the ability to engage, use of short, sharp messaging, good picture and video use and creativity.

Employed successfully they can be really beneficial in promoting your image as a venue – a place where people will want to play.

H&W uses Instagram, Facebook and Twitter as its principal social media comms to complement the H&W website. We also have a YouTube Channel.

Here are some links to useful resources –

- [How to use TweetDeck \(twitter.com\)](#)
- [Home - Worcestershire Hour](#)
- [#HerefordHour🕒 \(@HerefordHourbiz\) / Twitter](#)
- <https://blog.hootsuite.com/social-media-image-sizes-guide/>
- <https://podcasts.apple.com/gb/podcast/the-tennis-business-academy-podcast/id1537245139>
- https://blog.hootsuite.com/instagram-engagement/?utm_source=facebook_hootsuite+%28predeterminada%29&utm_medium=owned_social&utm_term=5d93c4b4-79bb-4b7a-bdb6-fb4cca5a6106&utm_campaign=all-alwayson-none-glo-en----social_hootsuite---
- <http://www.pixabay.com>
- <http://www.unsplash.com>

Tennis 24/7 Resources

Mark Tennant mentioned a checklist for clubs and coaches of all the things worth reviewing during lockdown to get you in the best place for a return to tennis.

Here's the link: [restarting-tennis-coaching-after-lockdown](#)