

Using Social Media in Orienteering

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Overview

- ➔ Goal
- ➔ Teamer
- ➔ SMS
- ➔ Twitter
- ➔ Facebook
- ➔ Google +

Goal

- ➔ Advertise your club & it's events to as wide an audience as possible with the least cost & effort
- ➔ Engage with your community
- ➔ Show your passion for your sport & club
- ➔ Take advantage of what is freely available on the web
- ➔ Utilise the power of mobile
 - Demo

Teamer

- ➔ SMS & email notifications
 - ➔ Member database
 - ➔ Message board
 - ➔ Secure document store
- Demo

SMS

- ➔ Each telecom provider have a web texting service
 - Vodafone (600 free texts per month)
 - O2 (500 free texts per month)
 - Meteor (300 free texts per month)
 - 3 (333 free texts per month)
- ➔ Tips
 - Use it to contact membership of any non-club orienteering event

Facebook

➔ Ubiquitous (500 million? member)



Google+

- ➔ Google competition to Facebook
- ➔ Only people on it are Googlers
- ➔ Huge potential in next 5 years
- ➔ Data security better
- ➔ Directory of your presence on the web

- Demo

Miscellaneous

- ➔ Google account
 - Integrated calendar
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