

WHY SOCIAL MEDIA MATTERS FOR YOUR CLUB

Social media is one of the most powerful tools available to help clubs grow participation and promote the sport of clay target shooting. A consistent social media presence allows clubs to:



PROMOTE UPCOMING EVENTS
& REGISTERED SHOOTS



ATTRACT NEW SHOOTERS
TO THE SPORT



HIGHLIGHT MEMBERS,
YOUTH PROGRAMS &
ACHIEVEMENTS



STRENGTHEN VISIBILITY
FOR YOUR CLUB AND THE
SPORT NATIONWIDE



SHARE THE EXCITEMENT OF
SHOOTING SPORTS

TAG THE NSSA & NSCA IN YOUR POSTS

Tagging is simply mentioning another account in your social media post. When you tag NSSA or NSCA, we receive a notification and can easily see your post, making it possible for us to like, comment, or share your content with the broader shooting community.

NSSA



**SOCIAL
MEDIA**



INSTAGRAM

TAG US IN YOUR POSTS & STORIES:

- NSSA: @nationalskeet
- NSCA: @nationalsportingclays



FACEBOOK

TAG OUR OFFICIAL PAGES:

- NSSA: National Skeet Shooting Association
- NSCA: National Sporting Clays Association

NSCA



**SOCIAL
MEDIA**

CONTENT IDEAS FOR MEMBER CLUBS

- TOURNAMENT HIGHLIGHTS & EVENT RECAPS
- ACTION SHOTS ON THE COURSE OR FIELDS
- UPCOMING SHOOT ANNOUNCEMENTS & PROMOTION
- MEMBER ACHIEVEMENTS
- INSTRUCTOR TIPS & TRICKS
- CLUB ATMOSPHERE & COMMUNITY MOMENTS
- FACILITY FEATURES & IMPROVEMENTS

HELP US PROMOTE YOUR CLUB!

By tagging NSSA and NSCA, you help us discover your content and share it with a larger audience. Together, we can showcase the incredible clubs, competitors, and community that make up our sport.

Contact our digital marketing manager for questions or assistance:
Kaleigh Lawson | klawson@nssa-nsca.com