

The Saskatoon Pirates Social Media

For the last few years, the Saskatoon Pirates have seen remarkable growth in their club. With a website and social media renewal, the Pirates have grown their crew from 16 pre covid to 52. Below are some questions asked to a board member of the Pirates about their use of social media to help grow the club.

Questions and Answers

- Tell me a little about yourself. what do you do and how did you become involved in the sport.

I am a parent volunteer interested in supporting my children's interests and passions for sport. We believe that water polo has a lot to offer and are committed to supporting the club as we value the opportunities it presents. I personally have not played water polo but do love to swim.

- Who runs the social media accounts?

Our board members, mostly me, post the info on social media. The board is very small. We are all volunteers.

- What social platform are you using?

Instagram and Facebook

- how is the public engagement and which social platform seems to get the most?

I think both platforms have benefits and the opportunity to reach people.

- How often do you post?

We post regularly prior to and at the start of the season. The intention is to connect with existing water polo athletes and their families and attract new ones. Throughout the season, we post about the athletes and their accomplishments, as well as about practices and tournaments. There is more that we can do of course.

- Are there any projects or ideas?

We are interested in increasing our friends and followers on social media and raising awareness of the sport of water polo and all that it has to offer. We would like for the City of Saskatoon and the surrounding area to know about this incredible opportunity to advance swimming and water polo skills, gain strength and endurance, make friends and have fun.

- What type of posts do you make?

We try to post a bit of everything that we think may be of interest to our audience. It is always valuable to feature athletes and coaches, providing they consent of course.

The Saskatoon Pirates board members have done a fantastic job at growing their club through the use of social media by increasing public engagement and spreading the word about water polo to a wider community.