CONIFA

CONFEDERATION OF INDEPENDENT FOOTBALL ASSOCIATIONS

FOOTBALL STRATEGY DAYS 2026

Capacity Building of organizations with focus on Social Media



Per-Anders Blind
CONIFA Global President

- Global President
- Financial Director
- Media Director
- 75% General Secretary
- Committee Leadership

CONNECT • ENGAGE • GROW

What we want to achieve

Social media is not just promotion — it is a capacity-building tool.

1 Communicate

Explain who you are, what you do and why it matters.

2 Connect

Build relationships with players, families, volunteers, fans and partners.

3 Mobilise

Turn attention into participation, donations, sponsorship and action.

By the end, your insights:

- Choose channels based on goals and audience
- Plan realistic content with limited time and budget
- Publish safely, inclusively and consistently
- Measure results and improve

Why social media matters for football NPOs

Use digital channels to strengthen the whole organisation — not only match-day coverage.

Community

Keep members, players, families and supporters connected.

Credibility

Show reliable governance, safeguarding and real activity.

Growth

Reach new volunteers, participants, donors and sponsors.

Opportunity

Share pathways for girls, women, youth and underrepresented groups.

Evidence

Document outcomes and demonstrate value to funders.

Belonging

Celebrate identity, diversity, fair play and local stories.

Start with strategy, not platforms

A simple chain: mission → audience → objective → message → channel → measure.

Ask five questions

WHO do we need to reach?

WHAT should they know or do?

WHY does it matter?

WHERE do they already spend time?

HOW will we know it worked?

Example objective

Recruit 10 new volunteers before the season starts.

Audience: local adults and former players.

Message: small contributions make football possible.

Action: attend a volunteer evening.

Make it SMART

Specific

Measurable

Achievable

Relevant

Time-bound

Avoid vague goals such as “get more followers.”

Tip: one post should have one main message and one clear call to action.

Choose channels that fit your capacity

It is better to manage two channels well than five channels inconsistently.

Facebook

Local community, parents, events, groups and longer updates.

Instagram

Photos, Reels, Stories, players, match-day atmosphere.

TikTok / YouTube

Short video discovery; longer highlights, interviews and explainers.

LinkedIn

Sponsors, partners, governance, impact and professional network.

WhatsApp / email

Direct member updates, volunteer coordination and practical information.

Website

Reliable home for fixtures, policies, contacts, registrations and news.

Build a balanced content mix

A starting point — adjust it to your goals and audience.

40% Community

People, volunteers, fans, local stories and belonging.

30% Football

Fixtures, results, training, highlights and behind the scenes.

20% Impact

Inclusion, youth development, wellbeing and social outcomes.

10% Ask

Volunteer, register, donate, attend or sponsor.

Useful formats

- Short vertical video: one moment, one story, one message
- Carousel: explain a process, person or result in 3–6 frames
- Photo + quote: human stories with consent
- Live update: only when someone can moderate and verify information

A simple weekly publishing rhythm

Consistency beats bursts of activity followed by silence.

MON	**Community story**	Volunteer or player spotlight
WED	**Useful information**	Training, fixture or registration reminder
FRI	**Build anticipation**	Match preview, team news or short video
MATCH DAY	**Live moments**	Score updates, atmosphere and thanks
SUN	**Reflect and recognise**	Result, fair play, photo recap or next step

Minimum viable plan: 2–3 quality posts per week, plus essential updates.

Make content with a small team

Use repeatable templates, shared access and a lightweight approval process.

Capture

One volunteer takes 5–10 good photos or clips at training or matches.

Create

Use branded templates; add captions, subtitles and alt text where possible.

Publish

Schedule content; check names, scores, consent, links and spelling.

- Create a shared folder organised by season, event and permissions
- Use a simple content calendar with owner + deadline + status
- Keep brand assets, tone of voice and approved hashtags in one place
- Ensure at least two trusted admins can access organisational accounts

Tell stories that people care about

People connect with people — not only logos, announcements and final scores.

A person

“Meet Amina: why I volunteer as a youth coach.”

A challenge → action

“We needed more girls in football. Here is what changed.”

A moment

“The final whistle — and what fair play looked like today.”

Story structure

- Hook: give people a reason to stop scrolling
- Human detail: show a person, feeling, challenge or achievement
- Meaning: explain why this matters to your community
- Action: invite a reply, share, registration or visit

Write stronger posts

Clarity, warmth and one clear next step are more valuable than clever wording.

Before

“Important announcement. Please share. Training will be held this week.”

What is missing?

- Who is it for?
- When and where?
- Why should anyone care?
- What should they do?

After

“Ready for the new season? ⚽ Youth training starts Tuesday at 17:30 at the community pitch. New players are welcome — bring a friend and message us to register.”

Clear details + welcoming tone + action.

Checklist: first line catches attention • key information is easy to scan • accessible language • one call to action

Safety, inclusion and trust

A responsible organisation protects people and its reputation.

Children & consent

Follow safeguarding rules; obtain appropriate consent before publishing identifiable images or personal details.

Privacy & security

Use strong passwords, two-factor authentication, role-based access and secure recovery details.

Respect & inclusion

Use respectful language; represent different genders, ages and backgrounds; add captions where possible.

Moderation

Set rules for comments, harassment, misinformation and escalation.

Rights & permissions

Use images, music, logos and footage only when permitted; follow competition and platform rules.

Crisis response

Pause, verify facts, alert the right person and respond through an agreed spokesperson.

Measure what matters

Use metrics that match the objective — not vanity metrics alone.

Awareness

Reach, video views, profile visits and relevant audience growth.

Engagement

Meaningful comments, shares, saves, replies and link clicks.

Action & impact

Registrations, volunteers recruited, event attendance, enquiries and sponsor leads.

Monthly review — ask:

- Which posts reached the people we intended to reach?
- Which content led to real action or conversation?
- What took too much time for too little benefit?
- What will we repeat, stop or test next month?

A 30-day capacity-building plan

Start small, establish habits, learn and improve.

WEEK 1 • AUDIT

List channels, admins, audiences and goals. Review branding, access and safeguarding.

WEEK 2 • PREPARE

Choose 2–3 channels at most. Create 4 templates and a simple calendar.

WEEK 3 • PUBLISH

Publish consistently. Capture stories and ask the community what it wants to see.

WEEK 4 • REVIEW

Check metrics, collect feedback and agree on the next month’s priorities.

Owners: one coordinator • one backup admin • contributors across teams

Workshop exercise: build one campaign

Work in pairs or small groups — 15 minutes.

1 Choose a goal

Recruit volunteers

Promote a girls' football session

Find a sponsor

Increase youth registrations

Celebrate community impact

2 Plan the message

Who is the audience?

What do they need to know?

What is the one key message?

What action should they take?

3 Create a mini-plan

Write one post caption

Choose photo/video format

Pick a channel

Define one success metric

Share back: 60 seconds per group. Feedback: clear, relevant, inclusive and actionable.

KEY TAKEAWAYS

- Start with your mission and audience — not the latest trend.
- Choose a manageable number of channels and publish consistently.
- Show real people, real football and real community impact.
- Protect children, respect privacy and build trust.
- Measure actions and outcomes, then improve together.

Small, consistent steps create stronger digital communities.

QUESTIONS • DISCUSSION • NEXT STEPS

CONIFA

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FOOTBALL STRATEGY DAYS 2026

Capacity building – Youth Football



Per-Anders Blind
CONIFA Global President



- Developing Young Talent
- Education & Skills
- Inclusion & Diversity
- Stronger Communities

Global President | Financial Director | Media Director | 75% General Secretary | Committee Leadership

YOUTH FOOTBALL • OPPORTUNITY • A MORE INCLUSIVE GAME

CONIFA

AL FALAH
EDUCATION & CONSULTANCY

What to Do now?

Recruit 2–3 volunteers for Social Media



Plan for one youth activity per year





Get into Action!

CONIFA | AL FALAH EDUCATION & CONSULTANCY

THE CHALLENGE –

TURN KNOWLEDGE INTO ACTION



LEARN • PLAN • ACT • DELIVER • GROW

CONIFA

AL FALAH
EDUCATION & CONSULTANCY

OFFICIAL COLLABORATION

CONIFA × AL FALAH

Collaboration for the development and future growth of CONIFA as a global organisation.

Football • Development • Inclusion • Global Community

Membership Development

Growing a Stronger Global Family

- More Members
- Stronger Partnerships
- Greater Global Reach
- A United CONIFA Family



