



7th EBL NBO Officers' Seminar

Using Social Media to Attract Youth

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Bridge, young people and social media

Bridge is played all over the world. The problem is that most people who play bridge are at least 60 years old.

The EBL wishes to get younger people, say age 15 -30, interested in playing bridge.

Although one can find many bridge federations on the Internet today, their communication is primarily focused on those who already play bridge.

Why have a strategy for social media?

Social media is central in communication today. To the right you can see *some* examples of how the social media map looked a year ago - and much has happened since.





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Examples of websites from bridge federations in Europe

The collage displays several bridge federation websites:

- Türkiye Brîç Federasyonu (Turkish Bridge Federation):** Features a red header with the TBF logo and navigation tabs for 'ANA SAYFA', 'YÖNETİM', 'BAĞLANTILAR', 'TBF MASTERPOINT SİSTEMİ', 'TURNUVA SONUÇLARI', and 'FOTO GALERİ'. It includes a calendar for '20 Kasım 113, Pazar 14:53:23' and a list of activities like 'BİRC NOTLARI', 'BİRC YASALARI', and 'BİRCİN SKOR HESAPLAMASI'.
- English Bridge Union:** Shows a blue header with the EBU logo and a main article titled 'Will all to play for in the Premier League'.
- Israel Bridge Federation:** Features a blue header with the Hebrew text 'התאגדות הישראלית לברידג' and 'Israel Bridge Federation'. It includes a sidebar with navigation buttons and a main section for 'Main Office (Israel Bridge Federation)'. Below it is the EOM website.
- EOM (Ελληνική Ομοσπονδία Μπριτζ):** Has a blue header with the EOM logo and a main announcement for 'Πανελλήνια Πρωτεύουσα Ζευγών Κατηγοριών 15-17 Νοεμβρίου (προκριματικός) 29 Νοεμβρίου - 1 Δεκεμβρίου (τελικός)'. It includes a sidebar with navigation buttons and a main section for 'Το νέο μας'.
- Bridge (Israeli Federation):** Shows a blue header with the word 'Bridge' and a main section for 'התאגדות הישראלית לברידג'.
- Bridge (French Federation):** Features a green header with the text 'Musclez votre esprit. BRIDGEZ VOUS BIEN!' and a main section for 'Musclez votre esprit. BRIDGEZ VOUS BIEN!'.

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The challenge

Bridge is a sport that young people associate with something that mom and dad and their friends, and even grandma and grandpa's friends, played.

To change an attitude takes a long time, costs a lot of money and, with all Europe as the market, the playing ground is very different from one country to the next.

How do we get young people to change their attitude to bridge - and how do we achieve that using social media?

We have chosen to base the strategy on allowing young bridge players who are active today to be the center of a campaign as the first step.

Who has more credibility to promote bridge than young, cool, bridge players?

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What we may offer

We will present a strategy, a concrete action plan and recommendations for websites, Facebook etc.

The communication in all channels must reflect the new mission – a model, or “template”, tailored to the size of the NBO will be developed for each NBO to fill with locally relevant content.

We will also give examples of types of local activities that may be effective for promotional purposes.

The project would include:

A social media strategy, development of a campaign site in English and presentation of content/action plans for website and Facebook pages.