

Using Social Media to Attract Youth

By Jan Kamras



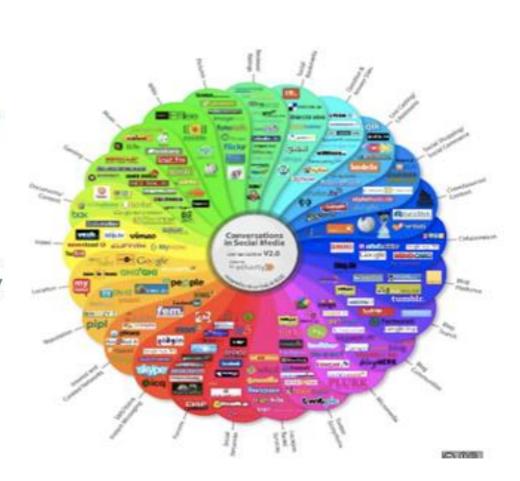
Bridge, young people and social media

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 <u>strategy</u> 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.





Examples of websites from bridge federations in Europe





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?



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.